

## **History of Tourism-II**

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## **COURSE INTRODUCTION: HISTORY OF TOURISM-II**

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In order to deal with troubles of unemployment and image building every nation is mounting and promoting travel and tourism. In most of the country history, art and architecture, tradition etc is the moral fiber of tourism product development. In history of Tourism Part 1 we have already discussed how tourism has turned out to be a discipline, its chronological historical development, primeval tourism activity, discovery, urbanization, sea-voyages and major dimensions of travel and tourism has been discussed. Now in the present book of History of Tourism-II, we are going to elaborate on major social movements, rise of international tourism, tourist boom between the world wars, transport and advances, women and politics of tourism etc.

In this course we will also discuss the early travel forms and how the travel motivation and types have changed over the years, the effect of World War on the growth and development of Tourism as well as the genesis of Modern Day Tourism by Thomas Cook. Globalization has changed not only the global economy but also has brought in changes in cross cultural communication; and therefore the impact, importance and the role of globalization on tourism will be described for your understanding of the phenomenon of globalization. The dimensions and the Components of Tourism will be discussed along with the various associations and organization that lay down the rules and guidelines for service delivery in the Tourism Industry. Tourism is one of the major foreign exchange earners for our country and has been accorded the status of an Industry. Finally, this course will introduce you to the tourism policy of India and its implications.

THE PEOPLE'S  
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# UNIT 1 RENAISSANCE AND REFORMATION

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## Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Social and Economic Background
  - 1.2.1 The Capitalist Economy
- 1.3 Renaissance
  - 1.3.1 Humanism
  - 1.3.2 Secularism
- 1.4 Renaissance Literature
- 1.5 Art and Architecture
- 1.6 Beginning of the Scientific Revolution
- 1.7 Reformation
- 1.8 Let Us Sum Up
- 1.9 Key Words
- 1.10 Answers to Check Your Progress Exercises

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## 1.0 OBJECTIVES

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This Unit deals with a very momentous period of European history which initiated major changes not only in economy, society and polity but in overall outlook towards human beings and nature. After reading this Unit you should be able to learn about:

- The economic and social factors which contributed to the processes of Renaissance and Reformation.
- The ideas, values and institutions associated with Renaissance and Reformation,
- The art and culture of this period,
- The process which led to the rise of modern-state in Europe, and
- The expansion of European powers to other regions of the world led to colonisation.

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## 1.1 INTRODUCTION

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In this Unit, we introduce the study of a very crucial period in human history in which the foundations of the modern world were laid. A number of inter-related developments took place in the period from about the fourteenth to the seventeenth century A.D. There were certain major developments in Europe which had their impact on the entire world. In certain aspects, the impact was felt more or less immediately, while in others it took a much longer time.

The terms 'Renaissance' and 'Reformation' are generally used to describe this period of transformation. The word 'Renaissance' means rebirth, and it was used to refer to the revival or interest in the learning of ancient Greece and Rome. But

it was much more than the revival of ancient learning. It embraced ideas and achievements in philosophy, religion, art, literature, politics and science which had little in common with the ancient heritage. At times, they were also against the Catholic Church and the authority of the Pope which led to the rise of Protestantism in the early sixteenth century as well as to the Catholic Reformation known as 'Counter-Reformation' in the later sixteenth century.

The Reformation had a profound impact on the history of Europe which extended beyond the sphere of religion. Both Renaissance and Reformation had common social and economic causes. In their impact, they coincided, and together, they brought about the collapse of the feudal order and laid the foundations of a new social order. A series of inter-related developments accompanied these changes in society and economy. There were fundamental changes in the thinking of human beings about the world and their place in it, and in the content and style of art and literature. There was a decisive shift away from divine matters to the study of human matters and an invincible faith in the tremendous creative potential of human beings. The foundations of modern science were laid in this period. The period also saw the emergence of nation-states with new forms of political system and new political theories. This period was also the age of discovery when the voyages of exploration brought for the first time in history, all parts of the world into contact with one another. All these developments must be seen in their mutual inter-relationship. It may be useful to first have a look at the general and economic background of the period in which these changes and development took place.

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## **1.2 SOCIAL AND ECONOMIC BACKGROUND**

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In medieval period the revival of trade was accompanied by the growth of towns. Old towns became larger and many new towns emerged, mainly as centres of manufacture and trade. Towns, often walled, gradually freed themselves from feudal control. They had their own governments and the townsmen elected their officials. They had their own militia and their own courts. Unlike the serfs in feudal estates, there were no restrictions on the movements of citizens in the towns. They could come and go as they pleased and buy and sell property. "Town air makes a man free", is an old medieval proverb. Towns provided asylum to serfs who escaped from feudal oppression. The towns encouraged the cultivation of cash crops needed for manufacturers, and peasants received their payments in money. The Peasant could now pay his dues to the lord in cash rather than by labour. Money had little use in feudal societies. A feudal manor was more or less self-sufficient for its needs. There was very little of buying and selling and whatever there was, was done through barter. With the growth of trade, there was increasing use of money. The use of money indicated far-reaching changes in economy.

### **1.2.1 The Capitalist Economy**

The privileged people did have money, in the form of gold and silver, but it was idle money. It could not be used to make more money. With the growth of trade and manufacture, this changed, marking the beginning of the transition from a feudal economy to a capitalist economy in which wealth, generally in the form of money, could be used to make a profit. This was done by investing money in business, trade and industry. The profits made were reinvested to make further profits. Such wealth or money is called Capital. Money increasingly became the

measure of a man's wealth. In feudal societies, other than the feudal lords, there were three classes of people, the prayers-the clergy who prayed, the soldiers -the knights who fought and workers-the peasants who worked for both the clergy and the soldiers. With the growth of trade, a new class emerged, the middle class comprising mainly the merchants. Even though small in number, they began to play an important role in society because of the wealth they possessed.

Initially, international trade was largely in luxury goods from the East and was controlled by merchants in the Italian cities of Venice, Genoa and Pisa, and towns in southern Germany. With the great geographical discoveries of the last decade of the fifteenth century-the discovery of a sea route to the East and the discovery of the Americas-the pattern of trade changed. It was dominated by Portugal and Spain and later by Holland and Britain.

Simultaneously, with these developments, changes took place in the system of manufacture goods. In the early medieval period, most of the non-agricultural products required by the peasant were produced in the household of the peasant and for the serfs who were skilled in particular crafts and had organised themselves guilds. There were for example guilds of bakers of weavers and of dyers. Each craft guild had a master of craftsmen, apprentices and journey-men. To learn a craft, a person joined a master as an apprentice or learner. After having learned a craft, he worked as a journey-man with the master on a wage or, if he had mastered the craft, would himself become a master craftsman.

The units of production were small, consisting of three or four people and each unit had a shop to sell its produce. There were no inequalities within a unit or between units of the same guild. The guild prevented any competitors from practising the craft but it ensured the quality of the produce as well as fair business practices and stable prices.

The guild system was not suited to the requirements of large scale production necessitated by an expanding demand for goods, and the system began to decline giving place to a capitalist system. Inequities appeared within the system, with masters refusing to let journey-men become masters and paying them low wages.

With the introduction of the Putting Out system, their independence declined. The merchant, under this system, would bring the master craftsmen the raw materials, the craftsmen would work with their tools as before in their homes, and the produce would be taken away by the merchant who had supplied them with the raw materials. Thus, in effect, unlike before, the craftsmen did not own what they produced. They were increasingly reduced to the position of wage-earners, except that they still owned the tools used by them and worked at home.

Subsequently, this system gave way to the factory system under which production was carried out in buildings owned by the capitalist with the help of machines owned by the capitalist. The workers, owning nothing, worked only for wages. In industries which required large investments such as mining and metal-working, the capitalist system in which some people owned the raw materials, the tools and machines and the products and the workers worked only for a wage came into being early. This period saw a tremendous expansion of manufacturers. It was accompanied by a growing social differentiation in towns and the emergence of the working class. Just as there were peasant revolts in different parts of Europe towards the decline of feudalism, there were also uprisings by the city poor in this age of rising capitalism.



## 1.3 RENAISSANCE

The term 'Renaissance' literally means rebirth, and is, in a narrow sense, used to describe the revival of interest in the classical civilisations of Greece and Rome. This deeply influenced Europeans. The Renaissance, however, was not a mere revival of ancient learning. It was marked by a series of new developments in the fields of art, literature, religion, philosophy, science and politics.

The intellectual and cultural life of Europe for centuries had been dominated by the Catholic Church. The Renaissance undermined this domination. The revival of pre-Christian Classical learning and of interest in the cultural achievements of ancient Greece and Rome was, in itself, an important factor in undermining the domination of the Church. The Renaissance, of course, went beyond mere revival and gave rise to a new way of thinking.

### 1.3.1 Humanism

The chief characteristic of the Renaissance way of thinking was humanism. Basically, it meant a decisive shift in concern for human as distinct from divine matters. Humanism controlled man, stressed his essential worth and dignity, expressed invincible faith in his tremendous creative potential, and proclaimed freedom of the individual and his inalienable rights. It was centered on a notion of man that did not reject earthly joys, recognised the beauty and dignity of the human body, opposed religious asceticism, and defended man's right to pleasure and satisfaction of earthly desires and requirements. It meant the glorification of the human and the natural disposition and rejected the other-worldliness of Catholic belief that human existence has its origin in sin: therefore, it is tainted. The humanists rejected or even ridiculed religious mortification of the flesh and withdrawal from the world. They urged man to seek joy on this earth rather than, an after-life which the church advocated. Their works were permeated with the faith that a man with an active mind and body was capable of knowing and controlling the world, and fashioning his own happiness. These ideas increasingly narrowed the domain of the divine and extended the domain of man.

Pico della Mirandola, an Italian humanist of the fifteenth century who had travelled widely and had studied various systems of philosophy, published a list of nine hundred theses. The Renaissance belief in the limitless potentialities of man may be seen in the following excerpts from his writings:

"There is nothing more wonderful than man." This is what I have read in some record of the Arabians. A famous Greek said, "A great miracle a man is. What is the reason behind these sayings"? Human beings are Kings of all beings below God and the angels because of the ability of their reason and the light of their reason and the light of their intelligence. But these reasons are not enough.

"Man is the most fortunate of creatures." Why ? Because of all creatures, God did not limit the potential of man. Only humans have freedom of choice and can fashion themselves in whatever shape they prefer. They have the power to degenerate into a brutish form of life, like the animals. Secondly, physical strength or instinct helps them to survive. Or, they have the power to use their intelligence to turn them into a higher form of life that is god-like.

'The ancient Babylonians said, Man is a being that has a varied nature'. Why do



we stress this? Because we say that we human beings can become what we will”.

“Know thyself”. By this rule we are encouraged to investigate all of nature. The person who knows himself or herself knows all things.”

### 1.3.2 Secularism

If we compare the contemporary view of the world with the medieval view, we will recognize the great transformation of thought that had taken place from religious ‘other-worldliness’ to humanistic ‘this-worldliness’. The humanist is more interested in the material world around, in the contents of the physical universe than in gods, angels or demons, whereas the medieval men of religion were more interested in god, angels or demons. The humanist is concerned to make the most of his brief life, whereas the medieval men regarded life as a painful preparation for a happier life which, they thought, would come after death. This transformation which the Renaissance inaugurated may be termed as marking the passage from religion to secularism. The new intellectual and cultural climate which the Renaissance created influenced even the Church hierarchy, particularly its upper levels, who were wealthy. For example, Leo X who was the Pope from 1513 to 1521 said on becoming the Pope, “Let us enjoy this Papacy which God has given us”.

#### Check Your Progress 1

- 1) Discuss in brief the factors which helped in the introduction of capitalist economy in Europe.

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- 2) Find out whether the following statements are true or False. (Mark T or F)

- i) Severe restrictions were imposed on the citizens in Europe during the Renaissance period
- ii) The feudal society was a class-less society.
- iii) ‘Humanism’ was a great contribution of Renaissance.
- iv) Renaissance contributed to the development of secular ideas.

- 3) Write in about five lines what you understand by humanism’.

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## 1.4 RENAISSANCE LITERATURE

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The humanist ideas of the Renaissance found artistic expression in literature, painting, architecture, and sculpture. Some of the greatest writers, poets, and dramatists of the Renaissance were Patriarch and Boccaccio in Italy, Rabelais in France, Erasmus in Holland, Von Hutten in Germany, Cervantes in Spain and Shakespeare in England. The themes of their writings had little to do with religion or piety or asceticism and were often refulgent and anti-clerical.

The most significant feature of the literary output of the Renaissance, and since, has been the use of vernacular languages, or the languages spoken by the people of a region or country. Until about the fourteenth century, there were hardly any writings in any of the languages spoken by the people of different countries of Europe- Italian, Spanish, French, German, English, etc. The language of scholarship and literature for centuries had been Latin which only the educated, who constituted a very small part of the population, could understand. The Renaissance marks the emergence of modern European languages as languages of literature and the beginning of the development of these languages. In a short period, these languages almost completely replaced Latin as the language of poetry, drama and fiction. Latin continued, however, to be the language of philosophy and science for some more time.

The Renaissance literature in modern European languages was marked by significant changes in style and theme. Initially, the tendency was towards copying the Latin literary style. Its first impact was felt in poetry where the imitation of court poets was given up and new rhymes were adopted with themes which were increasingly secular. There were significant developments in drama, and increasing use of satire. A major development was in the field of prose writings. Earlier prose was a medium only for scholarly writing. Stories were told through poems. Now, the prose-story emerged as an extremely important literary form. Boccaccio's 'Decameron', basically a collection of stories in Italian, was a pioneering work and influenced the Renaissance prose writings all over Europe.

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## 1.5 ART AND ARCHITECTURE

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Some of the greatest achievements of the Renaissance were made in the realm of painting, sculpture and architecture. The humanism of Renaissance found brilliant expression in these art forms. The Renaissance artists made use of biblical subjects but the interpretation that they gave of these subjects had little to do with the traditional religious attitude. Art as an independent activity assumed a status which was unknown in the medieval times. The purpose of medieval art was to express moral values and impart religious teachings. The people portrayed were not men and women of flesh and blood. The artists, mostly anonymous, had a low position in society. They worked in groups as craftsmen and had no individuality. The Renaissance marked the rise of artists, each with his unique individuality and style, who enjoyed great prestige in society. The wealthy merchant, the princes and the Church competed for their patronage. Art was freed from religious or ritualistic overtones. Now artistic creations were admitted for their intrinsic aesthetic value, and were seen as evidence of achievements of the individual artists.

Of all the art forms, Renaissance's supreme achievement was in painting. The Renaissance artists looked upon art as an imitation of life. This required close observation of nature and of man, of mountains, trees, and animals and of the anatomy of man. The artists studied optics and geometry and used their knowledge to develop perspectives, including aerial perspectives, in their paintings. They studied human anatomy to find the mechanism underlying gestures and expressions. Leonardo da Vinci, for example, studied not only the

anatomical structure of the human body, but also in order to represent movement, the way different parts of the body shaped when in a state of movement. Leonardo considered painting a science.

The sculpture of the Renaissance period developed along the same lines as the painting. The medieval sculpture used images of saints and depicted religious themes as part of architecture. One of the significant developments now was the emergence of the free-standing sculpture. Architecture emerged as an art itself and ceased to be a religious medium. As in the case of painting, the growing knowledge of anatomy and the new standards of beauty also influenced the developments of sculpture.

The Renaissance period thus, also marks the beginning of the decline of Gothic architecture which had dominated the architecture of cathedrals and churches from the twelfth and thirteenth centuries. The basic features of this architecture were rib vaults, sharply pointed arches and buttresses. The Gothic structures had lofty spires. They had stained glass windows and carved facades and were decorated with representations of mythical creatures. The Renaissance architects considered Gothic architecture as ascetic and otherworldly and used the word 'Gothic' to disparage it as barbarian. New styles of architecture began to be developed, first in Italy and later in other parts of Europe. These were based on the study of the ancient Roman architecture. The finest specimen of the new style was St. Peter's Church in Rome. The buildings in the new style, many of which were churches, have been described as expressing ideals which were purely secular, joy in this life and pride in human achievement.

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## **1.6 BEGINNING OF THE SCIENTIFIC REVOLUTION**

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The Renaissance marked the beginning of modern science. One of the first achievements was in astronomy. This was an exposition by Copernicus of the rotation of the earth on its axis and its motion around the sun. This marked an important break with the ancient system of thought. For, over a thousand years, it was believed that the earth was the centre of the universe. It was a cardinal dogma of scholastic philosophers, and its refutation meant an attack on the theological conception of the universe. It was therefore, to be condemned as a heresy and punished. Copernicus's book, *On the Revolution of the Celestial Orbs* was published in 1543, the year in which he died. He had hesitated from publishing it for fear of the hostility of the Church. While the theory awaited final confirmation by Galileo later, the very idea of an open universe of which the earth was but a small part was shattering to the theological view of a close universe, created and maintained in motion by God. About half a century after the publication of Copernicus's book, in 1606, Giordano Bruno was burnt for heresy which the vision of an infinite universe had inspired.

The decisive proof of the new conception of the universe was made possible by the invention of the telescope which has been called the greatest scientific instrument of the age. Galileo, born eleven years after the death of Copernicus, used this instrument in his study of the heavenly bodies and the Copernicus theory was confirmed by Galileo's observations. Galileo was tried in his old age and was condemned and forced to recant his views. He was awarded nominal imprisonment and allowed to carry on his scientific work which was not directly connected with astronomy. Galileo's trial marked the end of a period in the history of science

Significant discoveries were made in the study of the human body and circulation of blood which helped to combat many superstitions. We have already referred work of the Renaissance artists relating to the study of

anatomy. In 1543, the year in which Copernicus's book was published, Versailles, a Belgian, published his profusely illustrated *De Hunan Carporis Fabrica*. Based on the study of the dissections of the human body, this book provided the first complete description of the anatomy of the human body. Servetus, a Spaniard, published a book explaining the circulation of blood. He was condemned to death for questioning the Church belief in Trinity. A complete account of the constant process of circulation of blood, from the heart to all parts of the body and back again was given by Harvey, an Englishman, in about 1610 in his *Dissertation upon the 'Movement of the Heart'*. The period produced many other giants in science and great discoveries and inventions were made.

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## 1.7 REFORMATION

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The term Reformation implies two major developments in the history of Europe towards the latter part of Renaissance. First, the Protestant Revolution which resulted in a split in Christendom and secondly, the secession of a large number of countries from the Roman Catholic Church by establishing separate Churches in those countries, generally along national lines. This triggered reforms within the Roman Catholic Church,

generally referred to as the Catholic Reformation or Counter Reformation. But Reformation was not merely a religious movement. It was intimately connected with, and was in fact, a part of the social and political movements of the period which brought about the end of the medieval period and the emergence of the modern world. As in the case of Renaissance, Reformation must be seen in the context of the social, economic and political changes in Europe.

**Check Your Progress 2**

- 1) Write in about 100 words the impact of humanism on art and architecture during the Renaissance. Discuss this theme with your Counsellor at the Study Centre.
- 2) Which of the following statements are True or False? (Mark T or F)
  - i) The use of vernacular languages became popular during the Renaissance.
  - ii) During the Renaissance art was only a method to express religious ideas.
  - iii) Empiricism paved the way for advances in modern science.
  - iv) Galileo was honoured by the Church for his invention.

- 3) Give a list of the advances made in the field of modern science during the Renaissance.

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## 1.8 LET US SUM UP

Renaissance and Reformation set into motion a process that revolutionised the outlook of human beings on religion, society, political systems and culture. This process was the product of several socio-economic changes, such as the emergence of civic freedom in towns and cities, formation of occupational guilds, development of sea borne trade, geographical discoveries, etc. The Renaissance marked the rise of humanism which shifted the focus from divine principles to human beings. The human body was no more treated as a symbol of sin. It was now considered a thing of beauty, dignity and pleasure. This outlook generated new writings and literature, art and architecture where the emphasis was on beauty and aesthetic standards in relation to human conditions.

With the promotion of secular ideas and rational thinking, the doors for the development of modern science were thrown open. The conflict between Church and science ultimately resulted in favour of science. The sanction of the Church was no more required for the promotion and recognition of scientific discoveries. The forces of Reformation challenged the abuse of authority by the Church. This not only resulted in the emergence of national churches, but also compelled the Church hierarchy to introduce reforms, i.e. the Counter Reformation.

## 1.9 KEY WORDS

- Absolutism** : despotism, a government in which the ruler has absolute power.
- Baptism** : rite for admitting a person into Christian faith (by dipping him into water or sprinkling sacred water over him).
- Capitalism** : an economic system of production for profit.
- Deductive** : to infer by logical reasoning.
- Empiricism** : method of proof based on observations.
- Fresco** : a method of painting in water-colour on wall before plaster is dry.
- Gothic** : a style of architecture of flying buttresses and pointed arches, etc.
- Guild** : union of craftsmen in medieval times.
- Heretic** : holding belief opposed to the church, especially by its members.
- Humanism**: a system of thought holding man to be ethical, giving dignity to man.

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## 1.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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<b>Check Your Progress I</b>
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- 1) See Sec. 1.2
- 2) i) F ii) F iii) T iv) T
- 3) See Sub-sec. 1.3.1

<b>Check Your Progress 2</b>
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- 1) See Sec. 1.5
- 2) i)T ii)F iii)T iv) F
- 3) See Sec. 1.6





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## UNIT 2 INDUSTRIAL REVOLUTION

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### Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Prelude to Industrial Revolution
  - 2.2.1 The Domestic Market
  - 2.2.2 The Export Market and External Sources of Raw Materials
- 2.3 State Policies and Mercantilism
  - 2.3.1 The Rule of Protectionism, 1649- 1846
  - 2.3.2 Trilateral Trade Patterns and Contribution to Capital Formation
  - 2.3.3 Institutional Aspects of the Society
- 2.4 Industrial Revolution
  - 2.4.1 Industrial Capitalism
  - 2.4.2 The Cotton Industry: Origins
  - 2.4.3 The Cotton Industry: Technical Innovations and Expansion
  - 2.4.4 Other Factors Behind the Rise of Cotton Industry
  - 2.4.5 The Iron Industry
- 2.5 Let Us Sum Up
- 2.6 Key Words
- 2.7 Answers to Check Your Progress Exercises

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### 2.0 OBJECTIVES

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This unit will give you an idea of :

- the conditions in pre-Industrial England that were conducive to Industrial Revolution
- the main features of the Industrial Revolution
- the relation between commercial policies and rapid growth during the Industrial Revolution.

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### 2.1 INTRODUCTION

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The period which we are going to study, that between 1760 and 1840, is generally described as the period of the Industrial Revolution. The term was coined by Jerome Adolphe Blanqui in 1837, but the credit for the general currency it has been enjoying for more than a century must go to Arnold Toynbee. It was his “Lectures on the Industrial Revolution” (1884) that firmly affixed the words ‘Industrial Revolution’ to the events in the British social and economic experience of those years. A revolution implies change and the period under discussion saw significant changes in many aspects of British life. To the contemporaries, Blanqui and Toynbee for example, the changes seemed dramatic. To us, made blasé by the knowledge and experience of many other revolutions since then the British history of those years might seem less startling. But it is unlikely to be entirely unimpressive, and no amount of de-dramatisation, thought by many as an

inevitable product of the 'march of time' can take away the following attributes of the Industrial Revolution: it was the first, in some ways classic and for some time the only example of industrialisation. Little wonder then that the Industrial Revolution has been one of the most frequently and extensively studied periods. Not every one among its students were favourably disposed towards the results of the Industrial Revolution, but few failed to notice its pivotal role in influencing British and Western economic and social life..

The period of the Industrial Revolution was not only one of accelerating industrial and economic growth but also of social and economic transformation. The foundation for such quantitative and qualitative changes was neither built suddenly nor isolated; it built up over time and was spread across many factors. We now turn to examine these factors, which can be described as the preconditions for the Industrial Revolution.

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## **2.2 PRELUDE TO INDUSTRIAL REVOLUTION**

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The story of British Industrialisation is one of capitalist industrialisation i.e. industrial expansion was carried out in a system where the industrial population was divided into a relatively small group of owners of the means of production, the capitalists and a larger group of workers who sold their labour power (i.e. capacity to work) to their capitalist employers in return for wages. The capitalists' aim is to make a profit. Production is organised with this primary aim and most of the decisions regarding the production process is subordinated to this aim. The industrial Revolution, as we have noted, was a period of great transformation. The fact that private pursuit of profit by numerous capitalists led to such a transformation implies that certain conditions existed in Britain, which made profit making through production a viable activity. Few things are more important for sustained generation of profits than markets. The major precondition for the Industrial Revolution was the existence of markets for British products. Linked to this economic precondition is a political one, the existence of a government which puts its considerable and numerous powers firmly at the disposal of the business of profit making. Also important are certain institutional arrangements and social and economic features, most of them being products of gradual change over centuries, which provided Britain with a congenial framework for the expansion of private enterprise led industrialism. We will now discuss each of these preconditions in turn.

Both export market and domestic markets were important in the genesis of the Industrial Revolution. They played different roles in creating the conditions for industrialisation: the domestic market was larger and more stable while the export market was the more dynamic if more fluctuating component.

### **2.2.1 The Domestic Market**

Population growth was not a major source of domestic purchasing power in Britain during the pre-industrial days. Population as an issue of scholarly inquiry has raised many difficult questions and protracted disputes but there is near unanimity over the proposition that the significant growth in population came with the Industrial Revolution not before it. The home market in the immediate pre-industrial decades was a result of long periods of economic growth which had created rising incomes,

especially in the first half of the eighteenth century. It was also bolstered by the fact that during this time the composition of population changed in the favour of younger adults and against children (this change typically creates more demand for products which are not necessities). The specific and the most important effect of the home market was felt in three sectors: transport, food and coal.

The existence of a nationwide market for many of Britain's manufactured products necessitated the creation of cheap and reliable means of transport. In a country crisscrossed by numerous waterways, it was not surprising that river and canal transport were to undergo the most important improvements. However roads too were not left out of this 'transport revolution'. Canals cut the cost of transport by as much as eighty per cent.

This well developed transport system created during the pre-Industrial Revolution day's meant that British Industrialisation when it came did not have to face the problem which bedeviled many later efforts: the problem of an adequate transport system.

The home market also boosted the demand for coal, which later became a major component of the expansion in capital goods industries. The increasing urbanisation gave coal its market and well before the revolution its production were already in millions of tones. When it was called upon to play a pivotal role in the age of the railways and iron and steel, the coal producing sectors comfortably rose to the occasion. That it did so was in no small way because of the sound base created during the pre-industrial years.

A large home market also meant substantial demand for food (and drinks), especially with urbanisation. Food and beverages in early eighteenth century Britain were the industries where the application of mechanical and engineering knowledge was pioneered. While they did not transform the economy, they created important examples: none more ubiquitous and easily (also perhaps fondly) remembered than the beer handle, whose application vastly improved the efficiency with which the thirst of the patrons of Britain's proliferating public houses could be met.

The home market had another important role, that of creating the basis for a generalised industrialisation. In its size and stability lay the assurance that the process of industrial expansion once started would not fizzle out. Thus, even though the Industrial Revolution was primarily a one sector led transformation (cotton textiles, as we shall see later) its import and message was effectively passed through the already existing market of national dimension. Furthermore the domestic market also provided the safety valve against the sudden disappearance of export markets, which tended to coincide with wars and upheavals.

### **2.2.2 The Export Market and External Sources of Raw Materials**

The export market, in contrast to the home market provided the spark and the dynamism required for a radical transformation like the Industrial revolution.

It was this phenomenal increase in export markets that ignited the fuse of industrial expansion. Cotton textiles, the prima donna of the Industrial Revolution was largely dependent on exports. Moreover, raw cotton was a raw material which

could not be grown in European climatic conditions and was entirely imported. Trade effected substantial improvements in sea transport which inturn stimulated a whole range of practical innovations and a number of practical men, with an eye for the profits; many of these groups were to later be important components of the Industrial Revolution. It is certainly not entirely accidental that Henry Cort who brought about great changes in iron manufacturing, started his professional life as a naval agent.

What led to such mammoth increase in the export market and external access to raw materials for British products? For the developing economies of today, many of whom are trying to follow an export led model of development, the answer will be of little help. For despite the economic superiority and internal dynamism which Britain possessed then, the principal reason why export markets could be secured and maintained was not due the application of the harmless doctrine of comparative advantage, but the relatively more eventful and ruthless doctrine of war and colonisation. War helped to snatch away the export markets of competitors and colonisation was a wonderfully effective way of obtaining valuable raw materials and of destroying internal competition in manufactures within particular countries. In the more lax standards of international conduct which prevailed in those days, Britain was not the only country to have the ability to practice such aggressive internationalism. But it certainly was the only one with the determined and fully committed political will to put this doctrine into practice. This point brings us to the role of the government, to which we now turn.

### Check Your Progress 1

- 1) What are the preconditions for an Industrial Revolution through capitalist path?

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- 2) What determines the size the domestic market?

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- 3) What led to a dramatic increase in the export market for British products?

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## 2.3 STATE POLICIES AND MERCANTILISM

International policy in eighteenth century Britain was completely dominated by economic priorities. Governments were ready to wage war for the interest of domestic industry. Britain's dominance in this respect is to be attributed largely to the fact that more than a century before France's famous Revolution of 1789, England had overthrown the feudal political order during the Civil War of 1640-1660 and embarked on a nationalist and expansionist policy. To this end British Navy was transformed into the greatest naval force in the world. The might of the imperial navy which had the blessings of the government on its head and the interests of British trade and commerce in its heart helped create the biggest and the most secure

source of valuable food and raw materials and the largest export market any country

in the world has, ever known. On the national plane the British ruling groups were

more amenable to and later on increasingly indistinguishable from manufacturing interests, in contrast to commercial and financial ones. British governments also effectively produced some of the important conditions of capitalist industrialisation:

it protected private property and maintained internal law and order. Also in the early years of industrialism it was not always unduly moved by the plight of the not so fortunate participants in the revolution and thus did not interfere in the process of private pursuit of profit by those who had the means and the inclination to do so.

### 2.3.1 The Rule of Protectionism, 1649-1846

One of the commonly held misconceptions regarding the Industrial Revolution and the rise of large scale capitalist manufacturing production is that it was associated with 'free trade'. On the contrary in reality a very prolonged period of intense protectionism marked the adolescence, flowering, and maturity of industrial capitalism in England. This period of protectionism started with the victory of the capitalists in the Cromwellian Civil War in 1649 and ended only in 1846, nearly 200 years later, long after the capitalist system was firmly established.

The mercantilist theory of the 17th century envisaged the addition to the wealth and well-being of a country in terms of a combination of increasing the export surplus from the country and keeping the terms of trade (ratio of export prices to import prices) in favour of the country. Now normally if export prices are raised to benefit the exporting country, importers in other countries might reduce their demand and hence net export earnings might fall if demand is price elastic. The Mercantilists however did not consider this a problem because the country to which goods were exported was brought under coercive colonial domination and had no choice in the matter of demand.

The Mercantilist policies were executed through a combination of colonisation by armed force and legal decree. Ireland was the nearest colony which was conquered by England, its land divided into large estates among English landowners with the Irish reduced to tenants. Ireland was forbidden to export meat, wool and butter. These prohibitions were enforced by a strict naval blockade.



The Navigation Act of 1651, amended in 1655, laid down that all English colonies were to be subordinated to Parliament and that all trade was to be monopolised by English ships. Thus a coherent national imperialist policy was formulated in England before any other country.

The North American colonies were forbidden to manufacture a single item which might compete with British exports, ranging from hats and pins to textiles and iron manufactures by a series of Act from 1691. They had to import all these items from England as well as pay for the freight of English-owned ships. Similarly manufacture was forbidden in the Caribbean colonies and every item of clothing as well as the chains and shackles used on the slaves had to be compulsorily imported there from England. Although raw sugar was produced in Jamaica the refining was done in Bristol.

Within England there were a series of Acts protecting British manufactures against the competition of cheaper foreign goods while allowing the free entry of raw materials necessary for manufacturing. Thus when the activities of the East India Company in importing calicoes and fine printed textiles from India and Persia, created a growing demand within England, the wool industry fearing a loss of part of its market by substitution of cotton for wool, demanded and obtained from Parliament in 1700 an absolute ban on use of these textiles within England. Smuggling continued and there was another very strict Act in 1721 which imposed heavy fines on individuals found wearing Indian cottons and on merchants found to be dealing in imported cottons. This prohibition had an important effect in later stimulating import substitution through the growth of an English Cotton Textiles industry which symbolized Industrial Revolution.

It is clear that these policies had a consistent aim, of encouraging manufacturing within England by every means possible, and in colonies of destroying any existing manufacturing industry or making it impossible for a new industry to come up, in order to ensure a ready market for British exports which had to be compulsorily absorbed by the colony.

Where colonies were settled by emigrating English and other Europeans, they eventually revolted and acquired Independence, as for example the N. American colonies which fought their War of Independence against England in 1776. The tropical colonies however in Asia and the West Indians remained subjugated until the middle of the 20th century. Over this long period they were forbidden to protect their own manufacturing in any way while being made captive markets for British exports. The third quarter of the 18th centuries was certainly marked by a demand for 'free trade' by the manufacturing capitalists in Britain and their theorists such as David Ricardo and Adam Smith, but that demand had to do with freedom to import food grains, (which had been restricted by the landlords who wished to maintain high food prices within the country to maximize their own gains) and therefore concerned abolition of the Corn Laws' restricting corn imports. This demand for free trade had nothing to do with abolishing protection to English manufacturing. Varieties of machine made English cloth continued to be protected by high tariffs against, Indian handloom cloth up to as late as 1846 when tariffs were done away with finally because Britain no longer needed them.



### 2.3.2 Trilateral Trade Patterns and Contribution to Capital Formation

The consumption pattern of ordinary people in Northern Europe before the European domination of world trade was restricted to a rather narrow range of locally produced goods. The cold climate and short growing season permitted only one crop and a restricted range of fruit and vegetables, whose supply ceased completely during winter. Clothing was mainly of leather and wool. By the early 19th century however the consumption pattern had become highly diversified and balanced owing to the inclusion of a large range of tropical goods used for eating, drinking, wearing or building furniture, housing and other durables-such as tea, coffee, cocoa, cane sugar, rum, mahogany, teak, raw cotton for textiles, indigo, jute, citrus fruits, tropical vegetables and fruits, spices, tobacco, rubber, and various minerals among others. None of these are producible within Europe (except citrus fruits in a restricted region on S. Europe). The high dependence of European (and N. American) living standards on import of tropical goods continues to this day.

In the 17th and 18th centuries Europe had nothing much to offer to the ancient civilisations like India or China to balance the growing imports of tropical goods which had a potentially large and elastic demand. These imports had to be paid for in bullion (precious metals) and this fact itself restricted the trade. The solution was sought through acquisition of political control over the tropical territories, and either direct production through imported slave labour of the valuable commodities (as in the W. Indies) or acquisition of those commodities from existing producers by taxing them as in India. Thus, the English East India Company's problem of balancing the trade with India was 'solved' when in 1765 Clive acquired the Diwani of Bengal. For the land revenue collected from the peasants could then be used to purchase Indian **goods** for export to England. Moreover these goods, obtained 'free' (as the commodity-equivalent of tax) could be re-exported to other European countries (where they were in great demand) to pay for English imports of strategic goods like Swedish bar iron, timber, pitch and tar for the Navy. After 1765 England's trade with Asia grew very rapidly owing to colonisation, and between 30 to 35 per cent of all tropical imports were re-exported to other countries, 80 per cent of re-exports going to Europe to pay for imports from there.

The control over territories and Mercantilism permitted England to follow highly flexible patterns of triangular balancing of trade. This means that if England wished to acquire goods from a sovereign country A but country A had no reciprocal demand for English goods, England would then use the products of its colony C to pay for its own net imports from A, while not having to pay anything herself to colony C since taxation in the colony financed purchase of exportable from C. Such triangular pattern was the India-China-Britain opium triangle. Britain had a large trade deficit with China (which it did not control politically in the sense of imposing taxes). It therefore expanded the production of opium in India and forced China to import the opium after prosecuting the opium wars in 1842-44 which opened the Chinese ports. Exports of Indian opium paid for England's trade deficit with China, but this Indian opium, being purchased out of Indian tax revenue did not involve any obligation on England vis-a-vis India, to supply an equivalent value of goods. (The yarn and cloth which India was obliged to import from U.K. from 1813 had to be paid for by Indian exports of goods to U.K.).

Another trade triangle was the W. Africa-W. Indies-England slave triangle. Arab Slave traders kidnapped W. Africans from their hinterland village communities and sold them to the English at the ports in exchange for weapons and cloth. The slaves were transported in English ships to the Caribbean (also to Brazil, and the southern part of N.America) under conditions so inhuman that many died, and sold at five to six times the purchase price to English plantation owners. There they were given a bare subsistence and set to work to produce sugar, tobacco, cotton and other commodities which were then imported into England partly for internal consumption and partly for re-export.

The profits from these trading patterns (each involving at least one element of costless acquisition), were very high and they formed the bedrock of the rise of large urban centres like Liverpool and Bristol, led to the establishment of a range of industries in England from sugar refining, rum distilling and shipping to the manufacture of leg irons, handcuffs and shackles for the hapless slaves, and the establishment with slaving profits of famous banking houses like Barclays. Adam Smith who is generally regarded as-the theoretician of free trade and laissezfaire, described the slave trade in his *Wealth of Nations*, as one which 'raised the Mercantilist system to a pinnacle of glory'. Smith was not opposed to the slave trade or to Mercantilism in the 17th and early 18th Century, but thought that with ongoing Industrial Revolution the need for those policies was over and unrestricted trade was best suited to new conditions.

### 2.3.3 Institutional Aspects of the Society

Britain was the first country where feudalism broke down and capitalism, with its division of the economic population into property owners and workers, developed. In contrast to other European countries where serfdom also disintegrated, in Britain there was enough concentration of land in the hands of a group of land owners which perverted the strengthening of a body of free peasants. Thus in Britain capitalist agriculture could flower relatively early and not be hindered by state power using the peasants as a bulwark against agrarian capitalism. The spirit of economic individualism, the hall mark of Industrial entrepreneurs had been present in England perhaps as early as the 12th and 13th centuries and had developed to the extent by the mid 18th century, that making money from trade and industry was seen by people who were influential in matters of state, to be a perfectly legitimate and desirable action.

By the 1750s Britain was also a relatively well developed economy, ready to take the forward leap of industrialism. It had a flourishing traditional manufacturing industry supplying to a national market and a growing economy. There was little shortage of capital, relative or absolute and a growing band of theorists for the free market system, the most notable being Adam Smith. The notion that private pursuit of happiness also resulted if left unhindered by such clumsy interventionists as the State, in social good was an attractive one for capitalism. The Smithian 'invisible hand' (and later the Ricardian 'Iron law of wages') were used by many propagandists and practitioners of the profit-motive to bolster the case for capitalism. In the early years of the industrial revolution, when the privations of large masses of the population were great, such intellectual tools could be used (and misused) to try and placate both one's conscience and one's less fortunate compatriots (though the latter was done with noticeably less success than the former).

<b>Check Yow Progress 2</b>
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- 1) Was Britain's Industrial Revolution associated with 'free trade'? Discuss.

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- 2) How did the pattern of trade of Britain with tropical countries change after their colonisation by the former?

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- 3) Explain the concept of triangular pattern of trade. How did any country benefit from this kind of trade?

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## 2.4 INDUSTRIAL REVOLUTION

What did the industrial revolution do to the British economy and society? The answer to this question does not lie primarily or solely in the phenomenon of accelerated industrial output and significant technological innovations although both were indubitably important. Industrial growth was impressive by contemporary standards it was to be dwarfed by subsequent British and other countries' performances.

The really revolutionary transformation of this period was twofold: the development of a new form of society: industrial capitalism and that of a new form of production: the factory. These were the phenomena that imparted the context of dramatic change to that period for they changed completely the social and economic relationships between persons. For a great majority it was a start of a new way of life. To be sure, neither of these phenomena can be entirely pinned down to the period under discussion and both continued developing after the period, but it was during those years that the "small beginnings made earlier came to assert a presence that was destined to change the life of every man and woman in the west". We will now examine these two phenomena.

### 2.4.1 Industrial Capitalism

Industrial capitalism was expressed in the division of the industrial population into workers, who sold their capacity to work for wages and capitalist employers. The latter were the relatively dominant group in the system by virtue of their ownership of the means of production and the final product. Production was carried out under the broad authority of the employer whose aim was the pursuit and accumulation of profit. The economy and the society were supposed to accept the logic of profit making and accumulation and to this end all efforts had to be directed. The most striking feature of this new social system was the legitimating of this principle.

Freedom of entry of capital into any sphere which was profitable (a freedom inconsistent with medieval monopolies and privileges) and freedom of mobility of labour (a freedom inconsistent with small proprietorship) formed the basis of competitive capitalism which arose in this period.

The typical production unit in industrial capitalism was the factory. The factory was a combination of specialised human labour with specialised machines. It gave rise to a new rhythm of work, where the pace set by the engine was continuous and inhuman; and where the extent to which the individual worker needed to use her strength and intelligence was considerably reduced. It also subjected the workers to the unrelenting discipline of mechanisation. In the telling phrase of Marx, “in manufacture and handicrafts, the worker uses a tool; in the factory he serves the machine.”

In a later section we shall see the social consequences of these new forms of society and organisation of work. The remaining part of this section is devoted to the study of the two principal industries of the Industrial Revolution, cotton and iron.

### 2.4.2 The Cotton Industry: Origins

Cotton was by far the most important industry in this period of industrialisation. Let us briefly look at the origins of this industry before considering the reasons for growth. The fact that it was cotton textiles which was the fastest expanding ‘leading sector’ of the Industrial Revolution is surprising at first sight for at least two reasons: firstly woolen textiles, not cotton, was the traditional manufacturing industry catering to mass demand in England for centuries, with skilled workers as compared to no tradition of skills to speak of in working with cotton. Secondly, raw cotton cannot be grown in Britain or indeed in most of Europe at all and had to be entirely imported into Britain.

It is not possible to understand why despite this it was cotton and not woolen textiles which was associated with fast-growing factory production, unless we refer to the activities of the East India Company. It was the import into England of the calicoes and muslins, the printed and painted textiles from Asia (mainly India but also Persia) which created a growing demand within England for these fabrics. They were used for furnishing, curtains and clothing and became fashionable with both the aristocracy and gentry and popular with ordinary people owing to their comfort in wears and wash ability compared to woolen fabrics. The nearest rival made in England to the fabrics imported from India was fustian,

a very coarse cloth made from a mixture of domestically grown flax fiber (linen) and thread from imported cotton.

We have already seen that the powerful woolen industry had demanded, and obtained a ban on the use of Indian and Persian fabrics, in order to keep a monopoly of the cloth market in Britain. But ultimately this ban of 1700 and 1721 had precisely the effect of stimulating import substitution and the growth of a domestic cotton industry protected from Indian imports. For as long as there was a pent-up, unsatisfied demand for the banned cotton fabrics within England, anyone who could imitate those Indian fabrics had the prospect of making a great deal of profit from the large potential market which already existed. In short, the potential profitability of domestic cotton cloth production was raised greatly by the banning of India imports.

The problem for the English however was that although they could import raw cotton, there was no centuries old tradition of spinning and weaving cotton such as Asia had. The fineness and strength of the thread spun with crude spindles and the colour and variety of design of the fabrics woven on simple looms by Indian artisans, could not be matched despite their best efforts, by English artisans, whose product was very poor in quality. Where human artisan skills are deficient, mechanical skills are sought to be substituted. This is the underlying reason for the relentless search, under the goad of the prospect of high profit, of mechanical means of substituting for missing human skills in cotton textile production in England. Of course, if a certain minimum level of mechanical skills had not already developed, such a search would have been perhaps fruitless.

It so happened however that the long maritime tradition in England had fostered mechanical skills to a high degree. Instruments for measuring latitude, for determining the position of ships at sea from astronomical observation, and for determining balance, had to be developed. Artisans familiar with clockwork mechanisms and cabinet makers were some of the people who pioneered the first mechanical innovations in weaving and spinning cotton. It was these mechanical innovations which permitted at last after 30 years of effort thread to be produced which had both fineness and strength and fabrics to be woven at lower cost than that produced by the handloom weaver of Asia. (Nevertheless specific finer varieties of Indian fabrics faced high tariffs in England as late as the 1830s).

### **2.4.3 The Cotton Industry: Technical Innovations and Expansion**

There is a certain dialectical (to-and-fro) movement observable in the sequence of innovations in cotton textile production. The inability of weavers to rapidly absorb even the little yarn produced by the first clumsy efforts of the spinners in England, led to the invention of the 'flying shuttle' by Kay in 1733 in which the shuttle was mechanically thrown from one end of the loom to the other. This both speeded up weaving and also freed the maximum width to which cloth could be woven, from the arbitrary limitation of the length of the weaver's arms. Now the spinners could not keep pace, and methods of speeding up spinning as well as improving the quality of hand-spun yarn (which was very coarse and weak compared to Asian yarn) became necessary.



After a number of abortive efforts (by Wyatt and Paul among others) Hargreaves finally, over 30 years later in 1765, succeeded in producing a mechanical spinning device which he called a 'jenny'. This had eight spindles which could be set in motion at the same time by one worker and spun a tolerably fine thread. Jennies got progressively bigger and in Hargreaves' own lifetime jennies with upto 80 spindles each were being used. But the thread still broke easily, and subsequent modifications were concerned with giving a twist to the thread to increase its strength. Arkwright's water-frame substituted water-power for the human hand in operating the spindles while Crompton's 'mule' (a cross between the jenny and water-frame) finally produced a thread which was both fine and strong. The mule spindle reigned supreme for over a century after its invention.

These mechanical devices, though simple wooden ones using little iron, were nevertheless too expensive to be owned by individual artisans. Their widespread adoption in production was accompanied by; a) an enlargement of the scale of operation, with small workshops and manufactories giving way to larger ones where the capitalist supervised workers operating dozens of machines; b) it also saw a shifting location of the factories as the motive power changed from the human hand to the force of running water to finally the application of steam power. The small-scale dispersed nature of traditional production gave way first to concentration of factories near fast-flowing streams, with the widespread adoption of the water-frame. Indeed the term 'mill' for factory still survives from the time that water-power was used. Finally the location shifted to near the northern English port of Lancashire where a combination of damp climate and easy access to imported cotton favoured the industry.

These simple mechanical innovations raised labour-productivity tremendously. With a 80 spindle jenny a single worker could spin 80 times more thread than, say, an Asian spinner working with the traditional spinning-wheel. The unit cost of production of yarn, and therefore of cloth, fell drastically. Every such labour-displacing innovation was at first bitterly opposed by the spinners, who attacked the inventors and broke the machines, fearing unemployment. But the very rapid expansion of the market ultimately led to an increase in employment-first the domestic demand was saturated, then English machine-made yarn and cloth displaced imports from Asia by Europe and other countries, and finally invaded the Asian market itself.

#### **2.4.4 Other Factors behind the Rise of Cotton Industry**

Several additional factors help to explain the rise of the cotton industry. Colonial economic links, forged aggressively over the years, provided both the source of cheap raw material and vast export markets. In the peak of the cotton industry's growth, during 1830s, raw cotton made up to 20% of all net imports and cotton exports accounted for over half the value of total exports. For raw materials it relied on the plantations of Africa and later those of Southern USA. For markets it had the free run of the markets of Africa and when the East India Company lost its hold over the policy makers the markets of India and the far East. The success of cotton also depended upon the fact that it was a consumer item, with a ready demand (requiring no prior industrialisation or radical change in taste) and made relatively easy demands on the factors of production in the British economy. It was labour (women's and children's labour) intensive and required capital investments within the reach of the economy.



But by far the single most important domestic factor which explains the prodigious growth of the industry is the extremely favourable position in which the capitalist employer operated in this period. The Industrial Revolution has been described as the result of unplanned activities of small manufacturers. These men for their success depended on this ability to respond to economic opportunities without any hindrance and to shift the pains of adjustment to others. They were given ample space to do both of these in this period. The work force predominantly comprised women and children who were mostly unskilled and unorganised. The employer could hire and fire and change the working time at will. Factory workers then worked up to 16 hours a day for subsistence wages. Handloom weavers, as their situation got desperate worked for longer hours and lesser returns. Wage rise always remained below output rise and even when the export prices fell profits were maintained. It is this ability of the employee to extract high rates of profit which enabled the manufacturers to plough back large proportion of their earnings into more investment. This not only created economies of scale but also increased the efficiency by replacing older machines with new ones. Had this sustained profit level not been maintained private investors would not have risked their capital in large scale factory production. High levels of profit gave cotton industry the cloak of business respectability and helped attract ambitious men. These together with the pliant workforce and markets make up the story of the first sector to undergo modern industrialisation.

Cotton definitely set the striking example of large scale factory production to other industries. It also stimulated the chemical and engineering industries. The cotton factories were the first examples of the new 'iron-frame' construction and adoption of gas lighting. Counterbalancing these is the fact that cotton did little to stimulate directly the strategic sectors of any industrialisation: capital goods, in this case coal, iron and steel. It was certainly the most prominent and fastgrowing industry of the industrial revolution. But the development of other industries during this period and later had little to do directly with the development of the cotton industry, other than through the redirection of profits made in the latter.

#### **2.4.5 The Iron Industry**

Unlike cotton, large parts of the iron industry were already operating on capitalistic lines before the Industrial Revolution. The industry itself was relatively small and the demand was mainly from shipbuilding, armaments and related activities. It was only with the industrialisation of Britain and other countries that the industry saw a steady expansion of domestic and export markets. It was with the coming of the railways in mid-19th century that the industry saw a real quantum leap in production.

While the industry was waiting to come into its own, a series of innovations helped raise the capacity. The important ones among them were: replacing of charcoal with coke for iron smelting purposes, the invention of puddling and rolling and Bessemer's hot blast. The first meant the freedom from the dwindling supply of one kind of fuel, charcoal and the switch to a more abundant and less fragile (hence easily transportable) fuel source, coke. The second, invented by Henry Cort, enabled the large scale production of bar iron with coal fuel and also the production of quality wrought iron. The third involved the heating of the air used in the blast which resulted in much lower coke consumption and substantially

increased output.

Iron, unlike cotton, is a producers' good and has both backward linkages (i.e. linkages with those sectors which supply the industry) and forward linkages (i.e. linkages with those sectors which the industry supplies). Iron created demands for British raw materials like coal, iron ore and limestone. These in turn generated a demand for the transport industry, especially those of canals. On the supply side it produced one of the most vital raw materials for industrialised economies at a cheap rate. Continuing industrialisation required that iron amongst other things, be supplied inexpensively and abundantly. The second phase of British industrialisation owes its success to a large extent to the progresses made in the iron industry during the Industrial Revolution.

### Check Your Progress 3

1) Why is Industrial Revolution a revolution?

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2) What is Capitalism? What is Industrial Capitalism?

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3) How did the cotton industry play a leading role in Britain's industrialisation?

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4) What role did innovations play in the development of the cotton textiles and the iron industry?

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## 2.5 LET US SUM UP

In this unit we discussed the roles of the domestic market and the external market in England's industrial revolution. The domestic market was larger and more stable while growing at a slower rate. The external market, on the other hand, was more dynamic although having a fluctuating rate of growth. Population, per capita income, distribution, testes, etc. determine the size and composition of the domestic market. Not only comparative advantage, but the-strong mercantile tradition and military prowess determined, in case of mercantilist England, its composition and growth of international trade. England had colonies across the globe. Even the comparatively more developed colonies like India were converted from an exporter of manufactures to that of raw materials and importer of British manufactures by

the early 19th century. 'Drain of Wealth' from colonies to the metropolis (England) was accentuated by the triangular pattern of trade. Mercantilist England's active state policies fostered her dominance in the sphere of international trade. The State pursued protectionist policies through imposition of steep tariff barriers and quotas against imports of final manufactured textiles from India and other countries. Since the mid-nineteenth century, British foreign trade policy tended to be guided more by the doctrine of laissez faire. But by then England had emerged as the only industrial and internationally most competitive country of the world. Hence she could do away with protectionist policies at least as long as other competing nations like Germany, had not emerged.

In this unit, you have also read the prominent role cotton textiles played in industrialisation. Hence cotton textiles have often been described as the 'leading sector' in fostering the world's first industrial revolution. However, cotton, being a consumer good has fewer backward and forward linkages than iron, a capital (and a producer's) good. The iron industry, it may be noted, contributed to industrialisation only since the mid-19th century when railways came in a big way.

## 2.6 KEY WORDS

- Labour Power** : Capacity to do work.
- Leading Sector** : A term coined by W.W. Rostow to denote the sector that plays a dominant role in country's industrial revolution. In case of Britain it was cotton industry, a Light consumer goods industry. In case of USSR the heavy industry was the leading sector.
- Primary Accumulation** : Accumulation is the addition to the stock of capital. Primary accumulation is accumulation-in case of Britain, through coercive external trade and forced enclosures-prior to the development of industrial capitalism. It is a necessary condition for a country's industrialisation.
- Revolution** : A structural and a drastic change as contrasted with a systematic and continuous change.

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## 2.7 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) See Section 2.2
- 2) See Sub-section 2.2.1.
- 3) See Sub-section 2.2.2.

### Check Your Progress 2

- 1) See Sub-section 2.3.1.
- 2) See Sub-section 2.3.2.
- 3) See Sub-section 2.3.2.

### Check Your Progress 3

- 1) See Section 2.4.
- 2) See Sub-section 2.4.1
- 3) See Sub-section 2.4.2 and 2.4.3.
- 4) See Sub-sections 2.4.3 and 2.4.5.

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## UNIT 3 INDIAN NATIONAL MOVEMENT

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### Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Rise of National Consciousness
- 3.3 Early Phase
  - 3.3.1 Early Political Associations
  - 3.3.2 Formation of Indian National Congress
  - 3.3.3 Moderates and Extremists
- 3.4 Swadesh Movement
- 3.5 Emergence of Gandhi
- 3.6 Non-Cooperation and Khilafat Movements
- 3.7 Civil Disobedience Movement
- 3.8 Quit India Movement
- 3.9 Other Movements
  - 3.9.1 Revolutionary Movement
  - 3.9.2 Peasant Movement
  - 3.9.3 Workers' Movement
  - 3.9.4 Peoples' Movements in Princely States
- 3.10 Let Us Sum Up
- 3.11 Key Words
- 3.12 Answers to Check Your Progress Exercises

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### 3.0 OBJECTIVES

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In this Unit our aim is to understand the national movement in India. We, in contemporary India, owe a lot to this movement. It is, therefore, important for us to know how this movement originated and developed in the late nineteenth and the first half of the twentieth century's. After reading this Unit you will:

- comprehend the various factors which led to the growth of national consciousness;
- know about the nationalist activities leading to the formation of the Indian National Congress;
- understand about the emergence of the Swadeshi Movement and its impact on the future course of nationalist politics;
- learn about the various movements launched under the leadership of Mahatma Gandhi and the Congress; and
- know about some other movements in complementary relationship with the Congress-led movements.

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### 3.1 INTRODUCTION

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The Indian National Movement arose as a result of the basic contradiction between the colonial rule and the Indian people. If we leave aside some princes, some big landlords and some businessmen directly benefiting from the colonial rule, we find that almost all other Indians were exploited or discriminated against by the colonial rulers. The colonial government in India, whose strings were attached to and which was guided by the imperialist government in Britain and which worked for the benefits of the merchants, capitalists and aristocrats of Britain, was a totally foreign government. It never worked in the interest of the Indian people. It was this exploitative and foreign character of the British colonial rule in India that gave rise to various revolts by the Indians against this government. This also resulted in the rise of the national movement in the second half of the nineteenth century. The Indian intelligentsia, which had earlier believed in the benevolence of the British rule, now criticized it for exploiting the country and draining away its resources.

The Indian National Movement, particularly between the two World Wars, acquired a mass character. It mobilized millions of people from various castes and classes to fight against the British colonial rule. Under the leadership of Mahatma Gandhi, the Congress launched three big mass movements - Non-Cooperation Movement, Civil Disobedience Movement and Quit India Movement - which shook the foundations of the British rule in India. Besides these mass movements, some other movements such as the revolutionary terrorist movement, the peasant movement and the workers' movement also played important roles in the Indian struggle for freedom.

This Unit will familiarize you with these aspects of our national movement.

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### 3.2 RISE OF NATIONAL CONSCIOUSNESS

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As we have pointed out in the Introduction the main reason for the rise of nationalism was the contradiction between the colonial regime and the Indian people. The exploitative and alien character of the British rule led to the resentment and many uprisings among the Indians. To maintain effective control of the government the British adopted several measures. But these measures also helped the Indians to evolve a conception of Indian nationalism. We will look into these -factors below.

#### **Centralized Administration and Economic Unification**

The main thrust of the colonial rule was towards centralization. It strove to govern the British-ruled portion of India from a single centre. It also created a unified system of administration. Thus the military, police, judiciary, revenue collection departments and various other system of governance were made uniform for the whole of British-ruled territories. Many of the princely states also tended to follow the British pattern.

At another level, the colonial government also tried to create a unified market in order to sell its industrial goods without hindrance. The import of machine-made goods from England destroyed the Indian artisanal industry and the working of revenue policies tended to erode the rural and local self-sufficient economy. These developments created conditions for economic unification of the country.



Printing press was introduced in India during the colonial rule. With the help of the printing press ideas and opinions could be disseminated to a mass audience with very low cost. Its impact was almost revolutionary. Many newspapers and journals started appearing in many Indian languages as well as in English. Many of these newspapers and magazines were nationalist and in their columns the government policies were discussed and criticized, the Indians were asked to protest against such policies, and the ideas of nationalism, democracy and self-government were propagated. Some important nationalist newspapers of the period were the Amrit Bazar Patrika, the Indian Mirror and the Som Prakash in Bengal; the Mahratta, the Kesari, the Native Opinion, the Indu Prakash in Bombay; the Hindu, the Swadesmitran, the Andhra Prakasika, and the Kerala Patriku in Madras; the Advocate, the Hindustani and the Azad in U.P.; and the Tribune, and the Koh-i-Noor in the Punjab. Even those who could not read might come to know about various happenings in the country and abroad by listening to the news read by someone else.

### **Communication Channels**

Postal and telegraph services could be used to send messages across the length and width of the country. The railway could carry the people with much greater speed to various parts of the country. Although these were introduced to facilitate the sending of official messages and for carrying the troops for the rulers and to carry raw materials and goods for the British merchants, they also helped to facilitate better communication among the Indians.

### **New System of Education**

The new education system was created to train the Indians to serve as a low-cost source of the clerical and lower administrative posts. The main aim of this endeavour was, in the words of Thomas Macaulay, to create “a class of persons, Indians in blood and colour, but English in taste, in opinions, in morals and in intellect”. In other words, besides providing a cheap source of clerical labour, these Indians were also supposed to act as the most loyal subjects of the British. But the idea did not work as expected. The system of English education also instilled the ideas of liberty and equality. It also helped in the rise of national consciousness.

### **Discriminatory Character of British Rule**

In their daily interaction with the British, the middle-class Indians realized that they were being discriminated on racial grounds. The English men and women and other Europeans considered the Indians as inferior even when the Indians were better educated and wealthier than themselves. All Indians irrespective of their class, educational background, caste and status were kept out of European clubs and were generally not permitted to travel in the same compartments of the train in which Europeans were travelling. In fact, racism was so deeply rooted in the colonial rule that it was not only at social level that it was practised. In military, police, in government offices and in judicial matters, everywhere the colour of the skin, and not the merit was the deciding factor. The Indians felt very humiliated by this.

The most glaring instance of racism surfaced at the time when the ilbert Bill was proposed in 1883, when Ripon was the viceroy. According to this Bill, Indian

district magistrate and session judges could now try Europeans in criminal cases. Until now the Indian judges could not sit during the trial of the Europeans. The Europeans in India bitterly and abusively opposed this Bill and forced the viceroy to amend it. This was a big shock even for the most moderate of the Indian leaders.

These were some of the factors which created the conditions. for the rise of national consciousness among the Indian people.

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### **3.3 EARLY PHASE**

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The nationalist movement in India passed through various phases. These phases varied according to the intensity of the movement, method of agitation and the people involved in it. In this section we will discuss the early phase of the nationalist activities.

#### **3.3.1 Early Political Associations**

The first modern association in India was formed in 1837. It was the Landholders' Society which was an association of the landlords of the Bengal Presidency. It was not a nationalist organization, but was mainly interested in protecting the class interests of the landlords in Bengal, Bihar and Orissa. In 1843, association named Bengal British India Society was formed. Its interests were more general and its members were from among the educated classes. These two associations united in 1851 to form the British India Association. Similar associations were formed in Bombay and Madras presidencies in 1852. These associations represented the interests of the landed gentry and sent petitions seeking changes in the charter of the East India Company when it was to be renewed in 1853.

Other associations which were nationalist in character and sought to represent the interests of the Indian people as a whole were formed later. East India Association was founded in 1866 in London by Dadabhai Naoroji, Pherozeshah Mehta, Badruddin Tyabji and Manmohan Ghose. Its aim was to orient the policies of the colonial government towards the welfare of the Indian people by appealing to the British citizens. In 1870, Poona Sarvajanik Sabha was formed by M.G.Ranade, S.H. Chiplunkar and others in Bombay Presidency. In 1876, the Indian Association was formed by the young nationalists in Bengal who were disenchanted by the policies and activities of the British India Association. Surendranath Banerjee and Anandmohan Bose were their leaders. It sought to unite the Indian people and carried agitations against government policies harmful to the Indians. Some other Political Associations formed during this period were the Madras Mahajan Sabha in 1881, Bombay Presidency Association in 1885 and the Allahabad People's Association.

These associations created a political atmosphere which was suitable for the formation of an all-India nationalist political organisation.

#### **3.3.2 Formation of Indian National Congress**

The Indian Congress was formed in 1885. Its first meeting was held on 28 December 1885 in Bombay. Its first president was W.C.Bonnerjee and it was attended by 72 delegates from all over India. A.O.Hume, an Englishman who had retired from the Indian Civil Service, played a significant role in this process. It

is quite often pointed out 'that Hume established the Congress to provide a 'safety valve' to deflect an impending widespread unrest among the Indian masses against the British rule. This view has acquired credibility because Hume himself stated that the formation of the Congress was required because a 'safety valve for the escape of great and growing forces generated by our own action was urgently needed'. In fact, Hume did believe that a popular outbreak was imminent because 'these poor men were pervaded with a sense of hopelessness of the existing state of affairs; that they were convinced that they would starve and die, and that they wanted to-do something'. This 'something', in Hume's opinion, was a resort to violence, an open revolt against the authorities which should be checked. He believed that the best way to check this popular insurrection was to help form an all-India body which would mediate between the discontented masses and the colonial authorities.

Whatever may be Hume's beliefs, it is difficult to prove that a major popular revolt was imminent. In fact, the formation of the Congress should be seen as a logical culmination of the nationalist activities since the 1860s and 1870s. As we discussed in the earlier sections, the British policies in India were generating a sense of discontent among most classes of Indians. Nationalist ideas were being disseminated through the various newspapers and magazines published in various Indian languages and in English. Various nationalist political associations were trying to create public opinion against the colonial policies. All these ideas and activities led to the formation of the Indian National Congress. Its goal was to create unity, intimacy and friendship among all the Indians from various linguistic, regional and religious backgrounds. It also sought to remove prejudices relating to race, language, religion and provinces. It further aimed at expressing the views of educated Indians on the important problems of the day, including the colonial policies. The early nationalists constantly wrote and spoke about the need for constitutional reforms which would give the Indians a more effective voice in the governance of their own country. They also complained that the country was growing poorer under the British rule, that India's wealth was taken away to Britain through various means, that the traditional Indian industries were destroyed through the import of foreign machine-made goods, that India's modern industries were suffering due to faulty government policies about tariff, that Indian taxpayers were forced to pay for colonial expansionism in Afghanistan and Burma, and the Indian peasants were sinking in increasing poverty because of increasing revenue demand.

Although the early nationalists adopted peaceful and legal methods of campaign, their constant criticism of the colonial government made the British authorities angry. Dufferin, the then viceroy, attacked the Congress leaders as 'disloyal babus', 'seditious brahmins' and 'violent villains'. He said that the government 'cannot allow the Congress to continue to exist'. And Curzon, a later Viceroy, expressed the hope in 1900 that 'the Congress is tottering to its fall, and one of my great ambitions, while in India, is to assist it to a peaceful demise'. However, despite this official hostility, the Congress continued to grow and lead the national movement against the colonial rule.

### 3.3.3 Moderates and Extremists

In the first twenty years of its existence the Congress remained a moderate organisation. It was dominated by leaders who were known as Moderates due to their peaceful methods of political work and their belief in the good sense of the

colonial rulers. These leaders thought that if public opinion was created, both in India and in Britain, and if reasonable demands were presented to the authorities, they would succeed in their goal. The Moderates had faith in the British Parliament and the British people and carried out propaganda in Britain to influence public opinion there. In 1889, a committee of the Indian National Congress' was founded in Britain, in 1890 a journal titled India was started there, and many Indians were sent to Britain to campaign for the nationalist cause.

We find, therefore, that although the Moderate nationalists provided devastating critique of colonial policies, they failed to understand that these harmful policies were consciously pursued by the British in their own interests, that the British Parliament was also a party to these measures and that many among the British people, particularly those who were in prominent position to influence opinions, were beneficiaries of these policies which were detrimental to the people in the colonies. The Moderates, instead, believed in the good intentions of the colonial rulers and thought that if the true state of affairs was known to the British authorities, they 'would take the proper steps to correct the wrong. For this purpose, they used constitutional methods and sent petitions and memorials to the government.

The Extremist or militant nationalists did not believe in these methods. They thought that the British would not heed the voice of the nationalists unless strong pressure was brought on them. According to the Extremists, the trust in the good intentions of the colonial rulers was misplaced. The Indians, instead, should rely on their own resources to improve their conditions. But this could not be done under the foreign rule. Therefore, self-government was needed. Bal Gangadhar Tilak, the most prominent leader of the Extremists, declared that 'Swaraj is my birthright and I will have it.' Aurobindo Ghosh, another leader, attacked the very foundation of the Western civilisation and asserted that the, Indians should oppose not only the political aspects of the foreign rule, but also abandon the foreign goods, foreign dress, foreign language and foreign habits and manners. The most important leaders of the Extremist wing were Bal Gangadhar Tilak, Bipin Chandra Pal, Aurobindo Ghosh and Lala Lajpat Rai.

Although both the Moderates and the Extremists believed that the British rule was harmful for the Indians, their different approaches to the agitation generated clash between them. The Swadeshi movement provided a spark which intensified this clash and increased the division between them. In 1907, at Surat Congress, there was a split in the Congress. The two wings were united in 1916.

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### 3.4 SWADESHI MOVEMENT

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The Swadeshi movement radically questioned the earlier, moderate approach of 'petitioning and praying' to the colonial government for concessions. It was also a rejection of the political programme of the Moderates. It set the goal of self-government for the Indians and, for this purpose; it adopted the method of boycott of foreign goods, passive resistance, disobedience of colonial authority and mobilisation of the masses. All these methods of agitation dealt a severe blow to the constitutional methods of the Moderates and heralded a new phase in the history of the national movement.

The Swadeshi movement started as a reaction to the partition of Bengal in July 1905. But there were many other reasons for it. It was now clear that the



constitutional approach of the early nationalist and their trust in the good intentions of the rulers were not bearing any fruits. The government was becoming more suspicious and its officials were showing more racial arrogance. Even the most modest demands of the nationalists were not conceded. In fact, the rule of the Viceroy Curzon was the exact opposite of the nationalist expectations. In 1899, Curzon reduced the number of elected members (mostly Indians) in Calcutta Corporation. Similarly, in 1904, the number of elected members (again Indians) in Calcutta University Senate was cut down. These measures were taken by the Viceroy to reduce the Indian representation. The worst measure in the line was the partition of Bengal in July 1905.

For some time the colonial government was considering the idea to partition Bengal to stem the tide of growing nationalist movement. In December 1903 the partition proposals became known to the people. There were immediate protests against this move. Throughout the year 1904 and the first half of 1905, various meetings were held in Bengal and memoranda were presented to the government for reconsideration. However, the government went ahead with the partition and on 19 July 1905, the Bengali-speaking territories were divided.

There was quick response to this high-handed action of the colonial government. Numerous protest meetings were held all over Bengal in which the decision to boycott foreign goods was taken. On 7 August 1905 the Swadeshi movement was formally declared. From now on the people were advised to boycott all foreign goods, particularly British goods like Manchester cloth and Liverpool salt. The day on which the partition was officially effected (16 October 1905) was declared a day of mourning and a strike was observed in Calcutta. Many processions were taken out and people went to bathe in the Ganges and tied Rakhis on each other's wrist to signify unity. Huge meetings attended by thousands of people were held all over the city. Slogans of Swadeshi and Swaraj were taken up not only in Bengal but in many other provinces as well and Bande Mataram became a popular song during this period. Students and other young people, women and even workers participated in the movement which continued for many months.

The British government tried to repress the movement severely. Meetings were prohibited, political activists were imprisoned, newspapers were banned, important leaders were deported and processionists were beaten up. The government also tried to divide the people along religious and regional lines. Due to this repression by the government, the youth resorted to revolutionary terrorism. Anushilan and Jugantar were two important revolutionary groups which emerged during this period. They did not follow the mass politics but believed in the 'politics of bomb' and individual assassination to avenge the repressive measures taken by the authorities.

Thus we see that Swadeshi movement inaugurated a new phase in the Indian National Movement. The Moderate methods of appealing to the government was now over and the base of the movement had expanded. Students, women and many other sections of the middle classes now became involved. The Swadeshi movement also witnessed the emergence of several methods of agitation such as boycott, strikes, passive resistance and revolutionary terrorism which were increasingly used later by various streams in the National Movement.

**Check Your Progress 1**

- 1) Discuss the difference between the Moderates and Extremists.  
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- 2) How did the Swadeshi movement broaden the base of the national movement?  
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### **3.5 EMERGENCE OF GANDHI**

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The Swadeshi Movement declined by 1907. There was also a split in the Congress in 1907 and Tiak was imprisoned and deported in 1908. Aurobindo Ghosh and Bipin Chandra Pal retired from politics and Lala Lajpat Rai left India for some time. All these developments led to a decline in the nationalist movement. It remained dormant for a few years but was revived during the First World War. Annie Besant and Tilak started the Home Rule-Leagues and the two wings of the Congress united in 1916. The War also witnessed the Ghadar Movement started in the United States by some Indian revolutionaries which sought to overthrow the British rule in India. However, the most important development was the arrival of Mohandas Karamchand Gandhi, who was later popularly known as Mahatma Gandhi, from South Africa. In South Africa, Gandhi had fought for the rights of the Indians against the racist regime. From 1919 to 1947, when India attained independence, Gandhi remained the foremost leader of the national movement.

Gandhi arrived in India on 9 January 1915. Initially, he spent a year visiting various places in India to have an understanding of the situation. His political engagement started in the 1917-18 period when he took up the issues of Champaran indigo farmers, the Ahmedabad textile workers and the Kheda peasants. These struggles witnessed his specific method of agitation, known as Satyagraha which had earlier developed in the South African context and through which he was partially successful in achieving his goals.

In Champaran, which was in North Bihar, the indigo planters were forcing the peasants to grow indigo even when it was not profitable for the peasants to do so. In fact, the peasants were suffering losses by cultivating indigo in their most fertile lands. Gandhi was invited by the peasants to lead their struggle against the indigo planters who enjoyed the support of the colonial state. Gandhi went there to lead the struggle of the peasants and was successful to get them relief.



In Kheda district of Gujarat, most of the crops were damaged due to excessive rain. The peasants of Kheda demanded from the government that they should be allowed not to pay the revenue for that particular year. The government, however, refused. Gandhi started a Satyagraha movement on 22 March 1918 and advised the peasants not to pay revenue. Many peasants participated in the movement. But the government refused to budge. It was a test for the new method of agitation which Gandhi was trying in India. The agitation continued for some time. But Gandhi realised that it was not possible for the peasants to continue for long. Meanwhile, the government granted some concession to the poorer peasants. The movement was then withdrawn.

In Ahmedabad, Gandhi led the struggle of the workers for an increase in the wages due to rising prices during the War. After a protracted struggle, the workers were able to get 35% raise in their wages.

These struggles demonstrated to the Indian people Gandhi's method of political struggle and his principles of non-violent non-cooperation. They, on the other hand, helped Gandhi to familiarise himself with the Indian situation and understand the strengths and weaknesses of the Indian people. They also attracted many political workers who were to prove valuable in the future struggles.

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### 3.6 NON-COOPERATION AND KHILAFAT MOVEMENTS

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During the First World War, the prices of various commodities rose, the conditions of the people worsened and the government extracted many dues from the people in the name of war efforts. This gave rise to resentment among the Indian people and there were several agitation against the government. To contain this, the government passed the Rowlatt Act in March 1919 which authorised the government to arrest any person without warrant and to detain him / her without trial for two years.

There were massive protests and demonstrations by the Indian people against this measure of the government. Gandhi also took very active part in this. He started a Satyagraha Sabha which campaigned against this act asking people to disobey it and court arrest. He also gave a call for country-wide hartal, which was observed in various places on different dates. But it was generally a success. The government responded with repression. In the Punjab, this repression took its worst form and in the Jallianwala Bagh the military under General Dyer shot at unarmed people without warning. Hundreds of persons- men, women and children-died. This Jallianwala Bagh massacre and the subsequent imposition of martial law in the Punjab horrified the whole country and generated anger against the British rule.

Around the same time, the Indian Muslims were aroused because the Sultan of Turkey was deposed by the British. The Indian Muslims regarded the Turkish Sultan as their Khalifa and they started the Khilafat movement for the restoration of Khalifa in Turkey. Mohammed Ali and Shaukat Ali were the leaders of the movement. They called upon Gandhi to guide them. Although Khilafat movement was not directly concerned with Indian politics, Gandhi thought that in this there was an opportunity to unite the Hindu and Muslims against the British. He, therefore, openly supported the movement.

Gandhi had decided to simultaneously launch the non-cooperation movement at an all- India Level. In September 1920, in a special session of the All India congress Committee held in Calcutta, it was decided to launch the movement. The Nagpur Congress held in December 1920 further approved it. The Indian people were asked to boycott foreign goods and adopt Swadeshi, to boycott government school; colleges and courts and councils, to adopt national schools, arbitration courts and Khadi. The programme also included resignation from government services, non-payment of taxes, removal of untouchability and promotion of Hindu-Muslim unity.

The movement started at an unprecedented level. Thousands of students left schools and colleges, hundreds of lawyers and many government servants left their jobs, most of the people refused to vote in the elections to the legislatures, the boycott of foreign cloth assumed massive proportions, thousands were involved in the picketing of the shops selling foreign cloth and liquor and in many places, peasants and workers were also involved along with students, middle classes and women. Its influence was even more far-reaching. Millions of peasants and urban poor became familiar with the ideology of nationalism. Most sections of the Indian population became politicised and women were drawn to the movement. An anti-imperialist feeling spread to wide areas of the country and the movement imbued the Indian people with self-confidence and self-esteem.

Such a big movement, however, did sometimes reach beyond the Gandhian tenet of non-violence. On 5 February 1922, in Chauri-Chaura, a crowd of peasants burnt the police station killing 22 policemen in retaliation to the police firing. Gandhi condemned this incident and withdrew the movement. This decision shocked many Congress people but Gandhi remained adamant and started a five-day fast as penance. This way the non-cooperation movement came to an end.

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### **3.7 CIVIL DISOBEDIENCE MOVEMENT**

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The sudden withdrawal of the noncooperation movement demoralised the Congress leaders and workers and led to a decline in political activities. But the appointment of the Simon Commission on 8 November 1927 again raised the political temperature. This Commission was constituted to explore the possibility for further constitutional progress in India, but there was not even a single Indian in it. This meant that the British government did not have any faith in the ability of the Indians. This was considered as an insult to the Indians and it was decided to boycott the proceedings of the Commission. The Congress further decided to protest against it. Strikes and demonstrations were held wherever the Commission went. This movement galvanized the country and stirred the youth and created the ground for a new all-India movement. In the annual session of the Indian National Congress held in Lahore in 1929, the resolution declaring Poorna Swaraj (complete independence) as the goal was passed. And on 12 March 1930, Gandhi launched the new phase of the national movement.

This new movement, known as the Civil Disobedience Movement, started with the historic Dandi March by Gandhi along with his 78 followers. He walked from his Sabarmati Ashram to Dandi, a coastal village in Gujarat and made salt in violation of the law. As making salt was prohibited by the colonial government, Gandhi and those accompanying him were arrested. There were massive protests against his arrest all over the country. Lakhs of people came out on the streets for

demonstrations and meetings. There were strikes all over. Shops selling foreign goods were picketed, Khadi and Charkha were encouraged, hundreds of people left their jobs and thousands of students left their schools and colleges. In Bombay, Sholapur and other industrial centres, the workers went on strikes and staged massive demonstrations. In certain areas, the peasants stopped paying taxes.

Seeing the public mood, the British government invited the Congress for a Round Table Conference to talk about the important issues. Despite the opposition of many of Congress leaders and workers, Gandhi agreed to participate and suspended the agitation and signed what is known as the Gandhi-Irwin pact. However, the Round Table Conference failed because the British government did not concede Congress' demands. The Civil Disobedience was started again. But it was not very effective this time as the momentum had decreased. The government heavily repressed the movement. About one lakh of Congress activists were arrested, meetings and demonstrations were banned, nationalist literature was prohibited and the nationalist press was suppressed. The Congress withdrew the movement in May 1934.

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### 3.8 QUIT INDIA MOVEMENT

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In 1935, a new legislation was introduced which widened the franchise. On this basis, elections were held in 1937. The Congress contested the elections and formed governments in many provinces. These governments tried to implement some of the promises they had made like the release of political prisoners greater attention to education and health, some relief to the peasantry, etc. they, however, remained in office for a short time. In 1939, when the Second World War broke out, the British government declared without consulting any of the Indian representatives that India was also a party to the War. The Congress ministries resigned in protest. From then on, it was only a matter of time and preparation when the next phase of organized struggle would be started.—

It was on 8 August 1942 that the Congress announced the 'Quit India' movement. Gandhi exhorted the people to 'do or die'. The British government arrested most of the leaders before they could organise the movement. But this did not dampen the spirit of the people. New leaders emerged at local levels who led and sustained the movement. As this movement lacked a central command and the government repression was at its highest, violence broke out everywhere. Railway stations, post offices and police stations were burnt down. Railway lines and telephone and telegraph wires were cut. In many areas, parallel governments were set up. Strikes and demonstrations were also organised and people attacked and disrupted the government transport system. The government replied with further repression. Thousands were killed and many more arrested. Although the government was able to crush the movement, -it was now apparent that people wanted freedom from the foreign rule and they were prepared to use violence to this end.

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### 3.9 OTHER MOVEMENTS

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The national movement gave voice to already existing anti-imperialist and patriotic sentiments among various sections of the population. Under its influence and sometimes independently, many movements emerged which fed into the broad nationalist stream. They widened the base of the nationalist movement by influencing those sections of the population which the Congress-led movement had been unable to do. In this section we will discuss some of those movements.

### 3.9.1 Revolutionary Movement

This trend became quite noticeable in the Indian politics only since the 1907-08. However, some earlier instances of such activities may be cited even in the earlier period. In 1897 the Chapekar brothers of Poona had assassinated two British officers who were responsible for brutally enforcing plague measures in the city. In 1904, V.D.Savarkar and his brother Ganesh Savarkar had established the Mitramela and Abhinav Bharat as secret societies in Maharashtra. After 1905, when it was evident that the government was not listening to the moderate voice and was not heeding the petitions and memorials submitted by the moderate nationalist leaders, many newspapers and individuals had started speaking about such methods to make the authorities listen to the Indian demands.

But the real emergence of this trend as an ideological and political force can be traced to the period after the repression of the Swadeshi movement by the government. The young people realised that the government was not going to listen to the Indians unless extreme pressure was brought on them. They also quickly politicised the Indian people by undertaking extreme action which they termed as the 'propaganda by deed'. Thus in April 1908, Khudiram Bose and Prafulla Chaki threw a bomb on the carriage of the notorious district judge of Muzaffarpur. Unfortunately, due to misunderstanding, two British ladies were unwittingly killed. Chaki shot himself and Khudiram Bose, who was only fifteen year old, was hanged by the British government. Such actions by the government created resentment among the Indians and many other revolutionary groups were formed. The members of these groups attacked the high-handed British officials to avenge the injustice done to the Indians. Between 1908 and 1918, it was estimated that 186 revolutionaries were either killed or imprisoned or deported by the colonial government.

In the 1920s, after the withdrawal of the non-cooperation movement, another wave of this movement arose. Ram Prasad Bismil, Chandra Shekhar Azad, Bhagat Singh, Rajguru, Batukeshwar Dutt and Sukhdev were some of the well-known revolutionaries in this period. They also formed an important organisation known as the Hindustan Socialist Republican Association (HSRA). These revolutionaries became a source of inspiration for the young people and contributed greatly to the cause of the national movement.

### 3.9.2 Peasant Movement

Right since the establishment of the British rule in India, the peasantry had risen in revolt time and again against the oppressive British policies. Exorbitant revenue and rent demands, the imposition of an oppressive class of landlords, forced eviction and insecurity of tenure, imposition of atrocious forest laws, forced labour and supplies, the growth of greedy money lending class in the rural areas and huge indebtedness were some of the reasons behind these uprisings. The Sanyasi rebellion, the Santhal uprising, the Munda revolt, the Kol rebellion and many such peasant and tribal uprisings took place even before the nationalist movement had started.

Once the nationalist movement started, many peasant movements were influenced by it and these movements, in their turn, helped in widening the base of the national movement. Some of the important movements of the 20<sup>th</sup> century were those in Champaran in Bihar, Kheda in Gujarat, Awadh in UP, Malabar in Kerala,

Rampa region of Andhra Pradesh, Bardoli in Gujarat, and Midnapore in Bengal. The formation of All-India Kisan Sabha in 1936 was a major step in the nation-wide awakening of the peasantry.

### 3.9.3 Workers' Movement

Right since 1890s we find instances of strikes and protests by the workers in Bombay and Calcutta. This trend continued in the first two decades of the 20<sup>th</sup> century. But from 1919 onwards we witness a qualitative change in the working class struggles. The high prices and relatively low wages during the War years (1914-18) made the conditions of the workers miserable. When their demand for increased wages was not conceded, they turned militant and held long-drawn strikes. In Madras, Bombay, Calcutta, Ahmedabad and among the railway workers many big strikes took place. To coordinate these struggles, the All India Trade Union Congress (AITUC) was formed in October 1920. Lala Lajpat Rai was its first president. C.R.Das, Jawaharlal Nehru, and Subhas Bose presided over some other AITUC sessions. Working class movement continued in the 1920s and 1930s. It was expressed in the form of many general strikes in almost all important industrial centres. During this period, the working class movement in most places was under communist influence. Many working class organisations of this period like Girni Kamgar Union in Bombay were led by the communists.

### 3.9.4 Peoples' Movements in Princely States

There were hundreds of princely states in colonial India. They were spread over two-fifths of the total Indian territory. The British indirectly exercised power through them as these states were completely subservient to them. The British government protected these states against internal rebellion and external threats. The rulers of these states were generally autocratic and spent lavishly. The people were burdened with enormous taxes and led miserable lives.

When the national movement developed in British India, it also influenced the people of these states. Many local organisations emerged in these states during the non-cooperation movement. In 1927, an All-India States' People's Conference was formed to coordinate political activities in the states. Popular struggles were launched in many of these states such as Hyderabad, Jaipur, Rajkot, Kashmir, Baroda, Mysore, Kathiawad, Jannagar, Indore, Nawanagar and Travancore.

Earlier the Congress was reluctant to support these movements. But after 1937 the Congress started supporting these popular movements in the states and opposed their suppression by the rulers of these regimes. In 1938, the Congress included these states in its vision of independent and democratic India. By 1942, the people of the states were included in the movement launched by the Congress. From now on, the Congress maintained no distinction between British India and these states.

#### Check Your Progress 2

- 1) Assess the influence of Gandhi on the national movement.

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- 2) Compare and contrast the non-cooperation and civil disobedience movements.

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- 3) What were the activities of the revolutionary movements?

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### 3.10 LET US SUM UP

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In this Unit we have traced the development of the national movement from the late 19<sup>th</sup> century to the Quit India movement. We have seen how the initially moderate movement, which believed in petitions and appeals to the government, was transformed into a mass movement during the Swadeshi and particularly the Gandhian phase. Under the leadership of Mahatma Gandhi, three major mass movements-Non-cooperation, Civil Disobedience and Quit India - were launched for the attainment of Indian independence. These movements brought millions of people, including peasants, workers and women, into political arena and made them conscious of their rights. These movements' even spread to the princely states where autocratic rulers, who were totally dependent on the British, held sway. It was due to the national movement that all these areas and people were united and Indian independence was achieved.

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### 3.11 KEY WORDS

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**Racism** : Classification and discrimination of people on the criteria of ethnic stock,

**Politicized** : To bring the matter into political discussions.

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### 3.12 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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**Check Your Progress 1**

- 1) See Sub-section 3.3.3.
- 2) See Section 3.4

**Check Your Progress 2**

- 1) See Section 3.5
- 2) See Section 3.6
- 3) See Sub-Section 3.9.1



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## UNIT 4 MOVEMENTS, IMPERIALISM AND SOCIAL TOURISM

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### Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 French Revolution
  - 4.2.1 Linkage of French Revolution with Tourism
- 4.3 Imperialism
  - 4.3.1 Imperialism and Its Impact on Tourism Development
- 4.4 Socialism in Europe and Russia
  - 4.4.1 Impact of Socialization on Tourism
- 4.5 Social Tourism and Middle Class Tourism
- 4.6 Let Us Sum Up
- 4.7 Key Words
- 4.8 Answers to Check Your Progress Exercises

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### 4.0 OBJECTIVES

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After reading this Unit you will be able to:

- learn about social movements
- discuss imperialism and its implication on tourism
- know what exactly social tourism and middle class tourism are.

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### 4.1 INTRODUCTION

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Being a tourism student it is your first concern to understand the concept of social movement, its linkage with tourism and its impact on the life of an individual. The study of social movement are also important in understanding the contribution of these social movements in shaping the social and political system of the states, decentralization of the power and authority among various social segments. More or less every social movement concentrated on democratic and authoritarian way of political system. The study of social movements also reflects the expectation of the common men along with the social and political conflicts. To define a social movement it can be said that it provides an opportunity to ordinary masses to participate in public politics. While some researchers are of opinion that social movements are a blend of argumentative performances, campaigns and demonstrations through which common men makes mutual claims on others. Social movements also contribute into empowering beleaguered population to resist against powerful and elites i.e. it provides a platform for the formation of informal groups, groupings on individual or organization level to concentrate on specific social and political norms. If we analyze the root cause of social movements, we find that education and mobility of labor caused due to industrialization are the key reasons. While other components like freedom of expression, economic independence etc.were also held responsible for various existing social movements.

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## 4.2 FRENCH REVOLUTION 1787–1799

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French revolution is also remembered as “The Revolution of 1789” that shook whole France between the period of 1787 and 1799 and hence, the term Revolution of 1789 denotes the abolishment of old regime in France. The French revolutions of 1830 and 1848 are also significant to distinguish the growth that happened to be in France during the period 1787 to 1799.

So far as the cause of the French Revolution is concerned, it was the social structure of the Western world who could be blamed for French Revolution. However, the feudal regime was weakened gradually and in some parts of Europe it was almost in the stage of disappearance. The aspiration to expand political power to those countries where it could not be had, by the representatives of elite and wealthy class that included merchants, professionals and manufacturers and the peasants (land owners) who were educated and having a set of standard of living wanted to be rid from feudalism were also the prime motives for French Revolution. The researchers also believe that the education and improved living standard of the people laid towards the reduction in mortality rate. This caused increase in huge population pressure throughout Europe and during the period 1715 to 1800 the population census reached by almost double. By 1789, Germany witnessed to be the most populated country in Europe. The increased population asked for food and other consumer goods. The discovery of new gold mines in Brazil added extra fuel by hiking the prices of general merchandise throughout Europe. By 1770, revolts against social reforms became a common phenomenon in Germany. The intellectuals and philosophers who used to write columns in favor to arguments for social reforms were influenced by 17<sup>th</sup> Century scholars such as Descartes, Spinoza and Locke. It became very essential to implement the ideas of Montesquieu and Voltaire.

The wars of 18<sup>th</sup> century attracted heavy expenditure as a result there was a depletion in the European economy. Just to overcome this situation, the rulers of Europe raised funds by imposing taxes on the nobles and clergies who were taking liberty of tax exemption at that time. This attempt of raising funds by rulers raised the temper of privileged bodies, diets and estates throughout Europe. The provoked reaction was seen not only in Europe but also in North America. In North America this proved to be a cause for American Revolution when the noble men refused to pay tax which was levied by the king of Great Britain but it was Monarchs who tried to stop this approach. They formed an alliance by inviting rulers and the privileged class people along with non-privileged bourgeois and the peasants. It is a matter of discussion among scholars about the exact reason/ reasons of the French Revolution but however, the following reasons can be summed up for the main causes of the Revolution.

- 1) The resentment of bourgeoisie due to their exclusion from the political system and position.
- 2) The peasants despite of knowing their situation and strength, they never showed their interest in supporting anarchist and feudal system.
- 3) The wide coverage of philosophers in France in comparison to other European countries.
- 4) The participation of France in American Revolution brought brink of bankruptcy in France.

- 5) France became over populated country in Europe and the drought and crop failures in 1788 brought economic slump for a longer period and it further attracted restlessness among the citizens.
- 6) The failure of French monarch in adopting the political and social pressure which were being applied on them.

#### **4.2.1 LINKAGE OF FRENCH REVOLUTION WITH TOURISM**

So far as impact of French Revolution is concerned, it never affected tourism directly but it has its far reaching reformatory effects that laid the foundation for the infancy stage of tourism. The French Revolution put an end to the monarchy and provided with an environment in which people can freely talk, walk, enjoy and celebrate i.e. it provided an opportunity to form a society which was supposed to be governed by certain form of government duly elected by people and that enjoyed the division of power into legislative, executive and judiciary. The Constitution of 1791 talked of basic natural rights like freedom to speak, freedom of sharing opinion, equality etc. to the French Natives. It also witnessed many social reforms as well because women also enjoyed freedom and used to form clubs. In fact, the French Revolution broke all the social barriers and traditional laws and opened the path of liberalism that further attracted advancement in near future.

During French Revolution, France witnessed the migration of its countrymen to the neighboring countries like Germany, Britain, USA and Austria who fled to these places to save their lives. The emigrants carried their French culture, policies to such places and promoted their own way of life at such places. The French Revolution taught many things to its neighboring countries also. Italians thrown down its old practice and introduced code of law and taxation and provided a much better environment for religious and intellectual tolerance. In Switzerland, French Revolution affected in many ways like improved education, justice and public works, law of equality to its citizens, freedom of speech and faith, introduced civil and penal law etc. that founded the base for modern nation.

From the above it is clear that before French Revolution the countries were not in a position to think for leisure and pleasure which modern tourism primarily focuses on. The monarchism never allowed its citizens to participate into recreational activities. People were not given freedom to express their thoughts i.e. they were deprived of their natural rights. The environment was so suppressive that people hardly used to enjoy their life. The tourism activity can be done only when you are having leisure time and it was not available to the French before its revolution. All such incidents no doubt turned out to be volcano and burst into the form of French Revolution. Post French Revolution era opened the path for many probable tourism developments like liberty to the people to do things as no doubt people must have celebrated by their own way, the law and order is another issue which was also taken into consideration, the ethnic form of tourism as those who left France during Revolution might have their kith and kin in France and one cannot stop claiming that they never have been to their routes in the form of visiting friends and relatives. The trade and commerce definitely took place in much advanced form and with more leverages as more refined tax system was implemented. In brief, we can say that the infancy stage of tourism development occurred only during post French Revolution.

**Check Your Progress-1**

- 1) Discuss about the origins of the French Revolution.

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- 2) Explain the causes of revolution.

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### 4.3 IMPERIALISM

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The word imperialism denotes a policy through which a nation acquires a land either by purchase, using diplomatic tricks or exercising military interventions to extend its territory. It also indicates the extension of power and province of a dynasty by gaining political and economic control of other areas. The imperialism has never been morally accepted and has been condemned and discredited as a foreign policy of any country.

The concept of imperialism can be traced back by studying the history of China, Western Asia and the Mediterranean which saw a series of succession of empires. If we turn the pages of history we get that the Assyrians were replaced by the Persians which paved the way for the imperialism of Greece. During the regime of Alexander the Great imperialism reached to its heights in Greece when eastern Mediterranean and Western Asia were united. It was a dream of Alexander to establish a cosmopolitan world where all the citizens of the world could stay together harmoniously and in equality. Romans also extended their territory from Britain to Egypt but the fall of Roman Empire gave birth to nations in Europe and in Asia who were having a common Islamic civilization to pursue along with their individual policies pertaining to imperialism.

So far as the modern era is concerned, 15<sup>th</sup> to 18<sup>th</sup> century is remarkably important in the history of imperialism because it witnessed the emergence of empires and colonial. During this period only, the countries like England, France, Netherland, Portugal and Spain established their empires in the America, India and East Indies. Thereafter, there was a stop in imperialism almost for a century but during 19<sup>th</sup> century and the period of World War I witnessed the growth of imperialism due to intense policies pertaining to imperialism. In the list of imperialistic states new countries like Russia, Germany, Italy, USA and Japan were added because for them imperialism means financial control over the occupied country. The need for a better world was initiated by League of Nations tempted the charm of imperialism once again after the end of World War I. As a result, Japan renewed

its territory by attacking on China in 1931. Similarly, during 1930 to 1940 Italy, Germany and Soviet Union also emerged as a new chapter in the book of imperialism.

It is a matter of debate on the issue of causes and value of imperialism. On the basis of the arguments the pros and cons of imperialism can be classified into four groups:

- 1) The first group justifies imperialism by citing the economic gains that are conferred to the states. It makes a linkage of human and material resources. It creates an environment for opening of outlets for merchandise goods and investment of capitals. Also, the surplus population provided by the empire are also considered as resource for economic development. But the personalities like Adam Smith, David Ricardo and J.A. Hobson are of this opinion that the benefit of the imperialism may be confined up to a small and favored group but it will never be extended to nation as a whole.
- 2) The second group argument focuses on the relationship of human beings with that of human groups. The personalities like Machiavelli, Sir Francis Bacon, Ludwig, Adolf Hitler and Benito Mussolini concluded that imperialism is a natural means of struggle for survival and those born with superior qualities will rule over others.
- 3) The third group arguments are based on strategy and security of the nation. As a country is gifted with natural resources along with frontiers so it is utmost required to ensure its safety and security so that other countries may not obtain them. Such countries denying the significance of imperialism may lose their control over territory and people. Due to security lapses the competing nation may later or sooner grasp the country. So it has been advocated that nations are indulged into imperialism because of power and prestige for their own shake.
- 4) The fourth group argues on the grounds of morality. Imperialism is beneficial because it liberates people from the tyrannical rule and provides them better way of life. The motivation behind imperialism is economic gain, greed, search for security, gaining power and prestige, humanitarianism and many more. Some states of the third world are having their own grievance against imperialism because when it comes the matter of granting aid for economic development or supply of skilled man power for technical development, their hidden agenda comes out to be non-imperialistic.

But whatever the thoughts have been propagated by the thinkers relating to imperialism, the attempts have been made to resolve the issues in a peaceful and legitimate manner. However, some of the best way to gain the confidence of engulfed states in favor to imperialism are to provide them collective security arrangements along with improved health and welfare system, establishing a trusteeship system, arranging various cultural exchange programme between nations.

### **4.3.1 Imperialism and Its Impact on Tourism Development**

As we know imperialism takes place when a big country takes over smaller nation/nations either for socio economic reasons or fulfilling political agenda. It is a matter of debate whether imperialism is good or bad for those engulfed nations. Few claim that it is a symbol of modern progressive nation that has been contributed by mother country and it has driving force behind establishing modern



world. For tourism if we consider imperialism, is a boon as it has gifted many means and modes of transport to the visitors. The development that occurred in imperialism really brought revolution in mobilization. The vital element in tourism is travel and it has been rightly said that there is no tourism without travel. The major imperialism happened between 19<sup>th</sup> and 20<sup>th</sup> Century and all the technological developments pertaining to mobility took place in this era. This era saw the emergence of roads, railways and maritime transportation that increased intra- regional mobility. The mother nations build roads to be in touch with their taken over nations, send goods and other things to them. The railways brought revolution in movement of the people because it was cheaper as well as accommodating more travellers together. The basic development in road and railways became the backbone for modern means of transportation. The travellers are now in a position to travel longer distance with more ease and comfort. The short distances are now being covered by cars and other small vehicles and it paved the way for the emergence of excursionist. The improved Maritime transport was utilized for sending goods items from one place to another in bulk. The primary task undertaken under transportation was to cover the continents for business expansion. The trade and commerce was increased and the people used to see the culture of different trade places with an added advantage. The new countries were also explored for business expansion and as a result new destinations were added in the list of travellers. The adventurous people performed sea voyages and looked for increased business options. All these were possible only because of the opening of canal routes for trade and commerce. The ancient silk route witnessed the growth of trade and commerce by inculcating both land and water route. The next achievement of this era was the education and telecommunication. The education expanded the horizons of the educationist and it also motivated people to see the world. The telecommunication became the part and parcel of the luxury way of life and in later stage it became the essential means of booking of all the amenities over different destinations. Tourism requires disposable income and the citizens of modern progressive nations saw the growth of economy during imperialism which resulted in the launching of “Grand Tour” concept for those who were educated and economically sound (noble men of Spain, France, Germany and Italy)). The introduction of medical care services also allured the movement of people from one place to another and the same trend can be seen in practice even today. The era of imperialism brought out technological advancement almost required in every walk of life no matter where the users were tourists or normal men. Obviously, the advancements are first enjoyed by the residents and then it is being extended to the tourists and other users.

So, it can be said that it is the imperialism that brought advancements not in technological aspects but in education as well. It opened the path for cognitive development of the people which brought far reaching reformations in almost every walk of life through its innovations. These innovations were initially enjoyed by the locals and after that it was extended to the foreigners as well.

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#### **4.4 SOCIALISM IN EUROPE AND ASIA**

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After French Revolution, society witnessed a drastic change in its structure. The voice for individual rights and social power emerged. The society saw the emergence of terms like conservatives, liberals and radicals whose thoughts for social engineering brought far reaching reformations. Liberals advocated for a



society giving equal importance to all the prevailing religions. They emphasized on two important issues like protecting the rights of citizens against its governments and voting rights conferred to every citizens. Radicals advocated for a government formed on the basis of majority of the population of the country. They also supported for suffragette i.e movement giving the right to vote for women. They also showed their disassociation with the rich landowners and factory owners. The conservatives however reluctant to change as they believed that past has to be retained but gradually they also got convinced for social change as it is inevitable only in some extent.

Social reformation took place during 19<sup>th</sup> century and as a result of it new cities came into existence, special designated industrial zones were established and railways were modified. The establishment of industries attracted masses as a source of income and livelihood for them. But it proved to be unpleasant because the working hours and the paid remuneration was not enough to meet their daily needs. The industries became the puppets of certain industrialists who thought for only money making from their business entities. Liberals and radicals were the key players in the society who possessed all the wealth by their trade and commerce activities but simultaneously they also advocated. During 1815 AD liberals and radicals along with nationalists got revolutionized to throw the prevailing government establishments in Europe especially in Russia, Germany, France and Italy. As per the Nationalists, the revolution will open the path of independent nations giving opportunity of equal rights to all its citizens. Socialists in Europe were totally against the making of private properties because they believed that it is the main source of corruption in the societies. They found that the properties were used to generate employment but it was profitable to only those who owned it and it hardly dealt with those who made the properties profitable. Socialists were of this opinion that the properties should be controlled by the societies rather it should be the puppet of certain hands. There happened many Socialists like Robert Owen who advocated for cooperatives communities to regulate properties while Louis Blanc wanted government to take care of co-operatives and make it free from capitalists. Karl Marx and Friedrich Engels suggested that it is the workers who are bringing profit to capitalists. But in contrary condition of workers are not getting improved and hence, they should overthrow the capitalism and to form a radically socialist group called communist society to control all the properties socially. He also emphasized that a communist society is the natural society of the future.

There was a far reaching impacts of the teachings of social reformers and now in Europe, socialists formed an international organization by the name of Second International. Workers from England and Germany started creating associations asking for better wages, flexible working hours, right to vote and better living conditions. In Germany, these organizations closely worked with Social Democratic Party (SDP). In 1905, the result of socialist organizations gave birth to Labor Party and Socialist Party respectively in Britain and France. Though socialist represented strongly in Parliament but they never formed a government in Europe however, they succeeded in giving shape to their ideas through legislation.

During 1917, in Russia, socialists succeeded in forming the government by uprooting the monarchy system. This event has been widely called as Russian Revolution. The story of this Russian Revolution had been written quite long back when Tsar Nicolas was ruling in Russia. The major source of economy in

Russia was agriculture. The industries were not in abundance and St Petersburg and Moscow were the two important places where there were industry establishments. With the introduction of railways in 1890, many factories were established in these two cities with the support of foreign investment. The majority of the factories belonged to the private properties of industrialists. The government passed the resolution of minimum working hours for the workers along with the wages but the private factory operators were reluctant to obey the norms and workers were forced to follow 14-15 hours shift instead of government norms of 12 hours. There were social groups of workers also existed. The workers belonged to urban and rural background as well. Women workers were differentiated on the pattern of wages. Though the workers were divided on various terms and conditions but they were united for the strikes and some common agenda. The countryside land was under the possession of noble men, crowns and churches but it was cultivated by peasants. Nobles got the power because of Tsar. Peasants wanted the land of the nobles. In some cases even they murdered their landlords. During 1905, such small incidents spread throughout Russia. In the meantime in Russia, socialist founded a party by the name of Social Democratic Worker's Party in the year 1898. Socialists who were active during nineteen hundred in countryside formed a Socialist Revolutionary Party which struggled for the rights of peasants and advocated that the lands of the nobles be transferred to the peasants. But the two parties i.e. Social Democrats and Social Revolution did not work over the common agenda of transferring the land's right to peasants and were differentiated within them and never happen to be part of socialist movement. In the year 1904, when inflation was high and the real wages declined by 20 percent, the worker's association reacted swiftly and as a result four members of the assembly of Russian workers were dismissed. This resulted in a call for industrial action and more than one lac of people gathered at winter palace of Tsar where more than 100 people were shot dead and more than 300 were wounded. Gradually this strike spread to the other parts of the country and now everyone from the society asked for a constituent assembly. By 1905, Duma, an elected body was created with the support of Tsar. But the first Duma was suspended within 75 days of its establishment and a new Duma was constituted. Tsar never wanted to see his power reduced and he also changed the voting pattern in Duma. This laid the foundation of third Duma with the support of conservative minded people keeping away the liberals and revolutionaries from Duma.

In the First World War, Russian army badly lost in Germany and Austria and it had far reaching impacts on the economy of Russia. The majority of the industries in Russia were running with the support of Germany and the loss of Germany in the world war badly affected Russia as well. German lost control over Baltic Sea which was a major route to send industrial goods to Russia. As Russia sent able people to fight in the war, there was a scarcity of labor. A large quantity of food stuff was supplied to feed the army leaving behind the crisis of bread and floor. It proved to be a major cause of riots at bread shop during 1916.

During the winters of 1917, the revolution of Petrogard took place. As there was a short fall in the supply of food grains to the quarters of the labors. The labors from nearly 50 factories called for an agitation. This procession reached to the centrally located place called Nevskii Prospekt. The significance of the place lies in the fact that all official buildings of Tsar are located here along with winter palace where Duma meeting used to be conducted. As soon as the labors

surrounded the official buildings and other adjoining areas, the government imposed curfew followed by deputing police and cavalry personnel to keep an eye over the demonstrating workers. The next twenty four hours were crucial because Duma was suspended. People ransacked police headquarters and the street was flocked by the demonstrators along with the placards displaying slogans pertaining to bread, wages, better working hours and democracy. The situation turned out to be uncontrolled. The cavalry was called to handle the issue but instead of taking action against agitators they joined hands with them. As a result the demonstrators formed a soviet or council in the same building where Duma was running. Now, there formed a provisional government with the efforts of Soviet leaders and Duma leaders to run the state.

The role of army officials, landowners and industrialists were playing a key responsibility in provisional government. Liberals and socialists continued to work for an elected government. "Soviet" was spread throughout everywhere in Russia without following a common system of voting. By 1917, Vladimir Lenin, the Bolshevik leader returned to Russia after his exile and he felt that it is the high time when soviets can take over power. He demanded for war to be closed, nationalization of the banks and transfer of land to peasants. His three demands are called as April Theses by the historians. He also suggested to rename its party from Bolshevik Party to "Communist Party" to signify its new aims and objectives. The followers of Bolshevik were highly influential because they set up factory committee in industrial areas to evaluate the functioning of the industrialists. In another development soldier's committee was set up in the army itself and nearly 500 soviets representatives participated in Russian Congress.

By seeing all these developments, the Provisional Government felt to lose its power, they started taking tough decisions like opposing the factories run by the workers itself and arresting their leaders. During this time, in the countryside, the leaders of Socialist Revolutionary and peasants called for re-allocation of land. The land committee was set up but peasants managed to seize a major portion of land. The conflict between Bolsheviks and the Provisional Government aroused up to such an extent that Lenin was furious that the Provisional government will turn into dictator gradually. Lenin constructed a plot to rise against the Provisional Government by calling the supporters from army, factories and Soviets to seize the power. Leon Trotsky was appointed as the head of the Military Revolution Committee that was responsible for taking care of seizure of power from Provisional Government. Seeing the situation the Prime Minister of Provisional Government Mr. Kerenskii left the place. In between the government offices and ministers were arrested by the supporters of the Military Revolutionary Committee. Hence with an endless efforts, by the end of December, 2017, Moscow Petrograd area came under the control of Bolsheviks.

This control of Bolsheviks brought far reaching reforms in Russia. Banks and industries got nationalized, land became the property of societies, the big houses were partitioned by considering the requirement of the family and the new uniforms were introduced for army and officials. It was the time when the name was changed from the Bolshevik Party to the Russian Communist Party. The new party contested for Constituent Assembly but did not receive the majority support. By 1918 the name of the assembly was changed from "Constituent Assembly" to "All Russian Congress of Soviets" which later became the Parliament of Russia. By coming times, Russian Communist Party became the

only party to contest in the elections of “All Russian Congress of Soviets” and later it spread to whole of Russia. Thus Russia declared as one party state and all the trade unions were put under the control to this party. The new government when declared land reformation scheme, many peasants who were also Russian soldiers, left for their homes for land settlements. The upliftment of the Bolsheviks received annoyances from non-Bolsheviks, liberals and supporters of autocracy. Their leaders raised troops to fight against Bolsheviks i.e. the Red. The Socialists (Greens) and pro-Tsarists (Whites) with the support of troops from Japan, America, France and British succeeded in procuring most of the Russian Empire during 1918-19. By the beginning of 1920, the Bolsheviks with the help of non-Russians and Muslim “jadidists” once again succeeded in re-occupying the most of the Russian Empire. Due to turmoil created by non-Bolsheviks, the government took decision to provide political autonomy to non-Russian nationals in Soviet Union which was created by Bolsheviks in 1922 out of the Russian empire.

It was during civil war when the Bolsheviks kept an eye over the functioning of the industries and declared the nationalization of the banks. Peasants were given freedom to use land for agricultural practices where socialization had taken place. Bolsheviks also took the control of confiscated lands for noble cause. A centralized planning process was implemented, officials were appointed to look after the economic growth along with setting targets to be achieved during a five year period. A fair price scheme initially for two plans i.e. 1927 to 1932 and 1933-1938 was also implemented by government to ensure industrial growth. As a result new factories and new cities came into existence. The development of schooling system also took place along with the formulation of new policy on education that opened the path for peasants and factory workers to enter into university system. Just to promote women workforce in factories, the proposal to establish Crèche was also brought into notice so that the young one's of working female employees can be taken care. Health care services were also introduced along with the establishment of residential quarters.

During 1927-28 few places of Soviet Russia saw the acute supply of food grains due to the refusal of selling food grains by the peasants with the price fixed by the governments. Stalin who took the charge of the party after the death of Lenin introduced emergency measures for the firms. In due course of their action, some of the party members visited the prime places of food grain production, grain collection centres and raids were also done over “Kulaks” i.e. rich peasants. But when the scarcity of food grain supply continued it was found that small holdings was responsible along with the lack of modernization in agriculture sector. A common decision to eliminate “Kulaks” was taken and all the land were put under the control of states. Stalin introduced the concept of “collectivization” in which it was proposed that all peasants will cultivate collectively. The bulk of land was transferred to the ownership of the collective farms. There were few peasants who challenged this collectivization but they all were punished either in the form of exile or deported simultaneous. Many talented professionals were found guilty of playing conspiracy against socialization by criticizing the government's policy over the planned economy and collectivization. They all were either sent to labor camps or kept in prison along with two million other prisoners.

The European countries believing in Socialization did not approve the manner through which Bolsheviks took the power in Russia. However, besides all its



weaknesses, Communist Party saw its emergence in many countries. Bolsheviks motivated other colonials to follow their path of development. Many non-Russian attended the conference of the people of the East that was held in the year 1920. Non Russians from outside USSR were given opportunity to study in the Communist university of the workers of the East. During the period of Second World War USSR became a role model country to promote socialism on global forum. It was by 1950 only when it was realized that the USSR government is not following the ideals of Russian Revolution. Globally it was accepted that all is not well in USSR. Economically weak country became powerful. Industrial and agriculture sectors were exploited in such a way that even poor people were provided with basic needs. Besides all its progresses it was also felt that the citizens in USSR were denied with essential freedoms. They established their development projects only through repressive policies. By the end of the 20<sup>th</sup> century USSR lost its reputation as a socialist country, however it enjoyed the respect from the people to be a socialist ideals. In many countries, the concept of socialism was redefined in many ways.

#### **4.4.1 Impact of Socialization on Tourism**

Initially, the type of tourism enjoyed by the socialist countries was domestic tourism but later it was promoted as social tourism due to the privilege given to the employees of paid holidays. The period between 1945 and 1991 was considered as a tough time for Central and Eastern European countries especially for tourism development. This era saw the restrictions over movement of common people to foreign countries caused due to lengthy procedure to procure Passport, approval of visa authorization and financial limitations. However, elite class were exempted from these restrictions and were enjoying intra-regional movements freely under certain terms and conditions. During 1960, there was a rise in international tourism in socialist countries, day visits were organized for capitalist countries. The arrival of foreigners in socialist countries were welcomed as it was the source of hard foreign currency along with showing off the achievement of socialism.

People from Central and Eastern Europe besides numerous difficulties preferred to make some trips outside the border areas. Initially such trips were oriented towards recreation and sightseeing along with commercial and gainful activities. The period between 1981 and 1983 was a tough time for international tourism in Poland as martial law was imposed. However, international tourism revived only after the fall of communism and the freedom of movement was ensured at global level. Social tourism witnessed a huge growth in socialists' countries. Resorts were developed specially for the workers and their families. The higher authorities ensured that every citizen has equal right to avail the leisure and pleasure facilities which guaranteed the rest, comfort and calmness to mind of the people. It also indicated the supremacy of socialism over capitalism. Promoting tourism to the places of cultural heritage proved to be an essential component in boosting the local economy. As the government has already announced subsidies for school education, visits to factories and industrial sites and the earning from tourism was a kind of compensation against the depletion in the economy caused due to rendering various types of subsidies. As the political transformation took place in many European countries, it also opened the path for tourism development as well. Intra-regional and inter-regional mobility also increased in those countries.

Citizens of post socialist countries travelled a lot. Initial phase of tourism in European countries were confined up to narrow and small groups of travelers, majority of them were educated and belonged to urban areas. International tourist explored the countries of new Europe. Basic motive behind such exploration was to understand the basic characteristics of socialism in those countries. The massive increase in arrival were witnessed after the establishments of European Union. As the tourist arrival increased, it also attracted the development of basic infrastructure in tourism sector. Likewise travel agencies were established, tourist information centers were opened on prime locations to share different types of information required by traveler, destination planning proposals were implemented and care for natural environment and cultural landscape were also considered. Later tourist agencies became responsible for framing the structure of national tourism administration/ organization. The process of tourism development took place in many European countries with different pace but their approach was convergent.

Some new countries were added to the European Union. However, the cooperation between old Union and new unions were always welcomed. The cross border structures were established by following the transnational approach of destination development. The other issues like integrated promotion of destination, harmony in quality and standardized services, training to staff were also brought forward. The European countries followed the tradition of sustainable practices, simultaneously, the new countries applying to be part of European Union also followed the same pattern. Thus, they carried out the task of sustainable tourism in the form of development, practices and solutions. This designated area called “European Union” is full of historical monuments and some of them have been put into the list of UNESCO World Heritage Site. Thus it can be concluded that Socialism gave birth to not only new cities but it also contributed with monuments, museums and mausoleums. The European Union organized programmes on tourism theme to various locations of cultural and heritage sites that reminded their richness of cultural and ethnicity. The terms like “ethnic” and socio religious which were the indicator of backwardness now became the symbol of repute during socialization period. This also laid the foundation of creating various tourism attractions and products followed by formulation of cultural tourism policy and generating funds to revive those sites.

The motive to develop tourism in post socialist countries was to generate income from tourism economy. By 1980, the significance of tourism was also analyzed in terms of its Anthropological aspects i.e. relationship of human with society. Another development that took place in Russia was the introduction of European hotel chain and travel agencies. Religion based sites were also explored which motivated pilgrimage inside as well as outside the Russia. By 2000 United Europe became the home of many outsiders who preferred for memorial tourism rather than pilgrimage tourism. Such emerging destinations made a nexus between the places from where they migrated to Eastern Europe to their present place. These destinations were open for general public along with those whose descendants lived and died there. This brought holistic approach to such destinations which had potential to attract special interest tourism whose sole interest laid in anthropology only. Tourism as a business aspect has always been in discussion. As the post social era was looking for an alternate to traditional business, tourism was found very suitable to it. Since then tourism has been considered as small scale enterprises that is all set to generate employment opportunities in societies



in many folds. The issues again rises between indigenous and migratory population on resource sharing at certain places like Poland. The situation was created when after World War II, German were ousted, it was taken by local Poles and other and later they were also displaced by majority of migratory population from Ukraine, Belarus and Lithuania. Such entrepreneurs never indulged into a stable relationship and they jumped into many ventures all together, creating a competition for themselves in an ambience of ‘differences’. Post socialism period brought many reformation in tourism industry as well but still some of the untouched contemporary tourism issues needs to be focused. The major issues like cultural borrowing brought by the immigrants, the demonstration effect copied from the neighboring countries, gender, sex tourism, child exploitation and drug puddling, national identity and historical enmities caused due to the migration of people, needed to be considered while tourism promotion. Though Eastern Europe looked towards the European Union and was of course considered for global consumerism but the inhabitants will have recourse to understand their pre and post socialist history.

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## 4.5 SOCIAL TOURISM AND MIDDLE CLASS TOURISM

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International Social Tourism Organisation (ISTO) social tourism can be defined as *“the connections and phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of disadvantaged layers of society or those unable to participate in tourism, holidays and their advantages for whatever reason”*.

As per Professor Louis Jolin social tourism *“refers to programmes, events, and activities that enable all population groups – and particularly youth, families, retirees, individuals with modest incomes, and individuals with restricted physical capacity – to enjoy tourism, while also attending to the quality of relations between visitors and host communities”*.

### Concerning the main benefits of social tourism

The ISTO presents the benefits of social tourism within four main axes:

- Social tourism is “a shaper of society”.
- Social tourism is a promoter of economic growth.
- Social tourism developed local and regional infrastructure. It tries to protect local environment and respect local diversity.
- Social tourism is a partner in global development programs.
- Social tourism increases family capital social capital.

The importance of the civil society allusion in a social tourism aimed at families which is exemplified by British national charity, the Family Holiday Association (FHA) which promotes holidays for destitute families. Poverty is the foremost *raison d’être* for one out of three people in the UK not going on holiday at all.

The FHA was set up in 1975 to make available grants that would formulate a holiday achievable for this group. In 2007, the FHA enabled around 1400 families to go on holiday and over 100,000 people have been helped since its foundation.

It is funded chiefly by individual contributions, but is also helped by trusts, corporate donations and income received from fundraising events.

Its events are based on the conviction that holidays benefits individuals as well as wider society for the reason that they:

- progress well-being and trim down hassle
- amplify self-esteem and confidence
- reinforce family communication and bonding
- make available new skills, broaden perspectives and augment employability
- give long-lasting, cherished memories
- resulted in more contented, stronger families and a more comprehensive society.

### Check Your Progress-2

1) What is the Imperialism?

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2) Explain the Social, Economic and Political Conditions in Russia before 1905.

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3) What do you understand by Social Tourism?

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## 4.6 LET US SUM UP

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To conclude it can be said that French Revolution opened the path for various developments not within Europe but also in USA and other adjoining areas. There has been a long debate whether imperialism is good or bad. But it was advocated that imperialism is as well as bad. But if the nations will exercise some good things for their engulfed states, it will provide results in their favor. The socialism affected whole Russia and neighboring areas. They also declared themselves

free from anarchism and brought forward the developments. The unit also discussed social tourism and middle class tourism and its benefits.

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## **4.7 KEY WORDS**

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- Imperialism** : denotes a policy through which a nation acquires a land either by purchase, using diplomatic tricks or exercising armed interventions to widen its region.
- Social Tourism** : phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of underprivileged layers of society or those incapable to take part in tourism.

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## **4.8 ANSWERS TO CHECK YOUR PROGRESS EXERCISES**

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**Check Your Progress-1**

- 1) See Sec. 4.2
- 2) See Sec. 4.2

**Check Your Progress-2**

- 1) See Sec. 4.3
- 2) See Sec. 4.4
- 3) See Sec 4.5

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## **UNIT 5    CONSTITUENTS OF TOURISM INDUSTRY AND TOURISM ORGANISATIONS**

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### **Structure**

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Tourism Industry
- 5.3 Constituents
  - 5.3.1 Primary/Major Constituents
  - 5.3.2 Secondary Constituents
- 5.4 Tourism Organisations
- 5.5 International Organisations
  - 5.5.1 UNWTO
  - 5.5.2 Other Organisations
- 5.6 Government Organisations in India
  - 5.6.1 Central Government
  - 5.6.2 State Government/Union Territories
- 5.7 Private Sector Organisations in India
  - 5.7.1 IATO
  - 5.7.2 TAAI
  - 5.7.3 FHRAI
- 5.8 Let Us Sum Up
- 5.9 Keywords
- 5.10 Answers to Check Your Progress Exercises

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### **5.0    OBJECTIVES**

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After reading this Unit you will be able to:

- understand why tourism is being called an industry,
- know about the various constituents of the Tourism Industry,
- learn about the interdependence of its various constituents,
- familiarise yourself with various types of tourism organisations,
- learn about the functions and relevance of some of these organisations, and
- list such questions about the Tourism Industry that tourism professionals should be able to answer when required.

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### **5.1    INTRODUCTION**

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The tourism of today is the outcome of the combined efforts of its various constituents. There are possibilities of more constituents being attached in the future. In fact what we may define as Tourism Industry is a mix of the output and services of different industries and services. This Unit begins with a theoretical

discussion on tourism being described as an industry. It goes on to identify and list its various constituents. However, their description is confined to a brief discussion as most of them have been independently discussed in individual Units. The Unit also takes into account some of the important organisations that have emerged over the years in tourism at national as well as global levels. A first hand knowledge of these is a must for tourism professionals and researchers in the area.

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## 5.2 TOURISM INDUSTRY

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Although in the past, many states have refused to recognise tourism as an industry purely because of the subsidy factors involved in its development. If we broadly interpret tourism industry it depicts that the dominant sectors are seen to be accommodation related activities, transport in its different modes and leisure and recreation services. There are also specialised forms of services in both the generating market and at the destination guiding the events. Thus, there is no doubt that once tourism is mentioned as an industry a number of complexities arise. Scholars too have offered different views in this regard. For example, Neil Leiper has attempted to sum up the debate in his article “Defining Tourism and Related Concepts: Tourist, Market, Industry and Tourism System” (VNR’s Encyclopaedia of Hospitality and Tourism, New York 1993). The views that have been taken into account are of A. J. Burkart, Kaiser and Hebbler, Kaul and Leiper:

- 1) Burkart and others recognise Tourism Industry that is:
  - comprised of a broad range of business and organisations that are related to “virtually all areas of economy”, and
  - the components include all suppliers of goods and services which the tourists require.

Hence, on the one hand Tourism Industry comes up as a huge industry where as on the other “it also leads to perceptions of a highly fragmented industry”. It is based on the assumption that “tourists’ expenditures reflect the existence and scale of Tourism industry”, and does not take into account how certain “businesses are managed in relation to tourists or to one another”.
- 2) Kaiser and others have advocated that there “is no such thing as Tourism industry”. What happens is a collection of several industries that function separately with various types of links with tourists. These links can be both incidental as well as purposeful, direct or indirect.
- 3) Leiper has taken an intermediate position. According to him the “tourism industry comprises those organisations” that are:
  - in “the business of providing goods and services to meet the distinctive needs of some identifiable collection of tourists”, and
  - “cooperate with one another, to some degree, in doing so”.

This places some organisations like travel agents, tour operators, guides, etc. within the scope of tourism while leaving others aside. This could be like the difference between, a shop at an airport opened especially for travellers and the one in a city market that caters to anyone.



Without further going into the debate we may sum up for you that because of the economic impacts involved, profits, employment generation, earning of foreign exchange etc., more and more countries are declaring tourism as an industry; adopting policies and making plans for it; forming regulations and giving incentives. It is also worth mentioning here that in many developed countries tourism is now being referred to as a service rather than an industry. This is so because these countries have reached a stage of perfection in terms of infrastructural development and the emphasis is on the consumption of services. On the contrary the developing countries like us are still struggling to create infrastructural facilities and a lot needs to be done. Hence, tourism is an industry for us rather than just being a service.

In the Seventh Five Year Plan (1985-90) tourism was accorded the status of an industry by the Government of India. Hence, as a plan objective its development was listed for the first time in the planning 'process. In May 1992 a National Action Plan was drawn for its growth and development. In the subsequent period National Tourism Policy has also been drawn to achieve this very goal.

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## 5.3 CONSTITUENTS

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The constituents of tourism industry are varied – ranging from small-scale businesses operating at local levels to multinationals. For example a fast food counter at an airport is a component of the Tourism Industry as is an airline or a hotel for it has its own serving purpose for the tourist. Moreover, these different components are closely linked to each other. This linkage is there in spite of the competition within one set of constituents. For example, Hotels A and X are competitors but both are dependent on tourist arrivals through the airline. And Airlines y and z are competitors and so on. In fact very often it's a chain of linkages and modern tourism is a result of the intermixing and combined organisations efforts of the various constituents. Let us list for you the primary and secondary constituents that make the Tourism Industry.

### 5.3.1 Primary/Major Constituents

Under this we list the very essential constituents.

#### 1) **Transport**

Well you need a mode of transport to travel or to suggest one to your client if you are a travel agent or a tour operator. Further, the travel depends on the availability of seats etc. Today, the travel Industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

#### 2) **Accommodation**

A tourist not only travels but also stays somewhere. And here comes in accommodation. It could be of different types i.e. from cottages or tourist lodges to a houseboat or a five star hotel.

#### 3) **Catering, Food and Entertainment**

Well, a tourist has to eat also and here comes the role of catering and food. Restaurants, fast food joints and dhabas, all play a role in this regard with different cuisine to offer. Different forms of entertainments are provided as attractions at the destinations.

#### 4) **Intermediaries**

The intermediaries constitute the travel agency, tour operator and guide services.

The constituent who co-relates all the components of tourism is the travel agent/tour operator who has accumulated knowledge, expertise and contacts with providers of services. He is a useful and invaluable intermediary between the traveller and the suppliers of tourist services, i.e., airlines, transport companies, hotels and auto-rental companies.

The functions of the travel agency depend upon the scope of activities it is involved-in and also the size and the location. The agency has specialised departments each having to perform different functions such as:

- 1) Providing travel information
- 2) Preparing itineraries
- 3) Liaising with providers of services
- 4) Planning and costing tours
- 5) Ticketing
- 6) Providing foreign currency
- 7) Insurance, etc.

Some of the travel agents are also tour operators who manufacture tourism products. They plan, organise and sell tours. They make all the necessary arrangements, e.g., transport, accommodation, sightseeing, insurance, entertainment and other allied services and sell this 'package' for an all inclusive price. A package tour may be a special interest tour, mountain tour, adventure tour or a pilgrimage tour. These tours are escorted and include transportation, meals, sightseeing, accommodation and guide services. The escort or the group leader is responsible for maintaining the schedule of the tour and for looking after all the arrangements.

The guide services play a vital role in tourism as a tourist feels comfortable when the essence of the culture is explained-especially when it is done in his own language.

#### 5) **Government Departments/Tourist Information Centres/Tourism Organisations**

Many national and international organisations related to tourism form part of the Tourism Industry.

### 5.3.2 **Secondary Constituents**

Today there are a variety of services (formal and non formal) that constitute the tourism mix or are directly and indirectly related to tourism. For example, banks don't come under the Tourism Industry but they cater to tourists through traveller's cheques or credit cards. Similarly, insurance companies offer short-term safety or accident policies to tourists. Here we list certain such constituents:

- 1) **Shops and Emporia:** These sell various products to tourists. Many state governments have opened the emporia in other states also. For example, in Delhi practically all the state emporia are on Baba Kharag Singh Marg.

- 2) **Handicrafts and Souvenirs:** Certain handicrafts and souvenirs industries today are totally dependent on tourists for their sales.
- 3) **Local taxi/transportation** (Rickshaw, e-rickshaw, tonga, cycle etc.)
- 4) **Hawkers and coolies**
- 5) **Communication services** at the destination
- 6) **Touts and Brokers**
- 7) **Advertisement agencies**
- 8) **Publishing industry**, i.e., Publishers who publish travel guides, brochures, magazines, postcards etc.
- 9) **Artists, performers, musicians**, etc. who perform for the entertainment of tourists.

In the United Nations study on “**The Economic Impact of Tourism in India**”, the segments having receipts from tourism employment due to tourism are mentioned as:

- 1) Hotels and restaurants
- 2) Railway Transport services
- 3) Transport services
- 4) Shopping
- 5) Food and Beverages
- 6) Wool, silks, synthetic fibre, textiles
- 7) Wood and wood products except furniture
- 8) Leather and leather products
- 9) Metal products except machinery and transport equipments
- 10) Miscellaneous manufacture, industries
- 11) Trade
- 12) Other services

Hence, we can say that Tourism Industry has a very wide range and the governments in the Third World are giving incentives for its development.

#### Check Your Progress 1

- 1) Mention the viewpoints on tourism as an industry.

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- 2) Discuss the role of intermediaries in tourism.

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3) Why are Third World governments giving incentives to Tourism Industry?

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## 5.4 TOURISM ORGANISATIONS

Over the years a number of organisations have emerged in tourism. They have played a vital role in tourism policy formation, planning, promotion, infrastructure and resort development, protecting the rights of tourists, negotiations, etc. Factors like importance of tourism in generating foreign exchange, employment prospects, national interests and at times the stage of development have determined the need for such organisations and accordingly influenced their growth and functions.

These organisations exist in Public Sector as well as Private Sector and at different levels, i.e., global, national, state and local, for example, World Tourism Organisation, Indian Tourism Development Corporation, Maharashtra State Tourism Department Corporation or a Tourism club in a district of Kerala. Some addition has been of NGO's devoting full time to issues concerning tourism-like the Equations in Bangalore.

Different segments of the industry also have their own organisations to defend and promote their rights like the Travel Agents Association or Tourist Guides Association.

## 5.5 INTERNATIONAL ORGANISATIONS

Many international tourism organisations have been formed which represent governments as well as the Private Sector. It is difficult to discuss every such organisation, hence we mention about a few important ones here.

### 5.5.1 UNWTO

**United Nations World Tourism Organisation** (founded in 1975) is an intergovernmental body. It is a successor to the International Union of Official Travel Organisations (IUOTO) which existed from 1947 to 1975. As a United Nations specialised agency the WTO's membership includes 159 countries, 6 territories and over 500 affiliate **members** representing the private sector, educational institutions, tourism associations and local tourism authorities. WTO headquarters are at Madrid (Spain) and its three functionaries are:

- WTO Secretariat (permanent office at Madrid)
- General Assembly (meets every two years)
- Executive Council (meets twice a year)

The fundamental aim of the organisation shall be:

“the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and

universal respect for, and observance of, human rights and fundamental freedoms for all without distinction of race, sex, language or religion. The Organisation shall take all appropriate action to attain this objective. In pursuing this aim, the Organisation shall pay particular attention to the interests of the developing countries in the field of tourism.”

Here we must remember that UNWTO is the only intergovernmental organisation open to the operating sector. This combination of public and private sector involvement encourages a hands-on approach to strategic issues affecting the industry. UNWTO also provides a forum for industry to “establish the frameworks and global standards of travel and tourism”. It attempts consolidation of one of the world’s fastest growing industries. UNWTO’s activities include:

i) **Technical Cooperation**

As an executing agency of the United Nations Development Programme (UNDP), UNWTO provides assistance to governments on a wide range of tourism Issues, from sustainable tourism development, investment needs and technology transfer to marketing and promotion.

ii) **Education and Training**

Education and training is one of the major building blocks of the travel and tourism industry. UNWTO offers a variety of programmes, including “distance learning” courses, which have been organised with Purdue University and the Sorbonne.

Other projects include the establishment of a network of UNWTO Education and Training Centres and publication of a Directory of Tourism Education and Training Institutions.

iii) **Environment and Planning**

The goal of sustainable tourism development underlies UNWTO’s work in environment and planning. Activities include participation in forums on tourism and the environment, such as, the Rio Earth Summit and the Globe seminars in Canada.

UNWTO is also developing a global programme of clean beaches for tourism, based on the European Community’s Blue Flag Programme.

Several publications, including many joint reports with the United Nations Environment Programme, provide vital input on tourism planning in resorts, communities and national parks.

iv) **Facilitation and Liberalisation**

UNWTO works towards the removal of barriers to tourism. Activities in this area include promotion of improved access to tourism for the handicapped, research on Computer Reservations Systems, involvement with the General Agreement on Trade and Tariffs (GATT) process, assistance on health and safety issues.

v) **Marketing and Promotion**

UNWTO continuously monitors and analyses travel and tourism trends worldwide, which provide invaluable data for strategic planning and marketing.

Equally important has been the WTO Ottawa Conference on Tourism



Statistics, which established global definitions of tourism. In this way a substantial base was created for the uniform measurement of tourism flows.

vi) **Publications**

UNWTO also has a number of publications. They include:

- Yearbook of Tourism Statistics,
- Compendium of Tourism Statistics (annual),
- Travel and Tourism Barometer (quarterly),
- Directory of Tourism Education and Training Institutions,
- An Integrated Approach to Resort Development,
- Guidelines: Development of National Parks and Protected Areas for Tourism,
- Tourism Carrying Capacity,
- Sustainable Tourism Development: Guide for Local Planners, and
- World Tourism Forecasts.
- Tourism Trends
- Women in Tourism etc

### 5.5.2 Other Organisations

Besides UNWTO there are a number of organisations at the international level and here we give brief details about some of them.

i) **IATA**

The **International Air Transport Association (IATA)**, is a nongovernmental organisation and membership consists of practically all air carriers. The Active members are engaged in international operations whereas the Associate membership consists of domestic airlines. IATA aims:

- at encouraging the development of reliable, regular and economic air transport for the benefit of travellers,
- to foster air commerce and study the problems therein, and
- to research the problems and issues related to the industry.

Founded in 1945, the activities of IATA have increased over the years. Today its services and roles include:

- setting rates on global routes agreeable to member airlines,
- planning of time tables for international flights,
- standardising and coordination of certain services like baggage checks, reservations, etc.

In addition IATA also provides statistical data on international air travel and acts as a clearing house for air ticket coupons.

ii) **UFTAA**

**Universal Federation of Travel Agents Association** was founded in 1966. Its members are national and regional organisations. It aims representing

the travel agency industry and travel agents at different forums and negotiates on their behalf.

Further we list few other organisations:

- International Federation of Tour Operators (IFTO) which represents national tour operator associations.
- International Youth Hostel Federation (IYHF) which represents national youth hostel associations.
- International Hotel Association (IHA) representing the hotel and restaurant industry.
- International Association of Tour Managers (IATM),
- Pacific Asia Travel Association (PATA), etc.

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## 5.6 GOVERNMENT ORGANISATIONS IN INDIA

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In most of the countries the tourism policy is formulated and in some cases operationalised also under a National Tourist Organisation. Matters related to development, promotion, marketing, etc. is looked after by such official organisations. In fact, their major functions are:

- policy formation and planning,
- promotion and marketing,
- coordinating between public and private sectors,
- human resources development through training and education, and
- legislation and regulation, etc.

Here we must take note of their importance in tourism as their role; functioning and attitude influence the entire gambit of tourism.

### 5.6.1 Central Government

As tourism professional you may have to deal with the Ministry of Tourism and its officials from time to time. The primary task of the Ministry of Tourism is to **lay down the policy, collect tourism related data, attend to enquiries related to tourism, publicise India as a destination, regulate the activities of different segments of the tourism industry**, etc. Accordingly various advisory bodies and committees are formed to implement the policies.

An important function of the Ministry of Tourism is to answer to tourists' queries and guide them. For this it has its regional offices as well as information offices at prime destinations. Similarly, there are a number of tourist offices abroad which work in liaison with Air India for promoting India as a destination.

**Indian Tourism Development Corporation (ITDC)** is another Government Organisation that played a major role in tourism promotion, travel and infrastructural development in different parts of our country. Due to recent disinvestments policy of Govt. of India, most of the hotels of ITDC Group have been disinvested to private operators with the aim of strengthening super-structure and improvement in standard of services. ITDC has also developed a consultancy wing to offer its expertise to private sector hotelier.

**Tourism Finance Corporation of India (TFCI)** was setup in 1989 as a public limited company so as to provide financial assistance to tourism development related project.

### 5.6.2 State Government/Union Territories

On the pattern of Central Government, the State Governments and Union Territories have their own Tourism Departments and Tourism Development Corporations. At all airports, major railway stations and bus stands, tourist information centres have been setup by these departments. They are also actively engaged in:

- policy formation at their levels,
- promotional activities,
- destination development,
- providing guide services,
- conducting sightseeing tours, and
- providing lodging, etc.

Here we must mention that in our country we still don't have tourism organisations at the local levels of a district or municipality. In a very few cases the local development authorities have been entrusted the task of destination development/maintenance. Yet, the performance is not up to the mark. Many state departments also have to improve their services. In this field we have to learn a lot from the countries that have a developed tourism industry.

#### **Check Your Progress 2**

- 1) Discuss the fundamental aims of UNWTO.

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- 2) Discuss the functions of Government Tourism Organisations at the national and state levels in India.

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- 3) Discuss the aims of IATA.

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## 5.7 PRIVATE SECTOR ORGANISATIONS IN INDIA

In this Section we discuss the three most prominent organisations of the Private Sector in tourism.

### 5.7.1 IATO

The Indian Association of Tour Operators was established in 1981. The idea has been “to promote international understanding and goodwill to the ultimate advantage”. A joint forum of tour operators, the Association promotes and aids the development of tourism in India. This is done either directly or through discussions and meetings with other bodies and agencies.

The membership is open to organisations of good professional reputation and standing who have been connected with Tourism and/or travel industry for at least one year. However, there are certain other conditions also as per the category of membership:

#### i) **Active Members**

Eligibility for this category includes:

- a firm or company having an established place of business in India,
- recognised by the Department of Tourism as a tour operator/travel agent for a minimum period of two year, and
- Its major substantial part of activity of promotion of tourism and foreign exchange earnings in a year is minimum Rs.20, 00,000/-.

#### ii) **Allied Members**

Any firm or company, which is regularly engaged or associated with the tourism and travel industry and is recognised by the state or central government or by their trade association such as carrier companies, hoteliers, caterers, excursion agents, transport contractors, forwarding and clearing agents, shipping companies, state tourist organisations and trade publications.

#### iii) **Other categories of members include**

- International Members,
- Associate Members, and
- Honorary Members

The IATO aims to:

- promote national integration, international welfare and goodwill,
- assist students by scholarship to pursue higher education, study and research particularly in the field of development of tourism and international brotherhood both in India and outside the country,
- institute chairs and fellowships in India,
- conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings, etc.
- take all steps which may be necessary for promoting, encouraging and

assisting the development of tourism throughout the country and to take initiative to secure the welfare of the tourism trade in all respects-

- encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit,
- promote equal opportunity for all visitors to enjoy the tourism and travel facilities without distinction of the race, colour, creed or nationality,
- setup and maintain high ethical standards in the industry,
- communicate with chambers of commerce, other mercantile and public bodies in India, government departments or committees, International Air Transport Association and various foreign and local associations and corporations, companies and concerns and promote measures in the interest of the travel trade and nominate members to act on them,
- get affiliation with similar organisations in other countries,
- produce regular reports about the achievements of the members of the Association and to do all such things as are incidental or conducive to the attainment of the above object.

Through the newsletter IATO IMPRINT the members are updated on regulations, events, complaints, etc. IATO has also been taking promotional tours abroad.

### 5.7.2 TAAI

In the year 1951, twelve leading travel agents of India felt that time had come to “create an Association to regulate the travel industry along organised lines and in accordance with sound business principles”. Thus, came into emergence the **Travel Agents Association of India**. The primary purpose was to:

- protect the interests of those engaged in the industry,
- promote its orderly growth and development, and
- safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

In fact, TAAI is a “professional coordinating body” consisting of various segments of the travel and tourism industry. It is recognised as the main representative body of the travel industry in India.

As a non-political, non-commercial and a non-profit making body, it aims at:

- safeguarding the interests of the travelling public,
- maintaining high ethical standards within the travel trade,
- developing Tourism Industry through improving the travel agency business and service for tourists,
- promoting mutual cooperation among TAAI members, and
- contributing to the sound progress and growth of the industry.

TAAI had a membership of more than 2500+ which includes member of different categories. The Active Members of TAAI are supposed to:

- empathise with travellers needs,



- offer correct advice,
- undertake multi-sector domestic and international reservations,
- plan holidays, and
- ensure a hassle-free trust worthy travel.

The major activities of TAAI include:

- i) Helping promote, maintain and stimulate the growth of travel and tourism in the country.
- ii) Directing the attention of the controlling and regulatory authorities to the problems faced by the industry and discussing with them the means of survival and betterment of members.
- iii) Maintaining close contact with world bodies and representing matters affecting the travel and tourism industry of India.
- iv) Gathering and disseminating useful information on travel and tourism among members for their guidance.
- v) Educating and equipping members to meet future challenges through seminars, conventions and sharing of thoughts and experiences.
- vi) Helping to develop better understanding among the different segments of travel industry, etc.

### 5.7.3 FHRAI

The **Federation of Hotel and Restaurant Association of India**, formed in 1954, was incorporated as a Company under the Indian Companies Act on December 7, 1955. The Federation was formed by the four Regional Associations functioning in the country, viz., Hotel and Restaurant Association of Eastern India, Calcutta; Hotel and Restaurant Association of Northern India, New Delhi; Hotel and Restaurant Association (Western India), Mumbai, and the South India Hotels and Restaurants Association, Chennai. Today Federation has 3722 members including 2503 hotels, 1137 restaurants and 78 associates and 4 Regional Associations. The associates are divided into several categories like travel agents, suppliers, hospitality, educational institutions, consultants, etc., across towns and cities of India.

The principal objectives of the Federation are to:

- unite the four Regional Associations in a representative national organisation,
- create a national fraternity of the hotel and restaurant establishments located all over India,
- consider and take decisions on all questions of interest to the hotel and restaurant industry,
- act as an information centre and disseminate statistical and other information concerning the hotel and restaurant industry and advise its members on matters of importance to them,
- promote and market the hospitality industry of India, especially hotels and restaurants, in the national and international market,
- coordinate and liaise with the Ministry/Department of Tourism and other concerned Departments/Agencies of the Central and State Governments to

achieve accelerated growth of the hotel and restaurant industry by securing suitable incentives for this industry and consider all questions connected with the hotel and restaurant industry and, as far as possible, to secure redressal of grievances of the industry.

The business of the Federation is managed by an Executive Committee comprising 24 members, 6 from each region. The Federation Secretariat is functioning from New Delhi with Secretary General, Joint Secretary, Deputy Secretary and other staff.

The Federation is a member of the International Hotel Association. The Federation has emerged in a new role of a far more active and dynamic participant in the all out efforts of Government, both Central and State, to accelerate the development of tourism in the country in general and the hotel and restaurant industry in particular so as to fully exploit its increasing foreign exchange earnings and employment generating potential. It is well known that hotels and restaurants constitute the major segment of tourism industry in the country and the success of any tourism promotion programme and plans depends on the availability of this basic infrastructure. According to an old adage, "If there is no hotel, there cannot be any tourism." Though this may be disputed by some but no doubt tourists do need a place to stay.

The Federation acts as eyes and ears of the Government in the hotel and restaurant sector. For example, it keeps the Government apprised of the developments in this area and constantly reminds it about the problems faced by the industry and the measures necessary to remove operational bottlenecks apart from making investment in hotels and restaurants more attractive vis-à-vis other industries. Thus, the Federation has been helping the Government in the decision-making process. It was as a result of continuing discussions/consultations that for the first time Government announced specific tax reliefs and fiscal incentives for the hotel industry in 1968. Since then, coordination between the Federation and the Government has been closer thereby ensuring quick and constructive decisions. The Federation is invariably associated with committee's setup by the Ministry/Department of Tourism like the **National Committee on Tourism**, **HRACC** and the **Tourism Think Tank etc.** For further promotion of the industry, its prospects and problems are discussed at open forums like the annual All India Hotel and Restaurant Conventions at which Union and State government representatives are also invited.

### Check Your Progress 3

- 1) Elaborate the aim of IATO.

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- 2) Discuss the role of TAAI

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- 3) Describe the importance of FHRAI.

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## 5.8 LET US SUM UP

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More and more countries in the Third World are assigning industry states to tourism. In fact Tourism Industry has different constituents related to various services. Most of these constituents have their representative organisations. In tourism we find organisations at international and national levels in both private as well as public sectors. These organisations represent the interests of their members and help in coordinating certain services along with standardizing them.

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## 5.9 KEYWORDS

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**Air Coupon:** One flight coupon that allows passengers to fly internationally on several airlines.

**Infrastructural Facilities:** These include facilities like; airport, roads, drainage, buildings, etc. at a destination.

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## 5.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) While answering take into account all the three viewpoints mentioned in Sec. 5.2.
- 2) Base your answer on part 4 of Sub-sec. 5.3.1.
- 3) This is being done to earn more foreign exchange, create more employment at local levels etc. See Sec. 5.2.

### Check Your Progress 2

- 1) Base your answer on Sub-sec. 5.4.1.
- 2) Read again Sub-secs. 5.6.2 and 5.6.3 for your answer.
- 3) See Sub-sec. 5.5.2.

### Check Your Progress 3

- 1) IATO is engaged in a variety of functions like tourism promotion abroad, updating information to members etc. See Sub-sec. 5.7.1.
- 2) Base your answer on Sub-sec. 5.7.2.
- 3) See Sub-sec. 5.7.3.

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## UNIT 6 TOURISM SYSTEM

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### Structure

- 6.0 Objectives
- 6.1 Introduction
- 6.2 Concepts
  - 6.2.1 People and Their Environment
  - 6.2.2 Pull and Push
- 6.3 Demand-led System
- 6.4 Supply Related Problems
- 6.5 Tourism Impacts
- 6.6 Let Us Sum Up
- 6.7 Keywords
- 6.8 Answers to Check Your Progress Exercises

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### 6.0 OBJECTIVES

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After reading this Unit you will be able to:

- link the historical changes in tourism concepts as well as touristic activity through the identification of Demand-Supply determinants and constraints,
- identify the role of the linkages and system of Demand-Supply in terms of the tourist and the destination in the process of consumption of goods and services,
- critically examine the issue of Tourism Management in terms of the state, the entrepreneur, the tourist and the community, and
- understand the concept of tourism impacts.

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### 6.1 INTRODUCTION

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By Tourism System, we mean that conceptual approach which helps to identify the dynamic elements of tourism. The boundaries of tourism are extremely flexible and can be confused with leisure and recreation activities.

This Unit goes on to explain the Tourism System in its totality. The demand and supply along with the pull and push factors in tourism are also discussed. The models offered by different experts have also been dealt with. Lastly, the Unit gives a brief description of tourism impacts.

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### 6.2 CONCEPTS

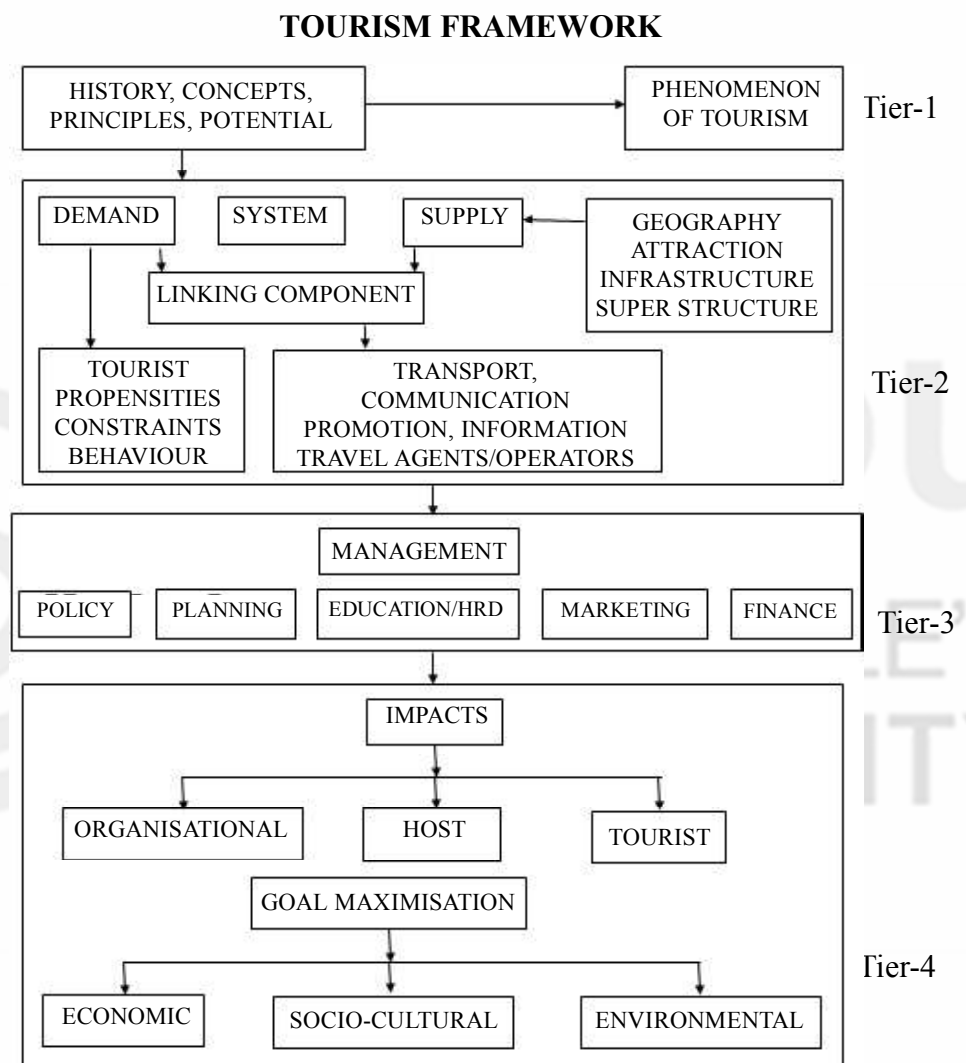
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Tourism is being systematically viewed as a framework in which the theory and practice link up with each other to address the satisfaction of all those concerned with the functioning of the system.

The dynamic element of the Tourism System is its historical potential for development and resulting benefits. However, the system operates within a global

economic environment along with national priorities. These are often not understood in a common perspective. The different perceptions can act as constraints on the developmental potential of a destination. Today, the tourism debate centres on the dynamic of the Tourism Phenomenon where perceptions of the receivers are somewhat different to that of the tourists. The consumers are not always sensitive to the host, nor are they of major importance to the host. Often we have seen people in our bazaars or other public places say, “The foreigner is nobody’s friend”, or that “they are very free with our hospitality but very careful with their dollars”. Similarly, many a time’s tourists abuse symbols of local pride and standards of local services. Tourists generally assume that they are being cheated because they know that bazaars run on bargaining.

Tourism System has a four-tier framework shown below:



How far does the phenomenon of tourism balance between the expectations of the tourist and the resident population depend on the:

- interaction between the support system of the resident and the tourist, and
- perceptions of both groups regarding their right to have access to tourist oriented products as well as resident oriented products.

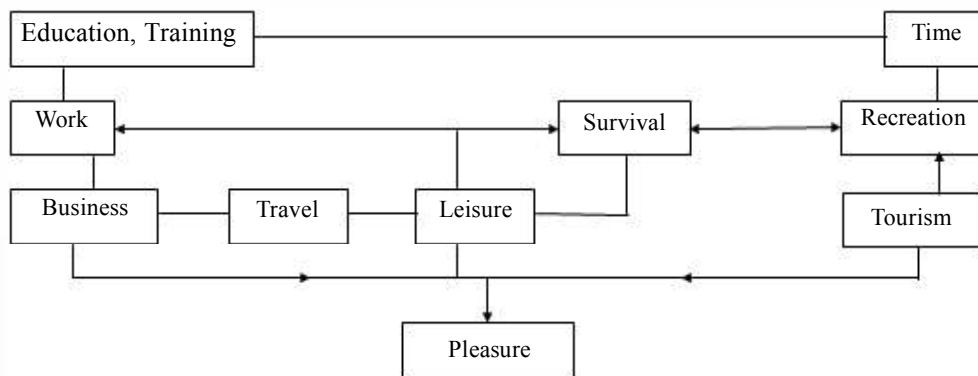
This means that the Tourism System must **estimate the carrying capacity** so that slogans to promote destinations will not have to exclaim “Get there before it disappears”.



The system therefore has to be “managed” so that everybody’s expectations are capable of being realised. How the system is managed will indicate the nature of the impacts of tourism on the industry, the host population and the tourist. The broader goals will be the economic, social and cultural changes that the managers of tourism (the state and the private sector) have envisaged along with the expectations of the residents of the area where tourism is actually located.

Work is understood to be a necessity for survival just as recreation and leisure are necessary for coping with routine life. Yet, time is finite and often institutionally determined or determined by the process of satisfying both private and public needs. The location of tourism within these complex relationships is both a matter of social development and custom, which are then reflected in the working of the system.

### Time – Work – Leisure – Tourism Implications



## 6.2.1 People and Their Environment

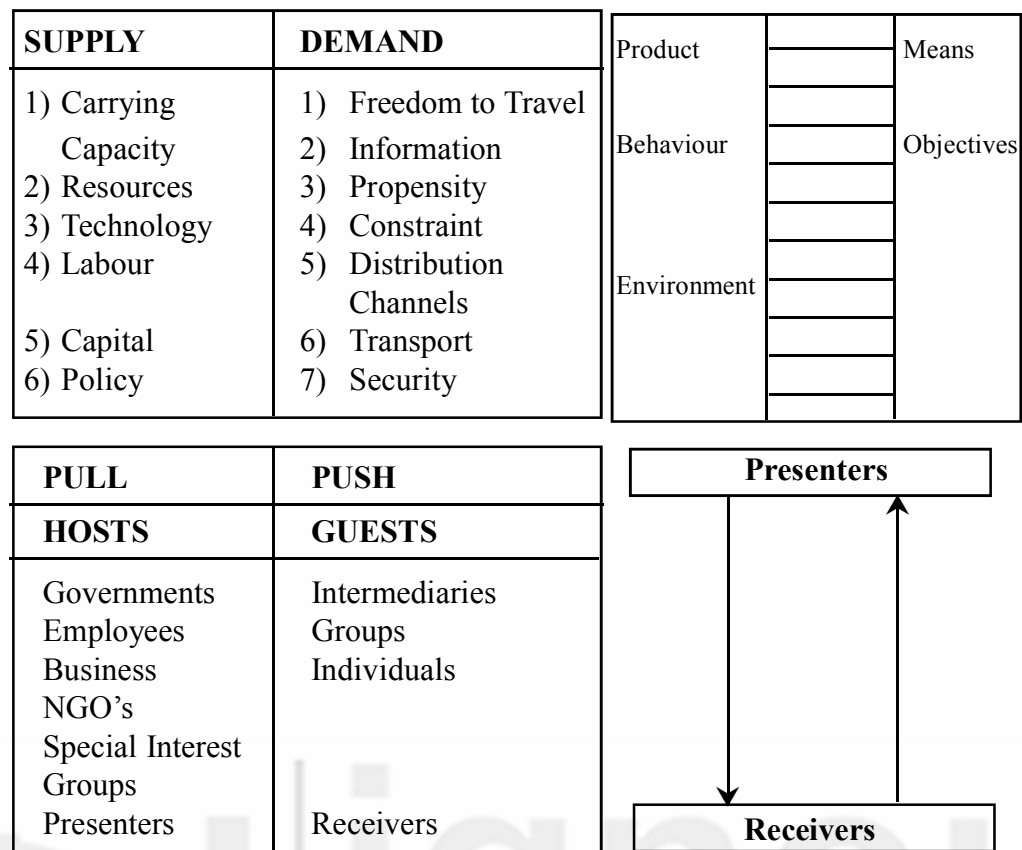
The following issues emerge within a Tourism System in relation to the people and their environment.

- 1) **Finite Resources** – both time and money determine opportunity and are generally not unlimited.
- 2) **Action** – the potential for discretion in the use of time and money exists and yet obligations act as constraints.
- 3) **Facilitation** – is an aid to discretionary action but within the possibilities offered by travel/journey components and support services.
- 4) **Results** – both pleasure and utility are desired in all life-world situations, including tourism.
- 5) **Beneficiaries** – both host and guest, since the process of tourism demands the participation of both groups for its success even in the most controlled and contrived touristic sites and events.

Each of these issues creates problems which have to be resolved and taken care off.

## 6.2.2 Pull and Push

The resolution of these problems is achieved through what are called the ‘pull’ and ‘push’ factors in the Tourism System.

**Tourism Exchange**

The Tourism System influences governments, industry, business and even the households of common people. That is why tourism is no longer ignored by policy makers or in the economic and social policy debates. In this connection it is important to understand the present global Tourism System. The WTO asserts that tourism is at the leading edge of the service sector and that the future of the industry is bright. It can double its contribution to world output, increase jobs by 33% and capital investment can jump by 80%. The centre of gravity of tourism is also shifting from Europe to the Pacific Region. Tourism will continue to globalise, privatise and consolidate in the last decade of this century. However, this decade has been declared the “value decade”, where:

- input costs are rising,
- revenues are low due to competition, and
- travellers are demanding value for money.

This means that loyalty for a destination will be undermined by bargain hunting. As quality goes down, the compatibility of tourism with human and physical environments is being questioned. In fact, there is a questioning of the very values on which tourism has developed in the modern era, with worldwide anti-tourism networks.

Within this global perspective, the liberal economic policy announced by India has renewed interest in India as a destination, an interest that goes just beyond the ‘mystique’. The success of any destination does not depend only on the richness of the tourist product, but on the effectiveness of the Tourism System which determines the packaging and marketing of the product. An example of this new approach is the creation of a new appeal. Today, Golf Tourism is a

prime draw for the world's highest spending travellers. China, which is making a major bid for a premier position in World Tourism, has chosen golf as one of its major systemic interventions. India has a very old golfing tradition and many of its clubs are more than a hundred years old. However, they are said to be below international standards and if India is to get a share of this significant market, a large number of new courses have to be developed.

The system theft introduces push factors that ensure that the problem of land use will be effectively resolved by employment and evaluating a job in tourism services as of more value than in self-employment in any traditional sector. This evaluation in the name of progress and development has critiques as well as supporters.

### Check Your Progress 1

- 1) What do you understand by the four-tier framework in Tourism?

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- 2) Why cannot Tourism be ignored by policy makers?

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- 3) On what factors depends the success of a destination?

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## 6.3 DEMAND – LED SYSTEM

Because demand for tourism can be postponed or can often remain at the level of wish fulfilment, the needs and objectives of the tourists are often given exclusive importance by policy makers. One can say that product behaviour and use of resources, technology, labour and capital on the supply side are often utilised poorly. When the environment for the Tourism System is Demand led, tourism tends to be outward oriented, looking more to the satisfaction of the tourist rather than the resident. For example, Indian tourism has, by and large, ignored the domestic tourists. This is because in the global framework of tourism success what counts is the share of the world tourist market. With Europe as our historical priority, in a demand led situation, we are concerned, for example, that some countries tourists find it expensive to visit India because they have to fly via some other country. The absence of direct flights to India is a constraint. Hence the system demands that if tourism demand is to be satisfied, then India must follow an “open skies” policy.

The Indian tourist product, though rightly famed for its richness and remarkability, is found wanting in terms of infrastructural strength and diversity. Since Third World destinations are seen as destinations only, the standards of the infrastructure

and superstructure are evaluated in European terms. Third World Governments also see Domestic Tourism as a subsidy oriented development and the growth of out bound tourism as an activity which must be kept in check. The fact that every year we had more outbound than inbound tourists is seen as a failure of our tourism policy. In fact, all countries tend to see only the international perspective in tourism because of the foreign exchange component and marginalise all other aspects. Factors that shape demand for tourism are therefore examined in the international context like:

- 1) **Leisure time** – holidays, vacations, retirement age, shrinking work, weekend
- 2) **Life Cycle Stage** – time and money available to finance tourism
- 3) **Increased mobility** – cost and accessibility to air and automobile transport
- 4) **Work patterns** – flexibility of time
- 5) **Affluence** – increased real incomes
- 6) **Women** in the work force
- 7) **Attitudes** to marriage
- 8) **Increased amenities** to simplify home chores
- 9) **Trend** towards smaller families, higher education and higher life expectancy.
- 10) Increasing **urbanisation** and migration.

To encourage the full potential of these factors it is expected that destinations should:

- have increased **accessibility** by scheduled, charter and domestic air services,
- promote market exchange rate (devaluation) and control inflation,
- **re-orient** the business cycle,
- **relax** visa controls, encourage tourism education and language skills,
- **use** technology (like air conditioning) to counter climate,
- **ensure** safe health conditions and control pollution (international standards of hygiene), and
- **resolve** political disputes to ensure stability so that tourists feel secure.

Many of these aspects undermine the integrity of nations and the security of the local people as many destinations are now reporting tourism related crimes. Whereas suggestions for tourist police are forthcoming, ways of controlling drug and sex abuse or disturbing the peace and offending local people by dress and behavioural attitudes has never been assessed as a constraint, nor are any measures suggested for rectifying tourist generated tensions. The tourist is always seen as the victim and the resident as an aggressor.

At present the hospitality model creates real benefits for the consumer without protecting the destination, which is really a non-renewable resource.

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## 6.4 SUPPLY RELATED PROBLEMS

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India gets a lot of exposure but very little big business. For example foreign tourist arrivals in India constitute only 1% of total foreign tourists movement at an international level. Back-packers have always found India an attractive offer

because a few dollars plus the generosity of the people combine to go a long way. What we want are the high spenders because within the global economy we require foreign exchange earnings to operate a free market system since tourism services have perhaps created desires that go beyond our material needs. For example, gourmet foods are not necessary to keep us alive and yet they become an essential part of the tourists' wants. The "style, feel and ambiance" leaves no physical trace but must be manufactured and sold. In tourism supply, the most important relationship in modern society is not between man and man (the hospitality of pleasant societies) but between man and his products. The cultural gap between one society and another has become identified with its material aspects like language, music, dance, visual arts and literature, even festivals. This is what we mean when we say our culture has been "commercialised".

The commercialisation of culture removes the world of leisure from the world of work. This removal and then concentration of leisure in vacation's, amusements, games etc., creates the norm less holiday environment. (No rules, no dress code, no behavioural codes, no future). In such a situation, it becomes a very difficult problem to provide the facilities that the high spending tourist wants. The foreign tourist, who insists on European food, coffee and soft drinks with his meals, hot running water (36 gallons per person, per day), air conditioning, air services etc., will ignore a destination that does not provide these facilities within which the holiday activity has to be pursued. Since the major economic, social, technological and cultural components of demand are located in the metropolitan countries, it is not surprising that tourism all over the world is created on their image. However, the tourist is also a victim of the sophisticated promotion of a tourist product by creating an image of the destination that creates a new kind of demand.

Tourism image can be looked at as a:

- personal process which helps us to determine what type of holiday to take, and
- particular strategy of a tour operator or a travel agent.

This is what can be called destination "mythology" through which a tourist is ensured by an unreal picture of a foreign destination. The mythology is based on what may be termed the "bliss formula". For example, some tour operators (Thomas Cook and Kuoni) promoted Kenya and Gambia with almost identical use of the bliss formula: sun, exciting dense jungles and great rivers, pulsating tribal drums and dances, scenes from a Tarzan epic, sun bathing and exploring all from the comfort of a western hotel.

There has been a change in the approach to understand the nature of tourism in a more qualitative manner. Today, there are many types of tourists who are neither 'superficial in twists' nor 'modern pilgrims'.

Valene Smith has created seven typologies:

- 1) **Explorer** – few in number, looking for discovery and involvements.
- 2) **Elite** – individually created visits to exotic places.
- 3) **Off-beat** – wanting to get away from the crowds.
- 4) **Unusual** – seeking physical danger or isolation.

- 5) **Incipient mass** – single or small groups using some shade services.
- 6) **Mass** – package tour market desiring tourist enclaves. .
- 7) **Charter** – mass travel to destinations which have standardised western facilities. The host feels the impact of each of these categories to a different degree.

Erik Cohen has created a typology based on the meaning tourism has for the tourist, rather than the impact it has on the host or the opportunity each type provides to the travel trade:

- 1) **Recreational** – to relieve the stress of work
- 2) **Diversiory** – escape from boredom and routine
- 3) **Experimental** – a modern pilgrim looking for authenticity in other societies, because it has been lost in one's own society.
- 4) **Experimental** – to experiment with alternate life styles.
- 5) **Existential** – finding a new spiritual centre as a result of a touristic experience.

These generalisations help us to clarify both what tourism does for us and how to judge what kind of tourism is acceptable to us. There is enough evidence to suggest that the aspirations of Western tourists do not match the priorities of many Third World governments or the aspirations of the host people. In order to maximise income these priorities can be:

- i) creating mass tourism enclaves (for example, beach resorts in Goa),
- ii) turning the trade to a small up-market component (incentive tours),
- iii) encouraging mass tourism with maximum visitor host contact,
- iv) to have a mix of all the three models.

How we realise our priorities is however determined by powerful external factors, like the decision-making process and competition. Motivation (attitudes, values, needs) is one factor that influences decision-making. Yet, it is not a simple concept as there are four motivational categories:

- physical,
- cultural
- personal status, and
- prestige

Secondly, decision-making is often not rational because information is never complete or is tailor made.

Mathieson and Wall have provided a 5-stage model relating to decision-making:

- 1) **Desire** – the initial period when a need to travel is felt.
- 2) **Information** – books are collected; friends, travel agents are visited and cost/time/ evaluation and alternatives are weighed.
- 3) **Decision** – choice of destination, mode of transport, accommodation and activities.
- 4) **Preparations** – tickets, bookings, money, documents, clothing and journey.



- 5) **Satisfaction and Evaluation** – before, during and after the trip and likely to influence future decisions.

It is very difficult for a destination developer to intervene in decision-making except at the first stage. In case it is done, such an intervention is often at a very high cost. Many Third World countries do not have the means to enter the competition on equal terms. In such a situation the state intervenes to set the parameters of development and before one can see the impact of policy a certain approach in the race for tourism is institutionalised. Therefore, all destinations do not have the same historical experience nor do they have the same role in global tourism development. A simple time scale model will show us how the relationship between the industry, the host population and the tourist changes with development.

### Time Phasing

- 1) **Discovery**-when a new destination begins to attract attention.
- 2) **Local response**-when national entrepreneurs respond to new income generating opportunities or policies that direct investment to a particular field.
- 3) **Institutionalisation**-when the industry is taken over by large foreign company.

This is the experience of Indonesia which is being promoted as a model for all Asian countries. This view considers only inbound tourism as a policy success and outbound tourism as a failure of tourism policy because it does not view outbound tourism as an income generating activity. Experience however proves the opposite and there are several national entrepreneurs who would like to capitalise on the outbound market. There is nothing to recommend the Maldives experience, where luxury resorts came up in 40 small islands in the wake of a new airport which could handle wide-bodied aircraft. There was a relatively minor involvement of the local people in this development. Erik Cohen suggests that much depends on the history of tourism in a particular destination. Where tourism grows originally and the industry begins in a small way it is likely to follow the three-stage model. On the other hand where tourism is introduced from the outside, there is institutionalisation in the beginning itself. Here a reverse pattern develops with groups in the host country attempting to regain control to deinstitutionalise tourism. Alternatively third world chains can emerge, like the Oberoi, which penetrate the global system from the peripheral supply elements.

The worldwide expectations fall into five categories:

- 1) **Attractions** – natural, manmade and cultural or ethnic,
- 2) **Transport** – easy access, particularly to world air routes,
- 3) **Accommodation** – the commercial sector, the supplementary sector and the informal private sector,
- 4) **Support Services** – shops, banks, medical aid and other resident oriented products,
- 5) **Infrastructure** – roads, railways, airports, electricity, sewage disposal and whatever is required to provide support Services and facilities.

Even where these facilities are provided, would be tourists are attracted by **low costs, safety, security and stability**. Therefore, all destinations have to promote these positive elements. However, about one-eighth of the total travel market is attracted by budget destinations even where the country adapts to market trends in providing the essential supply elements.

In recent years we have seen “Visit ... Year” organised in several Asian countries, as a one-time attempt to attract larger numbers. Malaysia, which had a successful year when we did not, achieved it at a high cost by paying-off agents and operators around the world to bring tourists to their country. In the following year, numbers were down again and Malaysia was once again forced to advertise a “Visit Malaysia Year” to raise its tourist arrivals.

You might wonder why a destination would go to such lengths to attract the international tourists and that brings us to the mythology of impacts.

### Check Your Progress 2

- 1) Why do all countries tend to see the international perspective only in tourism?

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- 2) Mention the factors that shape the demand for tourism in the international context.

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- 3) What is a norm less holiday environment?

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- 4) Discuss the typology of Erik Cohen.

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## 6.5 TOURISM IMPACTS

The justification that tourism is economically good for a destination often ignores the integrated nature of the system of underdevelopment. There is a heated debate on the pros and cons of tourism. To look at economic development in isolation from the developmental context is to accept the needs and values of the modern tourist as a universal justification. All the studies which propagate tourism's economic benefits, although sophisticated, do not address the fact that there are complex interactions between tourism and other sectors of the economy. For example, tourism in Ladakh has seriously affected the agriculturist; in Kerala it

has affected the rights of fishermen and in Goa it has replaced traditional occupations. In most modern tourism projects there has always been a conflict of land use and environmental damage through hotel construction, tourist pressure and waste disposal. However, these can be attributed to mismanagement of tourism rather than tourism itself.

Secondly, most Third World countries do not estimate leakages on the tourism account correctly. The outbound and inbound expenditures are co-related, without counting the infrastructure and support costs or the import content of tourism services. Today, with management contracts and franchises on the increase, the leakages are likely to be greater. With the increasing privatisation foreign companies will begin to operate within the country to siphon off a share of the local expenditure.

Add to this the impact of devaluation and the multiplier of the tourist dollar is further eroded. The debate between tour operators and hotels in India over the issue of dual tariffs was an example of this. Hotels were charging a higher rupee equivalent to foreign tourists which was however the standard dollar tariff. Such a practice was considered unfair by the tour operators and the tourists who represented to the Government to abolish the dual tariff. The Government, under pressure from external sources ordered the scrapping of dual tariffs much to the concern of the beleaguered hotel industry.

The **social impact** of tourism is equally complex. Whilst the international understanding and goodwill ideology wants tourism to be promoted at any cost, the social effects are not exactly invisible. Sex tourism, drug peddling and bride buying have become closely inter-linked, particularly in Third World countries with some form of tourists. Thailand, Nepal, Sri Lanka and India have clearly seen the negative impact of such tourists.

In certain cases the curio trade has encouraged the vandalism of our architectural heritage and art objects. This has happened despite the legal structure prohibiting such commerce. Even trade in banned items like Rhino horns and tiger claws and ivory have encouraged the continuation of poaching. However, many wildlife tourists are considered to be a preserving factor by the travel trade. There is also the practise of illegal trade in hard currency. Such activities turn a section of the local population into pimps, touts and blackmarketeers. Sometimes tourists may provide the market for such activities.

Finally, there is the demonstration effect. This is in terms of translating all codes and behaviour of tourists as “modern” or “progressive”. Their dress and manners are adopted by those who are either in close contact with the tourist or young people who live in tourist destinations.

But perhaps the greatest impact is the cultural erosion that takes place in functional tradition that turns into a pop tradition by transforming the content of a culture into its symbols or ethnic markers. These are generally visual and relate to origin, names, architecture, landscape and people in their daily lives and in their rituals.

These ethnic stereotypes are created by many travel agents through their brochures. In the process of marketing images of exotic places and people, the brochures draw upon a small set of ethnic markers to provide a conceptual framework through which the tourist “learns” while abroad. The ethnic

reconstruction then becomes the index of authenticity and the ethnic stereotype becomes confirmed in the eyes of the tourist because it is easily recognised.

Perhaps this is considered a harmless exercise by many, but the danger line is crossed when change and progress are arrested; when a stereotype is challenged by local people who no longer want to remain objects for the tourist gaze.

Today, the focus of tourism is an exotic cultural figure as the key attractions. Tourists go to see folk costumes in daily use, shop for handicrafts in bazaars and melas, learn some useful words, look for typical features, or relate to local colour (e.g. Moghul and Rajasthani dress in service encounters). Many writers have considered the tourist approach to ethnicity as kinder than that of the conqueror, the anthropologist, the missionary or the coloniser, because it is said to want to preserve, to restore and recreate ethnic attributes. This is perhaps why we organised very constructed views of our ethnicity through the Festival of India in different parts of the world. This is ethnicity constructed for the entertainment of others. The money earned from this is not necessarily transferred to the site for it goes into the pockets of others. In many cases for the performer the only pay-off is the applause.

Such ethnicity is touristic and is weakened by being exploited. It is an expression of the very contradictory nature of international tourism on the one hand and the common identification of the tourist culture which is understood as Western culture, on the other hand. This leads to artificial or real preservation of local ethnic groups and attractions so that they may be consumed as touristic experiences. For the people themselves, who have been transformed into “things”, the change that has occurred now has economic and political implications. Tourism policy makers, professionals and researchers have to take these implications into account for the systematic and healthy development of tourism.

### Check Your Progress 3

- 1) What impact does the curio trade have on culture?

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- 2) What is the focus of today's tourism?

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## 6.6 LET US SUM UP

The Tourism System is, therefore, working out of the Tourism Phenomenon within the constraints of a Demand-Supply situation which is often problematic as a management function and has advised the shift to planned tourism within a policy framework. Others have called this approach as pseudo-change. Critiques of planned tourism and tourism policy advocate a system that considers the problems of tourism impacts which should not be demand led but supply led. Tourism exchanges are often power exchanges and to invest control of tourism, its negative

forms should be resisted. This will lead to a healthy development of tourism, doing away with its mismanagement that leads to negative forms.

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## 6.7 KEYWORDS

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**Back Packers:** low budget tourists; low spender tourists.

**Devaluation:** reducing a currency to a lower fixed value in relation to another currency

**Multiplier Effect:** more than proportionate increase in relation to investment.

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## 6.8 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) The four-tier framework takes into account tourism phenomenon, demand and supply aspects, management and impacts along with goal maximisation. All these form part of the Tourism System. See Sec. 6.2.
- 2) Because of its impacts in various fields like employment. Foreign exchange earnings etc. the policy makers cannot ignore tourism.
- 3) The success of a destination howsoever attractive it may be depends on the effectiveness of the Tourist System. See Sub-sec. 6.2.2.

### Check Your Progress 2

- 1) This is because in the global framework of tourism success what counts is the share in World Tourism market. See Sec. 6.3.
- 2) Mention factors like 5 star accommodation, easy accessibility, air-conditioned coaches, devaluation, relax visa controls, etc. See Sec. 6.3.
- 3) You are under no controls or obligations but act as you wish.
- 4) Discuss the five points of Cohen mentioned in Sec. 6.4.

### Check Your Progress 3

- 1) It has been found that in some cases this leads to vandalism of arts and architecture as imitations also appear. See Sec. 6.3.
- 2) An exotic cultural figure is the key attraction for tourism of today. See Sec. 6.5.

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## UNIT 7 MODES OF TRANSPORT

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### Structure

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Development of Means of Transport
- 7.3 Road Transport
- 7.4 Rail Transport
- 7.5 Water Transport
- 7.6 Air Transport
- 7.7 Role of Transport in Tourism
- 7.8 Towards a National Transport Policy
- 7.9 Let Us Sum Up
- 7.10 Keywords
- 7.11 Answers to Check Your Progress Exercises

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### 7.0 OBJECTIVES

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A tourist can travel by a variety of means. Hence, it is necessary for both – the tourist as well as the tourism professional to familiarise themselves with the various modes of transport. After reading this Unit you will be able to:

- learn the stages of development of various modes of transport,
- identify the different modes of transport,
- appreciate the importance of transport in the promotion of tourism, and
- understand the need of a national transport policy.

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### 7.1 INTRODUCTION

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Transport contributes significantly to our socio-economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of transportation. The development of tourism depends on the transport industry. A tourist always thinks of **safe**, **comfortable** and **convenient** mode of transport. And of course, **costs** and **time** are also important considerations while deciding on the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering suitable means of travel as per their requirements.

This Unit starts with a brief discussion on the development of various means of transport in their historical setting. It goes on to explain the major modes of transport available in India and their relevance. The role of transport in tourism and the need for national transport policy have also been discussed in this Unit.



## 7.2 DEVELOPMENT OF MEANS OF TRANSPORT

From the advent of human civilisation, the means of transport have been changing according to changed conditions and the development of technology. The propulsive means used were mainly animals on land and sails at sea. The discovery and application of steam and electricity in the 19<sup>th</sup> century and the internal combustion engine in the 20<sup>th</sup> century revolutionised travel and transport and introduced the present era of mass transport. The next spectacular breakthrough came in the late 1950 with the propulsion of aircrafts with jet engines opening to the whole world the immense benefits of air travel. Travel became faster and more and more people could travel.

Well, let us have a brief look at the development of transport system in India. This can be broadly divided as:

- Pre-Colonial Period,
  - Colonial Period, and
  - Post Independence Era
- i) **Pre-Colonial Period:** The Indian transport industry dates back to ancient days wherein trade routes linked several rural and urban centres to ports and markets in the country. Historians have tried to establish a link between caves, rock art and travel. Many caves were on the ancient trade routes in India. The town plans of Harappa and Mohanjodaro indicate well-planned roads in townships for transport purposes. This trend continued until the end of the Mughal period. For example, the famous Grand Trunk road was laid during the reign of Sher Shah Suri.
  - ii) **Colonial Period:** Road transport and sea ports continued to be developed during the British rule in India. A network of roads was built up by the colonial regime. This was done to link the ports with the hinterland to carry raw materials from India and Europe and import finished products from the European continent for Indian markets. Railway emerged in 1854 to further supplement this network besides quick movement of troops and police to cater to the administrative requirements. The first scheduled air service started in 1932 and continued to be symbolic for many years.
  - iii) **Post Independence Era:** The priorities changed after independence. Rehabilitation of the railways and reconstruction of highways damaged or neglected during the second world war and rebuilding the transport network to cater to the developmental needs of the economy and society became matters of prime concern. Attention was also paid to the development of sea, air and other modes of transport. From merely fulfilling the administrative needs of the government, today in India, the thrust is for the development of transport to meet the growing demands of society and overall development of the country.

Despite the implementation of the 5-year plans and the achievement therein, the transport system still finds itself in a state of inadequacy. For example, the transport sector is heavily dependent on foreign technology, capital and loans which have resulted in the slow rate of its development. The IATO has been consistently urging upon the government on behalf of its members to liberalise the import of

air-conditioned tourist coaches. The growth of various modes of transport has been, during this period, largely unrelated to each other and thus, failed to develop as a well-integrated multi-model system.

As on date four major modes of transport are prevalent in India. They are:

- Road Transport
- Rail Transport
- Water Transport
- Air Transport

Let us begin with road transport.

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### 7.3 ROAD TRANSPORT

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Road transport is one of the most promising and potent means suitable for short and medium distances. It provides the basic infrastructure for bringing the majority of the people who are living in far-off villages into the mainstream of national life by connecting them with different places. It offers a number of advantages such as flexibility, reliability, speed and door-to-door service, besides supplementing and increasing the efficiency of the other modes of transport. It has a vital role in the opening up of interior and remote areas and is relatively cheaper and less capital intensive.

Indian roads are classified into the following five categories:

- National Highways
- State Highways
- District Roads
- Village Roads
- Unclassified Village Roads

The **national highways** are the principal arterial routes connecting the union capital with the state capitals, major ports and various highways. The Pradhan Mantri Gram Sadak Yojna is the most ambitious rural infrastructure project since independence. The National Highways Development Project is one of the Indian proudest success stories.

**State highways** connect state capitals with district headquarters, important cities and towns within a state, the national highways and the highways of adjacent states.

**District roads** take the traffic from the main roads to the interior of each district and to rural areas. They are further sub-classified into **major district roads** which are metalled and have a high standard and specification and **other district roads** which are relatively of lower specification and design.

**Classified village roads** connect villages or groups of villages with each other and to the nearest district road and other main highways, railway stations and river ghats. These roads provide the basic infrastructure in rural areas.

**Unclassified village roads** are most earthen roads. Having a far lower standard in most cases, they are merely tracks in rural areas.

The statistics related to these threads binding the nation together is quite impressive. As per the report of task force on infrastructure from their draft discussion paper on Integrated Transport Policy today we have about 142,126 km. of National Highways (April 2019), 176,166 km. of State Highways (March 2016) and an informal network of about 5.7 million km., the total exceeding 6 million km. Looking at these numbers you should say that our country deserves metaphor for a road network that is one of world's largest road network.

*“In 1998 India launched a massive programme of highway upgrades, called the National Highways Development Project (NHDP), in which the main north–south and east–west corridors and highways connecting the four metropolitan cities (Delhi, Mumbai, Chennai and Kolkata) have been fully paved and widened into four-lane highways. Some of the busier National Highway sectors in India have been converted to four- or six-lane limited-access highways; for example, Delhi–Agra, Delhi–Jaipur, Ahmedabad–Vadodara, Mumbai–Pune, Mumbai–Surat, Bengaluru–Mysuru, Bengaluru–Chennai, Delhi–Meerut, Hyderabad–Vijayawada, Bhubaneswar–Puri, Guntur–Vijayawada, Jammu–Udhampur.”* ([https://en.wikipedia.org/wiki/National\\_Highway\\_\(India\)](https://en.wikipedia.org/wiki/National_Highway_(India)))

*“Bharatmala, a centrally-sponsored and funded road and highways project of the Government of India with a target of constructing 83,677 km (51,994 mi)<sup>[5]</sup> of new highways, has been started in 2018. Phase I of the Bharatmala project involves the construction of 34,800 km of highways (including the remaining projects under NHDP) at an estimated cost of ₹ 5.35 lakh crore (US\$77 billion) by 2021-22”* ([https://en.wikipedia.org/wiki/National\\_Highway\\_\(India\)](https://en.wikipedia.org/wiki/National_Highway_(India)))

Mechanical vehicle traffic in India has increased from 3.06 lakhs (1951) to 166.93 lakhs (1989), to 182.5 lakhs (2013) and in the year 2016 it increased to 230 lakhs. 60% of the road transport is in the private sector while 40% is in the public sector. The passenger traffic carried by the public sector is, however, 51% as against 49% by the private sector and is mainly through the state transport undertaking. The **inter-state bus system** is well developed and the quality of buses varies. For example, many State Transport Corporations run frequent ordinary buses, some semi-deluxe and deluxe buses and a few air-conditioned coaches. Advance bookings are available in the last three categories. All information is available at the bus stands. At inter-state bus terminals, like the one in Delhi, practically all the state transport corporations provide information and advance booking counters. Except for air-conditioned and deluxe coaches baggage is generally carried on the roofs. Hence, one should advise the tourists to ensure the safety of luggage and waterproofing. Not many foreign tourists prefer ordinary bus travel. However, for domestic tourists it is a popular mode of travel. Throughout the year we find certain Bus Operators conducting tours – particularly for pilgrims – to certain areas covering many places at a time. Taxis, chauffeur driven cars, car rental systems, matador type vans are some other services in road transport.

In the light of this general information on road transport, your first task is to collect information about the tourist places which can be covered by road transport. The existing facilities available to carry tourists by road transport are to be identified next. For example, Mr. and Mrs. Grover have reached Puri from Delhi. They want to see the famous Sun temple at Konark and other historical sites around Puri. Road transport is the most ideal mode for them to visit these places. Available modes of transport are local buses, luxury coaches of different

types or taxis. Your job here is also to collect data about different needs of tourists and accordingly advise/book them. In fact, your advice is based according to different categories and the diverse tourist requirements. For instance, Mr. and Mrs. Grover are well off and fond of privacy in travel. They also do not have much time in hand. So, for them the ideal choice would be a car. It is expected that you keep yourself updated on various sorts of information and also of innovative ideas to propose to the tourists.

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## 7.4 RAIL TRANSPORT

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Railways are the principal carriers specially suited for long distance level. In a vast country like India they serve as the main artery of inland transport.

*“Indian Railways (IR) is India’s national railway system operated by the Ministry of Railways. It manages the fourth largest railway network in the world by size, with a route length of 67,368-kilometre (41,861 mi) and total track length of 121,407-kilometre (75,439 mi) as of March 2017. About 60% of the routes are electrified with 25 kV 50 Hz AC electric traction while 33% of them are double or multi-tracked. The government has committed to electrify its entire rail network by 2023, and become a “net-zero railway” by 2030.*

*Indian Railway (IR) runs more than 20,000 passenger trains daily, on both long-distance and suburban routes, from 7,349 stations across India.”*( [https://en.wikipedia.org/wiki/Indian\\_Railways](https://en.wikipedia.org/wiki/Indian_Railways))

It is Asia’s largest state-owned railway system under a single management. The railway tracks in India are of three types:

- i) Broad Gauge (1.67 metres)
- ii) Metre Gauge (1.00 metre)
- iii) Narrow Gauge (0.76 and 0.61 metres)

The Indian railways have been concentrating on long distance passenger traffic as against short distance, which can be more economically carried by road traffic.

Along with its vital role in economic development the railways play a significant role in the tourism system. In a vast country like India, stretching from Kashmir to Kanyakumari, the majority among the domestic tourists are primarily dependent on railways for long hour travel. One basic reason for the choice of railways as a mode of transport is that it is economical. Moreover, the LTC facility given to the employees permits rail travel and air travel as per the salary slabs and relevant category. Replacement of the steam engine by diesel and electric engines has definitely increased the speed of mobility.

*“As of March 2017, Indian Railway’s rolling stock consisted of 277,987 freight wagons, 70,937 passenger coaches and 11,452 locomotives. Most premium passenger trains like Rajdhani, Shatabdi Exp run at peak speed of 140–150 km/h (87–93 mph) with Gatiman Express between New Delhi and Jhansi touching peak speed of 160 km/h (99 mph). Indian railways also runs ingeniously built semi-high speed train called Vandhe Bharat (also known as Train-18)” between Delhi - Varanasi and Delhi - Katra which clocks a maximum track speed of 180 km/h (112mph). In the freight segment, IR runs more than 9,200 trains daily. The average speed of freight trains is around 24 kilometres per hour (15 mph).*

*Maximum speed of freight trains varies from 60 to 75 km/h (37 to 47 mph) depending upon their axle load with container” ([https://en.wikipedia.org/wiki/Indian\\_Railways](https://en.wikipedia.org/wiki/Indian_Railways))*

Electronic signalling and other scientific devices are being increasingly used to make rail journey faster and comfortable. Toy trains running between Kalka and Shimla or New Jalpaiguri and Darjeeling are major attractions for the tourists. Similarly, “Palace on Wheels” which takes the tourists to major historical places in Rajasthan via Agra was introduced to offer a package tour to the tourists. Similarly, more “Palace on Wheels” like trains is to be introduced in the near future. Royal Orient, Deccan Odyssey, Fairy Queen, etc. are some of the examples of luxurious tourist trains. **Indrail tickets** are sold abroad for foreign tourists.

As a tourism professional it is your responsibility to collect information about the various trains and their destinations, departure, arrival, fares, etc. as well as different concessions and facilities available to tourists. For example, you want to take a group of 70 tourists to South India from Delhi. What you have to do? First task is to contact the local railway commercial manager or chief reservation superintendent. Best suggestion could be to reserve a separate coach for your tourist group and by telecommunication, message should be sent to different railway stations where you want to stay for one or more than one day. This facility is available and it proves very economical and free from hassles of reservations at different places.

In the existing facilities available with the railways and a large number of trains that connect various parts of our country together you have to plan out different tour programmes to offer to tourists.

### Check Your Progress 1

- 1) Specify some of the significant changes in transport in post independence India.

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- 2) How would you organise a tour by bus? Answer in Ten lines.

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- 3) Write in five sentences about how to do booking in different trains.

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## 7.5 WATER TRANSPORT

Before the coming of road and rail transport it was water transport (regarded as the oldest transportation mode) which carried goods and persons from one place to another. In spite of bridge construction over rivers it still has relevance because



of environmental considerations and less costs. Before analysing its relevance in tourism let us explain the three broad categories of water transport. They are:

- Coastal Shipping
  - Inland Waterways
  - Foreign Going Traffic
- 1) **Coastal Shipping:** India has a vast coastline of about 5500 kilometres. There is considerable scope for utilisation of coastal shipping for transport of goods and passengers. It is the most energy-efficient and cheapest mode of transport over long distances. Passenger traffic on this mode is at present from mainland to Andaman and Nicobar Islands and Lakshadweep Islands. One seasonal service also operates from Mumbai to Goa.
  - 2) **Inland Waterways:** Navigable inland waterways in India, comprising of river system, canal, backwaters, creeps and tidal inlets extends to about 14500 km out of which about 5,200 km (3,200 mi) of river and 4,000 km (2,500 mi) of canal can be used by mechanized crafts. About 44 million tonnes (49,000,000 short tons) of cargo are moved annually through these waterways using mechanized vessels and country boats. Freight transport by waterways is highly under-utilized in India compared to other large countries and geographic areas such as the United States, China and the European Union. ([https://en.wikipedia.org/wiki/Water\\_transport\\_in\\_India](https://en.wikipedia.org/wiki/Water_transport_in_India))
  - 3) The Inland Waterways Authority of India, located at Noida, constituted in 1986 has been entrusted with the responsibility of development maintenance and regulation of National waterways for shipping which is yet to take effective shape and tap the vast potential of the mode of transport in India.
  - 4) **Foreign Going Traffic:** India has 12 major seaports (Kandla, Mumbai, Nhava Sheva, Marmagao, New Mangalore and Kochi on the west coast and Kolkata, Haldai, Paradip, Vishakhapatnam, Chennai and Tuticorin on the east coast) and Port Blair and 139 minor working ports. The major ports are under the control of Ministry of Surface Transport of the Union Government and minor ports are under the State Governments.

After knowing this basic information on water transport, you must be interested to know how one can think of using it to promote tourism. Cities having rivers and seas have tremendous potentiality to plan different package tours on boat, steamer or ship. For example, West Bengal tourism department introduced special tourist launches to carry tourists to Sunderban (famous for the Royal Bengal Tiger). In the launch itself various facilities were provided to make the journey and stay comfortable. The project has been a success. The approach to Elephanta Caves is through motor launch only which ply from Gateway of India (Mumbai).

Similarly, Goa Tourism Department organises sea cruises of half day and full day. The most interesting experience is that of tourists going to Lakshadweep islands on cruise ships. During day they are taken to the islands by boats and by night the stay back at the ship where different kinds of entertainment are provided. Some travel agencies also conduct sea cruises for tourists – the leading being the Travel Corporation of India. Tourists going on a holiday to Andamans take a ship either from Chennai or Kolkata.



There is a further variety of tourist attraction like staying in a houseboat at Dal Lake in Kashmir; taking boat trips at Varanasi or Allahabad; boating at Nainital (boating and water sports are picking up fast in the country). In Cochin, boat buses ply between the various islands. Though they are the local mode of transport tourists enjoy travelling in them.

You should keep yourself updated in relation to tourist attractions or waterways as more areas are being developed in this regard.

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## 7.6 AIR TRANSPORT

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Scheduled air transport started in India in 1932. Until its nationalisation in 1953, the existence of air transport was only symbolic and played relatively small role in the economy of the nation. As its use to the British government was limited and technological level of this industry being inadequate, they never took any efforts to develop the same.

After the enactment of the Air Corporations Act, 1953 nationalising the air transport industry in India two Corporations were set up, viz., Indian Airlines and Air India. The former operated domestic services and to neighbouring countries while the latter catered to international traffic in and out of the country. Vayudoot was formed as a subsidiary of Indian Airlines and Air India and caters to the feeder routes in remote hilly and inaccessible areas. Pawan Hans was formed in 1985 to run the helicopter services and was initially named the Helicopter Corporation of India. Its objective was to provide helicopter service in support of the off shore oil drilling in India besides linking Andaman Nicobar, Lakshadweep Islands with the mainland and connecting inaccessible areas and difficult terrains in Jammu and Kashmir, Sikkim and the North-Eastern States.

After nationalisation, the two Air Corporation updated technology in the industry and today Indian Airlines and Air India have an all Jet fleet of the most modern type of aircrafts equipped with the state-of-the-art technology with matching infrastructure on ground.

Since 1990 the government has permitted private operators to operate trunk routes within India and compete with Indian Airlines. The Air Corporation Act has been modified to facilitate the 'open skies' policy.

Total number of operational airports increased from 75 in 2014 to more than 100 airports with Pakyong in Sikkim became the 100<sup>th</sup> operational airport. UDAN scheme launched in October 2016, to facilitate and stimulate regional connectivity. Number of aircraft increased from 395 in 2014 to 587 and more than 900 planes are on order. Travelling of domestic passengers increased from 6.1 crore in 2014 to 12.3 crore in 2018 and number of international passengers increased from 4.3 crore (2014) to 6.0 crore in 2018. India continues to have among the lowest airfares in the world and with the airport network growing rapidly; flying has truly become available for all. Freight (International and Domestic both) handled at airport increased from 2.3 million tons (2014) to 3.4 million tons in 2018. Government of India has invested Rs 16000 crore on airport infrastructure (2014 to 2018) and planned to invest more than Rs. 1 Lakh crore in next five years. ([http://www.civilaviation.gov.in/sites/default/files/4-Year Achievements in Aviation \(Booklet\)](http://www.civilaviation.gov.in/sites/default/files/4-Year%20Achievements%20in%20Aviation%20(Booklet).pdf))

Air transport to India is primarily used for passenger transportation and hence it has a very important role to play in the development of tourism in India. The Government is now spending huge amounts to upgrade and modernise the airports as per the requirements of today and the future

## 7.7 ROLE OF TRANSPORT IN TOURISM

In a vast country like India with extensive geographical diversity, fast and efficient means of transport is very essential to link the various places. Tourism as an industry can only be developed if the time taken to cover the long distances is cut short to the minimum. In today's industrial society, the time at disposal of a tourist is very limited. A leisure tourist may have only a few weeks while the business tourist can afford to spend only a few days. Consumer psychology is as present in tourist industry as in any other service industry and thus the tourists like to maximise the returns of their spending by covering in their itinerary as many places as possible within the limited time frame. Likewise, business delegates cherish sightseeing and visits to places of historical value at the end of their sessions.

India's share of world tourist traffic is 1% with around 10 million foreign tourist arrivals in India. One amongst the various obstacles in achieving an increase in international tourism in India is the serious deficiency in travel facilities from the main points of arrival in the country to the centre of tourist attraction which they want to visit and stays at. The growth of air travel capacity during the next decade will have to cater to this requirement. Tourist traffic is estimated to grow at 10 to 12% annually.

The road transport plays a major role in short distance travel. Total strength of motor vehicles (registered) is as follows:

Number of Motor Vehicles Registered in India

Year (As on 31st March)	All Vehicles (Total) × 1000	Two Wheelers ×1000	Cars, Jeeps and Taxis ×1000	Buses ×1000	Goods Vehicles ×1000	Others ×1000
2001	54991	38556	7058	634	2948	5795
2002	58924	41581	7613	635	2974	6121
2003	67007	47519	8599	721	3492	6676
2004	72718	51922	9451	768	3749	6828
2005	81499	58799	10320	892	4031	7457
2006	89618	64743	11526	992	4436	7921
2007	96707	69129	12649	1350	5119	8460
2008	105353	75336	13950	1427	5601	9039
2009	114951	82402	15313	1486	6041	9710
2010	127746	91598	17109	1527	6432	11080
2011	141866	101865	19231	1604	7064	12102
2012	159491	115419	21568	1677	7658	13169
2013	182445	132550	24853	1894	8597	14551

\* Estimates (Source: <http://mospi.nic.in/statistical-year-book-ndia/2017/189>)

According to the travel survey carried out in 1998 by NSSO (National Sample Survey Organisation) in the Ministry of Statistics and Programme Implementation, 72% of journey involving overnight stay by the rural population of India and 65% of urban population used buses (in which category trams, vans and trekkers and trucks were also included) and railway was second most popular mode of transport with 11% of journey for the rural population and 25% for urban population.

The advantages offered by the railways in long distance have made this mode the main arterial link between the length and breadth of the country for the tourist traffic and its role in inland transportation is no less important. Along with the road transport, it provides the basic infrastructure for movement of tourists' inland, though its popularity and utility for the foreign tourists is very little as they prefer the air transport which provides greatest speed and comfort.

The share of waterways; both inland, coastal and overseas, is negligible in tourist traffic. Ropeways also have a distinct advantage in hill ranges and rapid streams, the latter with frequent changes in their courses. More than 16% of the country's area is hilly. However, the total length of ropeways in India is hardly a few hundred kilometres and thus this mode, though quite suitable in specific areas, has remained untapped till date.

The importance of air transport in tourism stems from the fact that India has a well established surface transport system. This, however, suffers from serious shortcomings:

- Road transport being stagnant in some part of the country, is unable to play its full role in the promotion and growth of tourism,
- The rail system, on the other hand, though fairly extensive, is good only in parts.

In a large country like ours, and the short time at the disposal of the average tourist, rail travel is too slow to satisfy the needs of international tourists. The railways are trying hard to cope with these shortcomings.

After tourist arrival in India, the tourists are largely dependent on air transport for their movements within the country. This is so because of the vastness of the country and unlike developed countries we do not have a road/coach system offering the necessary quality of service and choice.

Major Entry Points by Air
Mumbai
Delhi
Kolkata
Chennai
Thiruvananthapuram

## 7.8 TOWARDS A NATIONAL TRANSPORT POLICY

It is a fact that all modes of transport available in India at present are inadequate to meet the growing demand. Some of the modes like inland waterways or coastal shipping are still untapped.

Since 1950 onwards, the search continues for a National Transportation Policy clearly laying down the role of various modes of transport with short-term and long-term objectives and programmes for their development.

In 1950, the Motor Vehicle Taxation Enquiry Committee stressed the necessity for co-ordinating development of all means of transport. In 1951, the Transport Advisory Council repeated the need for development, co-ordination and preservation of a nationwide transport system by water, road, rail as well as other means. The Committee on Transport Policy and Coordination set up in 1959 (also known as Neogy Committee) submitted its report in 1966 to draw up the broad outlines of a National Policy covering all modes of transport. Further, in 1970, Inland Water Transport Committee emphasised the need for enunciating a National Transport Policy which would define the role of each mode of transport and lay down clear principles and procedures for their coordination and integration where feasible and necessary. The search continued with the formation of the Pande Committee in 1978 to propose a Comprehensive Transport Policy for the country. It was required to recommend an optimal, inter-modal mode of different systems and also suggest appropriate technical choices within each system. This Committee also submitted its report in May 1980. This Committee recommended the coordination of all modes of transport and felt that there should be an overriding accent on energy conservation in a National Transport Policy. The Government of India accepted the recommendations made by this Committee, in full.

Government of India's National Transport Policy is to safeguard the rights of Transportation in India. Its objectives are related with: Safety, Infrastructure, Public Transport and Quality of Services, Skill Development, Accident Trauma Centre, Conservation of Environment, Energy efficiency, Impact Management, Use of Modern Technology, Research and Data collection/management.

### Check Your Progress 2

- 1) Give your suggestions to promote water transport in order to attract tourist.

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- 2) What is the major change in policy of air transport?

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- 3) How tourism is dependent on transport industry?

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- 4) What is the relevance of a national policy on transport?

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## 7.9 LET US SUM UP

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This Unit has introduced you to a broad profile of different modes of transport existing in India. Starting from railways to air travel every mode of transport is important keeping in mind the different physical condition of our country and varied interests and demands of the commuters. What we need today is to develop an integrated plan in order to move forward creatively and economically. With technology advancing every day transport industry needs reorientation accordingly and this is an essential pre-requisite for the development of tourism.

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## 7.10 KEYWORDS

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- Colonial** : Here it is used to define the different historical periods. Colonial relates to the British rule in India.
- LTC** : Leave Travel Concession. In most of the organisations employees are given this facility to travel by the organisations. Rules of LTC vary from organisation to organisation.
- Sea Cruises** : Sailing in the sea for pleasure.
- Toy Train** : This is run in three tourist places, Ooty, Shimla and Darjeeling. It is one of the major attractions of the tourists visiting these places.

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## 7.11 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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**Check Your Progress 1**

- 1) See Sec. 7.2.
- 2) In the light of information given in Sec. 7.3 and from your own understanding you have to answer this question.
- 3) You have to write collecting information on your own.

**Check Your Progress 2**

- 1) You have read about water transport in Sec.7.5. This would help you in formulating plan.
- 2) Permission given to private air operators as well as abolition of air corporation act of 1953.
- 3) See Sec. 7.7.
- 4) See Sec. 7.8.

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## **UNIT 8 TOURIST BOOM BETWEEN THE WORLD WARS (1914-1950)**

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### Structure

- 8.0 Objectives
- 8.1 Introduction
- 8.2 The period of 1900's
- 8.3 Tourism and Economy i.e. Crises
- 8.4 Transport and Technological Advances
- 8.5 Politics and Tourism
- 8.6 League of Nations
- 8.7 IUOTO
- 8.8 Bermuda Agreement
- 8.9 Let Us Sum Up
- 8.10 Key Words
- 8.11 Answers to Check Your Progress Exercises

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### **8.0 OBJECTIVES**

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After reading this Unit you will be able to:

- know about tourist boom
- Understand formation of League of Nations and its role.
- discuss transport and technological advances
- learn Bermuda agreement and IUOTO

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### **8.1 INTRODUCTION**

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Since the commencement of early days, humans have travelled for diverse reasons. Acquisition of resources (trade), water, food and safety was some of the premature travel motivations. But the raison d'être for travel altered when people had the thought for gratification and journeying. Travel is constantly depended upon technology as the way or sort of travel. The invention of technology like the wheel and the sail provided novel modes of transportation. Each technological upgrading amplified individuals' opportunities to travel. Significance in travel inflated for edification, sightseeing and spiritual purposes when infrastructures were developed by governments and other conveniences were congregated. In this Unit you will understand the value of tourism development along with politics and organizations. It is required sometimes for justifying the real value of that time with development of technology and the advancement of society. Various tasks that are concerned with the said issues are discussed in this unit.

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### **8.2 THE PERIOD OF 1900'S**

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The most universal factors that are accountable for international tourism development after Second World War can be discussed under three foremost



headlines i.e. revolutionizing of technology, product expansion and societal or monetary factors.

Travelling had been essential activity of the human being since times immemorial for various reasons be it food, water, safety or acquisition of resources (trade) for instance. In Indian ancient text there were three terms: *Tirthatana*, *Deshatana*, and *Paryatan*. All these are Sanskrit words that mean a kind of travelling for the purpose of religious affairs, for trade and commerce and for leisure and pleasure respectively.

It is interesting to observe that the reason for travel took an entire shift of change in its purpose when people began to have the idea for pleasure and exploration. We also observe that travel doubtlessly depends upon technology as the means or mode of travel. In early days, travellers set themselves on foot and walked to distant places or rode domesticated animals. If we see ahead, the invention of technology like the wheel and the sail provided new modes of transportation. Each aspect of improvement in the area of technology increased the opportunities of an individual to travel. Many other factors for the growth of interest in travel are pursuit of education, sightseeing, and religious purpose and pilgrimage tours which grew as infrastructures were developed and other facilities began to expand with the help of governments.

India was under British rule during that period and therefore people cannot think of travelling much for the leisure and pleasure. This is the reason why there was no tourism business growth during that period in India while western countries and specially USA had surplus money that is essential for travelling for the purpose of leisure and pleasure. It was the time when the USA Government once again started to emphasise to encourage tourism industry in the country and passed legislation in 1898 in this regard also. The Government passed legislation specially designed to stimulate its tourism industry and in this connection in 1900 Henry Flagler opened the Hotel Colonial in Fort Nassau to be the first beachfront hotel in the country and on the site of the present British Colonial Hotel. Flagler also credited to have his own steamship line to transport tourists between Florida and Nassau.

A Tourism Development Board was established in 1914 which had the power to advertise and market. The first air service to Nassau was introduced during 1919. An air service was also started with the name of Chalk's of seaplane between Florida and The Bahamas. With the opening of the Bimini Rod and Gun Club in 1924, in a true sense it was a beginning of new era in tourism development in the Out Island. As a result of increasing number of passengers in this region, Pan, American also added its daily air service between Florida and Nassau in 1929s'.

During the period of 1920, the tourism industry saw spectacular growth with the rebuilding of the British Colonial Hotel in 1923 and the construction of the Hotel Fort Montague in 1926. The growth of the tourism which was seen in 1920 came to a halt because of the great depression of the 1930s and the tourism industry of The Bahamas, along with other economic activity, stagnated.

Between the 1850s and 1930s the overall economy of The Bahamas was based on tourism, and it showed the sharp bursts in activity pertaining to tourism, that happen to be by long periods of economic stagnation. During earlier of 1860,

Nassau used to be the main centers for blockade that happen to be into the southern states during the Civil War and during those war years. The Bahamas saw substantial revenues as a result of that traffic.

This came to a sudden stop with the end of the war in 1865. In the late nineteenth century the islands saw pineapple plantations but this success was celebrated for a short period as production switched to Hawaii which offered better quality at lower costs.

During 1920s, it was declared as an era of prohibition of the manufacture and sale of alcohol in the United States and Nassau which was a center for rum running and used to enjoy revenue from this business. Some of the most influential families on these islands can trace their wealth back to this period. But once prohibition was repealed in 1933 this economic activity collapsed.

The economic difficulties of The Bahamas in the 1930s were compounded by the collapse of the Bahamian natural sponging industry when the sponge crop was wiped out by disease, similar to the “red tide”. Natural sponges, which grow in shallow water under the sea, were widely used for personal washing and other purposes prior to the introduction of synthetic sponges and this had proved to be a lucrative source of income for many Bahamians.

The Government showed their commitment to develop a year round tourism industry in the Bahamas. The period of 1930 proved to be the potential for a viable tourism industry in the Bahamas. During 1938 The Bahamas received a total number of 57,394 tourists of whom 10,000 were stay over's. In 1941, Pan AM introduced its first nonstop non seaplane service between Florida and Nassau.

So far as the period of 1940s is concerned, it was the era of an end of the Second World War, and the Government looked back at its economic history of short lived booms followed by desperate slumps and decided to develop two primary areas of economic activities to create a stable economy in the country. The first was to declare a year round tourism industry and second an offshore financial services sector. As a result during 1949 The Bahamas received just 32,000 tourists in comparison to previous year tourist traffic.

It should be remembered that at that time tourism was limited to a short period of three to four month season and the Bahamas government appealed to affluent visitors from the USA and Europe to explore the areas of the Bahamas during off season period.

In the year 1949, to stimulate the construction of the hotels the Government passed a Hotels Encouragement Act (substantially amended in 1954) with a provision to offer refund of custom duties and other similar concessions.

During 1950 Sir Stafford Sands, a leading member of the island's Government, revived the Tourism Development Board, and sanctioned a budget of \$500,000 which was to be used for extensive advertising and the opening of five overseas offices in North America and Europe.

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### **8.3 TOURISM AND ECONOMY i.e. CRISES**

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The Depression of 1920–21 was considered as a sharp deflationary recession in the history of United States and it affected other countries as well which was started 14 months after when the World War I was over. It started from January

1920 and extended up-to July 1921. After the World War I was over, there was an acute recession that lasted for two years. It created complications as millions of veterans were absorbed into the economy. The economy gradually started to come on the track but yet it has to cover a distance to complete a shift from wartime economy to peacetime economy. There were many factors that were held responsible for contributing into the recession like returning troops which were taken as an option to surge against the civilian labor force and solving the problems in absorbing the veterans. Other factors like failure in labor union conflict; changes in financial and monetary policy and changes in price opportunities were also considered for the slump of economy.

Unemployment was the main issue that was felt during recession. As per Romer the unemployment growth rate was raised from 5.2 % to 8.7% and another estimate was done by Stanley Lebergott. According to him the unemployment was raised from 5.2% to 11.7%. It is clear that redundancy quickly fell after the downturn, and during 1923 it resumed to a level constant with full employment. It was also felt that during recession, industrial production was also declined and it was also observed that period between May 1920 to July 1921, automobile production also got affected by 60% and overall total industrial production was declined by 30%. But at the end of the recession, industrial production quickly got back to its shape. It was during October, 1922 that the Industrial production got rejuvenated and returned to its heights.

By using various methodologies and indexes, Victor Zarnowitz came out with the conclusion that recession of 1920–21 brought far reaching impacts on business activity and even claimed that it was of a high type of recession that was felt between the period of 1873 and the Great Depression.

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## **8.4 TRANSPORT AND TECHNOLOGICAL ADVANCES**

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Technology always plays an important role in bringing economic development by harvesting economic opportunities meant for consumers to travel. The contribution of air travel in carrying tourists to different corners of world can be seen as evidence that has been contributed by technological advancements in tourism industry. The introduction of Low Cost Carriers (LCC) in aviation industry is another story of successful implementation of technology in tourism industry. The tourism industry is often cited as an example for improvement, production and implementation of technologies. Being complex in nature and besides knowing the fact that tourism products and stakeholders keep on changing due to fluctuations in the exterior factors, therefore, the evolution and implementation of information technology has had a remarkable influence in tourism.

Revolution in information technology has brought the world more close to each other with real time information of the destination. Now information technology has empowered people to get information about attractions, weather, hotels, taxi etc at the destination sitting in his own house. Internet has caused drastic growth in tourism business by bringing tourist and destination more close to each other.

The travel and tourism industry is a sensitive industry that may get affected by any major and minor happenings like turmoil, terror attack, agitation, strikes and

terror attacks. Airlines are the most affected segment in tourism industry caused due to terror strikes or disturbances over the destinations. In comply with the smooth operation of flights, the airlines were forced to implement some new marketing strategies and as a result now they are giving more emphasis to ecommerce. Most airlines also evolved some new marketing strategies like initiation for special applications in which more focus in today's era is given to managing contents, developing personalised software and business intelligence paraphernalia. Internet technology gained much popularity in aviation sector because of its attributes like safety and effectiveness. This technology also proved to be beneficial to airlines in reducing the operational cost and making close relationship with customers. Below are some of the significant features which got attention due to the revolution in information technology.

### **Walkie-Talkie in the industry of travel and tourism, its impact**

The introduction of the Walkie-Talkie in aviation sector has profoundly affected it in many folds and the impact can be seen on the performance of travel intermediaries and their business. The development of various travel portals has really redefined the travel business. This has given birth to too many various online travel portals which effectively consolidate and dispense tourism accounts to the clients. The airlines like Lufthansa and British Airway have already started ecommerce applications through which they have extended the facility to their customers to directly access the reservations system. Hence, a customer is now in a position to make a flight search or book a ticket by any gadget (mobile phones and laptops) and from any place (home or office or entertainment venue) and also can check the various available options before making a final purchasing decision.

#### **Check Your Progress-1**

- 1) Discuss tourism and economic phase in the middle age.

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- 2) Explain the importance of technology.

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## **8.5 POLITICS AND TOURISM**

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So far as Tourism and politics are concerned, these two are closely related. Politics guides states and simultaneously guided by beliefs in the society. Society is governed through acceptability, popularity and avoids ability. Therefore, politics and the key players of the politics who are involved in the political process are often seen in a position to either influence or articulate the opinions of tourists throughout the world.

It is the politicians who are held responsible for making decisions that directly or indirectly affect the functioning of the tourism industry. They also make

projections and influence destination related opinion. They initiate for corporation taxes along with referendum over money and membership. They have the whole and sole responsibility to undermine the travel industry through a monitoring perspective.

So let's discuss how politics and tourism are interrelated. Politicians possess the special power to mould community's belief over a destination. This public belief can be of any kind and can be of two way also. Likewise it can be from the outside looking perspective or it could be the opposite way around. For example, a political party who is going to contest an election has both the option. Either they will lose or win but if they win the whole scenario of tourism industry get affected. It will lead to affect inbound and out bound tourism movements. It is the political parties that decide the future of tourism in their respective country because all the planning and policies pertaining to tourist movement and operation of tourism industry is centralized towards them. All the regulatory authority related to tourism in any country is political party, so it becomes very important to have a political party with a right will to serve the country.

It is a matter of debate whether terrorism is a political buzzword or it is self-propelled for the advancement of their agenda. But any way terrorism has been emerged because of hatred and hatred has never been advocated against tourism. Tourism is witnessed as an assimilation of various cultures that attracts various cast, creed community, religion and colour and rejoices among them. It is shameful for tourism industry if terrorism occurs at any destination.

Tourism has been vital to political and economic change. The phase after 1914 has seen the boycotts of certain countries by the tourists who were having political turmoil and undesirable political regimes. The extensive use of tourism in political discussions, putting pressure for fair trade and commerce, and the strategies to utilize tourism as a tool to economic transformation shows the impact of political will towards tourism development followed by a country.

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## **8.6 LEAGUE OF NATIONS**

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After World War I, in order to solve problems and disputes in between two or more countries, an international diplomatic group was thought named League of Nations. It's a precursor of the United Nations. During World War II, its operation was ceased.

League of Nation's origins can be traced in Fourteen Points speech given by USA President Woodrow Wilson (January 1918). The speech was related to his ideas of peace in the world after destruction and carnage of World War I. His idea was to create a World level organization for resolving disputes between countries before they exploded in warfare and bloodshed.

In the year 1919 the process and organizational structure of the League of Nations were laid out in a covenant developed by countries who were taking part in the Paris Peace Conference. Its initial headquarter was established in London and later it was shifted to Geneva. In the year 1920, 48 countries were the member of League of Nations. It became the first international organization which promoted world peace. Its primary goals, as per its Covenant, are:

- a) It prevents wars through collective security and demilitarization and settling international disputes through negotiation and arbitration.



- b) It goes for establishing treaties pertaining to labor conditions, treating native inhabitants, complete ban on human and drug trafficking, controlled arms trade, caring for global health, concern for prisoners of war, and over all protection of minorities in Europe.

**\* Involvement of League of Nations and Disputes Redressal**

- Poland and Russia (1920) for the city of Vilna
- Poland and Germany about Upper Silesia and with Czechoslovakia over Teschen town
- Finland and Sweden over the Aaland Island
- Hungary and Romania disputes
- Finland and Russia Quarrels
- Yugoslavia and Austria disputes
- Albania and Greece border disputes
- France and England's tussle over Morocco.
- Greece requested for help due to bombing by Benito Mussolini on Corfu Island. The dispute was solved by conference of Ambassadors (League of Nations was sidelined).
- Greek and Bulgaria tussle

**\*Other efforts of League of Nations.**

- 1920's Geneva Protocol (now understand as Chemical and Biological Weaponry)
- World Disarmament Conference in 1930's (failed due to Adolf Hitler)
- Mandates Commission for protection of minorities. The commission was involved in Africa and Palestine.
- Involved in Kellogg – Briand Pact (1928) for outlaw war. League proved incapable when Mongolia was invaded by Japan.
- League of Nations fail in World War II

The biggest lacunae with the League was that it lacked with its own armed forces and fully depended on the key players (Great Powers) of World War I while enforcing its resolutions, going for its economic sanctions, or asking for army assistance when needed. The Great Powers seemed to be on many occasions hesitant to do so. They felt that sanctions may hurt League members; therefore they were hesitant to fulfil their needs and thus maintained a distance with them. After attaining some noteworthy achievements and receiving some early setbacks during 1920s, the League became incompetent to avert aggression shown by the Axis powers. The image of the organization was deteriorated day by day and despite of this fact that the United States never became the part of the League and the Soviet Union became the part of the League very late. Germany became the first to withdraw himself from the League and then other countries like Japan, Italy, Spain and others followed the same trend. The beginning of the Second World War proved itself that the League had failed in fulfilling its basic purpose for which it was established and failed to stop future world war.. The tenure of



the League existed only for 26 years and after the end of World War II it was replaced by the United Nations (UN) that incorporated all the duties and rights that were granted to the Leagues.

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## **8.7 IUOTO (INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANIZATION)**

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IUOTO termed as **International Union of Official Travel Organization**, was a non-governmental, technical organization which became UNWTO (United Nations World Tourism Organization). In the year 1925 at Hague first international congress of Official Tourist Organization was organized. The Congress decided to form a formal union in the year 1930 and in 1934 it became International Union of Official Tourist Publicity Organizations (IUOTPO). After World War I, IUOTPO was restructured and formed IUOTO (International Union of Official Travel Organizations). It was a combination of National Tourist Organizations, Industry and Consumer groups. IUOTO supported promotion of tourism and helped in development of travel and tourism as an economical means for developing countries.

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## **8.8 BERMUDA AGREEMENT**

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The Bermuda Agreement was a formal agreement among United Kingdom and United States for the operation of Civil Air Traffic (Air Services) between respective territories. It was signed in the year 1946 at a place called “Bermuda” so its name is “Bermuda Agreement”. Prior to signing of Bermuda Agreement; in the year 1944 there was a Chicago Conference where “Freedoms of the Air” was discussed. In that conference United States, United Kingdom and other country agreed on first two freedoms of the air related to over flight and landing of aircraft for refuelling and repair purposes but disagreed on economic control of international air transportation. Several countries also refused to recognize third, fourth and fifth freedoms linked to handling of cargo traffic and passengers. Subsequently in the year 1945 United States and United Kingdom’s government agreed to congregate at “Bermuda” and discussed terms of the Air traffic.

The Bermuda Agreement defined unambiguous air routes for flying each country’s carrier (USA and UK) and the agreement decided for fair and equal prospects for both country’s carriers to operate on any route (respective territories). The agreement also decided that both countries will be considerate for each other’s interest. The agreement also established that air fare will be approved by relevant regulatory authorities or be decided by International Air Transport Association (IATA). In the year 1978 Bermuda II Agreement was made effective and preceding agreement was terminated. The Bermuda Agreement is an early air transport agreement (bilateral) and became a model for further mutual agreements.

**Check Your Progress-2**

- 1) Discuss the role of League of Nations in World peace

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## 2) What is Bermuda Agreement?

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## 8.9 LET US SUM UP

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International tourism has grown very fast after Second World War. Today tourism is one of the major sectors of employment and became a part of everyday life for most of the people especially in developing countries. After Second World War due to technological development mainly in transportation sector and international agreements combined with wealth, mobility, leisure time, innovations, changes in life style pattern, fashion, marketing, awareness and new tourism product development culminated in boost of travel and tourism activity and industry. The present unit discussed some of the aspects related to tourist boom between the world wars i.e. in between 1914 to 1950. Here we tried to elaborate tourism and economy, transport and technological advances, tourism politics, League of Nations and some other international organizations of that period.

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## 8.10 KEY WORDS

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**IUOTPO:** full form is International Union of Official Tourist Publicity Organizations

**IUOTO:** full form is International Union of Official Travel Organization

**Bermuda Agreement:** The Bermuda Agreement arose in the wake of the Chicago Conference of 1944, where the United States and United Kingdom disagreed about economic control of international air transport.

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## 8.11 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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**Check Your Progress-1**

- 1) See Sec 8.3
- 2) See Sec. 8.4

**Check Your Progress-2**

- 1) See Section 8.6
- 2) See Section 8.8

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## UNIT 9 RISE OF INTERNATIONAL TOURISM

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### Structure

- 9.0 Objectives
- 9.1 Introduction
- 9.2 The Historical Development of Transport and Tourism
- 9.3 World Cruises
  - 9.3.1 Historical Evolution of Cruises
  - 9.3.2 Cruise Classification
- 9.4 Automobile and Coach Tours (Development at World Level)
  - 9.4.1 Forms of Passenger Car Usage
  - 9.4.2 Car Sharing
  - 9.4.3 Car Pooling
  - 9.4.4 Car Leasing
- 9.5 Historical Development of Automobile
  - 9.5.1 Coach Tours
  - 9.5.2 Mini Bus or Mini Coach
  - 9.5.3 Trolley Bus
- 9.6 Historical Evolution of Coach Tours
- 9.7 Air Travel (Civil Aviation)
- 9.8 Let Us Sum Up
- 9.9 Key Words
- 9.10 Answers to Check Your Progress Exercises

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### 9.0 OBJECTIVES

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After reading this Unit you will be able to:

- Understand Cruise, types and global operation of cruises
- Know the development of automobile and coach tours at world level
- Significance of Automobile and Coach Tours in Tourism Industry
- Understand the civil aviation and its progress.

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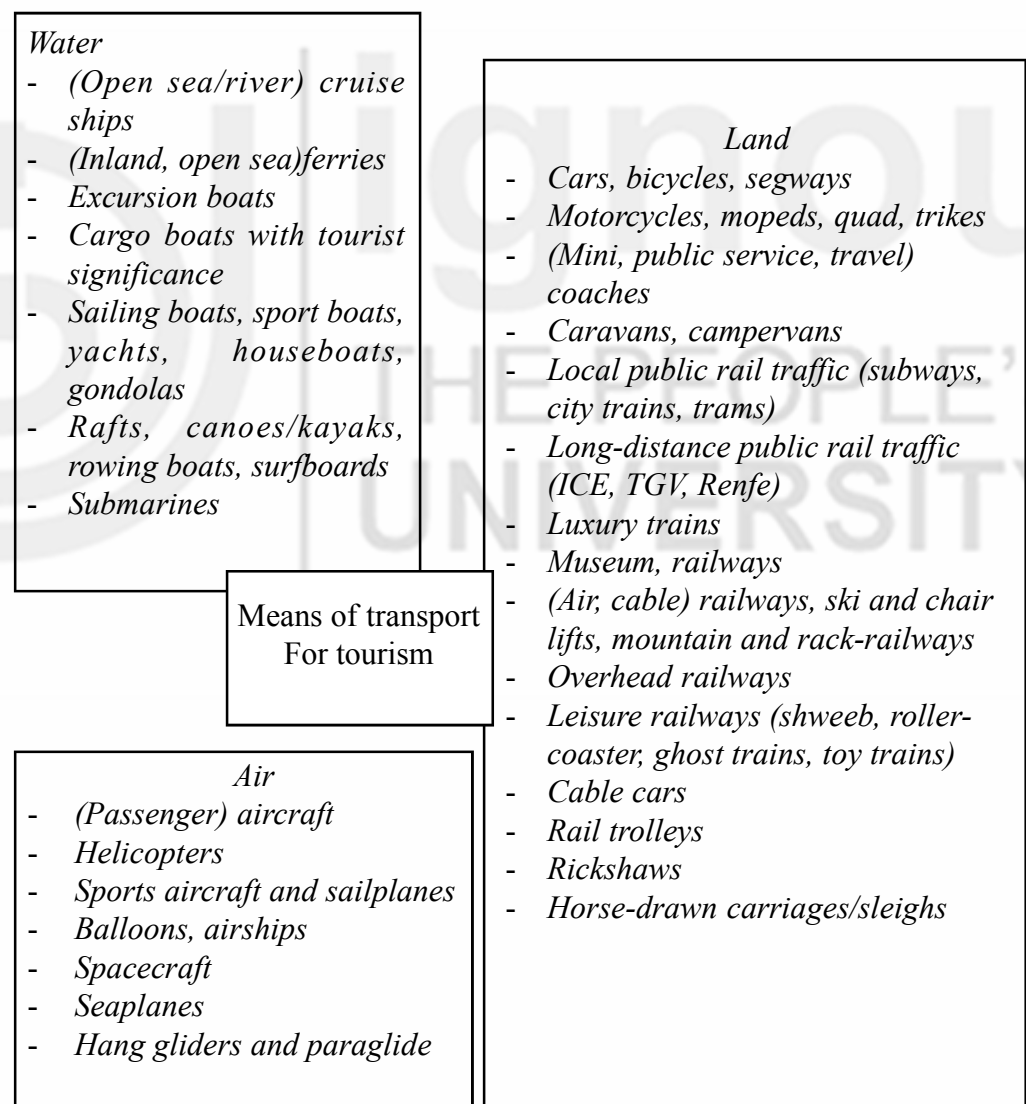
### 9.1 INTRODUCTION

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Transport plays an important role in tourism industry. It has been widely accepted by scholars as a prime component to tourism because the existence of tourism is only possible with the movement of the people and due course of this movement some mode of transportation is used in it. There are different modes of transport like air, water, rail and road. The mode of the transportation is directly linked with the demand and supply. The tourists use these modes of transportation on the pattern of the choice of the destination. For longer destination (overseas) they use air services, over nights and for other long distances they prefer to travel by rails and short distance either by cars or buses. The introduction of

cruises (luxury ships), yachts and boat added different taste in the field of transportation. The maritime transport saw the emergence of many small and big floating vessels whose consumption is based upon the need and choice of the tourist. In this present unit the students will be informed about the concept of cruise, historical development and worldwide operations.

## 9.2 THE HISTORICAL DEVELOPMENT OF TRANSPORT AND TOURISM



**Fig. Classification of Transport Means**

(Adopted from "Introduction to Tourism Transport" by Sven Cross and Louisa Klemmer, Page:-6 )

### The historical development of transport and tourism

Mode of transport	Pre-industrial era	1840-1940	1920-1940	1950	1960-1970	1980-2000	The future
Air			Propeller technology; civil aviation begins; travel is expensive and limited; airships enjoy a brief period of acceptance; basic terminal facilities	Speed of 400 Km/h	Jet aircraft (B707); speeds 800 km/h; cheap fuel; rapid expansion of charter services; development of CRS and GDS	Wide-bodied jets (B747); extended range; fuel efficiency; no increases in speed except for Concorde; extensive terminal services	Hypersonic aircraft; space tourism; global alliances of airlines; new generation jumbo jets with large capacity; increased deregulation
Sea	Sailing vessels	Steamships and packet boats	Ocean liners and cruisers; little competition from air; short sea ferry speed less than 40 km/h with very basic facilities; no increase in speed for passenger liners		Air overtakes shipping on North Atlantic routes; hovercraft and hydrofoils being developed	Fly-cruise established; larger and more comfortable ferries; fast catamarans developed	Amphibious 'ground effect' craft; submarine tourism; themed cruising
Road	Horse-drawn Carriages: unpaved roads		Car achieve speed of 55 km/h but remain unreliable; coaches develop from charabancs		Cars improve in speed and performance, 100-115 km/h; cars increasingly used for domestic tourism in place of public transport; roads improve; motorways introduced	Speed limits in USA; steep rise in car-ownership rates; urban congestion; green fuel; improved coaches; reintroduction of trams	Urban gridlock; automated road systems; personal rapid transit; demand-responsive transport; resurgence of road-based public transport
Rail		Steam locomotive	'Golden age' of rail; speed exceeds that of cars		Electrification of rail networks; continuous welded tracks	High-speed networks develop in Europe; business products offered; dedicated rail tourism products developed based on nostalgia for steam	Development of medium-haul tourism products; enhanced motive power technology

**Source:** Adopted from Cooper et al (1998, 277) (Taken from: Worldwide Destinations: The Geography of Travel and Tourism: Boniface B, Cooper C, Cooper R. Page: 80)

## 9.3 WORLD CRUISES

When we think for a luxury maritime transport automatically the cruises comes to the mind. These cruises are catering the needs of the small groups to large groups i.e. from niche to mass. Cruises were never been considered for fulfilling the purpose of point to point means of transport rather it provided a holiday experiencing. According to Dowling (2006) and UNWTO (2010) the cruises are characterized as a mobile resort rather than a means of transportation. Cruise tourism offers a bundle of services like transportation, accommodation, on board facilities along with the itinerary of visited destination. A cruise ship is a passenger ship whose sole purpose is to provide tourist an ever memorable experience. It has separate cabins for every tourist and provides aboard entertainment. There are some other cruises that are characterized as cargo vessels though it has some passengers but they are more over used as commercial purpose. According to USA based Cruise Industry News, a cruise is ocean bound leisure travel ship that carries 100 or more passengers and lasts for a minimum of three days with all amenities aboard. According to UNWTO (2010), the cruise tourism has been defined as “sea voyages made by national and international tourists through large recreational vessels called cruise ships which has fix and regular routes calling at different sea ports in the visited countries, receiving all the essential amenities aboard along with the product, services and tourist attractions offered by each destination. Gibson (2006) defines cruise tourism as a type of holidaying encompassing a voyage by sea, on a lake or on a river. As per Collins English Dictionary, a cruising can be defined as “in order to receive pleasure, to make a trip by sea usually calling through various ports”. Through this definition it is clear that the voyage itself constitutes the holiday. Cruises are in fact a floatel that woos tourists and transports passengers from place to place. According to Mancini (2004) “cruising is a vacation based activity that excludes travelling for the purpose of business, sailing one’s own small pleasure craft or travel on a vessel for primarily transportation purposes. Though there are some cruise ships that transport goods and carry people but the core of the cruising is to provide an opportunity to experience, holidaying, relaxation, to learn and over all fun. From the above it is clear that cruising basically deals with the following characteristics:

- It is a floatel that fulfills the needs of experiencing something new (Luxury).
- A vacation on board a ship that calls several sea ports.
- A mode of transportation to connect various destinations through certain designated route.

Therefore, in brief we can say that cruises are a holiday on board a ship that connects various destinations through a certain route. As the cruise vessels provide accommodation en route along with leisure and entertainment, it becomes a part of destination as well.

### 9.3.1 Historical Evolution of Cruises

Initially the ocean vessels were used for the transportation of cargo. Until the eighteenth century, merchant vessels were used for passenger transportation but it was an expensive, uncomfortable and risky exercise. But due to the advent of steam engines in 19<sup>th</sup> century turned to be a new era for passenger for cruises. So far as the evolution of cruises are concerned, it was the Transatlantic voyages that was introduced between Europe and America during early 19<sup>th</sup> century and hence was the first commercial maritime transportation. With the introduction of



this Transatlantic voyages surprisingly the travel time between Europe and America was reduced. In 1838 AD another steamship called “Sirius” crossed the Atlantic within 19 days in comparison to the sailing ships that usually used to take 70 to 100 days or even more to cover the same route.

Another development also took place when the woods were replaced by steels and replacing sailing ships to steam ships. This enabled the increased size of the vessel with more luxurious vessels. During 1880 to 1920, mass migration of people took place between Europe and America and these vessels were instrumental in fulfilling the demand for the migration purpose. Soon the shipping companies understood the importance of these vessels in making money through transporting people from one place to another. As per Mancini (2004) the primary motive of ocean liners were to transport immigrants and hence to fulfil the demand ships were divided into two or three classes i.e. first class meant for the rich and wealthy people whose preference is to opt luxury and elegant services, second class with modest facilities and third class with austere services. The third class passengers were supposed to bring their own meals and drinks along with sleeping arrangements. Thus, we can say that the initial phases of transatlantic voyages were regarded as passenger lines rather than cruises.

In a true sense the Peninsular and Oriental Steam Navigation Company was the father of modern luxury cruise liners. As a matter of fact the company was associated with mail carrier services and operating between London and the Iberian Peninsula. The person named Arthur Anderson thought for introducing cruise services to and fro Shetland Isles and France and Iceland in the year 1835 AD. They placed a dummy advertisement in the local newspaper regarding its operation but it never actually happened. In the year 1844 AD, the P and O liner named “Ceylon” was converted into a cruise ship to provide leisure trips. Simultaneously, other shipping company was also operational under the name of pleasure trips to Mediterranean. The German based Hamburg-Amerikanische-Packetfahrt-Aktien-Gesellschaft (HAPAG) used their liners during high season for pleasure trips to Mediterranean for making additional income. The first American cruise named “Quaker City” was introduced in the year 1867 AD. It was a paddle –wheel steamer whose voyage was fixed for six months and that covered the major destinations like Bermuda, Gibraltar, France, Spain, Italy, Greece, Turkey, Lebanon and Israel. This trip is also mentioned by Mark Twain and it is well documented. These early pleasure trips organized by cruise vessels were not designated for such trips but rather acted as an alternate out of the maritime transportation. In a true sense the first ship exclusively designed and built to fulfil the need of cruise traveller was “Prinzessin Victoria Luise” that was taken into service in the year 1900 by German based Hamburg-Amerika cruise liner. However, there is a controversy regarding the existence of first luxury cruise. As per some scholars it was in the year 1922 AD when the first official cruise specially built for leisure travel started its operation.

The period between the First and Second World War is considered as the golden era for cruises. The shipping companies were indulged into great competition to attract tourists and immigrants. The holding luxurious ships became a status symbol for certain countries like Great Britain, France, Germany and Italy. Size and luxury became obsolete factors to be in competition, later it has taken over by speed as well. The company holding the rank for maximum speed was assumed to be of great prestige along with increase in booking. There was a tremendous growth in cruise passengers till 1957 but due to the advent of jet flights in the

year 1958, the cruise started getting tough competition. The people now had a choice to cross Atlantic by plane rather by cruise ships. Over the next two decades many passenger line operators get converted their vessels into cruise ships with the capacity varying from 750 to 1200 passengers. Based on the new target markets, the cruising underwent many changes in terms of the ship, size, facilities, services available on board, speed and length of the cruise. As a matter of fact, the modern cruise liners have become an attractive and viable alternative to the mass market holiday resorts. The cruise line operators modernized their ships and introduced the facilities of swimming pool, spa and fitness, casino, disco, movie theatre, library, special entertainment, bars and all inclusive dining. The Titanic movie and other promotional movies motivated and inspired people to participate into cruising. So called saint Asha Ram Bapu scheduled his one of the seasonal spiritual package in a famous luxury cruise that attracted his followers to enjoy the facilities and services of a cruise. Recently, a cruise operation has been initiated between Mumbai and Goa with overnight journey. It can be concluded that modern cruises are catering the need of every segment of the tourist ranging from budget to highly paid tourists i.e. from fewer amenities to luxury branded cruises.

	<b><i>International Maritime Organization (IMO)</i></b>	<b><i>International Maritime Bureau (IMB)</i></b>	<b><i>International Association of Classification Societies (IACS)</i></b>
<b><i>Affiliation</i></b>	<i>Specialized agency of the United Nations</i>	<i>Specialized division of the international Chamber of Commerce</i>	<i>Consisting of the 13 largest classification societies</i>
<b><i>Year of foundation</i></b>	<i>1958</i>	<i>1981 as a non-profit organization</i>	<i>1968 as a non-governmental organization</i>
<b><i>Main purpose</i></b>	<i>Development of international conventions, codes and recommendations regarding marine safety and pollution</i>	<i>Fight against maritime crime and malpractice with the IMO</i>	<i>Setting technical and engineering standards for the design, construction and life-cycle maintenance of ships</i>
<b><i>Area of operations</i></b>	<i>International convention for the safety of Life at Sea (SOLAS); International Convention for the Prevention of Pollution from Ships (MARPOL); International Convention on Standards of Training, Certification and Watch keeping for Seafarers (STCW)</i>	<i>Memorandum of understanding with World Customs Organization; Observer status with Interpol; Maintaining round-the-clock watch on the world's shipping lanes, reports pirate attacks to local law enforcement, and issues warnings regarding piracy hotspots</i>	<i>Consultancy status with the IMO; Observer status which develops and applies rules</i>

(Adopted from "Introduction to Tourism Transport" by Sven Cross and Louisa Klemmer, Page: - 163)

There are three important categories of Cruises whose description is given below:

- 1) The first category is **Resort Cruises**. The special feature of these cruises are that they are capable to accommodate more than 2000 passengers all together. They provide food and beverages without any additional gourmet fare. The itinerary of these cruises lasts for 3 to 7 days and chose the destinations which are falling in warm climate. They offer shipboard facilities like entertainment, aerobics and bingo and have niche for FIT and home owners. Carnival Cruise Lines, Norwegian Cruise Lines, Royal Caribbean Cruise Line are some of the examples of Resort Cruise.
- 2) The second category is **Deluxe or Luxury cruise** which are known for their high level of personalized services because they have high crew turnover in comparison to passenger ratio. The capacity for such cruise varies from 125 to 950 passengers. Their cabins are often a suite room and offers fine dining with crystal table ware and fine china. They follow an itinerary for minimum of 14 days and sometimes as long as a month. They offer entertainment in the form of live performances of classical music, shows and motivational lectures.
- 3) The third category is **Adventure or Exotic cruises** that cater the need of older people, retired government servants, well-educated and professionals. The prime attractions of such cruises are the spiritual and motivational discourses that are conducted onboard by inviting experts from the concerned fields. The ships incorporated are the older one and sometimes retired as resort cruise ships. The participants give more emphasis on exploring and discovering new places and experiences rather than shopping and souvenirs. They opt basic dining services with substantial fare.

#### Check Your Progress-1

- 1) Describe the historical development of Transport and Tourism

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- 2) Discuss the role of cruises in Leisure tourism.

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## 9.4 AUTOMOBILE AND COACH TOURS (DEVELOPMENT AT WORLD LEVEL)

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To define automobile, it is normally a four wheeled vehicles that are used for transportation purpose. In modern times when the tourism is considered as a gainful activity, the roles of automobiles are considered to be on top priority. The tourism in third world countries are depended upon automobile and coach tours

as these are economically viable as tourist part and easily available. In USA and Canada, the business of the recreational markets like motels, restaurants and ski resort, angling and hunting resorts, amusement parks and similar other business entities are predicted on the operation of private passenger vehicle traffic. As result in growth of surface transportation, the demand for sub industries pertaining to way side amenities in the form of food, rest and fuel has come up automatically. Besides the automobile, there is another option available to the travellers in the form of motorized vehicle are motorcycle. Such tourists are exploring the tourist attractions annually. The states like Himanchal Pradesh, Uttarakhand, and Sikkim are providing an opportunity to bikers to explore the remote places. The popular motorcycle tour is popular among the middle age and retired middle to upper income individuals who possess expensive motorcycles. Another type of vehicle called recreational vehicle is also popular among the international travellers visiting USA. Such tourists prefer to follow an itinerary of themselves to the places like heritage, culture and natural beauty. The specialty of such travellers is that they have their sole interest in camping tours.

So far as the constituents of Automobile are concerned, there are passenger cars, taxis and rental cars included in the list. To define a passenger car it can be said that it is a road motor vehicle used to carry passengers and consists of not more than eight seats in addition to the driver's seat. In another definition it is defined as it includes micro cars, taxis and passenger hire cars with the essentialities that have less than ten seats. This also includes vans used for transport of passengers, in the form of ambulances and motor homes.

#### 9.4.1 Forms of Passenger Car Usage

Though there are many forms of passenger car usage but the three categories are mainly in use. They are **car sharing**, **carpooling** and **car leasing**.

*Table: Forms of car passenger usage. (From Sahkdari, 2008; OPM Media GmbH, 2009; Frost & Sullivan, 2010; MOVECO GmbH, 2013.)*

	<i>Rental car</i>	<i>Car Sharing</i>	<i>Car Pooling</i>	<i>Car Leasing</i>
<b>Ownership</b>	<i>No ownership</i>	<i>No ownership</i>	<i>Retained</i>	<i>Retained</i>
<b>Organization</b>	<i>For-profit</i>	<i>For-profit, non-profit and co-operative</i>	<i>Non-profit</i>	<i>For profit</i>
<b>Period of usage</b>	<i>1 to 90 days</i>	<i>Normally a few hours, uncommonly a few days or weeks</i>	<i>1 route</i>	<i>Normally several years</i>
<b>Membership</b>	<i>No</i>	<i>Sometimes</i>	<i>Yes</i>	<i>No</i>
<b>Possibility of taking over</b>	<i>During office hours</i>	<i>At any time</i>	<i>Departure time as agreed with driver</i>	<i>One-time, afterwards lessee can decide independently</i>
<b>Station</b>	<i>Central</i>	<i>Peripheral</i>	<i>Mostly central</i>	<i>Peripheral</i>
<b>Usage</b>	<i>One after another</i>	<i>One after another</i>	<i>Simultaneously</i>	<i>One after another</i>

<b>Costs</b>	<i>Depending on vehicle class, period, mileage</i>	<i>Membership fee, security, monthly fee, period, mileage</i>	<i>Fare per person</i>	<i>Normally first installment, monthly rate</i>
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(Source: Adopted from "Introduction to Tourism Transport" by Sven Cross and Louisa Klemmer, Page:-62)

### 9.4.2 Car Sharing

Car sharing has been defined as a mode of transport which are owned by a firm or an organization and shared by different people with a provision of membership on different occasions. It is also considered as an organized car rental services offered to different users, owned by firms and maintained by pods. With the above definitions we can bring out the following features of a car sharing:

- An organized group of participation
- Strictly for members
- Shared vehicle/ vehicles
- Pods (parking locations)
- Self- accessing vehicles
- Booking done in advance
- Rental facility is valid for short term

From the above it is clear that car sharing is a membership based activity that offers an alternative to car ownership and permits to use the vehicle for a specific date and time.

### 9.4.3 Car Pooling

Carpooling is an ongoing practice in metropolitan cities to avoid overconsumption of the resources and congestion. It is an arrangement in which several participants travel together in one vehicle and bear the cost of the travel on sharing basis. There are two types of Carpooling:

- a) Formal: It means when two or more persons commute together in one vehicle, it is called as Formal carpooling.
- b) Informal: When someone offers occasional ride to another person spontaneously. In some of the European countries this practice is very common and is organized through various carpooling centers.

### 9.4.4 Car Leasing

Car leasing is a process through which a customer uses an automobile without claiming its ownership. A firm or institution owns the cars but it is used by the consumer under certain terms and conditions. The customer agrees to pay a fixed ransom amount on monthly basis to the concerned firm or institution. As the lease term is over the customer either renews the lease or purchase the vehicle in return for the residual value.



<i>Year</i>	<i>Mode of Transport</i>	<i>Speed (Miles per Hour)</i>
6000 BC	Camel caravan	8
1600 BC	Chariot	20
1784 AD	First English mail coach	10
1825	First steam locomotive	13
1890	Improved steam locomotive	100
1931	Land speed record (Bluebird: Sir Malcolm Campbell)	246
1938	Land speed record (Napier-Railton car: John Cobb)	350
1938	Piston aircraft	400
1952	Liner United States from New York to Le Havre	41
1958	Jet fighter aircraft	1,300
1958	Boeing 707 and DC-8 aircraft	600
1961	Space ship (Vostok I orbiting)	17,560
1967	Rocket plane	4,534
1970	Fighter bomber (Mirage IV)	1,450
1970	Commercial aircraft - Concorde	1,320
1970	Boeing 747	625

Source: James Reason. *Man in Motion. The Psychology of Travel* (London: George Weidenfeld and Nicolson Limited, 1974). page 3

(Taken from: "Tourism in contemporary Society" by Hudman L E, Hawkins D E, Page: 135)

## **9.5 HISTORICAL DEVELOPMENT OF THE AUTOMOBILE**

It was in the year 1886 AD when Karl Benz of Germany invented the first automobile. It was a Motorwagen, two seated tri wheeler with petrol driven internal combustion engine. In the same year it was Gottlieb Daimler from Germany who built a four wheeled car with a gasoline engine installed. After going through a number of modifications, in the year 1908, Henry Ford became the first entrepreneur of USA who produced automobiles in bulk. This initiative gave birth too many car rental companies and by 1912 in Germany, Martin Sixt opened the first rental company by the name "Sixt Autofahrten und Selbstfahrer" with a fleet of only seven cars. By the end of 1916 and 1918, two young men named Joe Saunders and Walter L Jacobs opened their car rental companies. But by 1923, Jacobs sold his car rental business to John Hertz but this rental concern was again sold to General Motors in the year 1926. There was a setback for American car rental companies as they were fighting for their image problem. It was noticed that cars were indulged into criminal offences and sometimes it was used for robbery, prostitution etc. purposes. Car rental companies also became part of Railway Extension as this extension enabled the service users to reserve



car at one station and pick them up at their final destination. By 1932, Hertz opened his car rental facility at Chicago airport as well. With the commencement of the Second World War, all automobile were commandeered in Germany thus affecting the smooth business of the car rental companies. After the Second World War, car rental companies revived once again in USA and this time such companies were linked closely with the airlines. Herz's fly drive concept through franchisee at airports like Atlanta and Milwaukee was a fresh development in this way. Another rental company called "Avis" with the help of airlines itself was aggressively marketing its services. In present time as well major car rental companies are closely linked to various airlines and are operating through their offices opened at airports.

In Germany, the car rental business flourished only after the First World War. In the year 1939, the company named "EUROPCAR" came into existence and at that the company has 30 rental car stations with 700 automobile all over the Germany.

### 9.5.1 Coach Tours

When it comes to cater a group inclusive tours (GIT) the first thing that comes to the mind is arrangement of buses or coaches. The coaches are implemented to a tour itinerary for the basic purpose to offer local sightseeing or transfers. Sometimes for the purpose of intra-regional or inter-regional purpose the services of buses or motor coaches are hired. It is also used to cater the need of daily commuters with in cities as well. Intercity and interstate approach is also admissible to buses and coaches that may link the destinations within a certain time frame. Though there is no certain distinction between bus and motor coach but the basic distinction lies due to the number of the passengers carried and types of services provided.

So far as the definition of a **bus** is concerned, it has been defined as a passenger road motor vehicle specially designed to carry not more than twenty four persons including drivers and with provision to carry seated as well as standing passengers. Also, the vehicle must be constructed in a manner that some of the passenger can travel in standing position and may frequently move. A definition given by American Public Transport Association (APTA) focuses that bus is a mode of transit service that are powered by diesel, gasoline, battery or similar nature of fuel engine, operated on streets and roadways with a fixed route itinerary. It provides either a local service with fixed stoppages or covers a long distance with limited stoppages. By considering the nature of the services (based on geographic area) it is called as circulator, feeder, neighbourhood, trolley, shuttle or express services, limited stop services and bus rapid transit.

A **motor coach** has been defined as a passenger road motor vehicle designed to seat 24 or more persons including driver as well and constructed exclusively for the carriage of seated passengers. In another definition it has been said that motor coach is a vehicle exclusively designed for transporting passengers on long haul tours and are characterized by integral construction with an elevated passenger deck located over a baggage compartment with a capacity of more than 30 passengers and a length of 35 feet.

### 9.5.2 Mini Bus or Mini Coach

Mini Bus or Mini Coach is also a category of coach tours and it also needs to be defined. As per Glossary of Transport Statistics 2009, a passenger road motor vehicle designed to carry 10-23 seated or standing person. It is also highlighted that such vehicles are constructed in such a pattern that it can carry seated passengers or can carry both seated and standing passengers.

### 9.5.3 Trolleybus

Trolleybus is a special form of bus that is electrically propelled through overhead wires along its route. Trolleybus is different than a tram because it has rubber tyres and does not run on rails. It is a mode of transit service using vehicles propelled by electric current from overhead wires through poles called a trolley poles.

#### *Types of Recreational Vehicle.*

<i>Type of RV</i>	<i>Characteristics</i>
<b><i>Motor home</i></b>	<ul style="list-style-type: none"> <li>• <i>Motor vehicle built on a truck or bus chassis</i></li> <li>• <i>Self-contained living quarters, divided from the cab</i></li> <li>• <i>Sleeping space, ablution and kitchen facilities</i></li> </ul>
<b><i>Campervan</i></b>	<ul style="list-style-type: none"> <li>• <i>van equipped as a self-contained travelling home</i></li> <li>• <i>smaller than a motor home</i></li> <li>• <i>no divide between cab and living quarters</i></li> <li>• <i>only basic facilities for cooking, washing and sleeping</i></li> </ul>
<b><i>Caravan</i></b>	<ul style="list-style-type: none"> <li>• <i>mobile home or trailer</i></li> <li>• <i>towed behind a road vehicle</i></li> <li>• <i>fully equipped with household accessories</i></li> <li>• <i>sleeping quarters, ablution and cooking facilities</i></li> </ul>

*(Adapted from Campervan Adventures, 2011; Discovery Motorhomes, 2012)*  
*(Taken from: "Introduction to Tourism Transport" by Sven Cross and Louisa Klemmer, Page:-142)*

## 9.6 HISTORICAL EVOLUTION OF COACH TOURS

It was in the mid-17<sup>th</sup> Century when Blaise Pascal recognized the need of a particular segment of the travellers who could not afford own vehicles to commute. He has been credited for the invention of the first vehicle that resembled a bus, pulled by a horse and which has the capacity to carry eight passengers together. By the end of 17<sup>th</sup> Century AD similar means of transportation was also introduced in the places like Paris, London and Berlin. During 1827, USA also introduced horse drawn carriages in the city of New York to designated routes. Steam powered coaches were also introduced but they became unpopular between the daily passengers as they were creating huge noise pollution and there was always a threat of explosion. It was during 1886 when Karl Benz thought for making a self-propelled vehicle and as a result he drove his first gasoline powered

automobile in the streets of Germany. By 1895, he also introduced the first motorized omnibus by implementing gasoline powered engine to carry factory workers. During 19<sup>th</sup> Century, motorized buses started to become a more commonplace part of cityscapes in both Europe and North America. After the Second World War, in Europe it became a fashion to go for leisure trips and long distance holidays by travelling into coaches

## 9.7 AIR TRAVEL (CIVIL AVIATION)

In the 18<sup>th</sup> century, hydrogen gas was discovered which led to the invention of Hydrogen Balloon. By the early 20<sup>th</sup> century theorization of aerodynamics and advances in engine technology resulted in powered controlled flight for the first time. Before this there was lots of experiment with gliders. However air travel's historical development can be traced by visualising: Tower Jumping, Kites, Rotor wings, Hot air Balloons, Air ships and then Age of steam changed the whole thing. From the year 1900 to 1902 Wright brothers built and tested a series of kite and glider designs and with practical experience built a powered design.

Early flying machines were developed and used for military purposes. The build aircraft were used for bombing, artillery firing and for military transportation. The period between two world wars saw major technological advancement in aircraft technology. After World War II, commercial aviation grew rapidly by using ex-military aircrafts. Its growth was accelerated due to manufacturing of heavy bomber airframes which was later converted into commercial aircraft. The invention of Jet technology (Jet Age) established high standard of comfort, speed, safety and passenger expectations and started Mass Commercial Air Travel.

The year after 1980 is the Digital Age of aviation and 21<sup>st</sup> century aviation is more interested in fuel savings, diversification, high capacity and green travel.

### Major international conventions

<b>Conference</b>	<b>Year</b>	<b>Regulation / Subject</b>
<i>Paris Convention on the Regulation of Aerial Navigation</i>	1919	<i>Use of airspace</i>
<i>The Havana Convention</i>	1928	<i>Standardization of operating procedures ( such as ticketing and checking baggage)</i>
<i>The Warsaw Convention on International Carriage by Air (subsequently amended by the Hague Protocol (1955) and the Montreal Protocol (1975)</i>	1929	<i>Airline liability for : injury / death of passengers; loss / damage of baggage and cargo</i>
<i>Chicago Convention on Civil Aviation</i>	1944	<i>Freedoms of the Air</i>

(Adopted from "Tourism" by Robinson P, Luck M, Smith S, Page: 97)

## Milestones in aviation

1903	1909	1910s	1914	1918	1927	1939
First powered flight at Kitty Hawk (Orville and Wilbur Wright)	First flight across the English Channel (Louis Bleriot)	First commercial air services in Europe (Finland, France, Germany, the Netherlands, UK)	First scheduled air service in the USA (St Petersburg-Tampa Airboat Line)	First regular air mail service (Washington, DC-New York City)	First solo transatlantic flight (Charles Lindbergh: New York- Paris)	First transatlantic passenger services with fixed wing aircraft (Pan American) between New York and Marseilles and Southampton

1952	1958	1970	1976	2004	2007	2011	2012
First passenger jet, DeHavilland Comet, enters service (BOAC, London- Johannesburg)	First transatlantic passenger jet services (BOAC; London-New York; Pan Am New York – Paris)	Boeing B747 'Jumbo Jet' enters service (Pan American)	First supersonic passenger jet services with Concorde (British Airways and Air France)	Longest non- stop passenger service (Singapore Airlines; Singapore- Newark, 9535 miles)	Airbus A 380 'Whale Jet' enters service (Singapore Airlines)	First all-composite material passenger jet (Boeing B787 'Dreamliner') enters service (All Nippon Airways)	The world's longest passenger aircraft – an updated version of the 'Jumbo jet' - the Boeing B747-8i enters service with Lufthansa

(Adopted from "Tourism" by Robinson P, Luck M, Smith S, Page: 86)

**Civil Aviation: -** The non-military aviation is termed as civil aviation comprises both private and commercial aviation. Civil Aviation includes two major categories:

- 1) Scheduled Air Transport (passenger and cargo flights operating regularly on scheduled air routes)
- 2) General Aviation (all other private and commercial civil flights)

### Check Your Progress 2

- 1) What are the different forms of passenger car usage.

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- 2) Elaborate civil aviation and its development

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## 9.8 LET US SUM UP

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Transport is a prime component to tourism because the existence of tourism is only possible with the movement of the people and due course of this movement some mode of transportation is used in it. Initially the ocean vessels were used for the transportation of cargo. Until the eighteenth century, merchant vessels were used for passenger transportation but it was an expensive, uncomfortable and risky exercise. But due to the advent of steam engines in 19<sup>th</sup> century turned to be a new era for passenger for cruises. In modern times when the tourism is considered as a gainful activity, the roles of automobiles are considered to be on top priority. The tourism in third world countries are depended upon automobile and coach tours as these are economically viable as tourist part and easily available. In USA and Canada, the business of the recreational markets like motels, restaurants and ski resort, angling and hunting resorts, amusement parks and similar other business entities are predicted on the operation of private passenger vehicle traffic. So far as the constituents of Automobile are concerned, there are passenger cars, taxis and rental cars included in the list. In tourism Air Travel is most common and highly used by international travel. However air travel's historical development can be traced by visualising: Tower Jumping, Kites, Rotor wings, Hot air Balloons, Air ships and then Age of steam changed the whole thing.

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## 9.9 KEY WORDS

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- Cruise tourism** : Offers a bundle of services like transportation, accommodation, on board facilities along with the itinerary of visited destination.
- Car sharing** : Has been defined as a mode of transport which are owned by a firm or an organization and shared by different people with a provision of membership on different occasions.

**Civil Aviation** : The non-military aviation is termed as civil aviation comprises both private and commercial aviation.

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## 9.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) See Section 9.2
- 2) See Section 9.3

### Check Your Progress 2

- 1) See Subsection 9.4.1
- 2) See Section 9.7





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## UNIT 10 WOMEN AND TOURISM

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### Structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 Men and Women Two Threads of Social Fabric
- 10.3 Social Status of Women
  - 10.3.1 Women in Pre Vedic, Vedic and Medieval Era
  - 10.3.2 Women in Colonial Era
  - 10.3.3 Status of Women in Modern Era
- 10.4 Change and Growth of Women
- 10.5 Today's Women – liberated and Empowered
- 10.6 Woman and Tourism
  - 10.6.1 Statistics at a Glance
  - 10.6.2 Women Travel Trends
  - 10.6.3 Women in Tourism
- 10.7 Opportunities and Challenges for Women in Tourism
- 10.8 Let Us Sum Up
- 10.9 Key Words
- 10.10 Answers to Check Your Progress Exercises

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### 10.0 OBJECTIVES

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After reading this unit you will be able to:

- Understand the importance of man and women in the society
- Evaluate the condition of women in historical context
- Find the changes in condition of women and its reason
- Elaborate the role of women in travel and tourism

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### 10.1 INTRODUCTION

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In this unit tourism would be studied with the reference to women. The different highlight being the history of women travel, the effect on travel by the changing status of women in society and study of the women travel statistics and bringing out the role of women in travel. Gender form an important demographic element and effect the marketing, branding and positioning of the products. Thus, it is very important to study women travel behaviour, their need and wants. Men and women are biologically and psychologically different with different physiological needs. With the tourism increasing in leaps and bounds and increasing participation of women in travel activity has made it essential to study travel from a feminine perspective.

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## 10.2 MEN AND WOMEN TWO THREADS OF SOCIAL FABRIC

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God has created a bipolar world with men and women forming two pillars of our society. What differentiates men from women is the biological difference caused due to the presence or absence of Y chromosome which is responsible for the difference in anatomy. Due to this there is a difference in physical appearance and the biological capabilities. But one can say male and female form an important link of the life process.

Over the ages depending upon the capability, strength and weakness certain roles were attached to both sex and they were confined to these roles. Sex identity was created by god but its linkage with a particular job in society and restraints imposed due to this gave birth to what we know of as Gender. Gender is the socialised and culturally influenced denotation of sex often linked to specific roles within a given society. ... The World Health Organization (WHO) defines gender as: *“Gender refers to the socially constructed characteristics of women and men, such as norms, roles, and relationships of and between groups of women and men”*. Gender includes roles, behaviour which are expected by a society with respect to a specific sex along with the thoughts and pre conceived notions people have about behaviors, thoughts, and characteristics associated to a person's sex. Another related word is gender Identity which means how a person feels inside: man, woman, boy, or girl.

It is practically impossible to imagine a world of only man or only women, both men and women complement each other and are the essential pieces of the life puzzle. With the time and expanding public understanding of gender we have been able to break the traditional binary approach and accept the transgender or non-binary individuals respectfully.

In our society domains like technology: computers, cars, construction works, even electric plants & air condition systems have maximum male presence. Agriculture and science fields are also dominated by men. Women care about children: at home and at schools. Women choose occupations related to caring for others. Women are better at housekeeping. Women bring beauty, harmony, peace, things that are not tangible but necessary.

Men and women need each other. By comparing and contrasting genders as if men truly are from Mars and women from Venus the gender gap widens. Equality between men and women means that both genders should be treated equally for the rights, opportunities and freedom. If men and women possess the same skill at the same level in the workplace, their benefits and pay should also be the same. There may be a difference in pay according to their skills, however pay should never be different because of their gender. When men and women are treated unequally this is called sexism. But the way to rapid development, prosperity and happy society lies in equality of men and women. Increasingly the women are voicing their concerns and they are fighting for their rights.

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## 10.3 SOCIAL STATUS OF WOMEN

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Human is a social being. But the evolution of societies was gradual over the time base on needs, challenges and opportunities. The human groups passed through

different stages before being developed into a structured society as we see today. It all started with nomadic hunting and gathering , rural agrarian, urban , commercial , industrial and post-industrial stages . Irrespective of any culture all modern societies evolved from agrarian societies. Men and women have enjoyed their well-defined place in the society , however before the industrial revolution the male strength and endurance was the measure of political power. Men fought wars , hunted beasts , made buildings and ploughed fields owing to the greater stamina as compared to females. This resulted in defined roles related to gender in the societies which were linked to the position and respect. This came to be known as social status.

Social status is the level of respect, honour, power, competence, and influence attached to people, groups, and organizations in a society. In sociology or anthropology, social status is the honour or prestige attached to one's position or rank in the society. Class is an economic term whereas Status is a social or psychological term. It refers to a group of individuals who have a similar position in the economic system. It is the group of people sharing similar economic circumstances.

### 10.3.1 Women in Pre Vedic, Vedic and Medieval Era

In the ancient period gender discrimination was non-existent. Women were the masters of home and were highly respected. Pre-historic era had people moving around in search of food which involved both men and women so both men and women had equal participation in the economic life.

World over the societies were male dominated, women were not treated at par with men, had limited role in public and political life. They had an active role in religion. Roman Empire also had some powerful female rulers. Women presence was widespread in jobs related to agriculture, markets, crafts, as midwives and as wet-nurses. However, there were no social practices and restrictions for women in general.

In India there are evidences showing the worship of mother goddess. The wives position and presence was recognized and was mandatory during religious ceremonies. Girl's education was prevalent and the 'Sywamvar' practice which gave women exclusive right to select their husband of choice showed the freedom which women enjoyed.

The society was patriarchal and men dominated the social , political and economic domains. Women were expected to bear sons since the son performed the last rites and continued the lineage which made the birth of girl unwelcomed. Dowry and divorce did not exist at that time. There is mention in Rig Veda about inheritance right of unmarried daughters on the property of her father. The women held an honored position in the household. She was allowed to sing, dance, and enjoy life. Sati was not generally prevalent. Widow remarriage was allowed under certain circumstances. Since the olden times only the women was never deemed fit to be left independent and it was thought that she always required protection. There is also evidence that women were active in such public economic activities as wage-labour, as well as serving as temple dancers, courtesans, and court attendants. In later period women's purity and protection was very important and led to lowering of marriage age, which obstructed the girl's education. Due to this girls did not know their rights and had no say in choosing their life partner. This downgraded the position and status of women.

The medieval period caused major dent to women social status, was the breeding ground of several social evils and the women exploitation was at its peak that we are still struggling to overcome from it. The Muslim invasion brought female infanticide, Sati, child marriages, Purdah system, or zenana (the seclusion of women) in the society and women began to be treated as instrument of sexual satisfaction. Polygamy came into being, condition of the Hindu widows became more miserable and they were devoid of all rights. Jauhar, the practice of voluntary immolation by wives and sati - self-immolation of the widow and Devadasi system making women the brides of God with the duty to entertain kings, priests, and even members of the upper classes further added to the agony of the women.

### **10.3.2 Women in Colonial Era**

British established their rule in India and it was the kick start of modernization in the 19th century. In India at that time, the position of women was at its lowest stature. The reason was the prevalence of social evil like Sati, Purdah, low level of education, child marriage and devadasis tradition. The British rule undoubtedly, tried to put an end to all these evils. Supported by some educated Indian British took some bold steps and passed the famous resolution abolishing Sati by law on 4th December 1892 and making it punishable with fine, imprisonment or both.

Women actively participated in the freedom struggle, like Kasturba Gandhi, Jyotirmoyee Ganguli, Sarojini Naidu, Pravabati Devi, Latika Ghosh, Ashalata Devi, Neli Sengupta, Captain Laxmi Saigal, Aruna Asaf Ali to name a few. Many reform movements like Brahma Samaj of 1825, Prarthana Samaj of 1897 and Arya Samaj of 1875 were led by male reformers who fought for the freedom and development of women. Widow Remarriage was recognized by law in 1856. In spite of these reforms the women remained left out, trapped within the four walls and deprived of the basic human rights.

World over women were struggling for their rights. The industrialization that began in the eighteenth century was the change maker. In order to support families women became part of the manufacturing industry which broke all the ties and became the stepping stone to women liberation. With women working in large numbers a lot of changes were required and with different movement women started demanding for equal rights which paved way for many rules and regulations.

Women in west were enjoying new independence and inclusion in the factories and mines introduced by the industrial revolution and were bringing about structural changes in society which was paving the way for their bright future and independence. India however was untouched by all these reforms and was struggling with its own challenges and social taboos.

### **10.3.3 Status of Women in Modern Era**

Colonization disrupted Indian economy giving place to development of new town with factories, new revenue system and property rights. Swami Vivekananda has said that a bird can fly in the sky with the help of its two feathers, and in the same way the society can progress only by coexistence and equal participation of both the male and female. According to him in the bird of society, male forms one feather and women the other feather and without the same participation and same contribution of both the progress will never happen.

French revolution paved the way for human rights and women gradually rose to demand their own human rights creating their own identity. Women in India were struggling with social evils like child-marriage, practice of polygamy, severe restrictions on widows, non-access to education, and being restricted to domestic and child-bearing functions. Since then, there has been a continuous progress in the area of education among females through initiative by Swami Vivekananda, Annie Besant, Mahatma Gandhi, and Swami Dayanand Saraswati who took interest in the social and political rights of women. The women fought majorly for their upliftment and equality.

Today they are not only wives or mothers or girls, but they are educated, researcher, sportsperson, dancer, teacher, artist of drawing; song, actress, pilot, driver, engineer, doctor, reporter, fighter even they are also writer. Getting opportunity as a result of human rights and freedom the women today are facing different other problems like being tortured, discriminated, deprived, harassed and assaulted. Women in our country bear the extensive societal pressure to bear children specially sons to have a secured and joyful status in family. Girls being married at a younger age, girls dropping out of education, increased mortality due to child-bearing and violence against girls women such as rape, abduction, trafficking have tempered the sex ratio resulting in increased violence against women.

In India a number of laws were passed, acts were made to ensure equality, reservation in educational institutes / in government jobs, free education for girl child and other reforms have helped to uplift women. Women are now outshining men in almost all the fields. India can be reasonably proud of the success achieved by her women in every sphere of human activity. Meanwhile the world was far ahead in terms of women involvement, freedom and development. Worldwide women were successful in making their place, making contribution to economy, competing with men and were able to break the barriers establishing their parity in society as well as among fellow males.

### Check Your Progress 1

- 1) How men and women are two threads of social fabric? Elaborate

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- 2) Describe the status of women in different historical period.

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## 10.4 CHANGE AND GROWTH OF WOMEN

The problem of women was not only in India but due to continued exploitation and restriction imposed on women in the early ages they have been left out of the main stream. Other countries realized this and women inclusion began much earlier. In some countries women are still struggling for their rights. However the importance of this was realized at international level.



Gender equality was not only recognised as a basic human right, but its achievement was linked with enormous socio-economic outcomes. As popularly said 'women hold up half the sky' – increasing women participation was known to fuel economies, spurring productivity and development. Nonetheless, gender inequalities and bias have been deeply rooted in every society. Women were still struggling for access to respectable work and occupation, gender-based wage inequality and gaps and proper entrance to education and wellbeing.

Women in the entire world suffer cruelty, prejudice, unfairness and bias. Their presence in political and economic decision-making processes is scanty and so is their say. For a long time, the United Nations faced serious concerns to promote gender equality globally.

This issue has been so serious that ultimately in July 2010, the United Nations General Assembly formed UN Women; separate United Nations Entity for Gender Equality and the Empowerment of Women, at an international level to have a targeted approach towards women issues. UN Women has been constantly working toward upliftment of women all across, setting worldwide standards for achieving gender parity, and functioning with governments and civil society to devise and execute programs, introduce laws, policies, launch services desired to make certain that the female standards are effectively improved and women and girls globally benefit from the programs. It mainly focuses on four strategic priorities:

- Ensuring Women equality in leading, participating in and benefiting from authority systems
- Ensuring income security, respectable work and work conditions, grievance redressal and economic freedom for women
- Making the world of women free from all forms of brutality
- Ensuring contribution of women and girls in making world sustainable, peaceful and tolerant and providing equal opportunity in the impediment of natural disasters and human conflicts

Over the time society has now realised the central role of women and its contribution in stability, progress and development. With 43% of women on the world's agricultural force, and 70% to 80% in some country's women form a crucial part in the growth. They are rightly said to be the architects of the world in the capacity of mothers, vital force of building a healthy nation by preserving child's health and nutrition and by large the entire family's meal and diet planning. Women play the largest role of decision making in the economy from eating, educational and travelling decisions.

The involvement of women as an educator is important as it is the major force that can drive nation's ability to develop and grow. Mother is the sole motivation and push behind children urging them to attend school and study. The role of women in workforce as they comprise 50% share of the global population has transformed the national economy. Women small business also goes a long way to add to family's income and may build economic sustainability for future generations. One of the underlying forces of the exponential growth in the recent decades has been increase in women workforce, their increased participation and increased knowledge level.



Over the years with constant efforts at national, international levels women status is showing an improvement across world. Liberalisation and globalisation have been the vital forces in creating awareness, voicing out women issues and bringing gender equality and neutrality. Companies around the world are talking about gender ratios and are launching female recruitment drives. It has been established that female presence in companies work force and boards fosters growth and development. There are almost no areas where women presence is not there and world can be said to be moving toward full productivity utilization of the human resource.

## 10.5 TODAY'S WOMEN – LIBERATED AND EMPOWERED

Today's women rightly called as a SUPER WOMEN is widely accepted and acknowledged because she has accepted all increased responsibilities and new roles without shunning away from the prevalent contemporary roles of a home maker. She still carries and delivers the child even after holding a top-notch corporate position. She is always multi-tasking managing her entire world.

In the changing paradigm of the society the status of females has changed drastically. She is no longer confined to house and is achieving and conquering new frontiers each day. She is financially independent, competitive, educated, focused and self-motivated. Women are now well accepted in almost all domains though they are still in small numbers.

McKinsey survey on Women in the Workplace 2018 report shows that companies are extremely sensitive to gender multiplicity and make conscious efforts. But the pledge has not translated into consequential advancement and they have not succeeded in plugging gender gaps in hiring and promotions. And there is still a need to take more steps to create a considerate, comfortable, inviting and all-encompassing culture so women—and all employees—believe safe and sound, motivated, respected, and equal at work.

Men are more likely to be hired into manager-level jobs, and they are far more likely to be promoted into them.

Promotion rates by gender

For every 1000 men promoted to manager



Only 79 women are promoted to manager



Source: 2018 Leanin-Org and McKinsey Women in the Workplace study

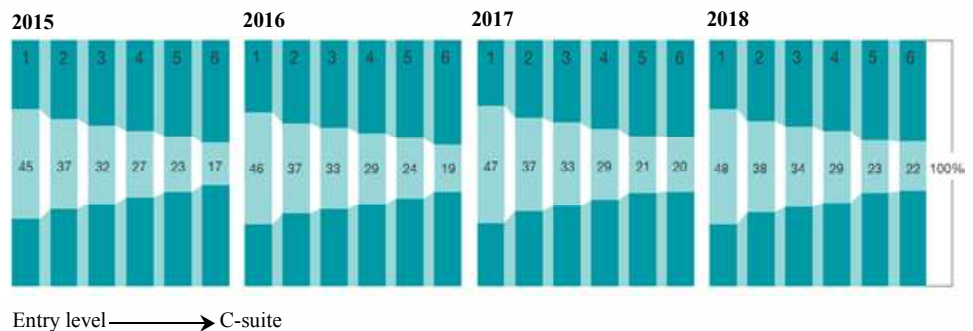
Countless factors contribute to a lack of gender multiplicity in the corporate workplace. A few factors include everyday sexual harassment, discrimination, loneliness and experience of being the only lady in the room. Thirty-five percent

of women in corporate America have reported to have experienced sexual harassment at some point in their professional careers with the intensity ranging from audible range of chauvinist jokes to being touched in a sexual approach.

Looking back over the last four years, the agonizingly slow improvement in women's representation in senior management becomes apparent.

Representation of women by corporate role 2015-18, % of employees

1 = Entry level 2 = Manager 3 = Senior manager/director 4 = Vice president 5 = Senior vice president 6 = C-suite



The survey shows improvement but the women reaching the top positions is still very less. Nevertheless, overall, we can say women are becoming financial independent. With the changing economic scenarios, spreading education, women liberalisation and more and more women becoming financially independent, taking high corporate responsibilities etc; women today is leading her own life. She is no longer dependent on family or husband to fulfil her needs. She has broken all barriers and has set herself free

## 10.6 WOMAN AND TOURISM

Tourism has developed into a large industry that knows no political, cultural, religious, ideological, philosophical, economic boundaries. For a long time, it was torn and fragmented but gradually evolved with a commercial identity. It is now viewed as a major economic activity of great value to the host country. So important that every country has a separate tourism ministry and UNWTO at international level. The Manila Declaration on World Tourism of 1981 accepted and declared tourism as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Over the years, tourism has witnessed continual intensification and evolution to become one of the fastest mounting economic sectors in the world. Contemporary tourism is a key driver for socio-economic advancement. Tourism has turned out to be one of the foremost players in worldwide economy, and represents one of the chief income sources for numerous developing countries.

Since long tourism was dominated by men as the aim of travel was mainly business, religious or war. One of the reasons being the travel was very challenging and dangerous. With the evolution and development of fast, comfortable and safe means of transport tourism got a big push and increasingly became popular as a recreational activity. With economic growth, freedom, education and change in women status now travel is equally loved by women.

Statics on women travel show that women consumers are now ruling the global travel economy. Due to financial independence they have a high capability to

earn more and spend more, which gives them a say in almost all the decisions made in the family. They now have a free hand to spend, especially on their own selves, and look after themselves.

Women's purchasing power is at an all-time high and accounts for 85% of all consumer purchases, which includes automobiles, health care and travel plans. Women are breaking all barriers by travelling to exotic destinations and indulging in adventure and experiential activities. There is a spike in number of women travelling alone. Women in all ages – student, young, entrepreneurs, homemakers, single, married, widowed, old, and gutsy are igniting a change, are becoming vivid travellers and thus propelling an explosive growth in the travel industry. It would not be wrong to say that women are now waking up to their own hidden powers and strengths and are living at their own free will.

### 10.6.1 Statistics at a Glance

According to the Harvard Business Review, women control tremendous spending capacities of \$15, which is double that of growth markets of China and India combined together. Forbes survey reveals that women make 80% of all travel decisions. Women in all capacities single, married, job oriented women or stay-at-home moms are the major decision makers as far as travel plans are concerned. With this high percentage, they almost nearly command the travel domain. As per Bond 75% of those clients taking cultural, voyage or nature trips are women. This has resulted in 230% augment in the number of women-only travel companies in past six years, valued exceeding \$19 trillion annually.

Women have different travel motivations than men do. 87% of women are motivated and attracted towards beautiful scenery, as compared to 72% of men, according to market researcher Yesawich, Pepperdine, Brown & Russell, 2005 Monitor.

As per Travel Industry Association, 32 million solo American women travelled at least once in the last year and out of every 10 women, 3 women made tracks. This shows the increasing interest of women towards travelling. The demographic analysis shows that single women aged 35 and older has been increasing as per the Census Bureau. The average adventure traveller a 47-year-old female and wears a size of 12 dress.

Business women are masters of multi-tasking, travelling and spending time away from home on business often means lot of off site management with beauty, shopping and eating on-the-go. Airports have successfully harnessed this opportunity and are catering to the needs of these big spenders and attracting them to binge while they are on-the-going. (Pandey, 2015).

### 10.6.2 Women Travel Trends

As per the available research, female travellers attach top most priority to safety and connectivity (Pandey, 2015)

**Personal Safety:** Tops of the list of what women travellers

**Connectivity:** Due to their responsibilities and multiple chores they are always active and need plenty of Wi-Fi connectivity to stay connected.

Being Valued: Women join loyalty programs and stick with brands they like. Being treated in a special way with discounts, loyalty rewards, offers and privileges .

Empowerment: Lounges that maintains personal wellbeing (massage chairs, foot spa treatments, nail art and French manicures ,healthy food options, etc.) are looked upon by most women.

Personal Comfort: Comfort is also an important factor in women travel pattern. Facilities making journey stress-free and convenient, like changing rooms, nursing rooms are preferred by women of all ages (Pandey, 2015)

The industry has already started responding. For case in point, Wyndham Hotels and Resorts has partnership with American Airlines and offers 20% concession on hotel bookings for women with add on special spa offers. When women travellers are planning their holidays they keep Health, wellness and beauty on high priority.

An Australia-based tour management company, Whyte Group has launched an all-women Thailand spa and wellness treatment tour, and will expand to other Asian countries in the upcoming months.

Mr. Sudhir Patil of Kesari Tours Mumbai, India (Leisure TA) also recognizes the unparalleled growth of this sector which he calls 'woman power' when a 'ladies special' recently departed from India to Bangkok with 320 ladies keen to familiarise Thai marriage ceremonies and spa activities. This was a turning point, an all women trip to Thailand. Hotels in India and other countries have realized the potential of this untapped and growing segment. They have already started responding positively towards the topmost concern of security for independent women travellers and high-end hotels are offering protected floors for women.

In India, five-star hotels are devoting whole separate floors to women business travellers, all women floors with feminine touch and amenities. These provide improved defence and female housekeeping staff as well as other exceptional services. The Fleming Hotel became one of the city's first hotels to fashion an enthusiastic women's floor 'Her Space', in Hong Kong which is a female only floor. It has special provision to cater to specific needs of female business travellers. The rooms are innovative featuring a variety of tailor-made amenities, like customised mini-bar, vanity kits, leg massager jewellery box and facial steamer. The Jumeirah Emirates Tower Hotel in Dubai also has an exclusive Chopard Ladies floor.

The rooms of this floor are serviced exclusively by female personnel. The rooms are adorned with beautiful flower arrangements, a dedicated make-up fridge and lavish Chopard bathing products. There is a provision of in-suite yoga, a bathrobe and kimono are also provided. Solo female travellers can feel comfortable and safe as the floor is only serviced by female. The female travellers are pampered with fine linens and duvets, and exclusive amenities made from a unique blend of ingredients.

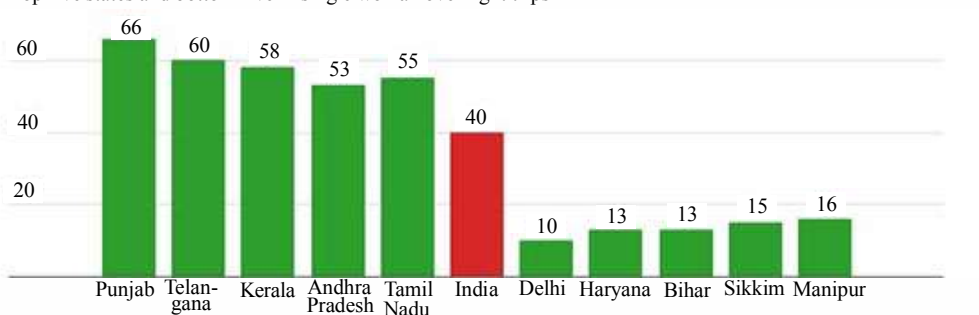
"Solo women travellers" preferred wellbeing and rejuvenating activities of yoga and spiritual three times more over as compared to those women travelling in group. The group women travellers are keener on sightseeing and shopping.



Not to miss the domestic travel statistics, which are also not left untouched and show the change in trends. As per the report released by the National Sample Survey Office (NSSO), Ministry of Statistics and Programme titled “Key Indicators of Domestic Tourism in India” (India, 2014)

Percentage of women travelling alone of all single member trips (state wise)

Top five states and bottom five in single woman overnight trips



**Chart 1.10 Domestic women travel trends, Source: (India, 2014)**

19% of Indian households reported at least one overnight trip with purposes as holidaying, leisure & recreation, health & medical and shopping. This percentage became 21% during the last 30 days from the date of survey. The purpose was mainly health and medical, followed by religious and pilgrimage trips.

A big chunk, almost half (48%) of all single member trips undertaken by households were performed by women, in both rural and urban areas, majorly for health & medical purposes.

### 10.6.3 Women in Tourism

Women across levels are now shaping up the hospitality industry with their hospitality instincts. Women leaders in this sector have created a more encouraging environment for other women and helped build a work-life balance. As per industry reports, their caring instinct, soft skills and higher emotional quotient gives better results within the team. With such positive changes, the future of women in hospitality industry looks positive, but there is still a long way to go. UNWTO gave **Global Report on Women in Tourism 2010** which for the first time tried to map the involvement of women in tourism globally, in the context of developing countries. Following were the key findings-

- 1) Women make up a robust percentage of the formal tourism
- 2) At service and clerical level jobs women presence is plenty but very few at proficient levels
- 3) Women in tourism are subject to pay discrimination and get 10% to 15% less than their male counterparts
- 4) The tourism sector has almost double the number of women employers as other sectors
- 5) One in five tourism ministers globally are women

In the view of above all it would not be wrong to say that Tourism is the Vehicle for Women's Empowerment. Globally, the tourism industry seems to be significant employment sector for women (46 % of the employees are women) as their percentages of service in most countries are privileged than in the workforce in

general (34 - 40 % are women, ILO data). For encouraging the women's participation in tourism activity, United Nations World Tourism Organization (UNWTO) which has taken the theme "Tourism opens doors for women" for its celebration of the World Tourism Day on 27th September 2007, recognized that the women, with their presence in this sector, have contributed to the cause and betterment of tourism in their own unique way.

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## 10.7 OPPORTUNITIES AND CHALLENGES FOR WOMEN IN TOURISM

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In India, women represent service sector due to their pleasing nature of working. The marketing of tourism, aviation and hospitality services, often choose women as the '**brand face**' of the sector.

Certain Skills which are accountable for the increase of women in tourism industry and subsequently their success are:

- Social, soft spoken, sensitive and beautiful pleasant personality.
- Dressing style /sense and attractiveness.
- Adjustable, caring and co-operative in nature
- Responsive and hardworking
- Customer handling skills and empathy
- Strong communication skills etc.

In addition to this Tourism has a plentiful employment multiplier-effect, low barriers to entry, wide variety of jobs to suit individual needs , shift working hours which are conducive making tourism a preferred work place for women and minority groups than other industries.

- Tourism offers entrepreneurship opportunities in food products, tour guiding, handicrafts and many other areas.
- Tourism offers part-time and shift work that can be accommodating to women to manage the balance of household responsibilities.

The major limitations and challenges of the tourism industry for women are as follows:

- a) **Sexual harassment and sex tourism:** Declaration on the Prevention of Organized Sex Tourism was adopted by UNWTO in 1995, which defines sex tourism as "*trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination.*" This sometimes leads to abuse and violence against women.
- b) **Unawareness of women about tourism education/ training and ignorance about immense opportunities with this sector:** One of the adverse factors is unawareness of tourism education and training. The Govt. of India has made many efforts through government agencies, NGOs and tourism institutions for creating the awareness of employment in tourism. For example, "Hunar se rozgar", "Earning while learning" etc.



- c) **Lack of resources for tourism educational:** Although the Indian government has invested a lot additional amount for tourism endorsement and infrastructure expansion but the satisfactory researches has not been prepared for tourism promotion and development in the industry so there is lack of resources for tourism edification also.
- d) **Bad representation of Women's image:** Women are supposed to dress in an “attractive” way, to look gorgeous and deal with sexual harassment by customers. Women are regularly part of tourism promotion in leaflets, brochures and advertisements adding on to the Stereotypical and sexist images. This is not taken in a positive way and many parent refrain from sending their daughters in this sector.
- e) **Male dominance in the tourism organizations:** With women traditionally being present in large numbers majorly absent in management positions, organizational culture is perceived as being male dominated. This is also seen as a hindrance in moving up the career ladder.
- f) **Odd working hours/ Seasonal Nature of business**
- g) **Work life balance:** Being a service industry, the job requires one to compromise on their family time by being present 24\*7. However, with new policies incorporated by organizations women have more freedom to work out their schedule. Most of these policies have been pioneered by women leaders as they more sensitive and understanding of the situation.

### Check Your Progress 2

- 1) What do you mean by gender equality?  
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.....  
.....
- 2) Describe the condition of women in present world.  
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.....  
.....
- 3) Discuss the role of women in travel and tourism development  
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.....  
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## 10.8 LET US SUM UP

It can therefore be concluded that women on one end are fuelling tourism growth by increased travelling and on the other hand they form the majority employees of tourism industry. It's a “for women by women situation” Tourism is serving both a vehicle of economic independence and personal liberation for women. Undoubtedly women form an important string of tourism whether we talk about

the service provider or customer. It offers a lucrative career for women as the industry is now much more organised, safe, professionally managed and promising.

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## 10.9 KEY WORDS

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**Gender** : Refers to the socially constructed uniqueness of women and men, such as norms, roles and relationships of and between groups of women and men.

**Sex Tourism** : Trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the crucial rationale of effecting a commercial sexual relationship by the tourist with inhabitants at the destination

**UNWTO** : United Nations World Tourism Organisation

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## 10.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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<b>Check Your Ptrogress 1</b>
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- 1) See Sec. 10.2
- 2) See Sec.10.3

<b>Check Your Ptrogress 2</b>
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- 1) See Sec 10.4
- 2) See Sec 10.5
- 3) See Sec.10.6

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## UNIT 11 EARLY FORMS OF TOURISM

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### Structure

#### 11.0 Objectives

#### 11.1 Introduction

#### 11.2 Early Forms of Travel

##### 11.2.1 Travel by Land

##### 11.2.2 Travel by Canals and Water Routes

##### 11.2.3 Travel by Hot Air Balloon

##### 11.2.4 Travel by Railways

#### 11.3 Travels through the Ages

##### 11.3.1 The Empire Era

##### 11.3.2 The Middle Ages or the Medieval Period

##### 11.3.3 The Renaissance Era

##### 11.3.4 The Grand Tour Era

##### 11.3.5 The Mobility Era

##### 11.3.6 The Modern Era or the Era of Industrial Revolution

#### 11.4 Holidaying Practices during Inter-War Period

#### 11.5 Post War Period and Holiday Practices

##### 11.5.1 Holidaying Practices

#### 11.6 Let Us Sum Up

#### 11.7 Answers to Check Your Progress

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### 11.0 OBJECTIVES

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This Unit discusses the growth and history of travel and tourism. After reading this Unit learner will be able to:

- state the early forms and different types of travel,
- explain the overview of Travel trends against the backdrop of historical developments,
- discuss the holiday practices seen during the inter war period; and
- explain the affect of war on the holiday practices

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### 11.1 INTRODUCTION

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The term ‘**travel**’ may have originated from the Old French word ‘**travail**’, which means work. According to historians, the first known use of the word travel was in the 14th century. Long before the invention of the wheel, travel occurred for a variety of reasons. Travel dates back to antiquity where wealthy Greeks and Romans would travel for leisure to their summer homes and villas in cities. Since these early travelers moved on foot, they were confined to fairly small geographic areas. Over a period of time travel involved travelling over water on boats and ships that allowed travel over a greater geographical area. While early travel was

slower, more dangerous, and more dominated by trade and migration; over the years, cultural and technological advances have made travel easier and more accessible. This Unit introduces learner to how travel has taken place over the years and how it has paved the path for package tours and the growth of travel and tourism industry, as we know of it today. The knowledge of the historical events and their affect on the growth of the tourism industry will help us plan and strategise the development of tourism activities.

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## 11.2 EARLY FORMS OF TRAVEL

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From the beginning of the history, humans have travelled either for food or suitable shelter. Over a period of time humans learned about fire, the skill of growing food, domestication of animals as well as the skill of building dwellings that was weather appropriate; and they started staying at one place instead of being on the move at all times. Staying at one place did not stop humans from travelling as they would be dragging or pulling i.e. transporting commodities as well as themselves for even better opportunities. Initially Humans developed the means to travel by land, and subsequently means to travel by water, rail and air were also developed.

### 11.2.1 Travel by Land

The most common and the cheapest mode of travelling any distance was and still is walking. People would travel by foot for extraordinary distances to get supplies or to visit friends and families. The lower classes rarely, if ever travelled for pleasure. Another popular means of travel was by Horseback. Farmers used carts for work around the farm and to cart supplies to town for sale of trade. Some other major modes of land transportation in India in the early times were Bullock Carts and Palanquin. Few modes of transport across the world in the ancient times were:

#### i) The Sledge: 7000- 4000 BC

Wooden sledges were popular among communities living by hunting and fishing in the Northern Europe, on the fringes of the Arctic. Dogs were used to pull these sledges over the snow.

#### ii) Horse and Chariot.

Horses were available in Mesopotamia by 2000 BC, not much later a two wheeled chariot was developed. Its super structure was made of light wood, and its wheels were not solid, rims were made of bent wood held in places by Spokes. A horse could pull a chariot at a trot upto 8 miles an hour and at a gallop twice as fast.

#### iii) Stagecoaches, Mail coach and Wagons

Stage coaches were introduced in France in the early 18<sup>th</sup> Century. The first mail coach ran from Bristol to London in 1784. These coaches were primarily used to carry the postal mail in special coaches with Good Horses, armed guards and no outside passengers. It was so successful that soon this service was extended to 16 more towns of England. Wagons were pulled by four or six horses and were designed purely for freight carriage.

The **History of Roadways** in India began with the “*pugdundies*”. Pugdundies were small paths naturally created due to frequent walks. Development of roads drastically changed during the Maurian rule in the 4<sup>th</sup> Century, when high roads were built to facilitate the merchants. These were the forerunners to the modern Grand Trunk Road.

Interesting concept of plank roads were introduced in Canada in 1830s and in New York in the mid 1845, in which large wooden planks were used for the construction of roads. In India the task of reviving and renovating the ancient routes was taken by the East India Company.

### 11.2.2 Travel by Canals and Water Routes

The canal “boom” began in the 1810s as a means of connecting existing waterways. By 1816, there were 100 miles of canals in the United States; only three canals were longer than two miles, thereby indicating the prevalence of short, local connecting spurs. Flatboats were commonly used until the 1830s when steamboats began to dominate river trade and travel on the Great Lakes. The advantages to this form of transportation were speed and economy, plus connections of internal waterways with major ports. Although we have made much technological advancement in water transportation, since early 17<sup>th</sup> century, transcontinental journeys are still treacherous and time consuming. Ships travelling across the Atlantic take six to eight weeks, some time even longer depending on weather conditions. India had developed sea transport for facilitating its trade with other countries. Nevertheless, accounts of travellers like Fa-Haien indicate that Indian Sea Faring technology remained inferior to Romans, Viking, and other such civilizations.

### 11.2.3 Travel by Hot Air Balloon

In November 1780 a French Manufacturer of paper Joseph Montgolfier raised a Balloon to 3000 ft which made it stay in the air for 10 minutes. This was the precursor of travel by air. The Hydrogen Balloon at present prevails over the Hot air variety, because of its greater sophistication and efficiency.

### 11.2.4 Travel by Railways

The initial development of railway system occurred in the eastern United States during 1820s and 1830s. The Baltimore and Ohio Railroad were chartered in 1828 and had thirteen miles of track operation by May, 1830. Charleston, South Carolina, built the second railroad in the nation by 1833, which totaled some 136 miles. To the north, three short lines operated out of Boston by the early 1830s. During the same decade, roughly three miles of rails were built for every two miles of canal, resulting in the relative parity of both rail and canal systems by 1840. In 1850, the number of miles of rails exceeded total canal miles by nearly two times.

During the same time in India, country’s first train ran in 1837 from Red Hills to the Chintadripet Bridge in Madras; and was used to transport granite for road-building purposes. India’s first passenger train, hauled by three steam locomotives ran for 34 kilometres with 400 people in 14 carriages on broad gauge track between Bori Bunder (Mumbai) and Thane on 16 April 1853. Subsequently, Mumbai-Thane line was extended to Kalyan in May 1854. The first passenger

train of Eastern India ran 39 km from Howrah, near Kolkata, to Hoogly on 15 August 1854. The first passenger train in South India ran 97 km from Royapuram-Veyasarapady (Madras) to Wallajah Road (Arcot) on 1 July 1856. As in other parts of the world, in India also, the advent of railways greatly affected the way people in India travelled.

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## 11.3 TRAVELS THROUGH THE AGES

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In the previous section you have read about the early forms of travel and the gradual developments that took place and affected the travel industry. Similarly, the growth and development of tourism can also be traced through the ancient times till modern times.

### 11.3.1 The Empire Era

Tourism as an industry probably began to develop during the Empire Era, which stretched from the time of the Egyptians to the Greeks and finally came to an end with the fall of the Roman Empire. During this era, people began traveling in large numbers for Governmental, Commercial, Educational and Religious purposes out of both necessity and pleasure. The Egyptian Kingdoms (4850–715 B.C.) were the first known civilization to have consolidated Governmental functions at centralized locations. Travel to these locations by boat was particularly easy because travelers could use the Nile River, which flowed northward but was constantly brushed by southward breezes. As travel became commonplace, basic necessities such as food and lodging had to be provided. Several factors combined to encourage travel during the height of the Egyptian, Greek, and Roman Empires. Large numbers of travelers began to seek out enjoyable experiences in new locations. The most notable group of these travelers, because of their numbers, were the Greeks. The Greek Empire (900–200 B.C) promoted the use of a common language throughout much of the Mediterranean region, and the money of some Greek city states became accepted as a common currency of exchange. As centers of Governmental activities, these city-states became attractions in themselves. They offered visitors a wide variety of opportunities to enjoy themselves while away from home. The growth of the Roman Empire (500 B.C–A.D 300) fostered expanded tourism opportunities for both middle-class and wealthy citizens. Good roads and water routes made travel easy. As these roads were developed, so were lodging facilities, which were located approximately 30 miles apart, making for a day's journey. Fresh horses could be hired at the inns. The roads, that connected Rome with places such as Gaul, Britain, Spain, and Greece, eventually extended into a 50,000-mile system. The most famous road was the Appian Way, joining Rome with the "heel" of Italy. Many of the hassles of travel to distant places were removed since Roman currency was universally accepted and Greek and Latin were common languages. In addition, a common legal system provided protection and peace of mind, allowing people to travel farther away from home for commerce, adventure, and pleasure. Just like the Greek city-states, cities in the Roman Empire became destination attractions or wayside stops along the way to a traveler's final destination.

### 11.3.2 The Middle Ages or the Medieval Period

The Middle Ages or the Medieval Period was also known as the dark era of Travel. Travel almost disappeared during the Middle Ages (5th–14th centuries A.D). As the dominance of the Roman Empire crumbled, travel became dangerous



and sporadic. The feudal system that eventually replaced Roman rule resulted in many different autonomous domains. This breakdown in a previously organized and controlled society resulted in the fragmentation of transportation systems, currencies, and languages, making travel a difficult and sometimes dangerous experience.

### 11.3.3 The Renaissance Era

As the Roman Catholic Church gained power and influence, people began to talk of Crusades to retake the Holy Land. Although conquest and war were the driving forces behind the Crusades, the eventual result was the desire of people to venture away from their homes to see new places and experience different civilizations. After the Crusades, merchants such as Marco Polo traveled to places well beyond the territories visited by the Crusaders. Reports of Polo's travels and adventures (1275–1295) across the Middle East and into China continued to heighten interest in travel and trade. The rebirth in travel emerged slowly during the Renaissance (14th–16th centuries). Merchants began to venture farther from their villages as the Church and kings and queens brought larger geographic areas under their control. Trade routes slowly began to reopen as commercial activities grew and merchants ventured into new territories.

The idea of traveling for the sake of experiences and learning can probably be attributed to the first recorded “tourist,” Cyriacus of Ancona. His journeys took him around the Mediterranean Sea in a quest to learn more about and experience Greek and Roman History. The desire to learn from and experience other cultures heightened awareness of the educational benefits to be gained from travel and led to the Grand Tour Era.

### 11.3.4 The Grand Tour Era

The Grand Tour Era (1613–1785), which marked the height of luxurious travel and tourism activities, originated with the wealthy English and soon spread and became fashionable among other individuals who had time and money. Travel, and the knowledge provided by these travels, became a status symbol representing the ultimate in social and educational experiences. Grand Tour participants traveled throughout Europe, seeking to experience the cultures of the “civilized world” and acquire knowledge through the arts and sciences of the countries they visited. Their travels took them to a variety of locations in France, Switzerland, Italy, and Germany for extended periods of time, often stretching over many years. Although the desire to participate in the Grand Tour continued, the Industrial Revolution, which began in 1750, changed the economic and social structures forever. Economic growth and technological advances led to more efficient forms of transportation, the integration of markets across geographic and international boundaries, and higher personal incomes for larger numbers of people. Travel became a business necessity as well as a leisure activity, and tourism suppliers rapidly developed to serve the growing needs of travelers. The days of leisurely travel over extended periods of time to gain cultural experiences faded away as fewer and fewer people were able to take advantage of these time consuming opportunities.

### 11.3.5 The Mobility Era

During the Mobility Era, Growing economic prosperity and the advent of leisure time as well as the availability of affordable travel ushered in a new era in the

history of tourism. People who were no longer tied to the daily chores of farm life began to search for new ways to spend their precious leisure time away from their jobs in offices, stores, and factories. The Mobility Era (1800–1944) was characterized by increased travel to new and familiar locations, both near and far. Tourism industry's activities began to increase as new roads, stagecoaches, passenger trains, and sailing ships became common sights in the early 1800s. Great Britain and France developed extensive road and railroad systems well before Canada and the United States. Thomas Cook (1808–1892) can be credited with finally bringing travel to the general public by introducing the tour package. In 1841, he organized the first tour for a group of 570 people to attend a temperance rally in Leicester, England. The next major steps in the Mobility Era were the introduction of automobiles and air travel. Although automobile technology was pioneered in Britain, France, and Germany, it was Henry Ford's mass production of the Model T in 1914 that brought individual freedom to travel, opening new horizons for millions of people. Winged travel was not far behind, and the time required to reach faraway places began to shrink. Orville and Wilbur Wright ushered in the era of flight with their successful test of the airplane in Kitty Hawk, North Carolina, in 1903.

### 11.3.6 The Modern Era or the Era of Industrial Revolution

The seeds of mass tourism were planted during the first half of the 20th century when industrialists created paid vacation, believing that annual breaks from work for employees would increase productivity. The working and middle classes in industrialized countries thus were given the financial means and the time to satisfy their newfound wanderlust. Following the end of World War II, several additional factors helped encourage the growth of tourism. Cars were again being produced in large numbers; gas was no longer rationed; and prosperity began to return to industrialized countries. As American families travelled around the country in cars, the motel business began to boom. Also in the 1950s, hotels and motels expanded quickly through the newly adopted franchising development model. The introduction of jet travel in the 1950s and its growing popularity in the 1960s further accelerated growth in both domestic and international travel. Time, money, safety, and the desire to travel combined to usher in an unparalleled period of tourism growth that continues today.

#### Check Your Progress 1

- 1) Discuss the various modes of travelling by road in the ancient times.

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- 2) Why is the Medieval Period referred to as the Dark Era of travel?

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## 11.4 HOLIDAY PRACTICES DURING INTER – WAR PERIOD

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In context of the history, the inter war period was the time between the end of the first World War in November 1918 and the beginning of the Second World War in September 1939. Though the period represented a short period of time, this era brought significant changes in Tourism. Economic recovery was already a tough task before the great depression between 1929-1930 that spread from USA to Europe. This quickly brought the already stressed economies to a halt.

The development of tourism and holiday practices in the 20th century can be divided to identify a phase between 1915 and 1945, which covers the stagnation in tourism as a result of the First World War. The loss of lives and economic slowdown from the First World War was closely followed by the century's most vicious outbreak of "Spanish Flu" that claimed 21 million lives around the world along with transitional developments that steadily acquired importance.

There was a period of growth between 1871 and 1913 in which, the number of stays in a hotel or other form of holiday accommodation in Germany rose. During this period, it was estimated that tourism grew faster than the level of growth in the population. The travelers mainly belonged to the upper middle class, and soon the entire middle class, made their way to the newly opened coastal resorts on the North and Baltic Seas, as well as to the spa, health and gambling resorts. Germans took to bathing holidays relatively late in comparison to the pioneering British for health reasons, with socializing and recreation coming later. However, they became increasingly popular, as evident in the development of famous locations, coastal resorts and beaches. The ski and winter tourism retained its niche clientele at the turn of the century.

The dominant motif of travelling and holidaying after 1900 was recuperation. However, only those involved in intellectual work had an established right to relaxation. This right was extended from nobles, the middle-class professionals and high-ranking bureaucrats to entrepreneurs, merchants, mid-ranking bureaucrats, white-collar workers and teachers. Most European countries lacked strict holiday rights before 1900. With the exception of a few pioneering cases, paid time off work for more than a day only became established in law after the First World War. It was only relevant to state employees, and holidays for other employees remained the exception before the First World War, only becoming possible after it. Similar developments took place in Switzerland. Holidays for the civil servants of the federal administration were first subject to regulation in 1879, but only established as a legal right in 1923. In Switzerland, this right was not regulated uniformly. The situation developed independently, although from the 1930s collective work contracts became important; one paid week off was usual. Only after 1945 did most countries extend their laws on holidays to the entire labour force. Germany did not pass a general law on holiday rights until 1963.

One innovative new form of holidaying that also came to include families with children was the “summer retreat”. From the 1870s the term, first used in 1836, referred to a middle-class holidaying practice whose practitioners sought relaxation in the countryside as an alternative to the seaside during the summer. At first, the lower middle and working classes could not afford a summer retreat with the family, while Sunday excursions became a custom for middle-class families before 1914. These slowly extended to the whole weekend and then several days.

After the crisis of the First World War, the summer retreat offered a simple, healthy and economical holiday which from the 1920s was accessible to employees and workers on low incomes. Love of the countryside and a desire for the simplicity of rural life (inspired by a critical view of the city) preferably in the beauty of low mountain ranges; seem to indicate a particularly German variety of the summer retreat, which differed from trips to Scandinavian or Russian holiday cottages.

The presence of people on summer retreat left behind the first traces of a touristic infrastructure. For example, the designation of walking trails and the construction of guest houses, forest restaurants, observation towers and recreational opportunities.

Between 1933 and 1939, the National Socialist regime in Germany brought new impulses, an increasing amount of travel and holidaying practices aimed at the masses. These developments overcame the once essentially middle-class nature of travel by creating a social or popular tourism characterised by the state organization of holidaying and recreation. It goes without saying that tourism served the political system and the National Socialist ideology. The various stages and graduated pattern of use of the new tourism are conspicuous, providing an object lesson in the inherent potential for a totalitarian regime to exploit tourism politically. This form of holidaying, guided from above, was characterized by its claim to democratization on behalf of the general workforce, the Volk. Hitler wanted to grant the worker a satisfactory holiday and do everything to ensure that this holiday and the rest of the free time would provide true recuperation. The National Socialists implemented this goal through the creation of a body to organise recreation (“The National Socialist Association Strength through Joy” – KdF) and a ministry *Reisen, Wandern, Urlaub* (“Travelling, Hiking, Holiday” – RWU). Walking tours, train journey, cruises with accommodation and meals achieved great popularity. This is evident from record statistics that testify to an unprecedented boom in travel.

On the whole, it is generally true that the KdF movement contributed to the development of mass and repeat tourism and thus, to a certain extent, its democratization, albeit at the cost of the broad masses and to the benefit of the Nazi regime. The success of the KdF holidays was based on the interaction of three factors: (1) The need to work and lack of money no longer ruled out going on holiday; (2) Holidays were offered at the lowest prices possible; (3) The organization commanded a closely meshed network that adapted itself to the workers’ needs rather than the other way round.

At the same time, the German private tourist industry underwent a tremendous boom with the construction of youth hostels and camping sites and in catering to the middle-class holidaymakers who gradually returned to the more up-market forms of tourism.

## 11.5 POST WAR PERIOD AND HOLIDAY PRACTICES

Mass tourism received an additional boost after World War II which ended in 1945. During this war, millions of people throughout the world, including over 17 million Canadian and U.S. citizens, were exposed to many new, different, and even exotic locations as they served in a variety of military assignments. Military service forced many people who had never traveled before to do so, and they were eager to share their positive experiences with family and friends when they returned home.

In 1950, the credit card was born in the form of the Diners Club Card. Credit cards provided travelers with purchasing power anywhere in the world without the risk of carrying cash and the hassle of currency exchange. The enormous boom during the post-war period was bound up with economic growth, technological progress, a high level of competition and the creation of new destinations and travelling styles. The increase in recreational mobility among broad strata of society should be seen against this background. Various factors brought about this boom, including rising affluence, urbanization, the unprecedented construction of transportation and communication networks, and the increase in leisure time, as a result of shortening working hours, all of which shaped socialization.

The apex of European tourism began in the 1960. In response to the economic situation and strategic innovations in the market economy, commercial tour operators and travel companies transformed the nature of competition through increasingly cheaper offers, propelling it in the direction of mass tourism, introducing new destinations and modes of holidaying. Here, tourism produced its own structures and secondary systems. Many travel agencies and tourist organizations were set up, while department stores also offered package holidays. The replacement of bus and rail travel with journeys by car and caravan, and later by air, provided a powerful stimulus. Charter tourism occupied a flourishing market sector and established itself with cheap offers for foreign holidays. Foreign tourism first affected neighbouring countries and then more distant destinations. From about 1970, journeys abroad clearly represented the majority; this trend towards foreign holidays has recently grown even stronger. In general, the number of teenagers and adults taking foreign holidays rose more than threefold over the last 40 years, before 1991.

However, the increase in tourist traffic hints at another social and structural expansion; the impact of which has been gaining strength since the 1990s. Holidays and travel are becoming accessible to ever broader strata of the population that corresponds to tourism's apparently unbridled potential.

### 11.5.1 Holidaying Practices

Recent developments in communication technology—internet, mobile, instant messaging, presence tracking, etc. have begun to change the nature of Holidaying. Holidaying has become a widespread social practice in advanced economies as economic prosperity has led to leisure being regarded as essential part of individual and community well being. Some of the holidaying practices may be described as follows:



- 1) **With Family and Kids:** Family Holidaying refers to recreation taken together by the family. The intended purpose of Holidaying is for family to get away from day-to-day chores and to devote time specifically for the relaxation and unity of family members. Family vacation can be ritual—for example, annually around the same time—or it can be a one-time event. It can involve travel to a far-flung spot or, for families on a tight budget, a stay-at-home Holiday. Some examples of favourite family vacations might include family cruises, trips to popular theme parks, ski vacations, beach vacations, food vacations or similar types of family trips. With formation of nuclear families, members of the family tend to migrate to new locations. The actual purpose is to bring members of the family closer and young siblings to know each other. Family tourism is driven by the increasing importance placed on promoting family togetherness, keeping family bonds alive and creating family memories.
- 2) **Adult only:** One of the latest trends is adults only vacations. Resorts and hotels are offering special Adults Only packages where couples and adults can enjoy a child-free holiday. This travel practice is now popular with not only young teens and couples but also with retirees and old partners who would like to spend time together after retiring from work or business.
- 3) **Individual or travelling alone:** The idea of exploring the new destinations alone may be intimidating to some, but research shows that travelling solo is about to become increasingly popular. To meet the demand for solo holidays, holiday companies are now offering incentives to attract single travellers, including dedicated solo travel holidays and the scrapping of the single supplement, a premium charged to people who take a room alone.
- 4) **Adventure and sports:** Tourists could be adventure enthusiasts for a particular sport or activity, hence seeking adventure trip after trip or maybe, seeking a new activity in every trip, while never exploring destinations. Adventurers could be extreme adventurers, who may not seek commercial support to practice an activity, and may look for difficult inaccessible locations. Many travellers are taking up the task of travelling to new places to experience the season of sports activities and adventure sports across the Globe. Travelling to experience the game of Olympics or big tournaments, and adventure activities like river rafting, Canoeing, rock climbing etc can be termed as practice for experiencing adventure and sports.
- 5) **Disabled friendly:** Awareness in this regard is growing. Many people with disabilities opt to book their holidays with a travel agent who is well versed in the needs of those with different kinds of disabilities. With the growing number of disabled friendly destinations and Hotels, physically challenged travellers are opting to travel to far flung destinations. Stringent laws in many nations have made better provisions for service to disabled travellers with rooms and locations specifically designed for their smooth movement. The provision of hand grips in the wash rooms, provision of ramps for the smooth movement of medical equipment such as wheel chairs, is making tourism accessible.
- 6) **Amusement and theme parks:** Artificial holiday worlds in the form of amusement parks and theme parks are becoming increasingly important. These are made up of post-modern pseudo-events, simulated worlds and



hyper-realities which the tourists internalize as adventure, fun, game and competition, despite the fact that the visitors see through their artificiality. This represents a shift that is noteworthy on account of its systematic nature.

The global characteristics is breaking down boundaries by mutating and is thus moving towards a globalised system with specific, increasingly interchangeable forms and modes of experience.

### Check Your Progress - 2

- 1) What do you understand by summer retreat?

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- 2) What is the contribution of KdF movement to tourism ?

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- 3) Discuss holidaying practices seen in the post war period.

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## 11.6 LET US SUM UP

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From the perspective of today's tourism it seems that the ancient period gave birth to the trips which are by their features and participants' motivation and behaviour quite similar to today's travel. Ancient travellers had three main motives – religion, sport and culture, for which they travelled; in the modern parlance termed as “religious tourism”, “sports tourism” and “cultural tourism”. Ancient predecessors probably did not always perceive all these as a pleasure if one bears in mind the hardships and huge physical effort of the then trip-making. Although it is held that adventure tourism is of more recent origin, it is evident that the trips in antiquity represented a genuine adventure, that some of the present day adventure seekers might find extremely appealing. Anyway, in those distant times, as it is a case today, there existed individuals possessing a huge sense of curiosity and need to delve into and explore the world that surrounded them, ready to invest effort and take a serious risk. Travel and tourism activities during the inter war period and post war period shows that travel and tourism activities are affected but never completely over as new trends are developed and different purposes of travel identified.

Travel would continue but it will always be deriving from its past and from the ancient ways; while being shaped by world incidents happening around.

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## 11.7 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See section 11.2.1 and frame your answer
- 2) See section 11.3.2 and frame your answer
- 3) See section 11.3.6 and frame your answer

### Check Your Progress 2

- 1) See section 11.4 and frame your answer
- 2) See section 11.4 and frame your answer
- 3) See section 11.5.1 and frame your answer



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# UNIT 12 FOUNDATION OF TOURISM

## BUSINESS

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### Structure

- 12.0 Objectives
- 12.1 Introduction
- 12.2 Approaches to Travel and Tourism
- 12.3 Factors Setting the Foundation of Tourism
- 12.4 Types of Journey
  - 12.4.1 Long Hauls
- 12.5 Thomas Cook and Package Tours
- 12.6 Mass Tourism
  - 12.6.1 Boom in Mass Tourism
  - 12.6.2 Factors Promoting Modern Day Mass Tourism
- 12.7 Precursors of Modern Tourism
- 12.8 Role of Transportation in Shaping Tourism
  - 12.8.1 Charter Flights
  - 12.8.2 Charter Trains
  - 12.8.3 Cruises
- 12.9 Let Us Sum Up
- 12.10 Answers to Check Your Progress

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## 12.0 OBJECTIVES

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After reading this Unit, the learner will be able to:

- explain the different approaches to travel and tourism against the background of historical developments,
- discuss the different types of Journey over the years,
- explain about the precursors of modern tourism and the foundations of Tourism,
- examine the development in Mass Tourism,
- examine the role of Thomas Cook in Holiday Packaging ; and
- analyse the role of Transportation while focusing on the expansion of Modern Day Tourism.

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## 12.1 INTRODUCTION

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In the context of the history of tourism, all the developments, structures and innovations of modern tourism were introduced between the first - third of the 19th century and around 1950. This had its own “starting phase”, which lasted until 1915. This period witnessed the beginning of a comprehensive process characterized by a prototypical upsurge in a middle-class culture to travel and contribute its formation, popularization and diversification. It prepared the way

for a mass tourism recognizable to modern concepts of spending leisure time. The development progressed episodically and built upon a number of changing social conditions and factors. This Unit introduces the learners to the various approaches to travel and tourism, the start of package tours and mass tourism leading to modern tourism as we know of it today.

## 12.2 APPROACHES TO TRAVEL AND TOURISM

Approach refers to the way one deals with a situation. In this case, we know that Tourism is inter disciplinary subject in terms of academic study. In terms of business and industry, tourism activities happen with the coming together of many other industries such as aviation, transportation, accommodation, food and beverages, and so on. Therefore, various approaches can be taken up for understanding tourism, depending upon the prespective and reason for the study. The approaches to travel and tourism can be categorized as under:

- 1) **Product Experience Approach:** Destinations provide a combination of products and services. Using these resources, tourists create their own experiences. The product approach involves the analysis of various tourism products and how they are produced, marketed, and consumed. Providing a pleasing tourist experience is crucial for destination's long-term success. Although experiences may be subject to extensive research, various segments might perceive them differently based on their motivations. Tourist Experience provides a focused analysis into experiences that reflect their ever-increasing diversity and complexity, and their significance and meaning to tourists themselves.
- 2) **Interdisciplinary Approach:** It shall also involve political science approach as travel involves the act of crossing borders and also require assistance from governments for the issuance of passports and visas, since most countries have government-operated tourism development departments, political institutions are involved.

A legal approach may also be used as tourism industry attracts the attention of legislative bodies (along with that of the sociologists, geographers, economists, and anthropologists), which create the laws, regulations, and legal environment in which the tourist industry must operate.

The importance of transportation suggests a relevant approach i.e. Transportation approach due to the great importance of transportation. Tourism is an industry of vast activities, so complex, and so multifaceted that it is necessary to have a number of approaches to studying the field, each geared to a different task or objective.

- 3) **The Social Approach:** The activity of travel and tourism is considered as a social activity. This approach analysis the social habits and customs of both the guests and the hosts. As tourism continues to make massive impact of the society, this approach shall benefit in understanding the impact of The tourism and travel activities. Behavioral exchange has been used to predict and explain attitudes toward tourists. This approach also emphasizes that positive attitudes toward tourism can be predicted by employment in industry, country of residence and positive perceptions towards tourism.

- 4) **The Approach of a Geographical Phenomenon:** Tourism is an economic activity that is developed through the geographic and environmental features of a destination. This approach specifies sustainable development of tourism with balance of tourism activities that shall directly affect the flora and fauna of the destination. This approach to tourism highlight the areas of tourist interests, the movements of travellers created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning and so on. Since tourism is directly related to the use of natural resources, it touches many points of geography and/or demography of the destinations.
- 5) **As an Economic Approach:** The activity of tourism is a source of economic advancement. The economic approach is an important approach to the practice of tourism because economics drive tourism. This approach examines supply, demand, balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors that could impact tourism. This approach is useful in providing a framework for analyzing tourism and its contributions to a country's economy and economic development.
- 6) **The Industry Approach:** The industry or institutional approach considers various intermediaries and institutions that perform and support the activity of tourism. This approach investigates the role of the organizations involved in the promotion and process of Tourism, operating methods, problems associated with costs and economic viability. This approach involves various tour operators and travel agents who are involved on behalf of the tourists or by way of their own business interests in preparing itinerary, in ticketing and also purchasing services from airlines, railways or hotels.

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## 12.3 FACTORS SETTING THE FOUNDATION OF TOURISM

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The most important factors which helped in setting the foundation of tourism are - Advance of Industrialization; Demographic Changes; Urbanization; Revolution in Transportation (Railways and Waterways); Improvement of Social and Labour Rights; and the Rise in real income which lead to changes in consumer demand.

As early as the beginning of the 19th century, the opening up of the Central European system of transport brought about enormous change that genuinely deserves the designation as a “revolutionary development”. It improved the mobility of tourists and created new trends. Short-stay and day trips became popular and made use of the modern advances in transport technology. Steam navigation began in Scotland in 1812; The continuous use of steam ships on German watercourses followed in 1820. Switzerland, in 1823 received its first steam ship on Lake Geneva. Railways also created greater mobility. The first sections of track were opened in England in 1825, in France in 1828, in Germany in 1835, in Switzerland in 1844/1847 and in Italy in 1839. The Vitznau-Rigi railway in Switzerland was Europe's first mountain railway in 1871. The new means of transport enabled not only an increase in transport carrying capacity, but also reduced the cost of travelling. Moreover, ship and rail travel extended tourists' field of vision, bringing about a distinct form of “panoramatised” perception.



It was another century before the lower middle and working classes could go on holiday. At first, they had to make do with day trips by train and ship in order to escape the city briefly.

The foremost practitioners of middle-class tourism were the manufacturing and trading families, educated professionals working in the state bureaucracy, schools and universities, as well as the new 'freelance professions', including writers, journalists, lawyers, artists, who were able to take the first steps out of the corporate society. From the 1860s, there were portentous indications of a popularization. Travelling became a form of popular movement and an answer to the desire to relax.

At the end of the twentieth century, tourism was the world's largest single industry. Tourism, however, is not only an economic and social phenomenon but can be 'read' in semiotic terms centered around dreams of alternatives to everyday life. The images, which today dominate advertisements for tourist products, had to be constructed and sustained, invented and remolded over a long historical process. It seems that without this distinctive historical and cultural 'baggage' the remarkable social practice of taking holidays would not have evolved. Even if tourism saw its most spectacular development in the nineteenth and twentieth century in terms of the numbers involved, it rests on a cultural foundation inaugurated in the early modern period. The Making of Modern Tourism was a long-term process, deeply rooted in the cultural and intellectual, economic and social history of Britain.

The point of stress was to create the ground work for modern day tourism than to just travel for pleasure. This became a serious business with social and political implications. As the markets were opened beyond regions and nations, politicians and diplomats tried to engineer peaceful relations and governance between two different nations, and cultures. Manufacturing become ever more dependent upon informed and educated workers and as ideas and innovations were dependent upon freedom of movement and exchange of information, extending access to the world and the evolution of confident skilful tourist was an essential task.

It is true that the railway was not created to promote tourism. However, from mid-19th century, the latter employed the convenience of rail transport for its own purposes. The railway therefore is rightly considered to be the midwife at the birth of modern mass tourism. One must still keep in mind that touristic travel remained the preserve of privileged parts of the population.

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## 12.4 TYPES OF JOURNEY

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Biasness in travel existed in the early days since it was mainly the men who did the traveling. Women, for the most part, were expected to stay home and look after the children. There were other people as well who were not allowed to travel in many parts of the world like the African American slaves. They were not allowed to travel without permission or the accompaniment of their masters and if caught without a written pass signed by their masters, they were assumed to be runaways. These are only a couple of examples of the biasness that existed, and some still do. Yet people travelled and for different purposes. The major types of Journey may be defined based on the purpose of the trip as per details below:

### 1) Trading

The Roman travelers were largely aided by improvement in communications, first class roads and inns (forerunners of modern hotels), assisted by horses as a mode of transport.

### 2) Pilgrimage

Pilgrimages were made to fulfil a vow as in case of illness or of great danger or as penance of sins. Beginning 1388, English pilgrims were required to obtain and carry permits. Even today, people from different religions visit various religious locations like Muslims in India visiting Mecca, and Hindus visit holy shrines like Char Dham, Triupati, and so on.

### 3) Wars

During war time the transport of supplies, weapons and soldiers was done through sea and land routes. Such Journeys were also accomplished through passes in the mountain areas. Historical records of invasions through these passes are well documented. For e.g the Turks, the Mongols and the Afghanis travelled through the mountainous passes into north of India.

### 4) Journeys of Modern Times

Today, the types of journeys have evolved multifold with the ever changing needs of the society. As a result many different and varied journeys are undertaken, such as:

- i) **Travel for Health:** travel for health has developed as health tourism. It had long existed but it was only 18<sup>th</sup> Century that it becomes important. In England it was associated with Spas with supposedly health giving mineral waters, treating disease from gout to liver disorders and bronchitis. Spas come from the Walloon word “espa” which means fountain.
- ii) **Travel for Education:** The education centres all over the world have attracted the crowd and the scholars. Even in ancient India, Nalanda and Takshila Universities attracted renowned scholars and researchers from around the world. Such places were sought after by the poets, and scholars of other fine arts. In the modern times, America Canada, UK and Australia are amongst the most popular educational destinations.
- iii) **Travel for Commercial Interest:** The trading of ancient times is a precursor for today’s commercial activities, which include wide range of exchange programmes, such as exchange of technologies, transfer of raw materials, and promotion of culture through trade fairs.
- iv) **Travel for Adventure and Sports:** Marksmanship in wars has always being thrilling for humans, the same is reflected today in games and sports. Many international events are organized and people throng the destinations to witness the events. For eg, the Olympics, Asiad Games, international tournaments and matches attract large crowds. People travel from far off place to enjoy the thrill and adventure of various water sports like canoeing, rafting, mountaineering, rock climbing, and so on

### 12.4.1 Long Haul Journeys

**Long haul** refers to the flight length of a travel being ultra long. It generally refers to flights that are 12 hours or longer. This may be termed as an incredible impact that the World Wars had on international travel. As the new world after the continued to develop rapidly, larger numbers of British and Irish people began seeking better lives overseas. It is claimed that travel rates climbed throughout the early 1900s before peaking in 1913. This trend began to reverse dramatically the following year with the outbreak of the Great War. By 1916 the number of passengers departing from British and Irish ports had decreased six fold and followed the same trend in the subsequent years till next.

The airlines were well prepared to play their part in the war effort. Plans for their wartime mobilization had been drafted in 1937 by Edgar Gorrell of the industry's Air Transport Association. When the United States entered World War II four years later, the plan was smoothly put into action, and the airlines immediately began working closely with the military. The Air Transport Command (ATC) was formed in 1942 to coordinate the transport of aircraft, cargo, and personnel throughout the country and around the world. By the end of Second World War air travel resumed and so did the long haul journeys to expand the territory of trade, diplomacy and leisure.

By the end of the 1950s, America's airlines were bringing a new level of speed, comfort, and efficiency to the traveling public. But as flying became commonplace and jet aircraft began to replace piston-engine airliners, the air travel experience began to change. With the steady increase in passenger traffic, the level of personal service decreased. The stresses of air travel began to replace the thrill. Flying was no longer a novelty or an adventure; it was becoming a necessity.

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## 12.5 THOMAS COOK AND PACKAGED TOURS

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**Package Tours** is the act of visiting a leisure destination along with large number of people at one time. The development of package tours is parallel to the development and improvement of Technology, Transportation and Internet, making communication fast and easy. This allows tourist to research, find out and book, and even pay for their holidays online, thus contributing to the rise of mass tourism. Besides that, improvement in the technology used in the transportation industry also helps in the transport of large numbers of people in a short span of time to places of leisure interest; so that greater numbers of people could begin to enjoy the benefits of leisure time.

The development of package tours in the western world is linked to the economic development of society and as a matter of fact to the incorporation of a more powerful middle and lower class inside the tourist market. Organized group holidays offering an all-inclusive price that reduced the traveler's costs were an innovation of the 1840s. Thomas Cook (1808-1892), a brilliant entrepreneur from England, is seen as the inventor of Travel Agency Thomas Cook and thus the pioneer of commercialized mass tourism.

Thomas Cook's idea to offer excursion came to him while walking from Market Harborough to Leicester to attend a meeting of Temperance Society. Cook, inspired by clear socio-political motives, wanted to use Sunday excursions to

tempt workers out of the misery and alcoholism of the cities into the green of the countryside. He had more success with inexpensive all-inclusive holidays, often to foreign destinations, for the middle class. His introduction of vouchers for hotels and tourist brochures was highly innovative. These catered to a mixed clientele, from heads of state and princes to average representatives of the middle, lower middle and working classes. On his first excursion on July 5th 1841, Thomas Cook escorted around 500 people who paid One Shilling each for the return train Journey from Leicester Campbell Street Railway Station to Loughborough. In 1851, he arranged for 1,50,000 people to travel to the Great Exhibition in London. Four years later he planned international excursions to Belgium, Germany, France and Paris.

Thomas Cook was the front runner of establishing tourism systems and thus made mass tourism possible. He offered circular tickets that could be used on almost all Italian trains. These tickets allowed travel by train along predetermined routes. He designed a series of Hotel Coupons to compliment these circular rail tickets that could be exchanged for meals and stay at designated accommodations. Cook's introduction of circular notes and tourism specific currency facilitated easier effective trips within Italy. By doing this, Cook helped the burgeoning Italian economy not only by increasing the revenue from tourism but also the circulation of the Italian Currency- the Lira.

Thomas Cook acquired the business premises on Fleet Street London in 1865. The space also consisted of a shop which sold essential travel accessories, guide books and other necessities of travel. In 1872 he formed partnership with his son John Mason Andrew Cook and renamed the travel agency as Thomas Cook and Son. The introduction of Hotel coupons in 1868 by Thomas Cook redefined the business model of tourism industry forever. The "Thomas Cook" company eventually faced bankruptcy in September 2019 due to heavy unpaid loans.

### Check Your Progress 1

- 1) Explain about the approaches to Travel and Tourism.

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- 2) What are long haul journeys?

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## 3) What is the contribution of Thomas Cook to tourism?

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## 12.6 MASS TOURISM

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Towards the 19th century, the working week decreased, allowing more time for recreation. The industrial revolution facilitated leisure for the common people as it brought along improvements in technology; and mainly the railway, which allowed them to travel to seaside resorts and major cities. Along with the facilities provided by the revolution, the local authorities have played a major role in the development of mass tourism. The advance in technology and travel after the industrial revolution allowed easier commute due to the improvements in rail services and later on, the motor car and aeroplane after the Second World War. The advances in technology and transportation allowed the masses to travel a lot more, therefore destinations had to cater to larger numbers, leading to mass production and mass consumption of products that could suit every one's needs.

This expansion has been based on external factors such as generalization of paid holidays, rising standards of living and a rapid improvement in the means of transportation such as the increase in air travel; The lifetime distribution of free time has also been an important influence on mass tourism. The ageing of the population and the growth of active groups with disposable income has added to the demand for tourism. Reasons for growth of mass tourism can be summed up as below:

- Sustained prosperity and consequent rise in the income of the people,
- Increase in paid leisure time,
- Rise in educational standard,
- Reduction in the size of family,
- Development of good communication system,
- Growth of travel agents,
- Monotony of work life in an industrialized society; and
- Identification of Popular Tourist Destinations,

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## 12.7 PRECURSORS OF MODERN TOURISM

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The principal expansion of tourism took place in the second part of the twentieth Century, especially from the 1970s onwards, with the emergence of mass tourism to popular destinations. In the twentieth century more people than ever before



were moving around the world and the experience of taking trains, boarding air planes to the far flung places excited a new sense of wonder. Significant historical precursors that paved the way for the modern tourism industry include:

- 1) **Major technological innovations in Transportation:** Transportation has been an integral part of the tourism Industry and has historically connected various places across the globe. The technological development of the transportation and vehicles has boosted the development of Tourism. The modern tourism has well established sea routes, railways, and airway services. The less developed economies continued to mature, expand either in response to the market pull or as a result of investments intended to induce development.
- 2) **The Demand for tourist Services:** The opening of service providers promoted guided and package tours, thereby providing business in the tourism industry. The modern guidebook emerged in the 19<sup>th</sup> century with the advent of travel guides and promotion of tour packages which required description of exotic locations.
- 3) **Economic and Social Changes:** The economic and the cultural impact is easier to quantify. People and businesses with better disposable income started the quest to visit new destination for recreation, vacation or a larger purpose to trade and commerce. Education and imperial conquest lead to a broadened outlook of the world and a growing interest in remote lands and people. The prosperous middle classes with increasing disposable income were able to bear the cost of travelling. The strains of modern life create demands for rest and recreation which eventually becomes the precursor for modern tourism industry. The economic and social changes that followed the industrial revolution translated into pollution and urbanization that lead to the strains of modern life. The emergence of the private sector which gave boom to the economies offered social benefits and paid vacations to rejuvenate their employees.
- 4) **Industrial Revolution:** The industrial revolution of 18<sup>th</sup> century initiated the development of travel. The abundance of accessible mineral resources propelled the expansion of commerce and trade through the middle of 19<sup>th</sup> century. The industrial revolution paved the way for the development of international shipping lines which helped carry the heavy cargos and raw materials across the continents. It also supported the spread of a vast network of railways.
- 5) **Creation of International Communication Network:** The first communication cables were laid in 1850s establishing the first link to communication technology. Throughout the 1860s and 1870s, British expanded the networking eastward through cables, into the Mediterranean Sea and the Indian Ocean. In 1870 British connected Bombay to London through the networking system. Subsequent technological development of cable networks laid way to the beginning of telecommunication and data network. The modern day internet was the result of data network advancement initiated in the year 1983 which became recognizable in 1990.
- 6) **Development of Hotels and supportive infrastructure:** When the first roads were built in Britain, merchants and other wealthy travelers journeyed

to various parts of the country. At points on their journeys shelter, food and drink were to be found at road side taverns. Large manor houses scattered throughout the country provided services to travelers. Laws existed concerning accommodation premises as far back as 1550. From 1750 to 1825 English inns gained reputation of being the first in the world and reached their peak of development from 1780 to 1825. The development of the railway system in the early part of the nineteenth century resulted in a decline in the use of inns and taverns. By 1800 the United States of America was assuming leadership in the development of modern lodging industry. The extensive travelling habit of the Americans helped in the tremendous growth of the hotel industry in America and abroad. After the world war in the mid 1990 development of ancillary and complementary facilities of tourism were initiated. This primarily included roads, railways, airports, which make a tourist destination accessible for tourists. In addition, supportive infrastructure includes health care systems, services, and public services.

- 7) **The beginning of commercial aviation:** The first scheduled air service began in Florida on January 1, 1914. But commercial aviation was very slow to catch on with the general public, most of whom were afraid to ride in the new flying machines. Improvements in aircraft design also were slow. However, with the advent of World War I, the military value of aircraft was quickly recognized and production increased significantly to meet the soaring demand for planes from governments on both sides of the Atlantic. Most significant was the development of more powerful motors, enabling aircraft to reach speeds of up to 130 miles per hour, more than twice the speed of pre-war aircraft. Increased power also made larger aircraft possible. Some European countries, such as Great Britain and France, nurtured commercial aviation by starting air service over the English Channel. However, nothing similar occurred in the United States, where there were no such natural obstacles isolating major cities; and where railroads could transport people almost as fast as an airplane, and in considerably more comfort. There were significant improvement to aircrafts in the 1930s that many believe was the most innovative period in aviation history. On 15<sup>th</sup> October 1932, J.R.D. Tata flew a consignment of mail from Karachi to Juhu Airport, an airline that later became Air India. Recently, a host of private airlines are in play, actively promoting and facilitating the tourism activities.

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## 12.8 ROLE OF TRANSPORTATION IN SHAPING TOURISM

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Transportation can be discussed without taking tourism into consideration, but tourism cannot thrive without dedicated transportation services. Transportation is an integral part of tourism industry. It is largely due to the improvement of transportation that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. Transportation in tourism is most often seen as just part of the tourism system which is in charge of bringing tourists to the destinations; a means of getting around the place and leaving it once the duration of the trip is over. Transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. Accesses to tourist sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

### 12.8.1 Charter Flights

Aeroplane had a revolutionary impact on tourism from World War II onwards. The modern era can be termed the mass **air travel era**. The growth of air travel has been one of the most important socio-economic phenomena of the post-War period. Air travel is the most popular mode of tourist transport for domestic as well as international travel because of its speed, range and also since it saves valuable work time when travelling on long-haul. In the development of international tourism, air transport has played the most important role. The multibillion dollar airlines industry had a very humble beginning in 1958 which gave a new dimension of speed, comfort and efficiency to air travel.

There are two types of airlines scheduled and chartered. Scheduled airlines are so called because they fly according to regular schedules. The non-scheduled airlines are called charter airlines. The charter flight operates only when there is a demand.

A charter flight is an unscheduled flight that is not part of a regular airline routing. With a charter flight, you rent the entire aircraft and can determine departure/arrival locations and times. Charter flights can be following categories:

- Private Charter
- Single Entity
- Public Charter

Since a charter flight is not part of a scheduled service, the flight will depart when you want it to. You are also able to choose which cities you fly to and from. Charter Flights are particularly convenient when you need to travel to a city where scheduled airline service may require multiple connections or layovers before you reach your destination. Privacy is one of the main advantages of a private flight. Unlike a commercial flight, where travelers are herded through a crowded airport, having to undergo an intrusive security screening, passengers on a charter flight depart from a private facility. At most private airports, passengers can pull their cars right up to the plane.

### 12.8.2 Charter Trains

In tourism industry, railway networks play very important role. Trains are fast, efficient and spacious, unlike aircraft and coaches. They can take large numbers of people in one trip. They can be managed with the help of a large number of people and that is why, employment levels are high in all the railway systems of the world. The only condition is that such places should be connected to one another through rail tracks. With the advent of electric railway systems, journey through various parts (and remote areas) has become comfortable. As aircraft cannot land at or fly from all the important destinations, it gives train the due importance in tourism. A new trend has developed, wherein trains are chartered for events, like:

- Corporate Train Travel: Conference trains; Hospitality and incentive travel
- Luxury Train Travel: Private train charter; VIP Charter
- Group Train Travel
- Trains for Films and Television
- Special event chartering

In a country like India, the Government does not allow aerodromes or airstrips to be constructed at all the places of tourist interest due to reasons related to internal Security as well as escalated investments. Hence in such areas, Indian as well as foreign tourists ought to use trains. Interestingly, the concept of booking a coach, or an entire train, has been here awhile. The enthusiasm to travel by trains has fascinated foreign tourists too. In India the Government has also initiated the services on charter trains.

### 12.8.3 Cruises

Cruise market is one of the fastest growing segments in the travel and tourism industry and can make a significant contribution to a destination's economy. As cruise lines are increasingly looking for new destinations, cruise tourism can offer opportunities to developing countries with harbour facilities and an interesting hinterland.

Cruise tourism is a form of travelling for leisure purposes, involving an all-inclusive holiday on a cruise ship of at least 48 hours, according to a specific itinerary in which the cruise ship calls at several ports or cities. Cruise ships come in many styles and sizes, from under 100 to more than 6,000 passengers, with a wide range of variations in between. They also largely vary in price range, from budget cruises to luxury cruises.

The birth of leisure cruising began with the formation of the Peninsular & Oriental Steam Navigation Company in 1822. The company commenced its operations as a shipping line with routes between England and the Iberian Peninsula, naming it as Peninsular Steam Navigation Company. It won its first contract to deliver mail in 1837. In 1840, it began mail delivery to Alexandria, Egypt, via Gibraltar and Malta.

The company was incorporated by Royal Charter the same year, becoming the Peninsular and Oriental Steam Navigation Company. RMS Strathaird, a P&O cruise ship of the early 20th century. The company began offering luxury cruise services in 1844. P&O first introduced passenger cruising services in 1844, advertising sea tours to destinations such as Gibraltar, Malta and Athens, sailing from Southampton. The forerunner of modern cruise holidays; these voyages were the first of their kind, and P&O Cruises has been recognised as the world's oldest cruise line. The company later introduced round trips to destinations such as Alexandria and Constantinople. It underwent a period of rapid expansion in the latter half of the 19th century, commissioning larger and more luxurious ships to serve the steadily expanding market.

The rapid growth and specialization process experienced by the cruise industry in the last decades has also affected the design and general aesthetics, materials, size and overall onboard functionalities, equipment and amenities of modern cruise ships and recreational vessels to satisfy a clientele more and more numerous and sensitive to quality. Some of the cruises developed are as follows:

<ul style="list-style-type: none"> <li>• Small Cruise</li> <li>• Mega Cruise</li> <li>• Luxury cruises</li> <li>• Ocean Cruises</li> </ul>	<ul style="list-style-type: none"> <li>• Adventure cruises</li> <li>• Expedition Cruises</li> <li>• River Cruises</li> <li>• Others</li> </ul>
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### Check Your Progress 2

- 1) Explain about the precursors of Modern Tourism.  
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- 2) Elaborate upon the role of transportation in shaping and expanding the Tourism Industry.  
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## 12.9 LET US SUM UP

Tourism was no longer a leisure activity taken by individuals but became a business in the 19<sup>th</sup> Century. In the history of tourism, 19<sup>th</sup> century is known as 'starting phase' which saw a prototypical upsurge in a middle-class culture to travel, and that paved the way for mass tourism. Steam navigation and railways improved the mobility of tourists, created new trends like day and short stay trips. The ground work for the modern tourism was laid with the improvement in the transport system. There were varied reasons and purpose for travel and that helped in the growth of tourism. Thomas Cook, also referred to as the father of Modern Tourism, is credited with the development of Package Tours in 1841. Thomas Cook was the front runner of establishing tourism systems and thus made mass tourism possible. The second part of the Twentieth Century saw the expansion of Mass Tourism where people moved around the world and the experience of taking trains, boarding air planes to the far flung places initiated a new sense of wonder. Overall, it was the ease of travel, with the improvement in the transport system that played a significant role and still plays a very important role in the growth and expansion of tourism activities.

## 12.10 ANSWERS TO CHECK YOUR PROGRESS

### Check Your Progress 1

- 1) See section 12.2 and frame your answer
- 2) See Sub-section 12.4.1 and frame your answer
- 3) See section 12.5 and frame your answer

### Check Your Progress 2

- 1) See section 12.7 to frame your answer
- 2) See section 12.8 to frame your answer



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## UNIT 13 TOURISM AND GLOBALIZATION

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### Structure

- 13.0 Objectives
- 13.1 Introduction
- 13.2 What Is Globalization?
- 13.3 Political Play
- 13.4 Aspects Arising Out of Globalization
- 13.5 Collaborative Tourism Campaigns
- 13.6 Tourism in Newly Independent Countries
  - 13.6.1 Palau
  - 13.6.2 Timor (East)
  - 13.6.3 Montenegro
  - 13.6.4 Serbia
- 13.7 Tourism in Industrialised and Developed Countries
  - 13.7.1 United States of America
  - 13.7.2 Japan
  - 13.7.3 Germany
- 13.8 Tourism in the Developing and Under Developed World
  - 13.8.1 Kyrgyzstan
  - 13.8.2 Mexico
- 13.9 Let Us Sum Up
- 13.10 Answers to Check Your Progress

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### 13.0 OBJECTIVES

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After reading this Unit you will be able to:

- define Globalisation;
- explain the role of politics in tourism;
- differentiate between industrialised/ developed, and developing; and
- discuss the state of tourism development in some of these countries.

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### 13.1 INTRODUCTION

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Globalization has been an often repeated word. Tourism being a vehicle of change also does not remain untouched from globalisation. The global forces and the issues within a state have different effect on each country. As one of the world's largest industries, tourism impacts local, regional, and global economies. For example, resorts dot coastlines around the world and offer a welcome respite from colder climates to anyone wishing to experience a tropical beach, as well as the local culture and nature. While benefit comes to the community in the form of jobs, more often than not, the larger share of the wealth leaks offshore. In response, local entrepreneurs and aid organizations have helped with initiatives



that embrace local ownership in order for the wealth generated from tourism to stay in the country. Community-based tourism, responsible tourism, and social entrepreneurship, all aim to bring greater benefit to local communities.

Globalization has brought about a certain standardisation in the tourism service industry by the way of introduction of multinational companies and their service delivery procedures. Although global players help in the development of tourism activities within a local area, region and country; the economic benefits do not always return back to the local people. Therefore, the saying ‘think global, act local’ needs to be considered carefully and implemented in the tourism industry. This Unit will introduce you to the concept of globalization, how there are global forces that work on tourism and tourism in turn has also become globalised. First the concept of globalization is discussed for familiarise and understanding.

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## 13.2 WHAT IS GLOBALIZATION?

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**Globalization** can be defined in several ways. One broad definition is:

“A complex web of social processes that intensify and expand worldwide economic, cultural, political and technological exchanges and connections”

*Peterson Institute for international economics states that Globalization is the word used to describe the growing interdependence of the world’s economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information.*

Bird and Thomlinson (2012) have mentioned that Globalization can also be simply described as the movement of goods, ideas, values, and people around the world. The term was first used in the early 1950s to recognize the increasing interdependence of economies and societies around the world. Globalization, however, has existed for centuries by way of evolving trade routes, including the slave trade, colonization, and immigration

Today, we are divided into separate countries, each looking out for its own national self-interest. At the same time, other entities such as multinational corporations cross borders, which leads to global economic and political integration. Guttal, Shalmali (2007) observes that as a complex and multifaceted phenomenon, globalization is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global, unregulated market economy.

Ritchie and Crouch (2003) have observed that Tourism is constantly operating under a set of global forces and these broad ranges of global forces significantly influence tourism. Tourism is a part of global totality and hence it should adapt to or take advantage of global forces, even which it cannot control or even influence. Few of the forces are:

- Climatic forces
- Environmental forces
- Geographical forces
- Demographic forces
- Socio-cultural forces
- Economic forces

- Technological forces
- Political forces

These forces are not in isolation but are highly interdependent, that is, the impact of each is dependent on the impact of all factors as a whole.

Globalization has changed the way tourism industry worked since mobility of people can change their ideas and cultural values too. This exchange occurs in all kinds of settings like political, environmental, technological, cultural and economic settings. The increased understanding of people across the world has helped to enhance tourism.

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### 13.3 POLITICAL PLAY

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The political misunderstanding due to the play of globalisation has increased the misunderstanding between the states, which are not only affecting tourism but is also affecting globalization itself. Politics at play is not just the political alliances among the countries and states but also the role played by various other players and stakeholders which affect the flow of money and tourists. Political play these days are greatly motivated by the economics involved as well as the social media. Some of the factors are discussed below:

#### i) Formation of Blocs

The investors are the new power players whom each country that is developed or developing wants to attract. Formation of blocks like EU, BRICS, OPEC etc. have enhanced the movement of goods and ideas.

#### ii) Social Media

The social media has enhanced the ways a traveller can collect information on destination. Globalization has also increased the options in terms of accommodation, resources and transport. This has helped to swell up the number of tourists in the globe.

#### iii) New Economic Blocks

Globalization has helped to focus on giants which have come in the fore front in terms of blocks. China, India, Japan etc. are glaring example. Having young population in the technology industry these economic bigwigs are outsourcing labour to Asia and Africa.

#### iv) Information and Communication Technologies (ICT)

ICT has not only made business easier but even tourism has got a boost because of ICT. The population shift which is a demographic pattern affects the tourism industry. The enhanced employment rate and the income index a state has, the more the numbers of travellers it contributes globally. There are more numbers of Asian tourists like Chinese, Japanese and Indians visible at destinations.

#### v) Disposable Incomes and Disposable Time

The employees due to entry of MNCs or multi nationals have higher average incomes and along with higher income get more paid leaves too. This combination has helped tourism graph to rise. Asian staff is getting paid leave along with incentives for travel.

### vi) Enhanced Mobility

Globalization has enhanced mobility with the introduction of LCCs (Low Cost Carriers) and economical air travel. The global offices that are coming up, international financing through credit cards, ease in currency exchange like currency cards, credit cards etc have increased tourism too.

### vii) Information Boom

Offbeat destinations have also come in prominence due to a bombardment of information on lesser known destinations. Most of the developed countries have more grey populations. This grey population is mostly non-working and due to boom in information are travelling more than before.

### viii) Cultural Degradation

This is also known as Culture Erosion. With globalization in practice, a global way of culture is fast replacing the local cultures and thus the product culture which tourism heavily depends upon gets eroded or changed.

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## 13.4 ASPECTS ARISING OUT OF GLOBALIZATION

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Globalisation has brought the world closer to each other. We are indeed now a global village where the culture and habits of each other affects us, and at times brings a reaction or change in us. Few of the aspects that can be attributed to globalization are:

### i) Cultural Commodification

One major influence of globalization on tourism is the process of **cultural commodification**, which refers to the drive toward putting a monetary value on every aspect of culture - from buying a sculpture stolen from an ancient temple, to buying endangered objects such as ivory and coral. This trend results in the degradation or devaluing of cultural values and beliefs.

### ii) Collaborative Consumption

This is also known as the sharing economy, which began before the global financial crisis, and it gained strength as a result of it. Collaborative consumption is a blend of economy, technology, and a social movement where access to goods and skills is more important than ownership. Airbnb was one of the first, and arguably most well known, examples of the tourism sharing marketplace, but several other companies have joined it, including Zipcar, Uber, and Couch surfing.

### iii) Conscious Consumerism

This is also known as socially conscious consumer behaviour, and is another economic trend with implications for the tourism industry. This term refers to consumers who are using their purchasing power to shape the world according to their values and beliefs; leading organizations to project a more ethical or responsible image.

Freestone & McGoldrick, (2008) observed that this socially and environmentally responsible purchasing by many consumers can direct travellers to more

sustainable services and products. Shaw, Grehan, Shiu, Hassan, & Thomson (2005) observed that destinations and businesses interested in pursuing this market need to be acutely aware of social and environmental issues, potentially ranging from organic produce and animal welfare to human rights. Pollack (2012) observed that some of the key principles for consideration by the tourism industry include an assumption that the traditional industrial model is not working and needs to be replaced; that awareness of the issues require a different mindset, and that change will come from the grassroots rather than from above. Nielsen (2014), have said this is a shift that has profitability and culture change firmly in its sights.

### 13.5 COLLABORATIVE TOURISM CAMPAIGNS

Collaboration in marketing makes good business sense and is a core value in tourism destinations in new blocks like Southeast Asia. Working together, partners with similar goals, values and visions can leverage combined resources to create marketing programs bigger than they can do on their own. Two examples below explain the concept better.

**Example 1:** If there's one country that has truly embraced collaborations on global, regional and local levels, it's China. The Belt and Road Initiative, proposed in 2013, aims to link the economies of countries across Asia, the Middle East, Europe and Africa with a land-based Silk Road Economic Belt and an ocean-based 21st Century Maritime Silk Road, propelling growth and social development along the routes.

**Example 2:** Another example is the initiative driven at the top levels of government is the China-EU Tourism Year 2018, which was discussed in 2016 between Chinese Premier Li Keqiang and President of the European Commission Jean-Claude Juncker. Support from the very highest levels of the public sector for the 2018 initiative has simplified the visa application process for Chinese tourists, with countries like the UK, Germany, Belgium, Italy and France lowering approval requirements for certain visas. Further, this collaboration will be discussed and supported at GTEF 2018, when the EU will be the distinguished Partner Region. With 10.6 million Chinese tourists staying overnight in 2016, government-to-government collaboration remains essential for both.

#### Check Your Progress 1

- 1) What do you understand by Globalization?  
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- 2) Discuss Collaborative Campaigns? Can you find an example from India which shows Collaborative Tourism Campaigns?  
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## 13.6 TOURISM IN NEWLY INDEPENDENT COUNTRIES

There are countries which have recently gained their independence and tourism is showing its effect on their economies in this globalised world. Few of the countries and tourism in them are discussed below.

### 13.6.1 Palau

Attained its independence in 1994; Palau is an archipelago of over 500 islands, part of the Micronesia region in the western Pacific Ocean. The capitals are Ngerulmud and Melekeok. Koror Island is home to the former capital, also named Koror, and is the islands' commercial center. The larger Babeldaob has the present capital, Ngerulmud, plus mountains and sandy beaches on its east coast. In its north, ancient basalt monoliths known as Badrulchau lie in grassy fields surrounded by palm trees.

Palau recorded a total of 123,000 tourists in 2017, ranking 177th in the world. That smaller countries regularly perform lower, in a comparison of the absolute number of guests, is obvious. By putting the tourist numbers in relation to the population of Palau, the result is much more comparable picture - with 6.9 tourists per resident, Palau ranked 11th in the world. In Micronesia, it ranked 3rd. Palau generated around 148.00 million US Dollar in the tourism sector alone. This corresponds to 47.72 percent of its gross domestic product. (Source: <https://www.worlddata.info/oceania/palau/index.php>).

#### Palau Pledge Phases I and II -: An Action Which Globalised World Imitated

The reality of having around eight times more tourists than residents on an archipelago with the total area of 460 square kilometres weighed on the idea to launch the Palau Pledge campaign.

##### PHASE I

The Palau Pledge campaign is the first in the world to ask visitors to sign a declaration in passports to protect its environment and culture for the next generation, a move that has since been followed by Hawaii and New Zealand. It was also never its aim to increase — or decrease arrivals — but to be “preventative in nature”. Palau has taken note of the degradation in other destinations and wanted to take preventative action to stop that happening in Palau. Pledge is just one of the many initiatives implemented by Palau to ensure that its incredible pristine paradise is protected for generations to come (Hamdi 2019).

##### PHASE II

Aside from developing best practice measurements, phase two will see the launch of an accreditation program for businesses that act according to the pledge, giving them a marketing tool to help attract high-value, conscientious visitors. This will also involve developing the pledge adjunct to the educational curriculum for school-aged children.



### 13.6.2 Timor (East)

Timor-Leste, or East Timor, a Southeast Asian nation occupying half the island of Timor, is ringed by coral reefs teeming with marine life. Landmarks in the capital, Dili, speak of the country's struggles for independence from Portugal in 1975 and then Indonesia in 2002. The iconic 27m-tall Cristo Rei de Dili statue sits on a hilltop high over the city, with sweeping views of the surrounding bay.

In 2002, when East Timor regained full independence, global tourists totalled over 698 million. By 2017, as Chinese and other Asian tourists numbers expanded, that number had nearly doubled to about 1.3 billion, according to the United Nations World Tourism Organization.

The 10 member states of the Association of Southeast Asian Nations, which East Timor has applied to join, received a combined 113 million tourists in 2017. Australia, which recently agreed to demarcate a sea boundary with East Timor, received over 9 million visitors in the year up to March 2018. Of Bali's 6 million visitors last year, just under 1.1 million of those arrivals were from Australia — a hint that East Timor is missing out on a potentially lucrative market given that Darwin is little more than an hour's flight away.

East Timor's history may be undermining its tourism. A quarter century of violent subjugation by Indonesia up to 1999 resulted in an estimated 200,000 deaths. Roughneen (2018) mentions that intermittent bouts of instability since then mean that the country has not yet shed its strife-torn image, despite another recent round of peaceful and fair elections, the fifth since 2002. The issue could also be cost for travellers inside East Timor, which can be relatively high, a deterrent acknowledged by the government's tourism plan. Due to its remote location and the fact that its economy operates in United States dollars, Timor-Leste is relatively expensive and lacks the value for money proposition of many of its neighbours.

### 13.6.3 Montenegro

Montenegro is a Balkan country with rugged mountains, medieval villages and a narrow strip of beaches along its Adriatic coastline. The Bay of Kotor, resembling a fjord, is dotted with coastal churches and fortified towns such as Kotor and Herceg Novi. Durmitor National Park, home to bears and wolves, encompasses limestone peaks, glacial lakes and 1,300m-deep Tara River Canyon.

Montenegro is one of the fastest-growing tourist destinations as per WTTC reports, 2018. In 2007, over a million tourists visited Montenegro, making some 7.3 million overnight stays (23% increase, compared to 2006). This accounted for some 480 million euros in tourism revenue in 2007 (39% increase, compared to previous year). In 2015, tourism realised over 1.7 million arrivals, with a further increase in 2016. In the same year, the coastal town of Kotor was named the best city to visit by Lonely Planet (Lonely Planet 2015), whereas the country itself is continuously included in touristic top lists. With a total of 1.8 million visitors in 2016, the nation became the 36th (out of 47 countries) most popular country to travel to in Europe (Hillsdon 2017). Montenegro was further visited by over 2 million tourists in 2017. The Government aims to attract greenfield investments, which should make best use of undeveloped parts of the coast, such as Jaz Beach, Velika Plaža, Ada Bojana and Buljarica.



Montenegro can be presented as a destination offering a variety of attractions and all-year tourism, by publicizing its varied features. Therefore, the Tourism Master plan of Montenegro is also paving the way for a national development program for nature based tourism, especially hiking and biking, with new infrastructure and services.

### 13.6.4 Serbia

Serbia, officially the Republic of Serbia, is a country situated at the crossroads of Central and Southeast Europe in the southern Pannonian Plain and the central Balkans.

In 2017, a total of 3.08 million tourists visited Serbia, an increase by 12% compared to the January-December period of 2016, as shown by the data of the Statistical Office of the Republic of Serbia. As announced by the Tourism Organization of Serbia, there were 1.59 million local tourists (+8%), amounting to 51% of the total number of guests, and 1.49 million (+17%) foreign ones, amounting to 49%. As added, there were 8.3 million overnight stays in 2017 (an increase by 11% compared to 2016), with local tourists making 5.1 million overnight stays (+7%), comprising 62% of the total number of overnight stays, whereas foreign tourists made 3.2 million overnight stays (+16%), or 38% of the total number.

Local guests made the most overnight stays in spas (38%) and mountain places (34%), whereas foreign guests made the most overnight stays in Belgrade (53%). The most popular place among the local tourists is Vrnjacka Banja (603,279 overnight stays, up 5% compared to 2016), followed by Zlatibor, Kopaonik, Belgrade, Sokobanja, whereas, aside from Serbia's capital, foreigners find Novi Sad, Zlatibor, Kopaonik and Vrnjacka Banja the most interesting. The biggest number of overnight stays in 2017 was made by tourists from Bosnia and Herzegovina (234,758, up 5% from 2016), followed by those from Montenegro, Turkey, Croatia, Russia etc ( Ekapija.com 2018).

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## 13.7 TOURISM IN INDUSTRIALISED AND DEVELOPED COUNTRIES

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A developed country, industrialized country, or more economically developed country (MEDC), is a sovereign state that has a developed economy and advanced technological infrastructure relative to other less industrialized nations. North America and Western Europe are a glaring example of developed or industrialised states. With regards to the international tourism, industrialised countries, notably in North America and in Western Europe, have several common characteristics:

- together, they represent a very large percentage of international tourism: 70 per cent;
- they are both main generating countries and main receptor countries of international tourism;
- apart from exceptional cases (particularly Spain), international tourism is considered to be secondary to other sectors of economic activity;
- the international tourism flows are between countries with similar economic and social systems, although at times with large cultural differences (Japan)

- international tourism is largely within the private sector, although national administrations play an important role. The influence of the public sector is diminishing. Usually, private and public sector actions are coordinated in flexible agreements or budgetary incentives
- the main industrialised countries are members of the OECD (Organisation for Economic Cooperation and Development) and, in Europe, most countries are also members of the European Union. Both these organisations play an important role in coordinating tourism policies, determining tourism objectives and implementing methods which are in line with general economic policies (Vellas And Bécherel 1995).

### 13.7.1 United States of America

The U.S. is a country of 50 states covering a vast swath of North America, with Alaska in the northwest and Hawaii extending the nation's presence into the Pacific Ocean. Major Atlantic Coast cities are New York, a global finance and culture centre, and capital Washington, DC. Midwestern metropolis Chicago is known for influential architecture and on the west coast, Los Angeles' Hollywood is famed for filmmaking.

Travel and tourism is a booming industry in the United States. Domestic and international travellers contributed nearly 1.1 trillion U.S. dollars to the country's gross domestic product in 2018 alone. Perhaps unsurprisingly, domestic travel spending has consistently contributed more than international, making up around 80 percent of spending year-on-year for the past five years. GDP is not the only aspect of the economy that the travel and tourism industry contributes to; it also provides a source of employment for U.S. residents, directly contributing to approximately 5.29 million jobs in 2017.

In 2019, the United States is forecast to receive a total of 80.9 million international visitors. However, while international visitors are a key component in the industry, domestic travellers account for a vast majority of the overall spend. The number of valid passports in circulation in the U.S. may have gone up extensively in the past decade; yet the U.S. still proves a popular travel spot to its own citizens, with 1.86 billion domestic leisure trips predicted to be taken in 2019.

Some spots, of course, attract more visitors than others, both international and domestic alike. A hot spot for travellers in the U.S. is New York, the city was ranked in the top 10 cities globally for both number of international arrivals and visitor spending. New York was also the top domestic spot, U.S. travellers would most like to visit when asked in 2019 – coming in close second was gambling powerhouse Las Vegas with world famous Orlando/Disney World taking third place. That being said, the most popular vacation type for US travellers in 2019 was not city trips or amusement parks but beach vacations, followed by all-inclusive packages (Lock 2019).

The future of US tourism is worrisome; losing market share among destinations worldwide. The three factors that can be attributed to the fallout of tourism in the US can be:

- The slowing of global economy.
- The weakening of currencies against the dollar. Over the past five years, the

cost of travel to the U.S. has increased more than 10% as a function of exchange rates alone for most major travel markets, including Brazil (42%), Mexico (35%), Canada (20%), and the UK (14%). It all makes the U.S. a much more expensive place to visit for citizens of much of the world.

- The US policies against few regions.

The last point is endorsed by the fact that the arrivals from Middle East, Mexico, China, and Germany. China and Germany, in fact, along with South Korea and Japan, registered the biggest drops in travel to the U.S. for the first half of 2018. After registering average annual growth of 23% over the previous decade, Chinese travel to the U.S. stopped in its tracks in 2018 with no growth at all. Similarly, South Korea fell 3% after averaging 11% growth over the prior ten years. Travel from Japan also fell by 4 percent, continuing the narrative of an ever important but languishing market.

On the European side, the decline of travel from Germany - Europe's largest economy and the world's fourth largest - fell 7 percent, a steep decline in 2018. In addition to these major markets, travel from Argentina into the U.S. fell. The Argentinean peso has plunged in value and the economy is in recession, leaving Argentines with less money to spend on overseas travel. Factoring in travel from Mexico and Canada, the numbers for inbound travel look better, 3.9 percent, but that still lags significantly behind the world average growth. It echoes a longer term decline of travel to the U.S. as other countries saw increases in visitors over the previous three years (Bender 2019).

### 13.7.2 Japan

Located in the Pacific Ocean, Japan consists of four major islands and is roughly the size of California. Every year, millions of tourists from across the world travel to Japan to enjoy the rich history and culture, a mild climate, shopping, nightlife, scenery, plenty of attractions and activities for visitors of all ages. Most tourists make a stop in Tokyo to visit its shops, restaurants and museums. Other popular cities include Kyoto (Japan's former capital) and Osaka (Japan's third-largest city). Travellers interested in Japanese culture visit Buddhist temples like the Golden Pavilion or castles like Himeji Castle. Tourists interested in outdoor activities often visit a Japanese hot spring or take a trip to Mount Fuji.

According to Japan National Tourism Organization (JNTO), the estimated number of international travellers to Japan in September 2019 was about 2.3 million (+5.2% from the previous year), increasing by about 110,000 from 2018. A record 31.2 million foreign tourists came to Japan in 2018; visitor numbers, which rose particularly between June and August 2018, exceeded 1 million which was the first time a Southeast Asian country achieved that figure. This was an 8.7% rise from the previous year and the highest figure recorded since statistics started being collected in 1964. The government's goal of reaching 40 million overseas visitors in 2020, when the Tokyo Olympics will be held, is picking up pace.

By country, while visitors from China dropped during the summer months, individual travel increased again from October and rose in total by 13.9% to 8.4 million. With reference to South Korea, new low-cost airline services have meant more seats are available for travel to Japan, contributing to increased visitor numbers. Thailand too has expanded new airline services and flights, to Japan.

Cruise ship travel was in demand among tourists from Europe, North America, and Australia, and visitor numbers remained favourable throughout the year 2018.

China gave highest number of visitors to Japan followed by South Korea, Taiwan and Hong Kong. Thus travellers from the nearby region dominate the arrivals in Japan. This is followed by US, Thailand and Australia. (Source: Compiled by *Nippon.com* based on data from the Japan National Tourism Organization).

### 13.7.3 Germany

Germany is a Western European country with a landscape of forests, rivers, mountain ranges and North Sea beaches. It has over 2 millennia of history. Berlin, its capital, is home to art and nightlife scenes, the Brandenburg Gate and many sites relating to WWII. Munich is known for its Oktoberfest and beer halls, including the 16th-century Hofbräuhaus. Frankfurt, with its skyscrapers, houses the European Central Bank.

Almost half of the visitors came from abroad, mainly from Britain, Spain, Italy and the Netherlands, but also from the US. With a total of 13.5 million visitors and 33 million overnight stays, Berlin was able to consolidate its position as Europe's third-placed destination. After the number of tourists more than doubled from 1992 to 2017, Berlin's tourism planners are now making efforts to use an app to channel the flocks of visitors to its outer districts.

The boom in tourism for Germany as a holiday destination continued in 2018. The exceptionally warm and sunny summer created the perfect conditions. With balmy temperatures and perfect swimming weather, many Germans decided on a staycation – holidaying in their own country, on the coasts of the North and Baltic Seas. Mecklenburg-West Pomerania in particular rose in popularity among Germans. According to the Federal Statistics Office, the number of overnight stays between Sylt and the Alps reached about 477 million in all – a rise of four percent and an all-time high. The number of international visitors accounted for 87.7 million of the overnight stays. That was 3.8 million more than in 2017.

Germany was thus able to increase its appeal as a destination for the ninth time in a row in 2018. It's especially striking that Germany was able to further develop its position as a holiday destination among Europeans,

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## 13.8 TOURISM IN THE DEVELOPING AND UNDER DEVELOPED WORLD

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A developing country or a low and middle income country (LMIC), less developed / less economically developed (LEDC) / underdeveloped country is a country with a less developed industrial base and a low Human Development Index (HDI) relative to other countries. Tourism in many developing and least developed countries is the most viable and sustainable economic development option, and in some countries, the main source of foreign exchange earnings. Every year, millions of tourists flock to tropical beaches in impoverished countries such as Mexico, the Dominican Republic and Indonesia.

Tourism is a popular and important industry in many developing regions around the world and is good for developing countries in many ways. At its most basic level, tourism

- brings much needed foreign money into these countries' economies;
- expand their horizon from an agrarian economy; and
- can also help improve local conditions such as roads, transportation and access to modern conveniences.

In the long-term tourism can also bring added challenges to these developing nations as tourism threatens countries when they become too dependent on this singular source of revenue. The focus on serving tourists can cause a “brain drain” as workers gravitate towards jobs that require less education and training, such as waiters and taxi drivers. The industry also reduces the native country's autonomy as it relies wholly on external factors such as foreign consumers and the climate.

### 13.8.1 Kyrgyzstan

Located in Central Asia and bordered by China, Kazakhstan, Tajikistan and Uzbekistan, the Republic of Kyrgyzstan is a mountainous country of some 4.9 million people, 60 per cent of whom are ethnic Kyrgyz. It attained independence from erstwhile USSR in the 1990s. Country has a rich natural potential resource base; more than 90 per cent of the country has an altitude of 1000 mts. Area wise the country is just 0.13 per cent of the world's land yet it holds two per cent of the world's flora and three per cent of the fauna species. Social tourism prospered here and is fundamental to country's tourism development plans. Nearly 6 million 950 thousand people came to Kyrgyzstan in 2018 from different countries, but according to international standards for counting tourist attendance, about 3 million people visited the country (Kabar 2019).

Unfortunately just 4 per cent of the budget allocated to tourism and the infrastructural development is also slow. Tourism objectives do exist but more on the paper and less on the ground. The country needs not only policies but a robust political and economic climate that supports and coordinates the development of tourism (Palmer 2006).

### 13.8.2 Mexico

Mexico, officially the United Mexican States, is a country in the southern portion of North America. It is bordered to the north by the United States; to the south and west by the Pacific Ocean; to the southeast by Guatemala, Belize, and the Caribbean Sea; and to the east by the Gulf of Mexico.

Tourism is BIG business in Mexico. Approximately 44.8 million international tourists are predicted to visit Mexico in 2019, which is a 5.6% increase over the number projected for 2018. In comparison, in 2018 the Mexican tourism industry is on track to grow at a rate of 7.9% over 2017 whereas the economy as a whole recorded 2.3% growth. While the expected growth for 2019 is less, Mexico is currently the sixth most visited country in the world. The 2018 annual budget was approximately 6 billion pesos (USD 295 million) slated to be increased in 2019. In 2017, a record 39.3 million foreign visitors came to Mexico, spending just over the USD 21.3 billion while they were here. By the trend from January to September 2018, it is estimated that Mexico will have 42,423,000 tourists by the end of 2018 and a total expenditure of USD 22.3 billion. That would show a growth rate in tourists of 7.9% and a 4.2% increase in revenue over 2017. 44.8



million Tourists predicted for 2019, are forecasted to spend USD 23.26 billion while in the country, or 4.3% more than the expected expenditure in 2018.

The numbers of tourists only include those individuals who are issued an Entry Registration – Forma Migratoria Multiple (FMM) commonly referred to as a Tourist Visa. The stamped FMM is valid for land travel throughout Mexico. The cost is approximately 533 Pesos (approximately USD 26.42) per person but is free if the trip is seven days or less and you cross by land. If travelling by air or ship, the cost is included in the flight cost and the travel company pays the collected funds to the government. The FMM may be issued for up to 180 days.

The issue of 44.8 million FMM's will produce an additional 23.9 billion pesos (USD 1.2 billion) for the government. For many tourists who spend a week or more vacationing in Mexico, the cost is higher than USD 519,17, where a hotel room alone may run between USD 49.57 to USD 347 per night in Mexico City and more in other tourist areas. Tourism contributes 8.7% of Mexico's gross domestic product (GDP), which is higher than the contributions from other sectors including mining, petroleum, and financial services. By the end of the year 2018, 23,200 hotels are expected to be in operation across the country, offering 834,000 rooms. The figures represent a respective 5.5% and 4.9% increase compared to the end of 2017. Growth in the number of hotels and rooms is forecast to continue at a slightly higher rate in 2019.

Tourism can be a useful source of income to help developing countries improve conditions and invest in the future, but these countries should be careful to lean toward diversification of their economies instead of dependence on tourism.

### Check Your Progress 2

- 1) What do you understand by Developing Countries and Industrialised/ Developed Countries?  
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.....
- 2) Pick up a country each from any Developing Countries and Industrialised Developed Countries, elaborate on its tourism potential and prevailing tourism in that particular state?  
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## 13.9 LET US SUM UP

Globalization is the process of interaction and integration among people, and companies across the world. The process of globalisation has opened new avenues for countries to develop themselves, yet the effects of globalisation are complex, wide-ranging, and politically charged. As with any major technological advances, globalization may benefit society as a whole but at the same time harm certain groups. Still be it a developed or developing country, they do not have a choice



but to see how they can align tourism in the best possible ways so that globalisation and tourism can benefit them. The increase in ICT and social media has benefitted and diminished boundaries; and it can be utilised in the best possible manner to avoid the grey areas of globalization and tourism. Thus each country needs to have its own strategy to develop tourism in this globalised world.

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## 13.10 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See section 13.2 and frame your answer
- 2) See section 13.5 and frame your answer

### Check Your Progress 2

- 1) See section 13.7 and 13.8 to frame your answer
- 2) See section 13.7 and 13.8 to frame your answer



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## UNIT 14 TOURISM DIMENSIONS-I

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### Structure

- 14.0 Objectives
- 14.1 Introduction
- 14.2 Dimensions of Tourism
- 14.3 Tourist Product as Composite Product
- 14.4 Components of Tourism
- 14.5 Attractions
  - 14.5.1 Natural
  - 14.5.2 Man Made
  - 14.5.3 Hybrid / Mixed
- 14.6 Accessibility
  - 14.6.1 Surface Transport
  - 14.6.2 Air Transport
  - 14.6.3 Future Trends in Transportation
  - 14.6.4 Choice in Transportation
- 14.7 Let Us Sum Up
- 14.8 Answers to Check Your Progress

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### 14.0 OBJECTIVES

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After reading this Unit you will be able to:

- identify the various dimensions of tourism,
- explain the elements and components of tourism,
- classify the 5A's of tourism; and
- discuss and explain “Attraction” & “Accessibility” as the two As of Tourism

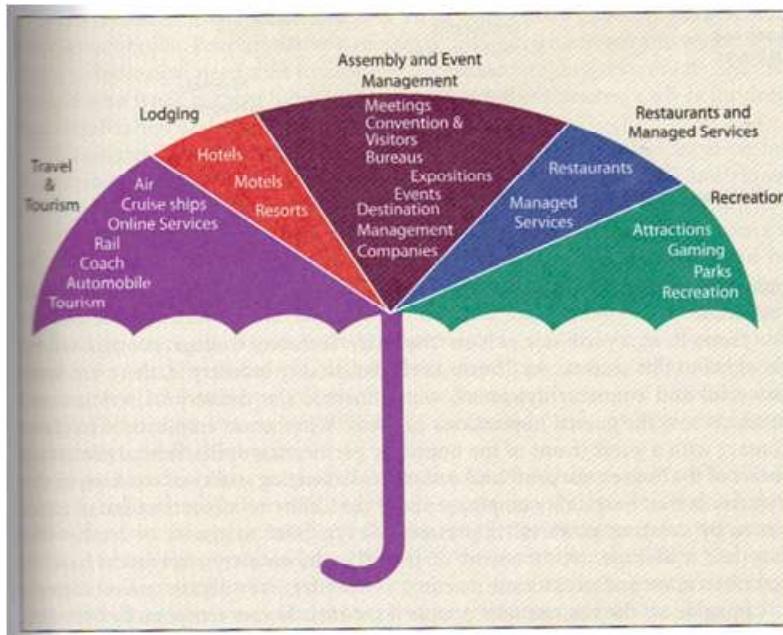
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### 14.1 INTRODUCTION

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Tourism industry is one of the largest industries worldwide. It is an industry which shows increasing growth rate and development despite external and internal business constraints. Tourism industry is actually a number of diverse industries that are interrelated by the virtue of complementarities of their respective services. Hence various facets come under ‘Tourism Umbrella’ establishing Tourism not just as an economic activity with constituent parts but primarily as a human endeavour.

Given the fact that Tourism is not just one industry but comprises of many diverse industries such as - aviation, accommodation, surface transportation, water transportation, telecommunication, attraction management, travel facilitators, manufacturers of handicraft and souvenirs designed for visitors and related outlets



**Source:** The Scope of Hospitality and Tourism (Walker, 2010)

and so on, the dimensions of tourism are also many and varied. Dimension, as you are aware refers to the different aspects / elements / features or sides of a situation. Since Tourism is an inter-disciplinary subject, its dimensions are also wide ranging beginning with historical, psychological, political, economical, social, cultural, and environmental. In the previous Units, you have read about the historical dimensions of tourism and how tourism has evolved over the years. The other dimensions of tourism that are well researched and studied are the psychological, sustainable and economic dimensions of tourism activity. Dimensions of Tourism primarily refer to the components of tourism, commonly referred to as the A's of tourism and how they help sustain tourism activities. This Unit introduces the learner to the different Dimensions and components of Tourism since understanding them help the stakeholders plan services, offer innovative marketing strategies and provide ideas for shaping tourism policies.

## 14.2 DIMENSIONS OF TOURISM

In its broadest sense, the tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment. All tourism activities are related to one or more of the following dimensions and sub -dimensions of tourism.

- **Historical dimensions:** This dimension lets us know how travel was carried out in prehistoric times, in ancient civilizations, in middle ages, in the age of Renaissance, during the industrial age and how today it has emerged as Modern Mass tourism. Study of the historical dimensions help us to formulate plans for the future by recognising patterns in the historical development of tourism.
- **Psychological dimensions of tourism** measures perceptions, values, attitudes and motivational aspect of the tourists. This help us o understand why tourists travel, how do they choose a destination, length of stay, activities undertaken as well as the route taken by them to reach a destination. The study of psychological aspects helps us to make marketing strategies to identify and attract the tourists that match a destination.

- Environmental dimensions help understand the optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Natural beauty remains one of the primary reasons why tourists visit a destination and finding a way to maintain the same is one important dimension of tourism.
- Economic dimensions of tourism ensures viable, long term economic operations at a destination to contribute to stable employment, income into the local economy through the multiplier effect, infrastructure development and income-earning opportunities and contributing to poverty alleviation. At the same time economic impacts are felt negatively due to the leakages that occur when the money earned is taken out and not invested back in the region.
- Social & cultural dimensions informs about respect to socio-cultural authenticity and integrity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. These days, tourism is all about 'experiential tourism.' Tourists want to experience authentic culture, and experience something unique and authentic to the destination. This affects both the guests and the host community, and makes the study of social and cultural dimensions of tourism a must in order to ensure long term tourism activity in any destination.

There are other aspects such as Sustainability, which being a big area of concern has led to the study of the dimensions of tourism impact on the ecology and sustainability of a destination. To understand the sustainable development dimensions of tourism, broadly three pillars are considered as an benchmark - environmental, economic, and socio-cultural. Their corresponding variables (namely core-tourism experience, information, hospitality, fairness of price, hygiene, amenities, value for money, logistics, food and security) are studied to understand the development and impact of tourism industry on the sustainability of a destination. It is important to recognize that there are clear links between the different aspect of tourism like the environmental, economic, and social cultural dimensions with the other sub-dimensions to study the magnitude of the tourism industry.

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### 14.3 TOURIST PRODUCTS AS COMPOSITE PRODUCT

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Tourism, by its nature, generates important economic, social, political, and cultural effects on the society as a whole; thus playing an indisputable role in the development of a nation. The tourist destination is a geographical unit that is visited by a tourist. It can be a town, village, region, country or even continent. Different tourist destinations have different level of significance depending on attraction, accessibility, accommodation, amenities availability and its unique features. As a result the combination of all services offered to a tourist forms a distinctive tourism product which can be defined as the sum of the physical and psychological satisfaction it provides to tourists. It can be seen as a composite product, as the sum total of a destination's tourist attractions, transport, accommodation and entertainment which result in customer satisfaction. Each

of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analysed in terms of its attraction, accessibility and accommodation and focuses on facilities and services designed to meet the needs of the tourist.

Most importantly, Tourism Product is a combination of tangible and intangible products and services which cannot be provided by a single enterprise, unlike a manufactured product. The product covers the complete experience of a visit to a particular place/ site/destination and many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc. Package Tours is also an example of tourism product since a package tour is a travel plan which includes most elements of vacation, such as transportation, fooding, accommodation, guide- service, sight- seeing, entertainment, and so on. Thus, the tourist product is sold as a package or assembled by the individual himself/herself or her/his travel agent combining various components. These different components are aspects of Tourism that influence how tourism activity will shape up in a destination.

### Check Your Progress 1

- 1) Explain the meaning of 'Tourism Umbrella'?

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- 2) What do you understand by Dimensions of Tourism?

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## 14.4 COMPONENTS OF TOURISM

Tourism is a combination of components or sectors which come to form an industry. Components refer to those parts of machinery without which the mechanism of the machinery will fail. Therefore, tourism components refer to those parts of tourism that makes the mechanism of tourism industry work. Given the sheer size of the tourism industry, it can be helpful to break it down into the basic components, commonly referred to as the A's of Tourism. It is necessary to know the components of tourism industry in order to grasp the essence of the phenomena. In fact, there cannot be any touristic activity without these components put together. These components or A's of tourism are:

- 1) **Attraction (Locale):** Attraction or Tourism Patrimony refers to those features that pulls or attracts tourists to a destination. There is no easy way to enumerate or analyse attraction that a place offers. It is well understood that what may appeal to one, may be of no interest to others. Yet we can still say that there are attractions that pull any tourist to a destination such as natural beauty of a place, historical monument, and so on. Thus, it is the most important factor to attract and pull a tourist to a destination.



- 2) **Accessibility (Reachability):** Accessibility means how a tourist can reach a destination or site, mainly in terms of transportation. A destination may have all the attractions needed for being a popular destination but if it is not reachable in terms of road or other mode of transport, then it forces the tourists to avoid the destination/ site. The accessibility means all modes of transport namely Road, Rail, Air and Water that gives access to the destination and its attractions.
- 3) **Accommodation (Lodging):** Accommodation refers to the place where one can find boarding and lodging. It is generally said that one can carry food from home while travelling but one cannot carry accommodation i.e. shelter while travelling. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel all available depending upon the ability of the tourist to make the payment. In recent times, accommodation is not just about providing shelter but it at times can also become an attraction in itself, as in the case of specialty resorts.
- 4) **Amenities (Support services):** The meaning of amenities in tourism is the services and facilities that are needed by the tourist and provided to them, during their visit to destination. These facilities could be the necessary aid of tourist centre or other services such as public toilet, signage, retail shopping, restaurant and cafes, visitor centres, telecommunication and emergency services.
- 5) **Activities:** Activities are the different types of entertainments and facilities available for the tourists. Tourists these days are not just satisfied by looking and observing, they now want to actively participate. Some of the activities to be undertaken by the tourists at the destination are; sight - seeing, shopping, sun - bathing, rural tourism, adventure sports, golfing, dance sessions, cooking classes, wine testing, etc.

Let's discuss two of these components in detail in the sections below

## 14.5 ATTRACTIONS

Attraction is considered to be the most important component of tourism. Attraction means anything that creates a desire in a person to travel, to a specific tourist site or destination. Attractions are preconditions to travel as they attract people to a site/ destination, provides pleasure, and attaches people to enjoy & involve in tourism activities. These elements within the destination's environment, independently or in integrated form, serve as the principal motivation for tourists. Attractions comprise Natural Attractions (Landscape, Seascape, Beaches, and Climate), Man – Made Attractions (Monuments, Theme Parks, Museums, and Fairs), and Hybrid or Mixed Attractions (Aquariums, Wildlife Sanctuaries, and National Park). Hence, attraction becomes a precondition of travel and the most important element /object that attracts and attaches people to a destination.

### 14.5.1 Natural Attractions

Natural Attractions refers to the sites and destinations created by nature, i.e. naturally available. Natural resources are frequently the key elements in a destination's attraction. It includes both Natural Resources (such as clean air, land, mineral waters, water resources, flora & fauna, wild life, etc) and the Natural

Environment (such as the natural landscape, including natural forests, mountains, regions, beaches, rivers and lakes, etc). Natural Attractions include:

2) **Pleasant Weather/Climate:** Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather visit Sea beaches in search of winter warmth and sunshine. It well known fact that people living in cold places long to visit sunny climate and people living in tropics dream for vacation in the cooler places. Millions of tourists from European countries with extreme climates visit beaches in search of fine weather and sunshine. Countries like India, Sri Lanka, Thailand, Indonesia, Australia, Philippines have beautiful sea beaches with fine weather are best examples where weather has played a prominent role in attracting tourists. We have observed in India, many upland cool areas have been developed as hill stations like Shimla, Manali, Gulmarg; and these hill stations see people visiting from warm climates/ plains to see snowfall and enjoy the cold climate. People prefer better and different climatic/weather than they have as experiencing different climate is also a motivation for travel. So we see people travel from:-

- offshore to coast/beaches,
- cloudy/cold to sunny/warm places,
- warm/cool to winter holiday destinations;
- and sometimes, experience of extreme climate like tropical desert, rainforest, monsoon etc.

3) **Scenic Places:** These are places with spectacular natural view, and biodiversity; e.g. land forms, hills, rocks, gorges, terrain and water bodies-lakes, ponds, rivers, waterfalls, springs, etc. The scenery and natural beauty of places has always attracted tourists as land forms like mountains, canyons, coral reefs, cliffs, etc give tourists a chance to enjoy nature in all its various forms. One of the great all time favourite tourist destinations is the Grand Canyon, Arizona as well as the mountain ranges like the Himalayas in India and Nepal, Kilimanjaro, and Swiss Alps, etc. There are water forms like rivers, lakes waterfalls, geysers, glaciers, etc as well which attract tourist just by their mere magnificence of existence. For example, Niagara Falls shared by Canada and the United States is an example of how scenic waterfalls attract tourists. Deserts of Egypt, the Giants Causeway of Northern Ireland, the Geysers of Iceland, the glaciers of the Alps, the forests of Africa and vegetation like forests, grasslands, moors deserts, etc are all popular among tourists and have been developed as tourist products.

4) **Flora and Fauna:** Flora and Fauna also attract many a tourist as they like to know the various types of plants and trees that they see and which trees are seen in which seasons. There are many plants which are specific to certain regions and many times travellers visit those areas especially to see those varieties of plants e.g. Valley of Flowers of India. Thick forest covers, attract tourists who enjoy trekking and hunting. Fauna attracts tourists who like to watch birds, wild mammals, reptiles and other exotic and rare animals.

- 6) **Beaches:** Beautiful beaches of India, Sri Lanka, Thailand, Indonesia and Australia are popular destinations of Asia – Australia; while France, Italy, Spain and Greece have developed into beautiful beach destinations in Europe. Beach tourism was always popular among the tourists of all age groups, backgrounds and cultures. The basic importance of beaches is that they provide aesthetic value with beautiful natural scenery with golden sands, lush green vegetation and bright blue sky. Further the weather condition, especially moderate temperature make beaches attractive. Beaches with clear water, with fine powder like sand, generally free of currents and underwater rocks happen to attract tourists at all times.
- 7) **Islands:** Islands abound with natural beauty, as well as rare flora and fauna, usually different from those found on the mainland. This makes islands an ideal place for nature, and adventure lovers to visit. For example, Hawaii, Maldives, Mauritius, Tahiti, Andaman and Nicobar Islands, etc. has developed with tourism activity over the past few decades. The natural scenic beauty like beaches, topography of Islands is generally undulating and with exotic flora and fauna.

### 14.5.2 Man Made Attractions

Man- made Attractions are created and developed by humans / mankind for pleasure, leisure or business activity. For example- historical buildings, monuments, temples, churches, leisure parks, theme parks, museums, discos, casinos, etc. A growing number of visitors are becoming special interest travellers who rank the arts, heritage and/or other cultural activities as one of the top five reasons for travelling. Man- made tourism attractions include:

- 1) **Historical attractions:** Historical interest places have always exercised tremendous influence over travellers. People have always been nostalgic to visit historical places. Cities with historical events in past like Rome, Berlin, in Europe and Delhi, Amritsar, and others in India are prominent places for tourists looking for historic significance. Historical attractions includes:
  - sites and areas of archaeological interest,
  - historical buildings and monuments,
  - places of historical significance; and
  - museums and art galleries
- 2) **Cultural attractions:** Cultural attraction are based on the mosaic of places, traditions, art forms, celebrations and experiences that portray a destination/ region/ nation and its people, reflecting the diversity and character of a destination and country. The cultural elements include rural life, architecture, dress, art, handicraft, beliefs, traditions, religion, language, local food, festivals, local music, dance, drama, lifestyle, etc. For Example Paris is popular as the cultural capital of Europe and London is known as “melting pot of cultures”. In India Tamil Nadu, Assam, Punjab, Rajasthan and Gujarat are well known for their unique cultures projected through their art and folklore, language, cuisine, etc. Few other examples of manmade cultural attractions are discussed below:
  - Fairs and festivals are events which reflect the tradition and culture of a community or place. At the same time, fair and festivals are not

perennial attraction but are available only at a particular time of the year and thus are perishable and variable. In India, cultural attractions in the forms of folklores, dances and music can also be found.

- Similarly, arts and handicrafts is also a man made tourist attraction. India as a nation is among the richest countries in the world, as far as the field of art and craft is concerned. Tourists like to visit and observe the creative and artistic treasures of native life and the customs fastened with it. Every country has certain traditional arts and handicrafts that attract tourists like soap sculptures and batik of Thailand; tie and dye works, glasswork, hand block printing, sandalwood, inlay work and others in India.
- Pilgrimage is a term primarily used for a journey or a search of great spiritual and/or religious significance; since it is a journey to a sacred place or shrine of importance to a person's beliefs and faith. A large number of pilgrims have been making pilgrimages to sacred religious places or holy places. These holy places are part of manmade culture since although the sites and destinations have religious significance, some built structure represents the place and a cultural or traditional significance leads to the pilgrimage. Members of every religion participate in pilgrimages and the practice is widespread. In the Christian world, for instance, a visit to Jerusalem or the Vatican is considered auspicious. Among Muslims, a pilgrimage to Mecca is considered a great act of faith while among the Hindus, pilgrimage to Char Dham is considered sacred. In India there are many pilgrimage centres and holy places belonging to major religions born on Indian soil (Hinduism, Jainism, Buddhism, and Sikhism).

**3) Purpose Base Attractions:** These are special attractions built with the primary purpose. These attractions consisting of built environment by man are fun, enjoyable and have different purposes. For example, museums, entertainment centre, theme parks, casinos, sports events, special events, recreational parks, night life, etc all provides different kind of entertainment or purpose to the visitor, yet they all have the same purpose of attracting tourists. Few more examples of some of these purpose built attractions are given below:

- Amusement and recreation parks have entertainment as their main characteristic. Just to name a few - Theme Parks such as Disneyworld in United States, Hong Kong, Paris, Singapore and Dilli Haat in Delhi, Essel World in Mumbai in India and so on.
- Sporting events like Olympics, Asian Games, Common wealth Games, FIFA, etc are also an opportunity to explore the country and the destination, both for the participants and the spectators. Some other events like conventions and conferences, meetings, seminars, workshops trade fairs and exhibitions.etc are also attractions for visitors and tourists.

### 14.5.3 Hybrid/Mixed

Hybrid or mixed Attractions refer to the attractions created by adding value to cultural and natural attractions. Mixed attractions are called so since they showcase both natural as well as manmade attractions at the same time. For

example- Resorts, National Park, Wild Life Sanctuaries, Aquariums, Petting Zoos, Farms, Zoos, Wellness centres and so on. Some examples of mixed/ hybrid tourism attractions are:

- 1) **Spas and Wellness Centres:** Spas along the sea coasts were always popular as tourism attraction, all over the world. Wellness centres along natural water springs and hot water geysers combine both natural attractions along with the man made built attraction, thus adding to its appeal. Globally wellness and health Spas have been built around some natural resource, may it be therapeutic like Hot water springs or scenic, serene ambience to help the health restoration process. In India, as well, we have holistic wellness centre with yoga, meditation, and traditional ayurvedic massages, aromatherapy, reflexology, etc built around natural setting which has aesthetic, scenic surroundings.
- 2) **National Parks, Wildlife Sanctuaries, Aquariums and others:** Wildlife has a number of dimensions such as land-based mammals and reptiles, flora, birds, insects, fish, and marine mammals. Tourism can clearly be very harmful to wildlife through the destruction of habitats, affecting feeding habits, disrupting breeding patterns, fires in woodlands and people picking rare plants. Hence, wildlife is well protected and preserved through Wild Life Sanctuaries and National Parks e.g. Masai Mara and Serengetti of Africa and Jim Corbett, Kaziranga, Ranthambore, Gir in India and others. These National Parks and Wildlife Sanctuaries are perfect examples of Mixed Attraction as tourists are attracted to see the wildlife but they can get an opportunity only when both the natural attraction (Fauna/ wildlife) is under manmade protection area (National Park/ Wildlife Sanctuary).

Similarly aquatic life forms are attractions but can be visited only in manmade Aquarium, Marine Parks and Resorts, Crocodile Parks and so on.

- 3) **Resorts:** Resorts are generally built around some natural scenic site and location. Popular ones are beach resort, island resort, hill resort, ski resort and so on. Thus a resort built around the scenic location cannot be built without the natural beauty of the location. Natural landforms and manmade built for tourism purpose need to come together to give us the Resort, a tourist attraction and activity destination in itself.

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## 14.6 ACCESSIBILITY

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Accessibility refers to the means of reaching a tourist attraction/ site/ destination for tourism purposes. It is an important component of tourism since without accessibility even the most beautiful and scenic locale will be of little importance and not a tourist destination. Accessibility therefore refers to the different means of transportation available to a tourist for reaching an attraction. Attraction can be anywhere but they need to be connected by different modes of transport since accessibility to a place is dependent on the transportation available.

Transport forms a dynamic element of tourism involving not only the modes and means of transport but also travel infrastructure like roads, rails, ports and airports. Transport is needed to physically move tourists from their point of origin to the destination and site that they are visiting. It can be said that accessibility in the form of transportation system is a key factor of tourism development. One of the



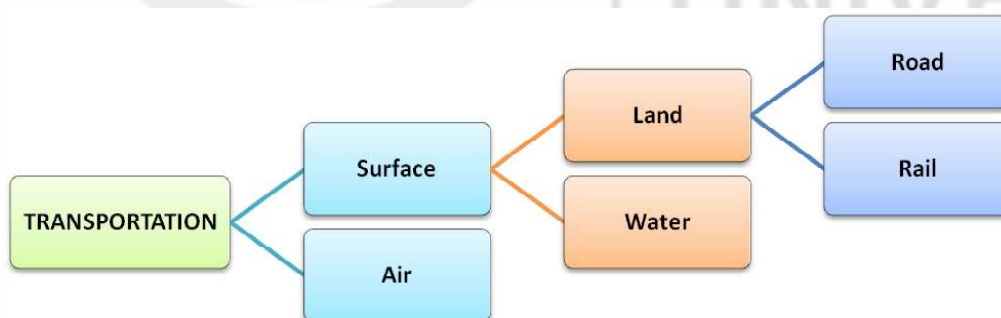
reasons that Europe is placed on the top both as the tourist generating and attracting region, is the variety and excellent system of transportation available in the continent in the form of Eu-Rail, Flix Buses, Ferries, Cruises, etc.

The pace of development in transportation system has been slow but steady. The earliest travellers were walking or riding domesticated animals. The invention of technology provided new modes of transportation and increased individual's opportunities to travel. With the invention of steam engines, both railways and water transportations became more efficient and widely used. Introduction of railway system also paved the way for long haul travel in Europe and other developed countries.

As you have read in Unit 12, the continued popularity of rail travel and the emergence of automobile played a significant role in the development of tourism. For example, Motor cars enhanced the speed and volume of travelling by road. Modern communication and transportation system came into existence in 18th and 19th centuries, and globally one could witness an increase in mass tourism leading to the demand of luxury transport for travel and sightseeing. Improvement in communication meant the advance bookings of train, ferry, bus, airlines, etc for travel could be organized. Revolution in the modern transport sector was further witnessed when travel by Aeroplanes facilitated for faster and long haul travel into any part of the world.

As mentioned earlier, accessibility is not just about transport vehicles and technology, but it is also about transport infrastructure. Transport infrastructure includes bus terminals, railway stations, airports, harbours, ports, motor ways and rail networks. Each new invention in the transportation, transport technology and infrastructure means a change in the cost of travel as well as in the time consumed for reaching the destination; which in turn means an extra milestone is added for tourism development.

Transportation is what makes any attraction accessible; it is the means of conveyance or travel from one place to another. It should be comfortable, safe, reliable and economical. Depending upon the mode, transportation can be classified as below:



### 14.6.1 Surface Transportation

Transportation by land or water using road, rail, boats and ships is referred to as surface transport. Surface transport is further classified as Land and Water Transport.

#### 1) Land Transport

It is the most commonly used transportation and is usually considerably cheaper than air transport. Land transport refers to both roadways and railways.

- a) Roadways or Road Transportation is known for providing a traveller with the 'last mile connect'. Taxi/ Car on Hire as well as Bus services are commonly referred to means of transportation used for Road Transport. In India, both government and private operators offer bus services to destinations, specially for relatively shorter journeys as well as for hilly terrain, where rail and air transportation services are not commonly available. Buses operate with low capacity compared with trams or trains, and can operate on conventional roads, with relatively inexpensive bus stops to serve passengers. Therefore, buses are commonly used in smaller cities and towns, in rural areas as well for shuttle services supplement in large cities. Car services on the other hand, are very popular for last step connectivity. At the same time, travelling by automobiles on road for road trips as well as means of comfortable travel between two cities is also popular among the young and adventurous. For example, in the context of Europe, private cars have a significant share in tourism transportation because of open borders and excellent system of roadways creates a convenience. Caravan as a travel mode during vacation is popular in United States.
- b) Railways / Rail Transport, also commonly known as train transport is a means of transferring passengers and goods on wheeled vehicles running on dedicated rail tracks. Rail transport can be:
- i) Between Cities – Intercity rail is long-haul passenger services that connect multiple urban areas. They have few stops, and aim at high average speeds, typically only making one of a few stops per city. These services may also be international as seen in the case of Eurail, operational in Europe.
- In India Rail transportation includes passenger trains, express trains and other trains with different classes; e.g. Shatabdi, Rajdhani, Mails, etc. Luxury as well as Heritage trains which also double as tourist attraction like Palace on the Wheels, Royal Orient, Maharaja Express, and others also form a part of this rail transport system.
- ii) Within City - Trams are rail borne vehicles that run on the city streets or dedicated tracks. They have higher capacity than buses, and follow dedicated infrastructure with rails and wires either above or below the track, limiting their flexibility. For example, the tram service of Kolkata is a popular means of transport.
- Metro rail on the other hand is safe and convenient mode within the city as having a dedicated track makes it convenient and faster than road transport.

## 2) Water Transportation

Water transportation is one of the earliest forms of transport known to man, and it has been interlinked ever since the beginning of time with tourism. Transportation through water made important contribution to travel and tourism in 19th century specially after the innovation of shipping technology like the invention of steam engine and rudder system (used for navigation).

Water transportation as we know today can be boats, ferries, catamarans, ships, cruise ships, etc in rivers, lakes, oceans, and seas. It is used for moving both passengers and cargo as it has always been found as fastest, quickest mode of transportation ranging from cheap regular ferry service across a river or channel to Luxury River and ocean cruises. For example: cheap ferry service is available on river Brahmaputra to reach Majuli island in Assam along with a luxury experience on Brahmaputra River cruise. Water Transport also is known for the present day Giant Cruise Industry, as Cruise vacations are popular means of luxury water transportation along with accommodation and site seeing and activities.

### 14.6.2 Air Transportation

Air Transportation refers to travel through airways through aeroplanes, and helicopters. Since World War II, number of travellers for long haul travel has grown tremendously due to the advance in airplane technology and growth in commercial flight industry. Air Transportation has advantage over other transport as it is considered to be the fastest mode of travel and in recent times, safety standards have also improved. More recently, increasing supply of 'no-frills' flights, advances in information technology, widespread use of the Internet have all contributed to an increase in air travel. Yet it is also expensive as compared to other modes of transport and that acts as a deterrent for it to become the most popular mode of transport.

### 14.6.3 Future Trends

Transportation modes and mean are constantly evolving to make travel faster, safer, cost effective and environmentally appropriate. Few of the future trends are discussed below:

- 1) **Hyperloop concept :** It was introduced in 2012 by entrepreneur Elon Musk, of Tesla and SpaceX companies, who decided to open source the concept to allow others to build on this technology. This promising, high-speed innovation is comprised of reduced-pressure tubes that contain pressurised capsules with the ability to transport passengers from San Francisco to Los Angeles in a mere 35 minutes at speeds of up to 700mph. High speed rail system usually takes 2.5 hours to travel the same distance.
- 2) **Super-maglev trains:** Magnetic levitation (maglev) technology based trains are operation since 1984. A 2015 Japanese maglev train reached speeds of just over 600km/h., Super-maglev trains, next-generation transport innovation, use the same underlying technology as the previous versions, except that this utilises a vacuum tube to reduce air friction and allows for increased speeds. For example, a maglev train system from Washington to New York would cut the travel time between these two cities to one hour, down from three hours. However super-maglev trains could theoretically bring the journey time between these cities down to around 30 minutes.
- 3) **Greener Motor Vehicles:** The quest for greener vehicles with least effect on the environment is underway since long. Electric vehicles are less dependent on petroleum - based fuel and emit less greenhouse gas. However, the environmental performance of these electric vehicles depends on how

their electricity is produced. Hydrogen vehicles, where pressurized hydrogen is used to charge the fuel cells which generate electricity to power the engine, are also being explored.

- 4) **Smart Roads:** Smart roads connected to the internet of things (IoT) can instantly communicate with smart cars about the best ways to avoid hazards or adverse road conditions. It is not just safety issues that technologically-enabled roads will help address; roads can also be transformed into an electrified track that would recharge modes of transport, such as electric cars and trucks while they drive. In the future, wireless battery chargers will be found underneath roads, helping to reduce the level of air pollution and virtually eliminating the need for fossil fuels to power cars.

Innovation in the field of transportation will continue and they will either aid tourism by reducing the time to reach a destination, or become a tourist attraction in themselves.

#### 14.6.4 Choice of Transportation

Today there are various modes and means of transportation like airlines, surface (road & rail) and water transportation available for a tourist. For most tourists, the choice of travel mode is guided by the choice of destination, the pace of travel requirement i.e. time and cost, along with features like convenience, comfort, safety and speed, are also relevant. These critical factors are further explained below:

- 1) **Reliability:** The transport should be regular and safe as ensured by safety appraisal organisations.
- 2) **Affordability:** The distance factor also plays an important role in determining a tourist's choice of a destination and mode of transport; e.g. Longer distance cost more as compared to short distances and air travel is expensive than surface transportation.
- 3) **Convenience:** People travel by the means of transportation conveniently and easily available to them. In case of direct connectivity, tourist even chooses a destination further away over a destination close by which does not have direct transport facility.
- 4) **Variety:** As there are different modes of travel- by air, by water, by surface, people prefer to add all elements of transport in their travel plan to have varied experience e.g. Foreigners visiting as backpackers to India prefer to travel through trains and local buses.
- 5) **Comfort:** Accessibility can be specified in terms of the extent of comfort or hassle with which visitors can reach the destinations of their liking. Globally, air transport dominates the movement of international visitors as it is comfortable mode of transportation and less time consuming.

These critical factors in transportation, affect the success of every destination or tourism product, even if it is intended to be highly exclusive. Means of transport are used as utility where the focus is only on accessibility and when used for tourism, the focus is both on access and experience as shown in the following table:

**Table 1**

<b>Transportation used as utility</b>	<b>Transportation used for tourism</b>
Taxi, Urban bus, Metro	scenic car trails, city walking trails,
Intercity rail & flights	coaches , cruises
	Walking & cycling holidays, Heritage railways, Kayaking, Ballooning

**Check Your Progress 2**

- 1) What is meant by A's of Tourism??

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- 2) What is the difference between Natural and Mixed attraction? Explain with examples

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- 3) Discuss the future trends in transportation

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**14.7 LET US SUM UP**

Tourism is rapidly growing industry which is connected to many other aspects of human life; economy, politics, environment, socio-cultural etc. That is why it has complex nature, multiple characteristics and multi dimensional. Study of the historical dimensions help us to formulate plans for the future by recognising patterns in the historical development of tourism. The components of Tourism also known as A's of Tourism are Attraction, Accessibility, Accommodation, Amenities and Activities. Attraction can be natural or man made or hybrid while accessibility can be by the mode of surface – land and water and air transport.

**14.8 ANSWERS TO CHECK YOUR PROGRESS****Check Your Progress 1**

- 1) See section 14.1 and frame your answer
- 2) See section 14.2 and frame your answer



**Check Your Progress 2**

- 1) See section 14.4 to frame your answer
- 2) See section 14.5 to frame your answer
- 3) See section 14.6.3 to frame your answer



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## UNIT 15 TOURISM DIMENSIONS-II

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### Structure

#### 15.1 Objectives

#### 15.2 Introduction

#### 15.3 Accommodation

##### 15.3.1 Growth and Development of Hotel Industry

##### 15.3.2 Growth and Development of Accommodation Industry in India

##### 15.3.3 Types of Accommodation

##### 15.3.4 Future trends in Accommodation

#### 15.4 Amenities

#### 15.5 Activities

#### 15.6 New A's of Tourism

#### 15.7 Let Us Sum Up

#### 15.8 Answers to Check Your Progress

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### 15.1 OBJECTIVES

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After reading this unit you will be able to:

- explain the importance of Accommodation in the tourism industry,
- classify the different types of accommodation available for tourists,
- describe Amenities as a component of tourism,
- discuss Activities as a key component of tourism; and
- explain the new components of tourism – Ancillary Services and Ambience

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### 15.2 INTRODUCTION

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As discussed in the previous Unit, there are 5 components of Tourism, also known as A's of Tourism and all of them need to come together to make the Tourism experience to happen. These components refer to the different types of services needed for a Tourism Experience to take place such as an Attraction which motivates a tourist to visit a site, the mode and means of journey to reach the destination /site, accommodation where tourist can stay in the destination, the amenities are the facilities needed by tourist such as sanitary and hygiene at the destination and activities refer to what the tourist does while visiting a site or destination like shopping, site seeing, adventure sports and so on. In the previous Unit we have discussed about Attraction and Accessibility as two A's of Tourism. In this Unit we will discuss about the other A's of tourism such as Accommodation, Amenities and Activities. This Unit will also discuss two new A's being considered as to be included as new Tourism Component. These are Ancillary Services and Ambience.

## 15.3 ACCOMMODATION

Accommodation as a component of Tourism includes boarding and lodging. It is the room or the space provided to the tourists who come from a long distance and is the basic need of any tourist place. It is often said that when we travel to a destination we may carry our food, a home cooked meal with us but we cannot carry our accommodation with us. Even if we carry camping equipments or travel by a caravan, we would need a place with amenities to put up the tent or park our vehicle. The need and necessity of accommodation cannot be ignored in tourist destination as it plays a vital role in the field. All destinations earn more when the tourist stays over, as then it means tourist will be using food and lodging, even souvenir shopping, eating out as well as participation in activities and entertainment in the evening or early next morning. It is economically beneficial for a destination whenever a tourist stays over.

It has been observed that many destinations are blessed as excellent attractions are readily accessible but lacks tourist accommodation which results in less number of tourists visiting and staying over resulting in less economic benefit for the region. Accommodation occupies the biggest share in the total tourist expenditure, since studies have shown that with the wide range of lodging facilities available in a modern holiday destination the accommodation component usually comprises of 30-40% share in total expenditure of a tourist.

### 15.3.1 Growth and Development of Accommodation Industry

Accommodation industry is perhaps one of the oldest enterprises in the world with establishment of money as a medium of exchange. Historically accommodation was established along major transport routes to serve the transit market (people who are on their way to somewhere else). So, around the 6<sup>th</sup> BC came the first real impetus for people of trade to travel and the earliest Inns were ventures by husband and wife who used to provide modest wholesome food, quench thirst (mainly wine) and a large hall to stay for travellers against money.

Initially Inns were called “Public Houses or Pubs” and the guests were called “paying guest”. This type of accommodation with rural setting and was popular during the Middle Ages/Dark Ages (AD 400-AD 500) is one of the initial accommodation facilities in the world. It usually was a small rural lodging establishment that provides not only shelter, but food and sometimes entertainment for both the travellers as well as the local people. Inn’s have always been considered to be a place of comfort, warm food, and safety for the traveller on long journeys and need place to rest and sleep. These conditions remained for several hundred years. The advent of Industrial Revolution brought ideas in the business of Inn keeping. The development of railways and ships made travelling prominent and industrial revolution changed travel from social to business status resulting in better services at Inns.

During the era of 1750 to 1820 the English Inns gained the reputation of being the first in the world and were generally centred in London. The “Inns” were reserved for finer establishments catering to the nobles and the public houses visited or frequented by common men were called as “Taverns”. In France the establishments were known as “Hotelleries” and the less pretentious houses were called “Cabarets”. The name hotel is believed to have been derived from the

word hatteries around 1760. In America lodging houses were called “Inn” or “Coffee House”.

In modern times, Inns are usually found along the side of a country road or highway, and is more like a bar or restaurant that provide food and drinks and has a sleeping place for a few people only for a night or two. Usually, Inns fall somewhere between the level of a motel and a hotel in terms of amenities and space and can be cosier than an average hotel and used y travellers on long journeys who need a temporary place to sleep before continuing on their travels.

By 1800 the USA were the leaders in development of first class hotels. The real growth of the modern hotels took place in the USA beginning with the opening of first building as hotel, the “City Hotel” in 1794 in New York. 1907 witnessed the beginning of the first chain operations under the guidance of E.M. Statlers.

### 15.3.2 Growth and Development of Accommodation Industry in India

The origin and evolution of the hotel industry in India can be broadly categorized in the following three periods:

#### 1) Ancient and Medieval Era

The beginning of the hospitality sector in India stands rooted in the Hindu philosophy of ‘*atithi devo bhava*’, implying that an unannounced guest is to be accorded the status of God. The origin of the hotel industry in India cannot be traced to a definitive point of time; although there is evidence of its presence even during the Indus Valley Civilization and Vedic Era. In olden days, travel was predominantly undertaken for pilgrimage and trade. The concept of char *dham* (i.e., visiting religious places located in the four corners of India) among the Hindu community is an important indicator of significance accorded to pilgrimage by their ancestors. The lodging houses during those times were known as Dharamshala (dharma in Sanskrit means religion and shala school), providing accommodation facilities for travellers and guests involved mainly for pilgrimage and commercial activity. Here they were provided with a safe place to relax and spend the night. Famous Chinese scholars Fan Hien (AD 399-424) and Huein Tsang (AD 629-643), who came during the reigns of Chandragupta Vikramaditya and Harshvardhana respectively, have mentioned the existence of shelters for travellers.

In the medieval era, between the 11<sup>th</sup> and 13<sup>th</sup> BC, many ‘*Sarai*’ and ‘*Musafirkhana*’ were built, primarily as resting places for messengers of the postal system established by the Sultans.

#### 2) Colonial Era

The organized existence of the hotel industry in India started taking shape during the colonial period, with the advent of Europeans in the 17<sup>th</sup> CE. The early hotels were mostly operated by people of foreign origin to cater to the needs of the European colonizers and later officials of the Raj. Among the first such properties were taverns like Portuguese Georges, Paddy Goose’s, and Racquet Court, which opened in Bombay between 1837 and 1840. Until 1900, almost all hotels were constructed and run as per Western traditions. The first Indian style hotels were Sardar Griha, which opened in 1900, and Madhavashram in 1908.

### 3) Modern Era

With the development of mass tourism, leading hotel chains and corporations have come up in accommodation sector. These chains have diversified their brands by price and image to appeal to a wider variety of markets. Some international hotel chains retain a strong hold on the global accommodation market as they work on policy to create a uniform marketing image to distribute their products.

Post-independence, there have been big leaps in the hotel trade in India as well. The Oberoi Group of Hotels and the Taj Group took over several British properties, maintained high standards of services and qualities, and expanded their business overseas. The later decades saw corporate like the ITC also joining the hotel industry with properties under ITC Welcome Group. The 1950s also saw the creation of Club Méditerranée and similar club holiday destinations, the precursor of today's all-inclusive resorts. Over the last few decades, various well-known international hotel chains have come to India. These include Hyatt Hotels and Resorts, Inter Continental Hotels and Resorts, Marriott International, Hilton Hotels, Best Western International, etc.

#### 15.3.3 Types of Accommodation

Accommodation is defined as “an establishment that provide facilities and services for sleep, rest, relaxation and entertainment for people who are temporarily away from their place of residence or work, in return for a fee” by Mensa, 2009. Accommodation can be subdivided and classified based on different criteria. Accommodation can be subdivided into sub-sectors depending upon the primary service provided like -

- **Lodging** comprises hotels, apartments, campsites, log cabins, lodges, villas, resorts, inns and tree houses etc.
- **Food service** subsector includes fast food operators, vending outlets, restaurants, functional catering/institutional catering etc.
- **Entertainment** subsectors comprise organizations that offer live or recorded music, discotheques, clubs, traditional entertainment music etc

These three services usually are all provided at the place of accommodation, but require different sets of skill sets of the service provider.

In last half century, accommodation sector has evolved and changed and the market has seen a proliferation of accommodation range and types from basic camping and backpacking facilities to mega - resorts and holiday villages. At times accommodation itself is an important tourist attraction, as in the case of specialty resorts. Non-traditional type of accommodation such as holiday village, youth hostel, apartment houses, tourist cottages, and camping and caravan sites are also in trend. Accommodation sector can be classified into two categories based on the level of services provided as well as the way the sector is structured. It is classified as:

#### 1) Organised Sector / Serviced / Traditional Accommodation –

It refers to the services provided by the Hotels, Motels, Resorts, Lodges, Pension Houses, etc wherein service of lodging and food is provided to the guest.



- 2) **Unorganised Sector/ Self Catering/ Supplementary/ Alternate Accommodation** – It refers to the premises that offer accommodation but not the supporting services like Youth Hostel, Dharmshalas, Camping, Caravan, Guest Houses, home stays, others

### 15.3.3.1 Types of Accommodation – Organised Sector

Among the various forms of accommodation, **Hotels** are one of the most significant and widely recognised service providers of overnight accommodation for tourists and business travellers. It is a place where tourists can find food, shelter, provided he/she is in a fit position to pay for it. Hotel is defined by British law as a place where a bonafide guest receives food and shelter provided he/ she is in a position to pay for it and is in a receivable condition. It is also defined as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services - Food and Beverage Services; Room Attendant Services; Safety and Security to guest and his belongings, Laundry Services; and use of Furniture and Fixtures.

New trends and innovation are observed in the accommodation and hotel industry which gives many new bases for the classification of Hotel. Types of Hotels can be classified as:

- 1) Classification on the basis of **Room Charges**:
  - i) Budget Hotels – Budget hotels are hotels with low or economical room rents. Budget hotels can be both independent or belong to chain/ group properties.
  - ii) Mid- Market/Mid- Range Service Hotels – Mid Market hotels offer modest services such as room services, round-the-clock, coffee shop, transfer facilities and so on, without the lavishness and personalized attention of luxury hotels, and appeal to the largest segment of travellers.
  - iii) Luxury Hotels – A luxury hotel is a hotel that is upscale and typically costs more than the average accommodation. Luxury means lavishness and opulence and these hotels provide services that are personalized and individualised to give the guests the feeling of luxury.
- 2) Classification on the basis of **Size**:
  - i) Small Hotels - Hotels with twenty five (25) rooms or less are classified as small hotels.
  - ii) Medium Hotels - Hotels with twenty six (26) to hundred (100) rooms are called medium hotels.
  - iii) Large Hotels - Hotels with hundred and one (101) to three hundred (300) guest rooms are regarded as large hotels.
  - iv) Very Large Hotels: Hotels more than three hundred (300) guest room are known as very large hotels.
- 3) Classification on the basis of **Location**:
  - i) Business / Commercial / Downtown Hotel – A business hotel is located in the Centre / Heart of the city or within a short distance from business centre (i.e. commercial hub of the city with shopping areas, theatres,

public offices etc). These hotels are meant for the business travellers and the room rates are usually higher since they have to recover investment on land as well as for the extra facilities provided to business travellers.

- ii) Sub-urban Hotel - Hotels near the outskirts of the city are referred to as Sub – urban hotels. These hotels are built to provide all the facilities of a business hotel but away from the hustle and bustle of the city; usually with moderate room rates.
  - iii) Resorts Hotel – Resort Hotels are hotels located at scenic tourist destinations such as hill station, sea beaches and countryside. These hotels usually have a natural ambience, pollution – free environs and are located away from cities. These hotels combine stay facilities with leisure activities such as golf, wellness, etc. and thus the room rates vary from moderate to high, depending on the additional service offered.
  - iv) Airport Hotel - Airport Hotels are Located on or near the airport premises and other ports of entry. These hotels provide all the services of a commercial hotel, for layover passengers, crew members, visitors to the airports etc. who need a stopover en route on their journey. All airport hotels are transit hotels but not all transit hotels are airport hotels.
  - v) Motel - The word motel is formed by merging two words ‘motor’ and ‘hotel. They are located primarily on highways and provide facilities such as modest lodging, food and drinks, garage facilities, a parking lot, and re-fuelling for vehicles to highway travellers
  - vi) Rotels - Rotel stands for “Rolling Hotel”, i.e. a hotel which rotates on wheels, also known as Motel on Wheels. Caravan-like vehicles which can offer accommodation and also act as a vehicle of transport from one destination to another are examples of Rotel. The best example of Rotel in India is are the luxury trains like Palace on Wheels - a fully air-conditioned, well furnished, with attached restaurant and bar. The fare is inclusive of train ticket, food, alcoholic beverages and sightseeing.
  - vii) Flotel – Flotels are hotels located on the surface of water either on a lake, river or sea and can be luxurious hotel away from the mainland built on the top of water or semi-submersible platforms. Usually they provide accommodation, along with food and beverage facilities to guests like luxury cruise liners, house boats of Dal Lake, and so on.
  - viii) Lotels - A Lotel is a hotel equipped with a heli-pad for helicopter landings.
- 4) Classification on the basis of **Length of Stay**:
- i) Transit / Transient Hotel – Transit hotels provide rooms to those guests who are en route to another destination and want to use the facilities only for a short period of time. The length of stay may be as less than a few hours and therefore these hotels have 24 hours check in and checkout time. They are usually near ports, highways and airports – related to a particular form of transport

- ii) **Residential Hotels / Service Apartments** – Also called apartment hotels where room is sold on a long term basis, usually for weeks or months or even years at a stretch to a single client. These are housed in buildings designed for or containing both apartments and individual guestrooms or rental units, under resident supervision. An inner lobby forms the entrance through which all tenants must pass to gain access to their apartments, rooms or units.
- iii) **Semi - Resident Hotels:** Semi-resident hotels are generally patronised by people who are staying at the location while in transit to another place. The duration of stay may range from weeks to some months. They incorporate the features of both transient and residential hotels.
- iv) **Extended stay hotels:** Extended stay hotels are types of lodging with features intended to provide more home-like amenities. These hotels typically have self-serve laundry facilities and offer discounts for extended stays, beginning at 5 or 7 days. Extended stay hotels are aimed at business travellers on extended assignments, families in the midst of relocation, and others in need of temporary housing.

#### 5) Classification on the basis of **Facilities and Service Provided**

- i) **Boutique Hotel** – Boutique Hotel” is a term originating in North America to describe intimate, usually luxurious or quirky hotel environments. Boutique hotels are furnished in a themed, stylish and/or aspirational manner and provide an exceptional and personalized level of accommodation, services and facilities. Usually, they are smaller than a mainstream hotel, and have guest rooms ranging from 3 to 100. The target markets of these hotels are discerning travellers, who place a high importance on privacy, luxury and service delivery, typically corporate travellers.
- ii) **Star Category Hotels** – Classification of hotels is undertaken by Ministry of Tourism, under which a committee forms known as HRACC (Hotels and Restaurants Approval & Classification committee) that usually inspects hotels in every three years. Specification based upon number of AC rooms, floor area, accessibility, eco – friendly practices, fire fighting, bar license, and other facilities and services provided by the hotel is reviewed and a star category is assigned to the hotel. The categories are from 1 star o 5 stars.
- iii) **Heritage Hotels** – Heritage hotels are properties like small forts, palaces, or havelis, the mansions of the royal and aristocratic families who offer their own property to the tourist. These hotels offer a history and put their best efforts to give the glimpse of their region by serving traditional cuisine, entertained by folk artistes and offered rooms that have their own history. In India Heritage hotels are classified as Heritage, Grand & Classic.
- iv) **Casino Hotels** - Casino hotels provide gambling facilities. These hotels attract the clients by promoting casino, arranging entertainment, accommodation and meals with all first class luxuries.
- v) **Conference Centres** - A conference centre is a hotel which caters to the needs of a conference delegation. These hotels provide rooms to

delegates of conferences, a conference hall with the desired seating configuration for the meeting, food and beverage requirements during and after the conferences and along with other equipments needed by the delegates.

- vi) Green Hotels - Green Hotels are environmentally-friendly properties whose promotes saving energy, water, and reduce solid waste. The basic definition of a green hotel is an environmentally responsible lodging that follows the practices of green living.
- vii) Capsule Hotels – Capsule hotels are popular in Japan and pronounced as “capseru hoteru” in Japanese and usually are “men only establishment”. These lodging features small, box-like sleeping compartments (typically 6 x 3 x 3 feet) that are often found near railway stations as cheap alternative to rooms to overnight guests with a common bathroom. Each compartment is commonly equipped with an alarm, fan, radio/tv, and curtain, along with a fully made-up bed; the amenities include slippers, night robe, and a towel.

6) Classification on the basis of **Ownership and Management:**

- i) Individual/ Independent Ownership – These hotels have the right to exclusive ownership and control of a specified hotel property and do not have any affiliation or contract through any other property. They are usually autonomous and they do not have any tie up with any other hotels with regards to policy, procedures and financial obligation.
- ii) Chain / Group – A chain is defined as a group of hotels that are owned or managed under a single business arrangement, having its own headquarters, marketing agreements, sales agreements and internal operating procedures. A chain can have multiple brands under a single management agreement. This gives them the advantages of a large central organisation providing reservation systems, management aids, financial strength, expertise, manpower, specialities, merchandises and promotional help.
- iii) Management Contract – Management contract is a contract between the owner of the property and a hotel operator (management contractor) by which the owner employs the operator as an agent to assume the full responsibilities for operating and managing the hotel. The operator can be a hotel chain with reputed name and look after the Branding of the property as well as provide and maintain a certain service quality standard. The contract has Renewal and termination clause.
- iv) Franchise - Franchise is the authorization given by a company to another company or individual to market and sell its unique product /services and use its trademark, goodwill, brand image, and name according to the guidelines/ rules as decided by the former for a specified time and at a specified place for a certain fee. Hotel chains are often operated under franchisee.
- v) Time share - These are properties owned and rented on a long lease and also known as ‘vacation ownership’. It is associated with ownership of property to which multiple users hold the right; and price of the property

will depend on the week one intends to buy. These are hotels based on the concept of advance purchase - that for a set number of days each year and for a stipulated number of years the guest gets the right to enjoy the stay. Usually the share holders are required to pay an annual contribution towards the maintenance of apartments and can also rent out the unit through management but cannot claim any right to ownership of property

- vi) **Condominium:** Condominium units also known as Condo are purchased and owned by single owners; who shares the cost common to the complex such as insurance, and Maintenance, etc. In condominium hotels, the owner informs the management company when they would occupy the unit and the management company is free to rent the unit for the remainder of the year; and pay a major part of revenue to the owner.

### **15.3.3.2 Types of Accommodation – Unorganised Sector/ Alternative Accommodation**

The unorganised sector is the one where a record of the number of tourists visiting and their stay period is not always correct. Further no regulatory body or association is found for all these accommodation providers in India. These accommodations are:

- i) **Sarai/ Dharamshala** - These lodging properties are mostly found at popular pilgrimage places, generally constructed by welfare trusts, social organisation, or even the state, and provide basic security and sleeping facilities for a nominal fee.
- ii) **Dak Bungalow/Circuit Houses/Inspection Bungalow/First lodges** - A legacy of the British Raj, these were built as rest houses in the remote and scenic locales for colonial official across the country; and now owned by the various state governments. They can be availed through the local district administration on low tariff with basic facilities.
- iii) **Lodges/Boarding House** - Lodges are modest hotel situated away from the centre of the city or located at a remote destination and are self-sufficient establishment that offer standard facilities, such as clean and comfortable rooms, food and beverage service. Boarding houses are establishment that usually provide accommodation and meals at a specified period of time, such as weekends, or for a specified time of stay.
- iv) **Youth Hostel** - Youth travel for various reasons, such as education, adventures, and recreation and these hostels were established to cater to the youth who can't afford steep hotel rents. Generally youth hostels provide low-cost rooms or dormitory accommodation with common bathing and cafeteria facilities.
- v) **Yatri Niwas** - Yatri niwas provides low-cost, self-service accommodation to domestic tourist in cities, but with an emphasis on modest comfort and affordability. These properties are located at historical, cultural, and natural sites.



- vi) **Railway/Airport Retiring Rooms** - A retiring room is for the convenience of the transit travellers and are situated at major railway station and domestic and international airports. Booking for the retiring rooms are available to passengers with confirmed and current tickets, at reasonable rates and can be made through the station superintendent or the airport manager.
- vii) **Home Stay Accommodation:** Home Stay accommodation is offered by individual household at various destinations. Guest normally pays for accommodation, while the rules for F& B services may differ from host to host. The guests prefer home stays over traditional hotels as they want to experience the culture of the destination.
- viii) **Camping Grounds /Tourist camps:** Camping is one of the most popular recreational activities done close to nature staying in tents whereas Caravanning includes stay in recreational vehicles or caravans. Camping grounds are normally located within cities in open spaces and provide parking space along with water, electricity, and toilets where one can put up tent or park their caravan. Camping grounds have certain regulation regarding the quality of services and cost, and are usually set and maintained by municipalities.

### 15.3.4 Future Trends in Accommodation

Future trends in accommodation will be dominated by technology and artificial intelligence (AI). State-of-the-art Smart Rooms will be one of the next levels of guest experience where a room will know the guests and care about their preferences. They can control the room- temperature, light even the television as per guest preference. With more people using voice-activated devices in their homes, it's only natural to use these same devices to make rooms more "smart". The lights, temperature, and other features in a hotel room can be difficult to figure out and smart rooms alleviate that problem. Guests will be able to attune amenities like air conditioning, light, windows in every room, order guest services, chat with staff, order food to room, access all the information about the hotel, see flight schedules, and stay notified with alerts all on their smart phones or tablets provided by the hotel.

Information technology will improve service standards and operations. Hotel website will have calendar which will clearly shows which rooms are available when as well as an up sell panel, cross-sell panel and multi-room booking functionality along with easy and popular payment. Hotels will also be offering the same services through simple and eye-pleasing mobile app.

Many businesses within the hospitality industry have already begun to implement some friendly robots to help out with some of the housekeeping and other tasks that do not require a lot of face-to-face interaction. From a non-robotics point of view, AI is already being used extensively in order to provide flawless guest experience to the guests. AI will ultimately help the customer experience by improving the quality of any person-to-person exchanges.

#### Check Your Progress 1

- 1) What is the linkage between accommodation and tourism?

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2) What is meant by alternative accommodation?

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3) Write a brief note on future trends in the accommodation sector.

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## 15.4 AMENITIES

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Amenities are the services that are provided to meet the needs of tourists while they are away from home, on tourism activity. Most of the amenities are government services delivered by co-operation between local, state and national agencies. However, the role of private sector is equally vital particularly to keep a balance between needs of local residents and the services to be provided to the tourists.

Amenities are the beneficial services added with attraction, accommodation and accessibility to create tourism. Without amenities, a destination will be a place, accommodation will be a local hotel, a transport will be local transport etc. Amenities are not buildings or construction. But they are the additional features / comfort things / benefits inside a property or building that are made to offer convenience and comfort to people. In other words, they are the things/ services that provide comfort, convenience or enjoyment of the people. Therefore, the more amenities a building has, the more likely it will gain a competitive edge in attracting prospective tenants and guests.

Amenities in a hotel may include things or services such as high kitchen quality services, valet services, quality products, elevators, air conditioning, TV and computers for use, balconies, laundry services, swimming pool, playground, etc. In a destination, tourist amenities such as shops, visitor information centres, hotel and restaurants, approved guides, tourist police, roads, drinking water, toilet blocks, garbage bins, local conveyance, food and beverages are important for tourists to enjoy their visit to a destination in comfort. Moreover, people look for the amenities and services that are not found in the place of origin; and therefore if any destination offer better amenities like interesting shopping facilities, excellent food, luxury products etc, it becomes an added value for the destination.

Destination facilities/ services are consumed by tourists during a destination life cycle such as travel information, entertainment, transport, catering, accommodation, language translation, security, banking, tour guiding, authority etc. These can be broadly categorized as:

- 1) **The destination infrastructure elements** - Though these are not developed specifically with tourists in mind they are essential for any city/destination; and are considered as necessary aid or support services for any tourist destination to be successful. These infrastructural elements are very basic to any destination and are also used by the locals; yet without these services, a tourist's stay in the destination might not be comfortable. They include -

road, water, electricity supplies, communication facilities, sewage and water disposal, safety & security, medical services & hygiene. These support services help tourist to enjoy the stay in the destination as it creates tourism infrastructure.

**2) The destination added elements** - These are added elements to an existing attraction and include built environment which facilitate the satisfaction level for the tourists. Examples of these amenities or services are -

- Guiding /escort services:
- Travel agency for visa, tickets etc.
- car and bus parking areas,
- Access roads and transportation network for excursions to surrounding areas.
- Stations, passenger terminals, and related amenities
- Major thoroughfares, toll highways equipped with facilities including toilets and emergency phones, signage, parking, etc.
- Adequate number of food service establishments or restaurants, coffee shops, cafés and bars with varied cuisine menus.
- Conference space
- Safety and Security to provide quality tourism as success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors
- Electricity, Water, Communication system

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## 15.5 ACTIVITIES

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Activities are what the tourists undertake for fun and amusement at the destination. For example, boating, scuba diving, canoeing, camel riding, and visiting a place. Activities form the 'fifth (5<sup>th</sup>) A' component of Tourism Industry. Varied tourists with varied interests visit different destinations to indulge in activities which also define their length of stay. For example, in a hillside resort activities like nature walk, trekking, hiking, fruit plucking, bird watching, and other recreational activities are available for the amusement of the tourist and this might result in extending length of stay at the destination. The activities may be physical, for example, hiking and trekking or passive, like sun basking. At times activities turn out to be major pulling factor superseding the importance of the attraction in itself. These activities can be categorized as below-

- 1) Nature Based Activities** - These include elements such as nature walks, trekking, hiking, Wildlife Night-spotting, Bird watching, Cycling, Amphibians / insects / reptiles spotting, visit to biodiversity hotspots, sightseeing, sunrise viewing, and others are natural activities .
- 2) Historical and Architectural** – These include visit to historical sites, story - telling sessions to describe legendary tales and folklore of the destination, dressing in traditional clothes, audio and video information, and other such activities related to historical and architectural sites.

- 3) **Cultural activities** – Participating in activities that represent the culture of the destination like traditional music & dance performances, Museums, theatres, Storytelling sessions, Light & Sound show, fairs and festivals, food festivals, etc.
- 4) **Sporting activities** – Sporting activities and adventure sports activities are popular and play a role in making a destination popular. Sporting and adventure activities like paragliding, snorkelling, wind-surfing and surf-boarding, can be found at almost any seaside destination. Some destinations offer even more exotic activities like the undersea walk, even mini-submarines, Kayaking, Hot Air Ballooning, skydiving, mountain climbing, Skiing, fishing, depending upon the location of the destination.
- 5) **Beach tourism activities** - Beach tourism activities include both water and land resource use like swimming, surfing, sailing, boating, snorkelling, wind surfing, water scootering, Parasailing, motorboat rides, scuba diving, etc.
- 6) **Entertainment** – Entertainment activities that a destination provides adds to the attraction of any destination. Entertainment activities like casinos, shopping festivals, amusement parks, entertainment and shopping complexes, cinemas, clubs, etc.

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## 15.6 OTHER A'S OF TOURISM

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Along with the above mentioned 5 A's of Tourism, there are other aspects that are considered to be important for the tourism industry. Academicians are adding more A's to the Tourism industry to understand the modern need and aspects of tourism industry. These new A's of tourism are:

### 1) **Available Packages** –

Available packages refer to the options of tour packages available for the tourist to visit a destination. For example a tourist wants to visit a particular sea side resort for the weekend but if that resorts only sells packages for a week then the tourist will be forced to choose a different resort for the weekend visit. This can be true for a package trip to any destination or even cruise trip. The Available package here refers to tour package that consists of – travel to destination using any travel mode, travel within the destination, accommodation, food and beverages, sightseeing, guide and escorting services, VISA and foreign currency if required, among others. Available packages is needed so that if one has leave or holiday for 3 days then tourist will choose the package that offers the most in three days. Thus, the possible tourist will overlook tour packages to a popular destination which requires more time; and vice versa. Available packages can make a destination popular or not.

### 2) **Ancillary Services** -

Ancillary services refer to the added facilities provided to the tourists at any destination. Although the terms amenities and facilities are commonly and at times interchangeably used in tourism and hospitality to express benefits that are provided for people, they are not the same. The difference between amenities and facilities is that the amenities refer to things provided mainly for the enjoyment and comfort of the guests while facilities are the things and places that are constructed for a particular purpose thus, facilitating the

guests in their needs / necessities. Therefore, ancillary services answer particular needs of tourists, which they may or may not enjoy.

For example, hospitals are constructed to perform a particular function of medical support, and thus to facilitate people without the purpose of enjoyment. Ancillary services can range from providing healthcare, monitoring the security of the place, developing technological advancements, as well as providing relaxation and comfort to people.

In Tourism and Hotel industry, few ancillary services include travel insurance, medical facilities, telecommunication facilities, educational facilities, research facilities, health clubs, spas, community service centres, banquet halls, childcare centres, business service centres, movie theatres, parking areas, etc.

### Check Your Progress 2

- 1) What is the linkage between activities and length of stay?

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- 2) What is meant by amenities?

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- 3) Write a brief note on new A's in Tourism.

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## 15.7 LET US SUM UP

In tourism, product is sum of a lot of synchronized efforts. Tourist components like accommodation are a fundamental element of tourist experience. This experience can be accentuated with amenities and activities at the destination as without these the attraction itself will have no meaning. Among all the components of tourism, accommodation plays a vital role, as it can lead to the increase in room nights which will in turn lead to economic growth at the destination. Accommodation in modern times comes with the promise of room, food and beverages services and other customised services. Activities give an identity to the destination while amenities and available packages can influence the choice of a destination by tourist. Amenities and ancillary services on the other hand ensure that tourists have comfortable, enjoyable trip with facilities to avail, if necessary. The elements of tourist's trip, consists of what he/she does and what services he / she avails on the way to the destination as well as while staying



there. New aspects of Tourism means that tourism is getting influenced by new factors and that continuously affects the tourism research and new A's are being added as components of tourism.

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## 15.8 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See section 15.3 to answer
- 2) See section 15.3.3.2 and frame your answer
- 3) See section 15.4 and frame your answer

### Check Your Progress - 2

- 1) See section 15.5 to frame your answer
- 2) See section 15.4 to frame your answer
- 3) See section 15.6 to frame your answer



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## UNIT 16 TOUR GUIDE AND ESCORTS

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### Structure

#### 16.0 Objectives

#### 16.1 Introduction

#### 16.2 Defining Guide and Tour Escorts

##### 16.2.1 Who is a Tourist Guide?

##### 16.2.2 Who is a Tour Escort?

##### 16.2.3 Differentiating between Guides and Tour Escorts

##### 16.2.4 Importance of a Tourist Guide and Escort

#### 16.3 Types of Guides

##### 16.3.1 Classification based on Licensing Authority

##### 16.3.2 Classification based on Employment Contract

##### 16.3.3 Classification based on Time Commitment

##### 16.3.4 Classification based on Place of Guiding (Specialisation)

#### 16.4 Role and Responsibilities of Tourist Guide

##### 16.4.1 Ethics of Guiding

##### 16.4.2 Role of a Tourist Guide

##### 16.4.3 Responsibilities of a Tourist Guide

##### 16.4.5 Qualities of an Effective Tourist Guide

##### 16.4.6 Techniques for a Good Tour Guiding Experience

#### 16.5 Role and Responsibilities Tour Escorts

##### 16.6.1 Responsibilities of a Tour Escort

##### 16.6.2 Qualities of a Tour Escorts

##### 16.6.3 Escorting a Tour

#### 16.6 Let Us Sum Up

#### 16.7 Answers to Check Your Progress

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### 16.0 OBJECTIVES

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After reading this Unit you will be able to:

- identify guides and escorts,
- differentiate between a guide and tour escort,
- classify the different types of guides,
- explain the responsibilities of a guide and an tour escort;
- discuss the skills and techniques to be a successful guide; and
- describe the nuisances of tour escorting

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### 16.1 INTRODUCTION

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In the previous Units we have discussed the growth and development of tourism, established the importance of tourism to Modern Economies and various components of tourism. Tour Escorting and Guiding is one part of tourism industry that adds to the tourist experience. Eric Friedheim (1992) wrote that “guiding,

counseling and harboring the traveler are among the world's earliest vocations". In present times Tour escorting and guiding are one of the lucrative and at the same time complex job. Many a times the terms Tour Guide and Tour Escort are used interchangeably but they are different. In this Unit tourist guide and tour escort are defined and the difference between the two explained. This Unit also discusses the role and responsibilities of tour escort and guides, the process of tour conducting/managing, the various aspect of tour guiding as well as the skills and qualities needed to be successful in this vocation.

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## 16.2 DEFINING TOURIST GUIDE AND TOUR ESCORTS

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Most of us refer to Tourist Guide as Guide and confuse the subtle difference in the job description of a Tourist Guide with that of a Tour Escort. Due to the subtle difference in the job description, many a times the job overlaps.

### 16.2.1 Who is a Tourist Guide?

Tourist Guide is person who has thorough knowledge of destination or site as she/he is knowledgeable about the particular destination and its attractions. Along with the insight of a destination in terms of culture, food, flora and fauna, traditions, festival etc; the tourist guide will add his/ her own theme/ style to make it a memorable trip for the guests. Guest can be individual or a group and the tourist guide will –

- lead the guests for sightseeing, shopping, etc and be aware of the timings of opening and closing of the monuments,
- knows routes and means of travel to the sites selected,
- provide safety not only to the Guest but also to the host community and tourist site,
- give information about the sites and destinations to the tourists in an entertaining manner, like in the form of stories and legends; and
- at least be bilingual to connect with the guest/ visitor as well as communicate with locals.

According to World Federation of Tourist Guide Association (WFTGA), "Tourist Guide is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area – specific qualification usually issued and / or recognised by the appropriate authority" (En 13809 of the European Committee for Standardisation (CEN) Adopted by WFTGA at its Dunblane, Scotland Convention 2003). Such specifications are usually issued and/or recognized by the appropriate authority.

There is also confusion whether it is Tour Guide or Tourists Guide or just Guide. In India, for instance, we usually refer to them as Guide or at times Tour Guide. Tourist Guide would be the appropriate way to address them since Guide can be a leader or motivator helping someone to form an opinion or make a decision and tour guide is correct only if the guide is with the tour group for the entire length of tour package. A tourist guide on the other hand is for a limited period of time and at times restricted to a particular site or destination.

### 16.2.2 Who is a Tour Escort?

**Tour escort**, at times also referred to as tour leader is a professional who specializes in meet & greet clients and escort them in the destination, assisting guests, regulate and manage the timing of the group, ensure the presence and involvement of the participants, verify and confirm facilities and services, provide and explain the travel program, maintain group harmony, manage any excursions, buy tickets for museums or means of transport, manage reservations with restaurants and accommodation facilities; and generally resolve any problems that may arise during the trip. Since a tour escort / tour leader is not a guide therefore does not provide specific explanations and information, but can provide general information of any kind.

A Tour Escort is someone who escorts visitors at a public place such as a museum or an art gallery, or at sightseeing and recreational tours. They are typically responsible for accompanying the visitors

According to World Federation of Tourist Guide Association(WFTGA), “a person who manages an itinerary on behalf of the tour operator ensuring the programme is carried out as described in the tour operator’s literature and sold to the traveller/ consumer and who gives local practical information is known as Tour Manager/ Tour Director / Tour Escort”.

### 16.2.3 Difference between Tourist Guide and Tour Escort

Tourist Guide and Tour Escort are two terms often used in the similar vein. Yet there exists a subtle difference in the job description of both, as well as recognition by appropriate authority.

When we use the word Escort, it means that they are following behind you, or watching over/ protecting you. While guide means you’re following them and they are leading you. Mancini (2003) says that ‘Tourist Guide is someone who takes people on sight-seeing excursions of limited duration’. Tour Escort on the other hand ‘is a person who manages a group’s movements over a multi-day tour’.

Tour guide is a qualified person, at times with specialisation in a particular area such as art, history, natural attraction and so on, who accompanies people visiting works of art, museums, monuments, natural attractions and others giving historical, cultural and related information to the tourists. Tour escort, on the other hand, is a qualified person who accompanies people travelling through different destinations within and outside the country to ensure the regular operation of the planned trips by providing necessary support services for its entire duration as well as giving significant information of the site.

From the above following can primarily be said about the difference between Tour Guide and Escorts: -

- A Tourist Guide is a licensed professional; whereas, a Tour Escort may or may not be a licensed professional. The licensing authority for Tourist Guides in India is the Ministry of Tourism, who issues regional guide licenses.
- A Tour Escort is the person who accompanies the Tourist / tour group all through the Tour whereas, a guide is someone who may or may not

accompany the Tour Group / tourist throughout the tour depending upon his speciality.

- A Tour guide can be a tour Escort, if required, but a Tour Escort cannot be a guide, without a license.

### 16.2.4 Importance of Tourist Guide and Tour Escort

Tour Escorts and Tourist guiding are very critical component of the tourism value chain and play an essential role in ensuring repeat tourist visitation. Tour Escorts and Tourist Guides act as ambassadors of the destination/ region/ country since they are the first to meet and welcome tourists and they are often the last ones to bid farewell to them when they leave the country. In between during the travel, tourists are in regular touch with the Tour Escort and Tourist Guide and go back home with an impression about destination based on their interactions with the Tour Escort and Tourist Guide. Depending on the interaction and services received from the Tour Escort and Tourist Guide, the guests will return home as a satisfied or dissatisfied customer.

Most of the people in a tour use the services of a Guide to learn more about the place they are visiting in terms of history, geography, architecture and culture. Therefore it is important that the information provided by the guide is authentic and creates no discomfort to the guest. The tourist should leave the destination with a positive and accurate image of the destination.

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## 16.3 TYPES OF GUIDE

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There is the generic definition of “tour guide” which was established in the section above. Tourist guides are **certified and licensed**; and assist the guests/ visitors in seeing the place in an excellent, unique way. Tourists Guides can be classified based on four different criteria. Let us study the many kinds of tourist guides available:

### 16.3.1 Classification based on Licensing Authority

As you are aware, the major difference between a Tourist Guide and Tour Escort is that a Tourist Guide is a licensed Professional while Tour Escort may or may not be licensed. In India we find three licensing authority for Tourist guides and we can classify guides based on the licensing authority. They are:

- 1) Site/ Local/ City Guides – Guides are selected and trained by local bodies and given license to operate as local guides. For Example, Archaeological Survey of India (ASI) has introduced a new guide policy that will be implemented in all of its monuments across the country. According to this new policy, ASI will select individuals based on their merit and grant them a guide licence, and they will then need to undergo a six-week training programme provided by ASI. These licensed guides will be able to operate only in the monuments of ASI.
- 2) State Level Guides – The State Tourism Development Corporation of all the states of India, conduct a process of selection of Tourist guides who are then trained and given license to operate as a Tourist Guide only within the border of that one state. For Example, Odisha Tourism Development Corporation will give the license for operations only within Odisha.



- 3) **Regional Level Guides** – Ministry of Tourism (MoT), Government of India selects Regional Level Tourist Guides who can operate beyond one state. According to MoT, the five jurisdiction or area of operation of the Regional Level Guides would be as under:
- i) **Northern Region:** States of Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Rajasthan, Uttarakhand, Uttar Pradesh, and Union Territory of Chandigarh.
  - ii) **Southern Region:** States of Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Union Territories of Pondicherry & Lakshadweep.
  - iii) **Western & Central Regions:** States of Maharashtra, Madhya Pradesh, Chhattisgarh, Gujarat, Goa and Union Territories of Dadra & Nagar Haveli, Daman & Diu.
  - iv) **Eastern Region:** States of West Bengal, Bihar, Jharkhand, Orissa, Union Territory of Andaman & Nicobar Islands.
  - v) **North-Eastern Region:** States of Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim & Tripura.

The jurisdiction of each region mentioned above would comprise the States / Union Territories, which are covered by the respective Regional Office of the Ministry of Tourism, Government of India. (Source: Ministry of Tourism, GOI)

### 16.3.2 Classification based on Employment terms

Tourist Guides can be classified based on the employment contract that they have or the way they pick up guiding jobs. They can be:

- 1) **Freelance Guide** – Guides are not attached with any particular tour and travel company or hotel or any other organisation. They are freelancers and can work with any tour company or provide their services to the tourist on site. They can also be in a contract with few companies and pick and choose assignment as per their choice.
- 2) **Staff / Tour Company Guide** – Tourist Guides on the payroll of only one Tour company and are salaried Tourist Guides.
- 3) **Volunteer Guide** – Volunteer Guides, also known as docent. They are the guide who are working free of charge or volunteering on a site. Docent specifically works at a museum. An example will be the Volunteer guides at National Museum, New Delhi

### 16.3.3 Classification based on Time Commitment

Tourist Guides can also be classified based on the time that they give to the vocation.

- 1) **Full Time Guides** – Tourist Guides who work as Tourist Guides all through the year are the full time Tourist Guides.
- 2) **Seasonal** – the season for inbound tourists in India from October to March. There are some Tourist guides who work only with foreign inbound tourists during the inbound season as tourist guides and not during other months of the year.

### 16.3.4 Classification based on Place of Guiding (Specialisation)

- 1) Heritage/ Cultural – A cultural or heritage guide is someone employed on a paid or voluntary basis who conducts paying or non – paying tourists around an area or site of historical, cultural and heritage importance utilizing guiding and interpretation principles.
- 2) Nature Guides - Nature tour guides lead groups to natural attractions, national parks, and other outdoor locations where wildlife and scenic locations are the focus of the tour. These guides are experts in the natural sciences and have the ability to engage visitors with their knowledge of biology, geology, and the history of the location.
- 3) Eco – Tourism – The Guides who communicates and interprets the significance of the environment, promotes minimal impact practices, ensures the sustainability of the natural and cultural environment, and motivates tourists to consider their own lives in relation to larger ecological or cultural concerns are known as Eco – Tour Guides (Source: Quality Assurance and Certification in Eco Tourism)
- 4) Museum - A Museum Guide is someone who accompanies visitors on a visit to a museum, providing them with information about the various objects in the museum’s collection; and also be responsible for making sure that the visitors do not violate the museum regulations.
- 5) On – site – A guide who takes tourists on a tour of a particular site only and are available only at that particular site are known as an on-site guide. On-site guide conducts the tour of a specific building or a limited area.
- 6) City Guides - A tourist can take a tour of the city by motor coach, van, taxi or hop-on, hop-off bus, or as part of a walking tour and the guide who points out and comments on the highlights of the city is called a city guide.
- 7) Specialised Guides - Specialised guide has particular skill sets that are highly unique to match the demands of a tourist. These guides may conduct bike tours, white water rafting trips, hiking expeditions or tours that are more physically demanding and unusual. At times they are also known as Adventure Tour guides, depending upon the specialization.
- 8) Step-on Guides - This kind of guide is more commonly seen in United States of America and are usually free-lanced guides. They are considered specialists who meet a touring group, ‘steps on’ the coach or van to give informed overviews of the area being toured; and then steps off as the tour continues to other areas.
- 9) Personal / Private Guide: Personal or private guide are also a type of city guide and at times they are driver and guide at the same time. These guides have their own vehicles and since the area to cover is small, being a driver cum guide is economical. For example - an island-tour
- 10) Cruise ship Tour Guides - Guides that work for cruise ships can be classified as cruise ship tour guides or shore excursion guides. These guides take group of tourists for the shore excursion and are employed permanently with the Cruise Ship Operators.

Depending upon role and requirement, the types of Guide can be many others. Nevertheless, the role and responsibilities of all of them are similar. It is discussed in the next section.

### Check Your Progress 1

- 1) What is the difference between a Guide and an Escort?

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- 2) What are the types of guide based on licensing authority?

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- 3) Discuss the importance of a guide.

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## 16.4 ROLE AND RESPONSIBILITIES OF A GUIDE

**A tourist guide**, a licensed professional, generally accompany tourists to different types of tourist attractions like archaeological sites, museums, churches, monuments, and offers all the information and explanations of interest to the tourists. It is important to establish the role of a guide and all of the accompanying responsibilities, since role of tour guides are far more complex than most people think. Let's start by discussing the Work Ethics of Guiding.

### 16.4.1 Ethics of Guiding

Ethics, Values, Morals and Principles are some terms that we use often in our life and at times interchangeably. Values describe what is important in a person's life. Principles inform our choice of desirable behavioural constraints (morals, ethics, rules, laws, etc.). Ethics and morals prescribe what is or is not considered appropriate behaviour in living one's life. Ethics refer to the series of rules provided to an individual by an external source, e.g. their profession. On the other hand, Morals refer to an individual's own principles regarding right and wrong.

Ethical behaviours therefore refer to the set of values governing proper behaviour in the workplace. Work ethic means that employees will be working and acting within the rules of acceptable professional ways of doing things and acting within rules of correct moral behaviour. Work ethic includes - respect for your employer/ where you work, commitment, punctuality, diligence, sincerity, loyalty; and pride in own work. Business ethics adds on to work ethics and says that one understands what is right from wrong; does the right thing to do in any situation when at work; tries to make things better; and respect others and their property.

Ethics in professional life is very important, and that's what differentiates a successful guide from an unsuccessful Guide. It is the responsibility of the Tourist Guide to follow these work ethics. The Ethics in tour guiding applies primarily to three areas of the job:

- **Content of tour guiding** - Whenever information is being provided to the tourists, a Guide should :
  - be truthful and honest about the information,
  - never ever make up information; and
  - provide all the products and services (eg. take tourists to all the site of a destination) that were advertised and promised in the tour itinerary
- **Behaviour during and after guiding** – A guide needs to behave in a manner that reflects his work ethics. A guide should -
  - deliver tour guide services in a way which is sensitive to local social, economic and environmental issues – meeting the principles of Responsible Tourism,
  - never ask tourists to go on tours without going through your employer or ask for tips,
  - do not buy or sell (illegal) items or make a profit from tourists,
  - always be loyal to the tour company that employs you for the tour,
  - declare your income for tax purposes, and
  - not pay bribes or charge tourists for special services outside of the itinerary.
- **Management of tours and activities** – Professional ethics are reflected in the way tour is planned, organised and managed. A guide should -
  - not change itinerary to visit places/ shops for special commissions, if it changes the quality and value of the tour.
  - avoid missing out any activity and stops at sites.

#### 16.4.2 Role of a Tourist Guide

A tour guide is someone the group of tourist follow from site to site. The primary role of a tour guide is to be -

- 1) **Leader** – the guide must be a leader who can move group of tourist and someone the tourists will gladly follow from site to site.
- 2) **Educator** – being knowledgeable about the region, locality and site is very important. The information imparted should be correct and shared in a manner that does not offend anyone, either the guests or the hosts.
- 3) **Host** – the guide is the host for the tourists and should behave accordingly. The guide should not forget to share information about local tradition and culture and behave with the politeness of a host.
- 4) **Interpreter** – like an interpreter, guide should interpret local traditions and culture for the tourists. He must also be the interpreter between the host community and the guests since they might have a language barrier.
- 5) **Public relation representative** – Guide is the public face of not only the tour company but also of the country or destination a tourist group is visiting.

### 16.4.3 Responsibilities of a Tourist Guide

The role and responsibilities of a guide is to organise, inform and entertain tourists. Guides are mainly freelance, self-employed, and often seasonal and may be at times working during unsociable hours. The responsibilities of a tour guide are many while being ethical is one of them. Few responsibilities of tour guide are

- Tour-guides need to be familiar with the places where people come, as this affects the ways people behave. The cultural differences and the expectations and level of service may vary depending on the country of origin.
- Communicate with the group/s or their representative/s about the details of the tour – assembly time and place, destination, accommodation, transportation, immigration concerns (if the tour is set abroad) and costs
- Greet visitors as soon as they get on board the bus, and show people to their seats if necessary
- Distribute materials to the group at the beginning of the tour, which includes audio headsets and brochures
- Describe points of interest around the city to the group and answer any questions, which requires learning a comprehensive history of each check point
- Buy tickets and or make arrangements for the smooth entry of tourists at each site/ place visited during the tour,
- Provide directions to visitors who would like to check out a specific area at a later date,
- Monitor the behaviour of the group, especially when young children are in it, and ensure everyone remains in compliance with the rules
- Maintain a positive, friendly demeanour at all times and try making jokes and providing insightful commentary at the same time
- Always make sure of the safety and convenience of the tour group; and
- Make sure all the members of the tour group follow the schedules and return safely either to the hotel or place of origin.

### 16.4.4 Qualities of an Effective Tourist Guide

Tourists travel all over the world and are at a position to compare the skills, knowledge, behaviour and professionalism of tour guides from one destination/ country to another. Tour Guides therefore have to show high standards of professionalism all the time in order to be respected by international tourists. A tour guide has a lot of competencies (skills, knowledge and way of behaving) that make up their professional profile:

- 1) Punctual – Punctuality shows that one respects the other person enough to respect their time. Tourists, specially international tourists are very careful about time and as a tour guide one should be the first to arrive at every meet.

- 2) Good communication skills – Having good verbal communication, good presentation, public speaking as well as having multiple language skills constitutes good communication skills of a guide.
- 3) Pleasing personality - Self Confident, Friendly, Eloquent/Articulate personality will be perfect for a guide as she/ he need to hold the attention of tourists, and group members.
- 4) Polite and Respectful – It is important that guide is aware of cultural differences between tourist and his/her own country of origin and be respectful. Further, people with disability must be handled with respect and politeness, and also compassion but never pity or apathy.
- 5) Enthusiastic and friendly - Guide must be enthusiastic about the tour programme and be proactive while interacting with the tourists. This will ensure that the tourists participate in the tour and have a great experience.
- 6) Tactful and patient – Guide needs to be patient and tactful as at times tourists can ask some questions that might go against the value system of the guide but the guide must be flexible and prepared to tackle unpleasant situations.
- 7) Open to questions and assertive – Guides must be accommodating and open-minded enough for the tourists to ask questions. At the same time, they should be assertive enough to avoid and lead the group away from unpleasant questions and situations.
- 8) Honest and trustworthy - The guide must be honest and trustworthy enough for the guests to feel comfortable with him / her and accept the knowledge shared.
- 9) Resourcefulness with good memory – Guide must be resourceful enough to collect unusual information for the tour destinations and sites to make the trip unique. Being able to retain historical facts (fond of History) as well as cultural aspects of the destinations is very important.
- 10) Sense of humour – sense of humour can build many bridges and make us many friends among strangers. An Outgoing personality with a good sense of humour is very important for guides who meet strangers regularly as a part of her/ his job.
- 11) Good Health – Tour guiding generally means man hours of standing as well as walks on a daily basis. It is therefore important that a guide must bear good health and physical fitness to meet the demands of the job
- 12) Time Management - Every experienced guide knows that they have their fixed times on a tour, and that they must maintain a constant eye on the clock and readjust their mental plan on a continuing basis. This relationship and constant readjustment between time, distances, and guest experience is an integral part of guiding, and must become second nature to a guide's thinking. Unexpected delays or opportunities often arise, and with every delay or addition of a stop or activity, the time/distance/experience matrix must be readjusted.



### 16.4.5 Techniques for a Good Tour Guiding Experience

Tour Guiding is a skill which can be learned and acquired through proper training. A few techniques are mentioned below that helps in creating a memorable experience for both the tourists and the guide.

- 1) **Self Presentation** – First impression is created on the group in the first meeting itself and its mostly non – verbal communication. Smile, Confidence, Authority, Personal Dress and Hygiene plays a major role on creating the first impression and subsequent bonding with the tourists. Greeting the tour group leader, members and driver is a must for creating the first impression and connect.
- 2) **Physical Aspects of Guiding** - Eye Contact is very important while guiding. For example while explaining about a monument remember to face the group and not the monument. Body Position of the guide should be such that he / she is audible to all the members and the Group Position is surrounding the guide.
- 3) **Content of the presentation** - Make sure that you have collected information that is easily understandable to the group members. Start with a story, be personal and add anecdotes along with historical and cultural facts to make it all relevant. Try to avoid the use of statistics or too many jargons unless it is easily comprehensible. Most importantly, finish on time and do not make it long drawn.
- 4) **Voice Projection** – The Pace and Tone of Delivery of the content is as important as the content itself. Pronunciation and voice projection helps in communicating the information properly.

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## 16.5 ROLES AND RESPONSIBILITIES OF A TOUR ESCORT

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Tour escorts accompany groups of people / tour group on organized trips, mostly package tours. Tour escorts usually work for tour companies, which are as varied as their clientele. Some specialize in certain activities—archaeological digs or mountain climbing, for instance. Others specialize in certain markets such as students or retirees, budget tours, religious tours, and so on. Tourists who take escorted tours want the security and convenience of having transportation, accommodations, and sightseeing arranged and managed for them by the Escort. Tour Escorts are also referred to as Tour leaders, since she/he takes the initiative of meeting guests on arrival and makes sure that the needs and demands of the tour group is met. Tour Escorts are the link between the tour companies and are very important for the overall satisfaction of the tourist from the tour.

### 16.6.1 Responsibilities of a Tour Escort

Role and responsibilities of the tour escort are manifold. Traditionally the role of the Tour Escort is that of a tour leader and is the Public Face of the Tour Company. The responsibilities of Tour Escort are many as discussed below:-

- 1) **Welcoming the Guests** – Tour Escorts meets the group on arrival either at the Airport or Railways station and ensures that the list of tourist matches

the guests who have arrived. No one should be left behind, including the baggage of the tourist.

- 2) Accommodation arrangement – The check in and check out of the guests at the hotel is to be taken care by the Tour Escort. Check in and checkout of groups is a long drawn procedure and Escorts needs to ensure the comfort of the group during this process.
- 3) Logistics of the tour - They have to deal with many suppliers along the way and they are responsible to ensure that all the suppliers fulfil their obligations as per the agreements between tour operators and the suppliers. All the promised services must be provided by the suppliers such as hotels, guides, transport, and so on.
- 4) Itinerary – Escorts must ensure that the tour itinerary is followed and everything mentioned in the tour brochure is arranged and delivered. There is no deviation without any emergency.
- 5) Safety and security – Safety of the tourists during the trip lies with the Escort since she/ he knows the region, unlike the tourist. One way of ensuring safety is to give each guest a badge with important phone number and address, so that no one is lost. Safety of baggage of the tourist is also the responsibility of the escort.
- 6) Assisting tourists shop in the town – Tourists enjoying buying souvenirs and shopping in the destination is to be assisted by the escort so that the tourist is not fooled by touts and unscrupulous shop owners.
- 7) Accessible and approachable – Tour escorts job is to put the tourists at ease during the journey so as to give them a great experience. They are also responsible for the spiritual and material well being of all members of the group so as to ensure that you have a good time.
- 8) Medical Assistance – It is important for the escort to be aware of any medical condition of the tour group members so that she/ he are ready for any medical emergency that may happen. Escorts must have with them the name and phone number of doctors at each destination the tour group is visiting, to ensure that medical help if needed will be provided to the guests.
- 9) Complaints– In spite of all support guests may have complaints and it is best to resolve them before the tour is over so that the guests leaves town with pleasant memories and the tour company benefits from word of mouth publicity.
- 10) Emergencies – Escort must be ready to handle emergency situation like the loss of a passport, theft, death of a group member, medical emergency, situation wherein one group member is left behind and so on. Escorts must always have contingency plans ready with them.
- 11) Seeing off – Customer experience Management says that the last interaction with service providers and sites is what one retains the most after any tour. Escort needs to see the tour group off at the airport or railways station as it may be. The baggage of the guests must also be counted to ensure that the trip winds up on a good note.

### 16.6.2 Qualities of a Tour Escorts

Tour Escorts routinely stays with new group of guests for a long period of time. To forge a friendly relationship with new group of people every few days and to ensure that they have an enjoyable stay, takes special effort and quality since tourists want their Tour Escorts to be both a leader and friend. To be a tour escort one:

- needs excellent communication skills and cheerful personality to interact with new group of visitors and put them at ease,
- should have organizational ability, logic and reasoning to identify the strengths and weaknesses of alternative solutions/ conclusions/ approaches to problems.
- must have a great helping attitude and adjusting nature, so as to act in relation to others' actions.
- financial acumen is also important as the expenses during the tour needs to be maintained by the tour escort,
- must have the ability of active listening to understand what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times,
- should be physically fit to ensure that she/ he is able to participate in the physical activities during the tour and also ensure the safety of the guests,
- must be able to respond calmly to such crises as airline strikes and bus breakdowns; and
- must be a good student of Time Management as the tour must follow a time frame and tour escort will be managing not only one's own time but also the time of others.

### 16.6.3 Escorting a Tour

Tour Escorting involves careful preparation, organising, planning and management. The Tour Escort needs to make plans even before the tour starts. Let us discuss these actions in detail.

#### 1) Preparation –

- Learn about the tour - the route and destinations of the tour,
- Collect information regarding the suppliers who will be used during the tour,
- Find out about the origin of the guests and if they have any special needs; and
- Collect the set of information that needs to be shared with the group members

#### 2) Organising -

- Get checklists related to the travel ready, to ensure that even smallest detail pertaining to travel is not forgotten or missed.
- Tour itinerary along with the vouchers, if any, must be collected from

the tour company

- Welcome speech should be planned which needs to be crisp, informative yet punctuated with humour and few travel tips .

### 3) Planning -

- Plan tour with interesting events to make it unique. For example - Scholars / Academicians of certain specified area of study like music, art, history can be arranged as speakers for some expert opinion
- Plan in a manner that cultural shock of tourists is taken care of and the events and site visits planned do not offend any of the guests.

### 4) Management -

- Time management is the most important part of the tour management since everything is time bound
- Ensure ways to handle natural calamities or disasters and be ready with a contingency plan
- Manage any kind of emergency that might occur like – missing group member, missing a connecting flight or train, and so on

#### Check Your Progress 2

1) What is meant by Ethics of Guiding?

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2) What are the qualities of a guide?

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3) Discuss the responsibilities of an Escort

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## 16.7 LET US SUM UP

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Guiding and Escorting are essential components of tourism industry that adds value to the Tourism experience. Although often spoken and used interchangeably, Tour guide and escort are two different terms with different job description. Primarily Guide is a licensed one while Tour Escort does not need any license. The role and responsibilities of a Guide and Escort are varied and at times overlapping. Most importantly both of them play an important role in leaving an impression on the tourist about the country or place of visit and its people and culture. They are the brand ambassadors and image makers of the tourism industry.

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## 16.8 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See section 16.2.3 and frame your answer
- 2) See section 16.3.1 and frame your answer
- 3) See section 16.2.4 and frame your answer

### Check Your Progress 2

- 1) See section 16.4.1 and frame your answer
- 2) See section 16.4.4 and frame your answer
- 3) See section 16.6.1 and frame your answer



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## UNIT 17 TOURISM ORGNISATIONS

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### Structure

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Need for Tourism Organizations
- 7.3 UNWTO: United Nations World Tourism Organisation
  - 7.3.1 Emergence of UNWTO
  - 7.3.2 Organisational Structure of UNWTO
- 7.4 IATA: International Air Transport Association
  - 7.4.1 Role and Activities of IATA
  - 7.4.2 IATA Members and Membership Benefits
  - 7.4.3 IATA as a Standardising Agency
- 7.5 IATO: Indian Association of Tour Operators
  - 7.5.1 Aims and Objectives of IATO
  - 7.5.2 Membership of IATO
  - 7.5.3 Short Term and Long Term Agendas of IATO
- 7.6 TAAI: Travel Agents Association of India
  - 7.6.1 Activities of TAAI
  - 7.6.2 Events of TAAI
- 7.7 Let Us Sum Up
- 7.8 Answers to Check Your Progress

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### 17.0 OBJECTIVES

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After reading this Unit you will be able to:

- discuss the emergence of different tourism organizations,
- explain the role of different organizations,
- differentiate the purpose of each organization; and
- list the contribution of each tourism organisation in promoting tourism directly or indirectly.

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### 17.1 INTRODUCTION

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Tourism could get the status of the industry due to the immense support of the various tourism organizations created by its stakeholders. The challenge with tourism industry is that it is vast and encompasses many sub industries and sectors under it. A tourism organization is an organization created to further the interests of the tourism industry and to bring together the various businesses involved in the industry. These businesses get a platform to align, synergize, do tie-ups; and do joint businesses through these organisations. As a student of tourism, one should be aware of the contributions of each organization and their role in the



development and promotion of tourism activities. This Unit take a look at a few of these international and national tourism organizations and their role in the tourism industry.

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## **17.2 NEED FOR TOURISM ORGANIZATIONS**

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Tourism organisations refer to international, national, and non-governmental tourism related organizations that help develop, promote and manage tourism. For example we have organisations like IATA (International Air Transport Association), ICAO (International Civil Aviation Organization), FHRAI (Federation of Hotel & Restaurant Associations of India), and so on. The organisations may be involved in activities like education and training, marketing, regulations, investment, environmental management, and/or socio-cultural programs. Some of the common agenda of these tourism organisations are to:

- i) present a common platform for the various tourism professionals and industry members to interact;
- ii) help travel and tourism companies operate with a common set of standards;
- iii) provide a body that can address their concerns and needs to the government collectively;
- iv) encourage international as well as domestic travel;
- v) identify new trends and emerging destinations in travel and tourism; and
- vi) highlight the benefits that travel industry brings to various destinations.

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## **17.3 UNWTO: UNITED NATIONS WORLD TOURISM ORGANISATION**

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The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability; and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It serves as a global forum for tourism policy issues and a practical source of tourism knowledge. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts. It is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs), geared towards eliminating poverty and fostering sustainable development and peace worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training; and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

The objectives of UNWTO are to promote and develop sustainable tourism to contribute to the economic development, international understanding, peace, prosperity and universal respect for; and observance of, human rights and fundamental freedoms for all, without distinction as to race, sex, language or

religion. In pursuing these aims, UNWTO pays particular attention to the interests of developing countries in the field of tourism.

### 17.3.1 Emergence of UNWTO

With regards to the history of UNWTO; the origin of UNWTO stems back to 1925 when the first international congress of official tourist organisations was held at The Hague. The congress continued to meet annually and in 1930, it decided to form a formal union, which in 1934 became the International Union of Official Tourist Publicity Organizations (IUOTPO).

Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component, and as an economic development strategy for developing nations.

Towards the end of the 1960s, IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations (UN); and initial suggestions had the IUOTO becoming part of the UN. However, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its complete administrative and financial autonomy.

In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO). Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

In the fifteenth general assembly in 2003, WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN. The significance of this collaboration was to provide increased visibility to WTO, and the recognition that will be accorded to it. Tourism will be on an equal footing with other major activities of human society.

In 2004, UNWTO established the World Committee on Tourism Ethics, the implementation body for the Global Code of Ethics for Tourism (adopted in 1999). The Committee, whose members are elected due to their professional capacities rather than their nationalities or country affiliations, promotes and disseminates the Code; and evaluates and monitors the implementation of its principles. The Committee was permanently headquartered in Rome in 2008.

At present, in 2019, UNWTO's membership includes 158 countries, 6 territories and over 500 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarter is in Madrid. The official languages of UNWTO are Arabic, English, French, Russian and Spanish.

### 17.3.2 Organisational Structure of UNWTO

As an organisation, UNWTO has its objectives and goals to achieve. The flow of directions across the organisational hierarchy ensures that the performance of the organisation is smoothly undertaken. The organisational structure of UNWTO is discussed as below for understanding the working of this massive global organisation:

#### i) General Assembly

The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of full members and associate members. Affiliate members and representatives of other international organizations participate as observers. The World Committee on Tourism Ethics is a subsidiary body of the General Assembly.

The General Assembly is the supreme organ of UNWTO. Its ordinary sessions are held every two years and are attended by delegates from UNWTO; full and associate members, as well as representatives from UNWTO affiliate members. It is considered the most important global meeting of senior tourism officials and high-level representatives of the private sector.

#### ii) Executive Council

The Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets at least twice a year and is composed of members elected by the General Assembly in a ratio of one for every five full members. As host country of UNWTO's headquarters, Spain has a permanent seat on the Executive Council. Representatives of the associate members and affiliate members participate in Executive Council meetings as observers.

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions; and recommendations of the Assembly and report thereon to the Assembly. The Council meets at least twice a year. The Council consists of full members elected by the Assembly in the proportion of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly, with a view to achieving fair and equitable geographical distribution.

The term of office of Members elected to the Council is four years, and elections for one-half of the Council membership are held every two years. Spain is a Permanent Member of the Executive Council. The Council elects one Chair and two Vice-Chairs from among its Members.

#### iii) Committees

Specialized committees of UNWTO members advise on management and programme content. These include:

- The Programme Committee,
- The Committee on Budget and Finance,
- The Committee on Statistics and the Tourism Satellite Account,
- The Committee on Market and Competitiveness,
- The Sustainable Development of Tourism Committee,
- The World Committee on Tourism Ethics,
- The Committee on Poverty Reduction and the Committee for the Review of applications for affiliate membership.

#### iv) Secretariat

The Secretariat is responsible for implementing UNWTO's programme of work and serving the needs of members and affiliate members. The group is led by Secretary-General, who supervises staff at UNWTO's Madrid headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government; and a liaison office in Geneva as UNWTO's representation to the UN System, the World Trade Organization, and other diplomatic organizations in Switzerland.

#### v) Commissions

UNWTO has six regional commissions-Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia. The commissions meet at least once a year and are composed of all the full members and associate members from that region. Affiliate members from the region participate as observers.

Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly, to which they submit their proposals and convey their concerns. Each Commission elects one Chairman and its Vice-Chairmen from among its Members for a term of two years, commencing from one session to the next session of the Assembly.

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## 17.4 IATA: INTERNATIONAL AIR TRANSPORT ASSOCIATION

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IATA was founded in Havana, Cuba, on 19th April 1945. The modern IATA is the successor to the International Air Traffic Association founded in Hague in 1919 - the year of the world's first international scheduled services.

IATA's vision is: Working together to shape the future growth of a safe, secure and sustainable air transport industry that connects and enriches our world. IATA's mission is to represent, lead, and serve the airline industry.

### 17.4.1 Role and Activities of IATA

It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure, and economical air services - for the benefit of the world's consumers.

The international scheduled air transport industry today is more than 100 times larger than what it was in 1945. Carrying 82% of the world's air traffic, IATA members include the world's leading passenger and cargo airlines. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA.

IATA has a very important role to play with regard to the Airline business. Few of them are discussed below:

**i) Representing the Airline Industry**

IATA improves understanding of the air transport industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies. Advocating for the interests of airlines across the globe, IATA challenge unreasonable rules and charges, hold regulators and governments to account, and strive for sensible regulation.

For over 70 years, IATA has developed global commercial standards upon which the air transport industry is built. IATA's aim is to assist airlines by simplifying processes and increasing passenger convenience, while reducing costs and improving efficiency.

**ii) Serving the Airline Industry**

IATA helps airlines to operate safely, securely, efficiently, and economically under clearly defined rules. Professional support is provided to all industry stakeholders with a wide range of products and expert services.

**iii) Strategic Partnerships**

The Strategic Partnerships Program is a platform for aviation solution providers to build as well as strengthen relationships with key industry stakeholders. Through their participation in various IATA work groups, strategic partners gain a unique insight into airlines' priorities and have the opportunity to be recognized for working together with IATA in serving the air transport industry.

The IATA Strategic Partnership Program focuses on more than 40 areas of involvement, spanning virtually all aspects of airline operations. Members contribute their knowledge to more than 100 work groups and task forces. responsible for moving the industry forward, and drawing up policies and regulations on behalf of IATA member Airlines. The areas of involvement include:

- Aircraft and Airline Operations
- Cargo
- Environment
- Finance
- Safety and Security
- Passenger



## 17.4.2 IATA Members and Membership Benefits

At its founding, IATA had 57 members from 31 nations, mostly in Europe and North America. Today, in 2019, it has some 290 members from 120 nations in every part of the globe. IATA membership is open to airlines operating scheduled and non-scheduled air services that maintain an IATA Operational Safety Audit (IOSA) registration.

Members benefit in several ways. Most importantly, IATA provides a powerful, unified and experienced voice that supports and promotes the interests of its members through:

- international recognition and lobbying,
- targeting key industry priorities,
- driving industry change,
- reducing costs,
- communication campaigns; and
- training and other services

## 17.4.3 IATA as a Standardising Agency

One of the primary jobs of IATA is to look after the interests of the Airline industry; and at the same time it's also the regulator of the standardisation of services provided. Mentioned below are some of the areas where IATA is actively working with the industry for its benefit and representing its causes: -

### i) Industry Priorities

- Improve the regulatory and legal environment.
- Ensure smarter regulation principles are used by governments.
- Propagate consumer protection and align regulatory movements with industry principles.
- Unruly Passengers.
- Airport slots: -Complete the review of the World Slots Guidelines and ensure that the outcome Strengthen the globally harmonized airport slot allocation process.
- Reduce Airport & ANSP charges, fuel fees and taxes
- Work to implement a Global agreement at ICAO for review of emissions.
- Remove Barriers to the commercialization of Sustainable Aviation Fuels (SAF).Encourage SAF deployment on a commercial basis; towards an aspirational goal of 2% of the global aviation fuel supply to come from sustainable sources by 2025.
- Push the adoption of distribution, payment, baggage and data standards.
- Aircraft Operational Data: campaign among aircraft manufacturers to allow airlines to access their aircraft data.
- Continue the transformation of safety audits



- Continue digitalization of quality processes to ensure reliability and consistency of audit results for IATA Operational Safety Audit (IOSA) and IATA Safety Audit for Ground Operations (ISAGO).

**ii) Targeting Key Industry Priorities**

- Safety remains the industry's top priority and IATA assists its members in continuing to meet industry standards
- IOSA, which is mandatory for IATA membership, is a critical component of IATA's safety program
- IATA is actively working with ICAO to globally harmonize security measures, and is working to improve security processes
- IATA is leading the charge on reducing the environmental impact of aviation and is helping to drive the industry towards carbon-neutral growth and ultimately a carbon-free future
- Members have the opportunity to help drive the industry's priorities on key initiative such as New Distribution Capability (NDC). IATA is driving changes in the industry.
- IATA's financial settlement systems (ISS) are the backbone of the global air transport industry, helping to contain costs, improve cash flow and maximize efficiency. IATA helps to reduce cost and protect airlines money.
- IATA is also helping members achieve cost reductions related to ATC charges, fuel and taxation.
- Participation in member conferences, committees and groups, offers unprecedented access to a variety of airline and industry partners. This helps in increase in communication.
- The IATA Annual General Meeting and World Air Transport Summit bring together representatives from leading international airlines
- IATA helps members gain influence with the travel agent community through the IATA Agency Program

**iii) Providing Key Commercial Services and Training**

- IATA provides training in major fields such as passenger, cargo and safety
- IATA programs help to strengthen the capabilities of aviation industry professionals
- IATA members can receive discounts on a number of IATA publications

**Check Your Progress 1**

**1) What do you understand by Tourism Organizations?**

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- 2) Explain the organisational structure of UNWTO.

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- 3) Discuss activities taken up by IATA for the benefit of the airline industry.

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## 17.5 IATO - INDIAN ASSOCIATION OF TOUR OPERATORS

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The Indian Association of Tour Operators (IATO) is the National apex body of the Indian Tourism Industry. Founded on 13th January 1982 with just seven members, it has now over 1600 members from different segments of the tourism industry like travel agents, hotels, airlines, government tourism departments/development corporations, educational institutions, transport operators, and both national and international tour operators.

IATO today has international acceptance, and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA, NATO and ASITA are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the International traveller visiting not only India but the entire Region.

IATO interacts closely with the Indian Government on all critical Issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries / Departments, Chambers of Commerce and Industry, Diplomatic Missions etc; and has been the forum for the Tourism Industry for addressing crucial industry issues, at various levels. It acts as the common medium between the decision makers and the industry; and presents the complete perspective to both sides, synergising their common agenda of Tourism facilitation. During the 1982 convention, IATO's demand for the Tourism Industry's recognition as 'Exporters' was finally accepted by the Government in 2002.

Being the National Apex Body of the Indian Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities but also as an ongoing venture. All IATO members are expected to observe the highest standards of professional ethics and offer personalized service to their clients.

IATO has 12 Action Committees, each focused on a specialized area headed by a Convenor, assisted by the committee members. They are:

- Adventure Tourism Development Committee
- Civil Aviation, Press & PR Committee
- Domestic Tourism Development Committee

- Grievances Committee
- Guides Coordination Committee
- Host Committee
- Hotel Relations Development Committee
- IATO News Committee
- Legal Affairs, Insurance & Consumer Committee
- Privilege Card Development Committee
- Railways Co-ordination & Development Committee
- Surface Transportation Development Committee
- Website Development Committee

IATO member meet every month on the first Saturday, for interaction with each other and with a Guest Speaker, who delves on current issues. The members are updated on the events of the month at this meet.

With the feedback from the chapters and the action committees, unresolved and major issues are focused and discussed at the IATO annual convention. The IATO annual conventions are held in different States of India every year.

### **17.5.1 Aims and Objectives of IATO**

The Indian Association of Tour Operators was found in the general interest to promote international understanding and goodwill to the ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO. The aims and objectives of the organization are as follows:

- 1) To promote national integration, international welfare and goodwill.
- 2) To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiative to secure the welfare of the tourism trade in all respects.
- 3) To communicate with chambers of commerce, other mercantile and public bodies in India, government departments or committees, International Air Transport Association and various foreign and local associations and cooperation, companies and concerns; and promote measures in the interests of the travel trade and nominate members to act on them.
- 4) To encourage and promote friendly feeling among the tour operators and travel agents on all subjects involving their common good and benefit.
- 5) To try and amicably settle disputes of the members of this Association by referring the disputes for settlement by a sub-committee to be constituted for such purpose by the executive committee.
- 6) To protect the interest of the members of this association from the mal-practices of foreign tour operators.
- 7) To set up and maintain high ethical standards in the industry.
- 8) To undertake such welfare activities as the members cannot take individually.
- 9) To get affiliation with similar organizations in other countries.

- 10) To promote equal opportunity for all visitors to enjoy the tourism and travel facilities without distinction of race, colour, creed or nationality.
- 11) To organize overseas promotional tours jointly with various airlines and Govt. of India tourist offices abroad, and other similar organizations.
- 12) To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings.
- 13) To institute awards for excellence in tourism related activities.
- 14) To assist students by scholarship to pursue higher education, study and research particularly in the field of development of tourism and international brotherhood, both in India and outside the country.
- 15) To take initiative and ensure that the problems affecting any of the services relating to the tourism trades is sorted out through the mediation of the association; failing which joint legal action to be taken for and on behalf of the members of the association for settling such problems.
- 16) To produce regular reports about the achievements of the members of the association and to do all such things as all incidental or conducive to the above objectives.
- 17) To print and publish information material for the benefit of its members.

### 17.5.2 Membership of IATO

Executive Committee shall comprise of members of the Association and be entrusted with the management of the affairs of the association. The minimum members of the executive committee shall be 15 and maximum shall be 17 and would consist of Seven office bearers from amongst the active members, namely - President, Senior Vice-President, Vice-President, Honorary Secretary, Honorary Joint, Secretary, Honorary Treasurer and Immediate Past President

The membership of the association shall be composed of:

- a) **Active Members:** A firm or company having established place of business in India and recognized by the department of tourism as tour operator / travel agent for a minimum period of two years and its major substantial part of activity of promotion of tourism and foreign exchange earnings in a year is minimum Rs.20,00,000/-; shall be eligible for membership as an active member of the association; provided an application is made and accepted by the Executive Committee. However only one office of a firm or company shall be admitted as an Active Member of the Association.
- b) **Associate Members:** Any other office including overseas offices of an active or allied member shall be eligible for associate membership of the association. They shall have no right to vote in the proceedings of the association.
- c) **Allied Members:** Any firm or company, which is regularly engaged or associated with tourism and travel industry such as carrier companies, hoteliers, restaurants, excursion agents, transport contractors, forwarding and clearing agents, shipping companies, state tourist corporations / organizations, hotel marketing representatives/ agencies, trade publications and any overseas firm / company / corporation / organization shall be eligible

for membership as an allied member. The allied members shall have the right to participate in the activities of the association except to vote. The allied members will be represented on the Executive Committee by nomination of office bearers of various national trade associations who reciprocate membership to IATO executive members on their association.

- d) **International Members:** Any international firm or company which is engaged or associated with tourism and travel industry shall be eligible for membership as allied members of the association. The members shall have the right to participate in the activities of the association except to vote.
- e) **Honorary Members:** The Executive Committee may invite persons who are Hall of Fame Awardees and distinguished society members and / or who have distinguished themselves by their services to the tourism and travel industry in the National or International field to become Honorary Members of the Association. Such members will be invited to the association by the unanimous vote of all the members of the Executive Committee.

The Executive Committee may at any time create different classes of members and may provide for entrance fees and subscriptions, and define their respective rights and privileges. The Executive Committee shall have power to dispense with the payment of the entrance fee/membership fee, if they deem fit. The decision of the Executive committee will be final in all cases.

### 17.5.3 Short Term and Long Term Agendas of IATO

IATO as organisation has certain agendas that it has set itself to achieve. These are both short term and long term agendas and are discussed below.

#### 1) Short Term Agenda of IATO

- Upgrade IATO secretariat to ensure greater efficiency and rapid communications.
- Creation of IATO website with data and information, update on everyday basis.
- Unify IATO members through regular dialogues and create greater participation from members, irrespective of size of their company.
- Repositioning of IATO newsletter, effectively covering news and views of the industry.
- Immediate setting up of Steering Committee to facilitate & focus long-term progress.
- Reorientation of IATO secretariat for efficient and timely handling of decisions, placing a second line of command system in place.
- 24 hour helpline at international airports to facilitate members with right information and support.

#### 2) Long Term Agenda of IATO

- Unify various Associations representing different interest within the entire industry by putting together a common platform & working programme.

- Create a strong lobby with the Government to ensure prompt participation in decision making with the Government, prior to enacting of new Laws, revision of policies and/or otherwise.
- Faster contacts, co-ordination and exchanges, with International Tourism Bodies and Associations worldwide, and establish a regular dialogue with GOITO, global offices.
- Life membership to state level bureaucrats and politicians who have been involved with tourism betterment, in order to ensure effective support and adding strength to lobby.
- Arrangements with major financial institutes for grant of loans for small & large-scale tourism projects.
- Arrangements of special quotas with domestic airlines for offering fixed discount fares for our members and/or IATO teams taking business travel within the country.
- Setting up an IATO School of Tourism & Club to facilitate professional training of the guides, entrepreneurs, youth, and others.
- Setting up of a proper Legal cell to safeguard internal interest of the members against overseas agents/markets/realization of funds etc.
- Strategically promote IATO Logo on global basis, in order to firmly establish its own identity and power-value, through specific PR and other consistent efforts.
- To gradually open up and establish a channel of communications with the PMs Office in order to harness very serious attention towards Tourism and/or it's affects.
- Availability of an IATO reference-data library at Secretariat covering (a) Marketing Data, Marketing Trends (b) Date of Trade Fairs and Exhibitions, (c) Logistics for foreign travel, recommended hotels, trains, special tips, local expenses budgets, assistance telephone numbers.
- Ready acceptance of IATO recommendations for Visa clearance and passport services.
- Insurance coverage of special kind for safeguard against consumer protection law.
- IATO Regional Chapter's reactivation for greater independent functioning to fully encourage separate destination marketing; bearing in mind the developments of the international airports in different parts of India.
- Printing of a compact IATO India Arrival booklet covering IATO and key information, to provide instant precise general information/reference/assistance to tourists from all countries, upon arrival at immigrations



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## 17.6 TAAI - TRAVEL AGENTS ASSOCIATION OF INDIA

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Travel Agents Association of India (TAAI) was formed towards the end of the year 1951; 4 years after Indian Independence, by a group of twelve leading travel agents who felt the time had come to create an Association to regulate the travel industry in India, along organised lines and in accordance with sound business principles. It continues most effectively with quality growth and ability to support industry growth. TAAI is India's premier, nodal, largest and oldest Travel & Tourism Association.

The primary purpose of TAAI is to:-

- protect the interests of those engaged in the industry,
- promote its orderly growth and development; and
- safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

From a humble start of twelve to now approximately twenty five hundred members which have Active, Associate, Allied, Government and Non-Resident members – TAAI has come a long way.

The mission of TAAI is that it represents all that is professional, ethical and dynamic in our nation's travel related activity. TAAI has been recognised as the voice of travel and tourism in India. The aims and objectives of TAAI are:

- TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.
- TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travellers and tourists from within India and overseas.
- TAAI is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.

TAAI members' comprising of nearly 2500 leading Indian Tourism companies, bring to its members constant guidance from TAAI's 20 Regional Units, which is unique to TAAI and its development of Leadership. Each unit has an elected Chairman, Secretary and Treasurer to effectively administer. Member agencies get to meet regularly. TAAI supports road shows; presentations; interaction on industry updates, most effectively.

### 17.6.1 Activities of TAAI

TAAI is actively associated with the Airlines and IATA. As members of IATAs APJC (Agency Program Joint Council), TAAI debates on matters of Airline practices. TAAI's active Airlines Council connects TAAI with Domestic and International Airlines.

TAAI also works closely with the Ministry of Tourism, Government of India. TAAI actively participate in the Tourism Meetings convened by the Government. TAAI is actively associated with State Tourism Boards of India. TAAI has a large membership which is actively involved in several industry verticals, and thus its focus is to promote these effectively and connect members with opportunities.

Destination promotion has been TAAI's stronghold. TAAI's connect with Tourism Ministries and Governments; National Tourism Authorities and Boards are immense. TAAI has MOUs to promote bi-lateral tourism with over 25 countries. TAAI endears itself to promote outbound into these countries. TAAI is a One Point Contact for any country; destination or attraction to be effectively promoted well across India. Few other activities of TAAI are mentioned below:

- 1) TAAI functions as a powerful platform for interaction of thoughts and experiences.
- 2) TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
- 3) TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- 4) TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
- 5) TAAI maintains close contact with world bodies, and represents matters affecting travel and tourism industry of the country.
- 6) TAAI gathers useful information on travel and tourism; and disseminates the same to its members for their guidance.
- 7) TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- 8) TAAI fosters fraternity among its members.
- 9) TAAI has signed several MOU's with various Travel Agents Associations in neighbouring countries and around the globe.

### **17.6.2 Events of TAAI**

TAAI Conventions (Indian Travel Congress) an annual event of TAAI brings to the global industry 800 to 1400 delegates, depending on the destination. These events are blessed with excellent opportunity to network; get updated; promote or buy and importantly take home some great learning through knowledge sessions. TAAI does these events all over the world, including within India.

TAAI's B2B Exhibition, ITTE; India Travel and Tourism Expo are also very popular which provide opportunities for global sellers and buyers at TAAI's conventions since TAAI specializes in promoting Destination Marketing. TAAI partners with Tourism Boards to organize Travel Specialist programs for industry personnel as a part of TAAI's Skill Development Initiatives.

Another important activity for TAAI is to be closely associated with the Embassies, Consulates and High Commissions. TAAI is well known for its

activities that support and train personnel in travel agencies to effectively assist their customers in visa applications. TAAI has organized several skill-development workshops on professionalizing visa matters in partnership with Embassys, Consulates, High Commissions, and VFS. This is an ongoing activity of TAAI.

TAAI is also recognized by the Government of India to support in the activity of Hotel Classification. TAAI representative is on the panel that visits to certify Hotels seeking star status. TAAI is recognized on the Airport Advisory Boards as well and several of TAAI's chairpersons are members on the Airport Advisory Board.

TAAI is associated with is the Educational initiatives to promote education in tourism. TAAI has partnered with Universities; Colleges and Educational institutions that offer graduation in Tourism and Management including MBA (Travel & Tourism) programs.

TAAI's area of activity extends to areas of Aviation; Tourism – outbound and inbound; MICE – inbound & outbound; Adventure Tourism; Sports Tourism; Education etc. Members are involved in all these activities and there is no other Travel and Tourism Association in India with this strength and band-width offering leadership to this most growing industry. TAAI has evolved with times and is keen to forge ahead in a manner that brings in solid partnerships on a global level.

### Check Your Progress 2

- 1) What is the need for short term and long term agendas for IATO? How are they different?

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- 2) Discuss the importance of the Events organised by TAAI.

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## 17.7 LET US SUM UP

Tourism organizations be it local, national or international, have their part to play. It has a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. It often fights for the rights of the organizations and influences public opinion

and the governments. For a healthy tourism industry the tourism organizations have a dominant role to play since they are the voice of the tourism industry and are crucial for the development of Tourism in a country and region.

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## 17.8 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See section 17.2 and frame your answer
- 2) See section 17.3.2 and frame your answer
- 3) See section 17.4.3 and frame your answer

### Check Your Progress 2

- 1) See section 7.5.3 to frame your answer
- 2) See section 7.6.2 to frame your answer



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# UNIT 18 TOURISM SERVICE ORGANISATIONS

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## Structure

### 18.0 Objectives

### 18.1 Introduction

### 18.2 Understanding Standardization

#### 18.2.1 Main Criteria for Standardization

#### 18.2.2 Advantages of Standardization

#### 18.2.3 Benefits of Standardization

#### 18.2.4 Standards Organization- an Introduction

#### 18.2.5 Risk of Standardization

### 18.3 Standardization in Tourism Industry

#### 18.3.1 ISO/TC 228 for Tourism and Related Services

#### 18.3.2 ISO/TC 228 Structure and Active Working Group

#### 18.3.3 Benefits of ISO/TC 228

### 18.4 Accommodation Sector and Standardization

#### 18.4.1 Hotel Chains

#### 18.4.2 Advantages and Disadvantages of Hotel Chains

### 18.5 Standardization in Cruise Tourism

#### 18.6.1 Cruise Lines International Association (CLIA)

### 18.6 Let Us Sum Up

### 18.7 Answers to Check Your Progress

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## 18.0 OBJECTIVES

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After going through this Unit you will be able to:

- understand the concept of standardization and its relevance to the tourism industry,
- examine the criteria, advantages, benefits and risks of standardization,
- get an insight into the standardization in context to ISO/TC 228 for tourism and related services,
- identify the procedure of standardization in the accommodation sector,
- learn about the importance of standardization in the travel industry; and
- know about the various dimensions of standardization in the cruise industry.

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## 18.1 INTRODUCTION

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The travel and tourism industry is one of the worlds largest and continues to grow every year. It is also a dynamic industry and is essentially an amalgamation of several sectors that work together to provide a range of travel experience to its

customers. Different travel and tourism organizations work together to provide better levels of customer care. The competition between the stakeholders is intense and thus the players have to evolve strategies that can balance between customer benefits and cost, and yet have a competitive edge. Due to this, many a times organizations promise more than they can deliver and leave their customers with a feeling of have been cheated. Another challenge faced by the industry is posed due to the multiple sectors involved that have to work jointly in order to provide a complete tourism package. Often the failure to meet customer expectation due to one sector maligns all other sectors involved. For example a tour operator creates a tour package after many negotiations and collaborations between the transport, hospitality, food industry, etc. If the hotel included in the package at a certain destination does not meet with the expected standard of the customer, it damages the credibility of the tour operator and important business may be lost.

In order to overcome these challenges, to safe guard the interest of customers and to create credibility, the stakeholders thus have to create standardization of services. Through standardization, similar services with different characteristics and structures become comparable. The standardization of services also promotes reliability, effectiveness, trust, and improved economic efficiency. Most important, it benefits the service receiver. Standards contribute to transparency – and therefore comparability – of services. When quality can be evaluated, services can be compared with one another and evaluated (Gaub, 2007).

Standardization creates economic advantages by facilitating access to major regional and global markets. It also supports the purchasing decisions of customers. This experience has great significance for the service sector. The standardization of services can improve service production. It will encourage security and protect health, the environment, and consumers. Standards can also enable swift examination of the feasibility and practicability of innovative services. Customers and service recipients can take advantage of reduced risks, greater transparency, and the associated higher degree of comparability.

## **18.2 UNDERSTANDING STANDARDIZATION**

Standardization means a framework of agreements to which all relevant parties in an industry or organization must adhere, to ensure that all processes associated with the creation of a good or performance of a service are performed within set guidelines. This is done to ensure the end product has consistent quality, and that any conclusions made are comparable with all other equivalent items in the same class. Standardization could offer an opportunity to codify best practices and facilitate effective coordination among individuals and groups working on a complex problem (Lamb et al., 2007). Standardization is the elimination of alternatives which are inefficient and conducive to conflict.

A standard is something set up and established by an authority as a rule or norm for the measure of quantity, weight, extent, value, or quality (Merriam-Webster Dictionary 2014). Briefly a standard defines what someone should do or perform. Standards are created by bringing together all of the interested parties, such as the manufacturers, consumers, and regulators, of a particular material, product, process, or service. All parties benefit from standardization through increased product safety and quality as well as lower transaction costs and prices. (European Committee for Standards 2009.)



Globalization appears to be an irrevocable phenomenon. Globalization has created a growing need within organizations to establish rigid definitions, key performance indicators (KPIs), and processes. A flexible organization focuses on its core competences and asks for help from strategic partners when needed. Worldwide outsourcing of supplementary activities becomes much simpler and less risky if the information within organizations is standardized.

### 18.2.1 Criteria for Standardization

The main criteria for standardization are:

- improved ICT,
- transfer of technology,
- uniform terminology,
- sized and dimensions are coordinated and adapted,
- process variety are reduced,
- function requirements and characteristics are specified.

### 18.2.2 Advantages of Standardization

According to David Stillebroer, Director of Product Management, Planon (a global software provider) the main advantages of standardization for organizations operating in a globalised economy are as follows:

#### 1) Lower transaction costs

Both internal and external transaction costs are reduced when the same definitions and data models are used within organizations and between business partners. This benefit is apparent in every aspect of the transaction, from setting up the contract to final agreements based on performance.

#### 2) More accessible information:

Data standardization makes information more accessible to all the parties involved, especially when the same standard is used across the sector, making benchmarking possible. It also promotes transparency.

#### 3) Avoiding any weak links across the chain:

Standardization also requires a more general approach to specific situations. By standardizing processes and information, the dependence on individuals, departments, or suppliers is reduced. This makes the organization less vulnerable to mistakes by these separate components in the overall chain.

#### 4) Certainty in quality and processes:

Organizations have more confidence when their departments and suppliers use recognized standards. This makes processes and results more transparent in order to be compared more easily against other market players.

#### 5) Promoting strategic and synchronized partnerships:

Standards can be regarded by and large as codified knowledge. However, to achieve a standard, best practices need to be generally acknowledged by the sector specialists. Organizations can derive value from this synergy,

because a reliable source of knowledge arises which can help them to enhance the maturity level of their organizations and to connect with partners more easily.

### 18.2.3 Benefits of Standardization

Some benefits of standardization are as follows:

- **Improves clarity** — because a standard process will eliminate the need for guesswork or extra searching. Effective standardization of procedures mean that there is one correct way in which to complete a particular task, which is defined in terms of a clear, measurable end result.
- **Guarantees quality** — because work is done in a pre-defined, optimized way
- **Promotes productivity** — because your employees won't need to ask around or comb documentation to get answers
- **Boosts employee morale** — because employees can take pride in having mastered the process and refined their skills
- **Perfects customer service** — because every ticket is handled in the best possible way

### 18.2.4 Standards Organization- an Introduction

A standards organization, sometimes referred to as a standards body, is an organization with authority to endorse official standards for given applications. Big companies attempt to rationalize operational costs by standardization and deliver services over country's borders as well. Shared service organizations (SSO) could be a good tool for these aims.

There will be a lot of advantages of using shared service organizations. The standardized and more transparent processes make a more focused control, and allocation of services within a group possible. Operating shared service centers with transfer pricing, create near-market situation inside of company that could ensure efficiency of shared service center and compel quality services delivery. Another benefit of these organizational solutions is that cooperation between service centers and customers, influences the whole company. It creates management framework that contributes to better operation of the company with increasing organizational transparency, making aims and demands precise and measuring performances.

### 18.2.5 Risk of Standardization

In dynamic environments rigid processes inhibit organization's ability to improvise and capitalize upon new situations. Standardization could make processes inflexible. It is therefore essential to also recognize the disadvantages of standardization. These can be listed as follows:

#### 1) Loss of Uniqueness

If a company builds up a customer base that values its unique niche products, or if the company serves a specialized market, standardizing its processes may mean it loses some of its former customers. For example, if a restaurant

builds its reputation on a varied and exotic menu, then changes to a standardized menu to provide a more predictable customer experience, its former customers may defect to competitors who provide more variety.

## 2) Loss of Responsiveness

When a company expands into new markets, especially in foreign markets, standardization may work against the firm. While it may be cheaper for a restaurant to buy its trademark hamburgers in bulk, if it expands into a new market where people buy chicken much more often, its standardization measures may make it slower to respond to market conditions and end up costing money.

## 3) Unsuitable to Some Aspects of Business

Standardization may be advantageous in some areas of business, such as production, but some aspects of a business should be tailored to the customers' needs. Customer service, advertising, distribution and product pricing must be driven by local market conditions to be successful.

## 4) Stifles Creativity and Response Time

Standardization has the potential to get a business into a state of disorder. Standards, once implemented, soon become the status quo and may become entrenched in the corporate culture, making them hard to change when change is needed. However, market conditions often change, and companies that change quickly are best positioned to take advantage of them. Standardization may also stifle creativity, particularly in product design.

### Check Your Progress 1

- 1) What do you understand by standardization? List the main criteria for standardization.  
.....  
.....  
.....
- 2) Discuss the advantages and benefits of standardization.  
.....  
.....  
.....
- 3) What are the various risks associated with standardization.  
.....  
.....  
.....

## 18.3 STANDARDIZATION IN TOURISM INDUSTRY

Tourism offerings include a variety of products and activities (or sectors), including but not limited to: accommodation, food and beverage, business services and leisure (Bowie and Buttle, 2004, p.26). This mixture of offerings presents

uniqueness and differentiation against goods, products, not only because of the general characteristics of a service product but for the specifics of a tourism product as described by Lumsdon: “Tourism activity takes place away from the normal place of residence and work; movement is short term and temporary; it includes day activities; it can involve considerable benefits and disbenefits to society” (Lumsdon, 1999, p.4,5)

International tourism 2017 onwards accounts for 30 % of the world’s services exports as well as bringing economic benefits to local communities and encouraging greater global connectivity. In fact, with international tourism on the increase, International Standards will be more important than ever. According to Miguel Mirones, the President of the Spanish Tourist Quality Institute (ICTE), the industry should be looking at tools that focus on quality of service and infrastructure – an important component of the tourist experience. He further suggests that sustainability within the tourist industry can only be achieved when products and services have been developed taking quality into account.

The evolution of standardization and quality in tourism has made significant progress in the last decades. Standardization has reached tourism activities both at the national and international level in search of tools directed to unify common criteria; in order to get more homogeneous results in the provision of services and ensure the customer that the service is provided according to established requirements. Nowadays, there is a growth in the publication of tourism standards by sector and in the granting of quality certifications to public and private organizations. In the last decades, the most frequently applied international standard in the tourism sector has been ISO 9001 on quality management, since it is a generic standard that can be adapted to all organizations, regardless of their type, size and geographical location. Due to the difficulties faced by many tourism agencies, in 2003 IRAM started working on the development of a “Guidance for the interpretation of ISO 9001:2000 requirements on tourism services”. The outcome was the publication of IRAM 30400:2004, which was the first national standard on tourism. This standard provided a framework to enable travel agencies, hotels, restaurants and other organizations to understand how the requirements could be adapted to each organization.

### **18.3.1 ISO/TC 228 for Tourism and Related Services**

ISO/TC 228 is a committee created in 2005 under the twinned leadership of UNE (Spain) and INNORPI (Tunisia), with 103 countries and 23 Organizations in liaison involved. ISO/TC 228 is a technical committee of the International Organization for Standardization (ISO) responsible for developing internationally accepted standards for terminology and specifications of the services offered by tourism service providers; including related activities, touristic destinations and the requirements of facilities and equipment used by them, to provide tourism buyers, providers and consumers with criteria for making informed decisions.

ISO/TC 228 is responsible for standardization in the field of tourism and related services. Its scope reads “Standardization of the terminology and specifications of the services offered by tourism service providers, including related activities, touristic destinations and the requirements of facilities and equipment used by them, to provide tourism buyers, providers and consumers with criteria for making informed decisions”. This Technical Committee (TC) is a tool for the tourism

industry to better commercialize its products, services and offers, and to increase the competitiveness of tourism organizations. The main objective of ISO/TC 228 is to develop International Standards (IS) and other ISO documents that truly respond to market needs and always respect the diversity of the industry, assisting consumers to select the best product/service for their needs regardless of the type of destination. This Strategic Business Plan (SBP) provides the high-level roadmap for the creation of deliverables that support and improve the tourism services provided by organizations of any size and nature, operating anywhere in the world. In particular, it is the intention of this TC to produce globally relevant International Standards that are used everywhere.

### **18.3.2 ISO/TC 228 Structure and Active Working Groups**

ISO/TC 228 provides a forum for the work of the dynamic working groups, which cover the following areas:

- WG 1 – Diving Services,
- WG 2 – Health Tourism Services
- WG 7 – Adventure Tourism
- WG 8 – Yacht Harbours
- WG 11 – Bareboat Charters
- WG 13 – Sustainable Tourism
- WG 14 – Accessible Tourism
- WG 15 – Accommodation
- WG 16 – Restaurant

In addition to these working groups there is also a Chair Advisory Group (CAG) to assist the chair and secretariat in tasks concerning coordination, planning and steering of the committee's work or other specific tasks of an advisory nature.

### **18.3.3 Benefits from ISO/TC 228**

Expected benefits from the work of ISO/TC 228 are:

- Create transparency in the exchange of tourism products and services
- Rise consumer's confidence in the tourism market
- Help fair competition in the tourism market
- Promote environmental protection by identification of environmentally friendly tourism products and services
- Support policies of ethical tourism
- Support "tourism for all", regardless of people's abilities
- Improvement of personal and property security
- Adaptation to innovations
- Open new markets in the broadest sense
- Help developing countries to promote themselves and thereby providing economic and social benefits

- Knowledge transfer
- Improve customer satisfaction

All these factors shall contribute to a general and common expected benefit which shall stimulate the tourism market.

### Check Your Progress 2

- 1) What is the requirement of standardization in the tourism industry?  
.....  
.....  
.....
- 2) Write in brief about ISO/TC 228 for tourism and related services.  
.....  
.....  
.....
- 3) What are the expected benefits of ISO/TC 228 for tourism and related services?  
.....  
.....  
.....

## 18.4 ACCOMMODATION SECTOR AND STANDARDIZATION

Accommodation sector is central to the tourism industry. Tourism flow to a destination is to a large extent dependent on the size of this sector. Tourist experience is dependent on the service quality offered by the accommodation industry. There are five major characteristic of this industry:

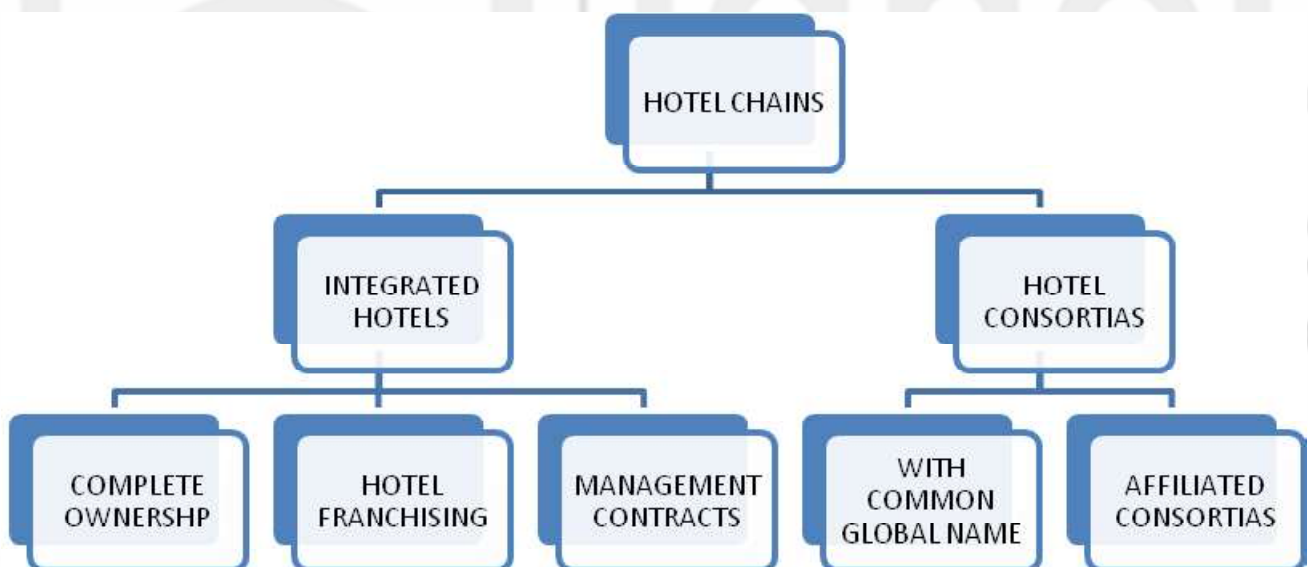
- 1) **Seasonality:** Tourism is highly dependent on climate and therefore most destinations have a lean and peak season of tourist activities. This greatly affects the occupancy of hotels. Therefore the sector has to develop strategies to cope up with the fluctuations of demand.
- 2) **Labour intensive:** This sector is also greatly dependent on its work force which again has to be managed with the fluctuations of demand. This also leads to concerns of standardization of service.
- 3) **Perishability:** The unoccupied room on a particular date is a loss for the hotel and this unconsumed offering cannot be stored for use on a later date. This is another cause of concern for the sector.
- 4) **High Capital Cost:** The capital investment to create the requisite infrastructure is extremely high and returns of investment is a time taking process. Thus, for success, the hotel needs to deliver stringent standards of services.



- 5) **Marketing Limitations:** this is created as the geographic location of the users of the sector are not anywhere near the vicinity of the hotel. The target group is not that easy to reach; and therefore promotional activities require substantial funds.

With an increase in international travel, the competition among international hotel corporations is becoming progressively fiercer. Those tourists that travel to foreign countries tend to familiarize with (and likely stay in) the known hotel brands and their standardized quality of service. Hotel chains are motivated to maintain a high rate of global expansion as a key marketing strategy of creating brand loyalty (King, 2005). By doing so, they will not only satisfy the market needs of those people traveling to foreign countries, but will also introduce the brand to domestic customers. Global hotel corporations hope that domestic customers will familiarize with the brand when they travel abroad, thus creating marginal benefits to the company (Hong, Jones, & Song, 1999).

So creating a brand identity is essentially a process that incorporates standardization of offerings so that distant target markets are able to identify service criteria's of the hotel at the destination from a perception that they have in mind about a similar hotel located at the proximity of the origin point. There are different ways to create standardization in the accommodation sector. The following flow chart highlights on the kinds of standardizations possible in this sector:



Source: Author

Let us understand each of the above by defining them and examining the advantage and drawbacks of each.

### 18.4.1 Hotel Chains

A Chain Hotel is a hotel that is part of a series or of a group of hotels operated by the same company or owner. A Hotel Chain therefore is an administration company that manages a number of hotels having the same name but being located in different areas. They can be total or partial owners of the hotel and they manage their administration, marketing and promotion. So based on the type of chain they can be grouped into two categories:

1) **Integrated Chain Hotels:** They are hotel chains that develop consistent and homogenous hotel products. So irrespective of their geographic location each hotel belonging to the chain will have uniformity in structure and services. Such chains can mainly be of three types depending on the control or ownership of the hotel.

- **Complete Ownership:** such hotels work under the same management team and with a common brand name. This ensures that the customers can be assured of uniformity of services irrespective of location of the hotel. For eg. The Oberoi Group of Hotels. The name has become synonymous as a business hotel, suiting the requirements basically of the corporate world.
- **Hotel Franchising:** Once a hotel proprietor has an established infrastructure and has been able to procure a brand identity, franchising gives the hotelier an opportunity to expand into other geographic locations; by entering into business agreements with potential owners willing to let out their hotel establishment on a profit share basis whereby the brand identity and hotel name will be provided by the franchiser to the franchisee. This ensures a mutually symbiotic business agreement where the hotelier is able to expand business; and the franchisee on the other hand does not have to struggle with the early start up issues and problems.
- **Management Contracts:** A hotel management contract is defined as an agreement between a management company (or an operator), and a property owner, whereby the operator assumes responsibility for managing the property by providing direction, supervision, and expertise through established methods and procedures. A hotel management company is a company with expertise in operating hotels for hotel owners. The operator runs the hotel, on behalf of the owner, for a fee, according to specified terms negotiated with the owner. A well-negotiated management agreement should align the interests of both parties. As an owner, the major goals should be to select the management company that will maximise profitability.

2) **Hotel Consortia:** A consortium is an association of two or more individuals, companies, organizations or governments (or any combination of these entities) with the objective of participating in a common activity or pooling their resources for achieving a common goal. Consortium is a Latin word meaning “partnership”, “association” or “society”.

A hotel consortium is an organisation of hotels which combine resources in order to establish corporate management services such as marketing and promotional activities, purchasing, and personnel and training. Hotel consortia could be defined as ‘an organisation of hotels, usually, but not necessarily owned autonomously, which combine resources in order to establish joint purchasing/trading arrangements and operate marketing services. These aims will often be achieved through the setting up of a centralised office, whose activities will be financed through a levy/subscription on the member hotel units.’ (Litteljohn, 1982 p 79).

Hotel consortia were perceived as being similar to hotel companies both in the functions they carried out and in the corporate identity they maintained

for hotel members. However, unlike hotel companies they do not own or operate hotels.

### 18.4.2 Advantages and Disadvantages of Hotel Chains

Hotel chains are in complete contrast to independent hotels. As in case of any business enterprise they come with their own set of advantages and disadvantages. Let us now examine both the advantages and disadvantages of hotel chains.

#### Advantages

Hotel chains have many advantages which can be due to the following reasons:

- **Marker Reach:** Hotel chains ensure that they replicate a successful business in as many geographic regions as they can. Thus, a certain individual at a certain location may be familiar with a hotel in that location. When the individual travels to an unfamiliar destination which also has the same hotel chain, the individual would prefer to stay in the hotel.
- **Economies of Scale:** Refers to the cost advantages that the hotel can derive because of its size. Since chain operations have multiple units they can ensure bulk purchase of essential equipments at a lower cost.
- **Streamlined Operations:** Chain hotels standardize the products and services in order to streamline their operations thus ensuring consistent services.
- **Marketing Power:** Due to greater market reach it allows hotels to have more visibility. Publication and promotion cost is also shared making these strategies more cost effective.
- **Service Options:** Chain hotels are often able to provide additional services both to the customers and to units within the chain. Customer relationship management is also enhanced. At unit level full fledged counseling such as pre- openings, construction plans, employee training, technology sharing is made possible.
- **Access to Finances:** Borrowing money from banks and funding agencies becomes easier, in case the chain is larger. Funds raised can be used to fund operations or make capital investments for growth.

#### Disadvantages of Hotel Chains

These can be broadly listed under the following three categories:

- **Operational Constraints:** Whereas standardization of service is the purpose of hotel chains; this for some franchisees or owners may pose a limitation and restriction even for incorporating minor changes.
- **Financial Strain:** Sometimes the sheer size may be the strain put on the financial resources of the company.
- **Legal Forces:** Since chains often have complex structures of owner- operator contracts or partnerships; this may pose as major threats in conditions of disagreements.

## 18.5 STADARTDIZATION IN CRUISE TOURISM INDUSTRY

Cruise is defined as ‘to make a trip by sea in a liner for pleasure, usually calling at a number of ports’ (Collins English Dictionary). It is characterized by the ship being similar to a mobile resort, which transports passengers (guests) from place to place. Today, ships are not viewed as a means of transport but as floating hotels. Increasingly they are being viewed as floating resorts. According to the World Tourism Organization (WTO) (2003) the accommodation and related resort facilities comprise 75% of the ship with the remainder devoted to its operations. These floating resorts mimic their land-based counterparts with restaurants, bars, sports facilities, shopping centres, entertainment venues, communication centres, etc. Cabins are becoming larger and more luxurious. The trend is for more cabins to have windows and/or balconies. Cruise companies are increasingly promoting and positioning their brand names to enable customers to identify the products as competition grows. Further, it enables customers to make fewer price comparisons and easier decision making. For instance, Carnival Cruises Lines associates the characteristics of ‘fun ships’ with its brand name, while the Queen Elizabeth 2 suggests a more exclusive image and unique experience with its promotional theme, ‘for once in your life, live’. Disney’s Cruises create a distinct brand appeal for children. As the cruise market grows, the need for branding and standardization will become even more notable. In the recent years, one of the defining characteristics of the cruise industry has been the consolidation of the major players. Today it is dominated by three major companies: Carnival Corporation, Royal Caribbean Cruises and Star Cruises Group. Carnival Corporation is the largest company and it includes more than 60 ships and 13 brands. Started by Ted Arison, the company has grown from one ship in 1972 to a leading global tourism brand. Its parent company, Carnival Cruise Lines, has a fleet of 21 ships and is one of the world’s youngest fleets. Carnival’s success has been largely due to the introduction of its ‘Fun Ships’ marketing, which lifted the interest of potential cruisers in the 1980s and 1990s. In 1996 it introduced its ‘Vacation Guarantee’ aimed mainly at first-time passengers, which stated that if a passenger were not satisfied with their cruise experience, they could disembark at the first port of call and have their cruise payment fully refunded. It also introduced a number of other innovations into the industry including the Paradise, the first fully non-smoking ship. Royal Caribbean Cruises is the second largest cruise group in the world. It comprises RCI and Celebrity Cruises and is strongly focused on the North American market. The third major corporation is the Star Cruises Group, founded by the Malaysian company Genting International Group in 1993. It rapidly rose in prominence and dominated the Asia-Pacific cruise region, and in 2000, it took over Norwegian Cruise Line and Orient Line. In 2004 it started NCL America based in Hawaii.

Potential cruise ship passengers need consistent standards to make informed decisions when planning their vacations. It is important to the tourism industry that accurate information about the quality of cruise ships is available. Many components can be considered when assessing a cruise ship. Some components are intangible: ambience, friendliness of the crew, personal service, enjoyment, etc. Tangible factors are in the ship design: free space, ship size, physical activities and cabin size. Following are the physical factors that are not usually highlighted by cruise ship guides as a basis for star ratings.

- **Gross registered tonnage:** The size of a ship is measured by gross registered tonnage (GRT). This refers to the enclosed interior space used to produce revenue on a Cruise Guide Star-rating Systems vessel.
- **Officers and number of crew:** Expected service on a ship is based on the ratio of crew members to the number of passengers. The resulting ratio defines a presumable service comfort level for the passengers. The acceptable level is one crew member for every three passengers.
- **Cabins- average square footage and verandas:** Previously, passengers looked to ships simply as transportation to cross the oceans. They had to live in small cabins or even bunks in steerage on the lower deck. Nowadays, ships are designed more for tourism and pleasure cruises, with bigger cabins and large open areas for socializing. Older ships have fewer and smaller cabins and are not attractive to large cruise lines because of their higher operating costs and lower revenue. On the other hand, newer ships in the last 10 years have a larger number of outside cabins with private verandas. Many passengers are willing to pay extra for the privacy, quietness and ocean view that a veranda provides.
- **The Year of Launch:** Jim West writes that ‘sometimes the size of the ship is less important than the age of the ship’. His reasoning is that newer ships offer the latest technology, with conference rooms, Internet computers, enormous children’s playrooms and health facilities.

### 18.5.1 Cruise Lines International Association (CLIA)

Cruise Lines International Association (CLIA) is the world’s largest cruise association and is dedicated to the promotion and growth of the cruise industry. CLIA is composed of more than 60 of the world’s major cruise lines and serves as a non-governmental consultative organisation to the International Maritime Organization (IMO), an agency of the United Nations.

CLIA was originally formed in 1975 in North America and the Australasia chapter evolved in 1996 trading as the International Cruise Council Australasia. The genesis of CLIA was in response to a need for an association to promote the special benefits of cruising and in 2006 merged with the International Council of Cruise Lines (ICCL), a sister entity created in 1990 dedicated to participating in the regulatory and policy development process of the cruise industry.

CLIA’s mission is to promote policies and practices that foster a safe, secure and healthy cruise ship environment; educate and train its travel agent members; and promote and explain the value, desirability and affordability of a cruise holiday. More than 20,000 travel agencies are affiliated with CLIA around the world and display the CLIA seal (which identifies them as authorities on selling cruise holidays). This is one way of standardizing the cruise services.

CLIA has consistently demonstrated its commitment to safety, public health, environmental responsibility, security, emergency medical response and crew care, passenger protection and supportive legislative initiatives.

#### **CLIA’s members consistently strive for:**

- A safe, healthy, secure shipboard environment for both passengers and crew
- Minimal environmental impact of their vessel operations on the ocean, marine life and destinations



- Adherence to regulatory initiatives, and leading the effort to improve maritime policies and procedures
- A regulatory environment that will foster the continued growth of the industry
- A safe, reliable, affordable and enjoyable cruise experience.

### Check Your Progress 3

- 1) Explain the characteristics of the accommodation industry.  
.....  
.....  
.....
- 2) How can cruise industry be standardized? Give the role of CLIA in this industry.  
.....  
.....  
.....

## 18.6 LET US SUM UP

The global dimension of the tourism industry requires it to adopt standardization strategy because it allows providing unique and high-quality services regardless of location. Its most important effect is the promotion of internationalization and corporate image. Standardization is achieved by setting generally accepted guidelines with regard to how a product or service is created or supported, as well as to how a business is operated or how certain required processes are governed. The goal of standardization is to enforce a level of consistency or uniformity to certain practices or operations within the selected environment. Standardization ensures that certain goods or performances are produced in the same way via set guidelines. It can be used to make sure businesses adhere to codes and production practices. Application of these strategies, enables the leaders of this industry to very successfully establish the limits of global market scale with respect to their availability and accessibility. We have also in the unit covered important sectors of tourism like accommodation and cruise industry and how through forming an umbrella organization, and by being part of these can benefit the sector by lending credibility to services offered through standardization.

## 18.7 ANSWERS TO CHECK YOUR PROGRESS

### Check Your Progress 1

- 1) See section 18.2 for the answer
- 2) See Sub-section 18.2.2 and Sub-section 18.2.3 for the answer
- 3) Look for the answer in Sub-section 18.2.5

### Check Your Progress 2

- 1) See section 18.3 and frame your answer
- 2) Look for the answer in Sub-section 18.3.1



3) Please go through section 18.3.3

**Check Your Progress 3**

- 1) See section 18.4 and frame your answer
- 2) You may go through section 18.5 and frame your answer



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## UNIT 19 TOURISM POLICIES IN INDIA

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### Structure

- 19.0 Objectives
- 19.1 Introduction
- 19.2 Tourism Policy: Meaning and Importance
- 19.3 Concept of Five Year Plans in India
  - 19.3.1 Five Year Plans and Tourism in India
- 19.4 National Tourism Policy 1982
- 19.5 National Action Plan for Tourism (NAPT) 1992
- 19.6 National Tourism Policy 2002
  - 19.6.1 Strategic Objectives and Strategies
- 19.7 Draft National Tourism Policy 2015
- 19.8 State Tourism Policy at State level: An Overview
- 19.9 Let Us Sum Up
- 19.10 Answers to Check Your Progress

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### 19.0 OBJECTIVES

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After reading this Unit, you will be able to:

- understand what is meant by Tourism Policy and its importance,
- explain the concept of Five Year Plans in India,
- highlight the main elements of the Tourism Policy 1982, National Action Plan on Tourism (NAPT) 1992 and the National Tourism Policy 2002,
- understand the main points in the Draft National Tourism Policy 2015, and
- give an overview of Tourism Policy at the state level.

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### 19.1 INTRODUCTION

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Tourism is a billion dollar industry today and is much sought after for the revenue it generates. It is a commercial activity that creates direct demand and growth not only in travel and tourism undertakings/enterprises like accommodation, transport and tour operation businesses but also indirectly in many other supporting sectors. For example, a tourist stays in a hotel and payment is made, which goes into the account of the hotel. This directly benefits the hotel. The hotel management uses money accrued in its account not only for making payment to its employees (who may also be considered as direct beneficiaries since they are working in the hotel) but also to others not on their payroll like the vendor who supply food items or those involved in providing maintenance services like plumbers, electrician, furniture repairers etc.

While the obvious benefit of tourism is economic in nature, the overall impact of tourism development is not only limited to the economy but also affects other areas namely, socio-cultural, environmental and even political. Again the impact

is not all positive and many negative impacts of tourism development have been highlighted as a source of concern. This overall impact and ramification of tourism activities demonstrate the necessity of establishing a kind of a regulated public policy to guide and direct the development of tourism so that the positive impacts may be maximised and the negative impacts may be minimised. For a developing country like India with an abundance of tourism resources, a teeming population but a not so well organised tourism industry, the need for a robust tourism policy becomes all the more crucial. This Unit will take into account the details of tourism policies in India but first let us understand what exactly we mean by tourism policy and how important it is.

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## 19.2 TOURISM POLICY: MEANING AND IMPORTANCE

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The dictionary meaning of ‘*policy*’ refers to an officially agreed upon set of ideas/plans or a course of action adopted, pursued and used as a basis for making decision. To put it simply, policy spells out the strategy to achieve certain set objectives or goals. The term has a certain formal connotation and is therefore generally found in official documents and statements. Road traffic safety policy, a company’s Grievance handling policy, Credit card usage policy etc are all examples of policy.

Policies which are framed in the context of tourism come under the tourism policy arena. Considering that tourism is a multifaceted/multidimensional phenomenon (*this you have already learnt in the previous Units*) and the fact that tourism involves the use of public resources, tourism policy is often discussed under the public policy domain. Now, what do you mean by public policy? Public policy refers to the policies that are formulated and implemented in order to attain the objectives which the government or other public corporations has for the larger interest of the masses. Here, we should also understand that policy formulation is not limited only to those framed at the governmental level. Policy and planning is essential for every enterprise and service in tourism, be they the hotels, travel agencies, tour operators, transport companies, shopping outlets, local bodies etc, and therefore each one of them formulate their own policies and plans of action. However, since formulating an overall tourism policy is often the prerogative of the government; tourism policy may be defined as, “a set of discourses, decisions, and practices driven by governments, sometimes in collaboration with private or social actors, with the intention to achieve diverse objectives related to tourism” (Velasco, 2017).

As you have learnt, the principal reason why governments’ intervention is required in overall tourism development and hence its regulation is because tourism impacts various areas. These impacts will be specific for different destinations and as such, tourism policies are developed specific to individual countries. However, there are certain common core areas tourism policies across destinations worldwide emphasise upon. These include pursuance for:

- growth of tourism,
- destination marketing and branding,
- sustainable land use dynamics,
- providing a safe, satisfying and fulfilling experience for visitors,

- coordination among the various tourism stakeholders,
- mitigation of negative impact of tourism especially on the environment and socio-cultural set-up,
- facilitating entrepreneurs who intend to start their business in tourism activity, and
- investment in research and production of new knowledge etc.

Thus, tourism policy document outlines the vision and direction of tourism development of a destination. The importance of framing a tourism policy is many. Let us list some of them. A tourism policy helps ensure:

- government's active involvement in the activities of the tourism sector,
- serves as a guideline for further executive and legislative initiatives,
- standardisation of processes and practices within the tourism industry. This in turn will foster uniformity and an overall improvement in the quality of the tourism product,
- appropriate use of environmental and human resources,
- adequate involvement of the local community in tourism activity,
- increased socio-economic benefits, and
- healthy visitor- host relationship.

Now, how are the objectives of a tourism policy met? Well, various means are used which includes tourism plans, legislation and regulation, tourism taxation, education and training, marketing etc. Let us now turn our focus on tourism policies in India. If one has to study about tourism policy in India or for that matter about any policy matter, knowledge about the Five Year Plans is the basic criterion.

### **19.3 CONCEPT OF FIVE YEAR PLANS IN INDIA**

After India got independence in 1947, the Government of India instituted in 1950 an agency called the Planning Commission, to oversee the country's economic and social development. The Commission adopted a centralised and integrated economic planning format which has combined aspects of two prevailing economic models of that time-the capitalist economy and the socialist economy. The most basic understanding of these two forms of economy is that, a capitalist economy is based on the Principle of individual rights and here private ownership of assets and business is encouraged while a socialist economy is based on the principle of equality and here collective rights rather than individualism is encouraged and business and assets are controlled by the state/ government. Thus India has a mixed economy. The plans in India were usually formulated on a five year duration basis and hence the popular terminology, 'five year plan'. This model was taken after the five year planning format implemented by Joseph Stalin in the erstwhile Soviet Union (USSR), one of the world's largest and most powerful countries before its dissolution in 1991. Each five year plan in India was in fact a short-term plan which in turn was part of a broader long-term 20 year perspective plan.

With changing times, the top-down approach of the Planning Commission was witnessing policy fatigue and the need for a new institutional planning framework

was felt. In keeping with its reform agenda, the government of India in 2015 constituted an advisory body, the National Institution for Transforming India or NITI Aayog to replace the Planning Commission. Before its dissolution, the Planning Commission from 1950 to 2014 formulated in total 12 full five year plans as listed in Table 1 below:

**Table 1: Five year Plans under the Planning Commission**

First Five Year Plan (1951-1956)
Second Five Year Plan (1956-1961)
Third Five Year Plan (1961-1966)
Plan Holidays (1966-1969) could not be launched because of Indo-Pak conflict; drought condition
Fourth Five Year Plan(1969-1974)
Fifth Five Year Plan(1974-1979)
Rolling Plan (1978-1980) political disturbance at the centre
Sixth Five Year Plan (1980-1985)
Seventh Five Year Plan (1985-1990)
Annual Plans (1990-1992) political disturbance
Eighth Five Year Plan (1992-1997)
Ninth Five Year Plan (1997-2002)
Tenth Five Year Plan (2002-2007)
Eleventh Five Year Plan (2007-2012)
Twelfth Five Year Plan (2012-2017)

### 19.3.1 Five Year Plans and Tourism in India

Tourism development has always been an integral part of the country's five year plans even though there was no separate budget allocation during the First Five Year Plan since tourism then was not a separate department but was looked after by the Ministry of Transport and Communication. The major area of focus and other important milestone during each of the 12 five year plans are summarized in Table 2 below:

**Table 2: Area of Focus and important milestone of tourism development during the Five Year Plans**

Five Year Plan	Area of Focus/ Important Milestone
First Five Year Plan (1951-1956)	<ul style="list-style-type: none"> <li>No separate budget</li> <li>Emphasis was on publicity material production, participation in exhibitions and opening of tourist offices within the country and abroad</li> <li>Upgrading of tourist traffic branch of Ministry of Transport as 'The Tourist Traffic Division' in 1955-56</li> </ul>

Second Five Year Plan (1956-1961)	<ul style="list-style-type: none"> <li>• Development of transportation and accommodation facilities at major tourist centres</li> <li>• First time funds were set aside for tourism separately (Rs 336.38 lakhs)</li> <li>• Separate Department of Tourism in 1958</li> </ul>
Third Five Year Plan (1961-1966)	<ul style="list-style-type: none"> <li>• Development of activities connected with tourism, particularly adventure tourism</li> <li>• Setting up of India Tourism Development Corporation (ITDC) in 1966</li> <li>• Creation of the Ministry of Tourism and Civil Aviation</li> </ul>
Fourth Five Year Plan(1969-1974)	<ul style="list-style-type: none"> <li>• Expansion and improvement of tourist facilities</li> <li>• Foreign exchange earnings, employment generation</li> </ul>
Fifth Five Year Plan(1974-1979)	<ul style="list-style-type: none"> <li>• Increased accommodation and transportation facilities, Integrated development of selected area, tourism promotion abroad</li> </ul>
Sixth Five Year Plan (1980-1985)	<ul style="list-style-type: none"> <li>• Formulation of the <b>National Tourism Policy on Tourism 1982</b></li> </ul>
Seventh Five Year Plan (1985-1990)	<ul style="list-style-type: none"> <li>• Development of tourist circuits, diversification of tourism product</li> <li>• Setting up of the National Committee on Tourism</li> <li>• Setting up of Tourism Finance Corporation in 1989</li> <li>• Tourism given status of Industry in 1986</li> </ul>
Eighth Five Year Plan (1992-1997)	<ul style="list-style-type: none"> <li>• Introduction of Special Tourism Areas, providing full-fledged infrastructural facilities, call for the states to formulate Master Plans for tourism</li> <li>• In 1992, formulated an action plan called '<b>National Action Plan for Tourism</b>' (NAPT)</li> </ul>
Ninth Five Year Plan (1997-2002)	<ul style="list-style-type: none"> <li>• Development of selected centers and circuits through effective coordination of public and private efforts</li> <li>• In 2002, Independent Ministry of Tourism</li> <li>• Launching of the Incredible India campaign during 2002</li> </ul>
Tenth Five Year Plan (2002-2007)	<ul style="list-style-type: none"> <li>• Positioning India among the top leading international tourism destinations, the role of tourism in national development and to focus</li> </ul>



	on the removal of barriers that hamper its growth • <b>National Tourism Policy 2002</b>
Eleventh Five Year Plan (2007-2012)	• Increasing international tourist arrivals and receipts
Twelfth Five Year Plan (2012-2017)	• Improving the growth in tourism sector • <b>Draft National Tourism Policy 2015</b>

Till date, two 'National Tourism Policy' has been formulated in India, one in 1982 and another in 2002. In between, a National Action Plan for Tourism was commissioned in 1992. A Draft National Tourism Policy 2015 was also circulated inviting public and stakeholders' opinion. We will briefly discuss each of these separately in the subsequent sections.

### Check Your Progress 1

- 1) Enlist the importance of a Tourism policy?

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- 2) Discuss major Indian tourism development milestones as reflected in the Five Year Plans.

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## 19.4 NATIONAL TOURISM POLICY 1982

The first Tourism Policy in India was presented by the Minister for Tourism in the Lok Sabha and Rajya Sabha on 3<sup>rd</sup> November 1982. The said policy was covered in the following 11 points -Dimensions of Tourism; Parameters of Tourism; Stages of Tourism Development; Objectives; Domestic Tourism; Tourism-a common endeavour; Impact of Tourism; Plan of Action; Conservation and Development; A New Ethos and Value and Conclusion.

This policy document opens with the 'dimensions of tourism' wherein statistics on world travel and an estimate of travel in India was given. Thereafter it highlighted the benefits of tourism particularly that of enhancing better international understanding; functional advantage of flexible tourism operations which makes it applicable both in small and also multi-national setting; foreign exchange earning capacity etc. In fact, more than a perspective policy for tourism development, the Tourism Policy, 1982 was more of an introductory tourism status-outlining document with its main focus on exploring the potential of India and marketing it as a tourism destination in order to reap stated benefits. Some of the prominent proposals given in the Policy were to:

- 1) substantially improve and expand facilities for domestic tourists,
- 2) accord high priority to the development of international tourism,

- 3) provide adequate tourist facilities at major centres of cultural interest in a planned manner in co-ordination with concerned agencies including the State Governments,
- 4) promote the rich heritage of India to attract more international tourists to India; and
- 5) give increased attention to Regional tourism i.e tourism among the countries of the South Asian Region, to which India belong.

There is a separate section on '**Plan of Action**' outlined in the Policy document however, some of them are general suggestions rather than concrete action plans. Some of the plans include to:

- 1) take up tourist infrastructure development at selected centres based on the 'travel circuit' concept in a 5 to 10 years perspective,
- 2) expand the existing modest network of youth hostels to facilitate the movement of youth from different parts of India so that they are also involved in national integration through tourism,
- 3) augment cheap accommodation facility through Dharamshalas, Sarais etc to enable the lower middle and the poorer sections of the society to travel and know about the other parts of the country,
- 4) adopt a pragmatic marketing strategy approach to broaden existing tourist base, explore new markets and promote inter-regional travel,
- 5) give due weightage to manpower development and training,
- 6) invite private sector participation in tourism development, and
- 7) grant the status of an export industry to tourism.

Though the Tourism Policy 1982 did not tick some boxes required for a standard tourism policy document, but by virtue of it being the first ever tourism policy of the country, it has monumental implication for all future tourism development initiatives in the country.

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## **19.5 NATIONAL ACTION PLAN FOR TOURISM (NAPT) 1992**

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The Department of Tourism formulated an action plan called 'National Action Plan for Tourism' (NAPT) in May 1992 with the following objectives:

- 1) Socio-economic development of areas,
- 2) Increasing employment opportunities to at least double the existing figure,
- 3) Developing domestic tourism especially for the budget category to ensure an affordable holiday for them,
- 4) Preservation of national heritage and environment,
- 5) Development of international tourism and optimization of foreign exchange earnings from Rs 2440 crores to Rs 10,000 crores,
- 6) Diversification of the tourism product particularly in the field of leisure, adventure, convention and incentive tourism; and

- 7) Increase in India's share in world tourism from the existing 0.4 % to 1% within 5 years.

The NAFT was a great improvement from the previous Tourism Policy 1982. Here, more specific information and plans were outlined. For examples, information on:

- fiscal concessions given under Section 80HDD of the Income Tax Act whereby 50% of the income earned on account if the foreign exchange earnings of a hotel are exempt from income tax and the remaining 50% also exempt if reinvested in tourism industry,
- concession that hotels set up in rural areas, hill stations, pilgrim centres and specified tourist destinations will be exempt from expenditure tax and 50% of income tax for ten years; and
- specific travel circuits identified for intensive development (as given below)

Kulu-Manali-Leh;  
 Gwalior-Shivpuri-Orcha-Khajuraho  
 Bagdogra-Sikkim-Darjeeling,-Kalimpong  
 Bhubaneshwar-Puri-Konark  
 Hyderabad-Nagarjunasagar-Tirupati  
 Madras-Mamallapuram-Pondicherry  
 Rishikesh-Narender Nagar-Gangotri-Badrinath  
 Indore-Ujjain-Maheshwar-Omkareshwar-Mandu  
 Jaisalmer-Jodhpur-Bikaner-Barmer

Also points which did not find mention in the Tourism Policy 1982 like infrastructure development and environmental implications of tourism development were covered in the NAFT. Summary outline of the National Action Plan for Tourism, 1992 as given in the policy document is reproduced as below:

**A) *Items which pertain to Ministry of Tourism***

- a) Creation of Special Tourism Areas as notified zones for intensive investment and development.
- b) Staring the Scheme for giving Assistance for Specified Tourism Areas (ASTA) for providing finances for tourism and tourism related industry in specified areas/circuits.
- c) Special category of Heritage Hotels/Health resorts to be created and provided-technical/consultancy help, loans from financial institutions, interest subsidy, marketing and operational expertise.
- d) Tourist trains to be stated on important tourist routes based on the success of the Palace-on-Wheels.
- e) River cruises to be operated in specified circuits.
- f) Revamping of foreign offices to make them more accountable in terms of specified targets.
- g) Information system to be revamped to provide positive projection of India in all leading markets.

- h) Special airline/hotel packages for selected tourist destinations; and
- i) Provision of information counter for airlines, trains, hotels, tourist information at major international airports.

**B) Items which pertain to other Ministry**

- a) Tourist facilities at major international airports-immigration, customs, luggage, money changing facilities, airport coaches/taxis
- b) Liberalised charter flights through announced policy and automatic clearance

The NAPT 1992 was an action plan to address concerns in some key areas required for tourism development in India.

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## 19.6 NATIONAL TOURISM POLICY 2002

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Twenty years after the first National Tourism Policy in 1982, the second National Tourism Policy was formulated in 2002. In between was the National Action Plan on Tourism (NAPT) 1992. This, you have learnt about in the previous section. NAPT 1992 was an action plan and like all action plans it was based on the vision and directions outlined in a policy document. Thus, a full-fledged national tourism policy was long overdue considering that the first tourism policy no longer answers the needs of time. This reasoning itself was given in the opening lines of the preface to the NTP 2002-

*“A national policy on tourism highlighting the importance of the sector and the objectives of tourism development in the country was presented in the Parliament in 1982. The (said) policy was formulated in an environment of a closed economy with rigid licensing procedures. The policy did not emphasize the role of private sector; and foreign investment was not envisaged. This policy did not lay adequate emphasis on domestic tourism and the need for product development .....Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest—Tourism has capacity to create large scale employment of diverse kind—from the most specialized to the unskilled and all of us know that generation of massive employment opportunities is what India needs the most”*

The National Tourism Policy 2002 was thus formulated with the objective of positioning tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. The policy was all the more important since as per statistics available, tourism development was taking place at a rapid pace worldwide but there was not much progress as far as India was concerned. For almost a decade or so, India's share of world tourist traffic was stagnant at 0.38 percent. NTP 2002 specifically mentions that, *“If India has to partake in this revolution in a meaningful way; it must change its strategies as well as the techniques and tools of its machinery of implementation”*. The following were the main broad aims of NPT 2002:

- 1) Position tourism as a major engine of economic growth;
- 2) Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;

- 3) Focus on Domestic Tourism as a way or driver of tourism growth;
- 4) Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination;
- 5) Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst;
- 6) Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies;
- 7) Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

To provide the thrust to tourism development, seven key areas (7S) were identified. These are:

- Swagat (welcome)
- Soochna (information)
- Suvidha (facilitation)
- Suraksha (safety)
- Sahyog (cooperation)
- Sanrachana (infrastructure development)
- Safai (cleanliness)

NPT 2002 also highlighted the important role that tourism play and its many benefit. In this regard, a **SWOT** analysis of India as a tourism destination was also included.

- **S-Strength** of India lies in it being a living civilization and home to four major religions and philosophies in the world; rich natural and rural landscape; a blend of ancient and modernity and most of all its rich cultural diversity
- **W-Weakness** of India portrayed in terms of competitive constraints listed low priority given to tourism sector by the government; undue focus on international tourism, that too at the expense of domestic tourism; security scenario which affects perception of India as a safe and secure destination; quality issues be it facilities and services, transportation, infrastructure or facilitation of tourists' entry into India; multiplicity and high rate of taxation; limited availability and inaccurate market data; insufficient marketing; lack of attractive project financing; restrictive land use policy that limit the availability of suitable land for tourism development and lack of community participation.
- **O-Opportunities** for India includes three main points, first is the huge potential of its domestic urban population to develop rural tourism; second is the strength of its rich and diverse heritage which can increase share of the international travel market while the third is its strength as one of the world's largest economies which opens scope for development of business related travel and tourism activities

- **T-Threats** to India's development of the tourism sector points towards failure to effectively resolve the competitive constraints (weakness) stated above. From an external point of view, the threats include not effectively addressing rising international competition; over-reliance on few selected travel markets; growth of international tourism based on high volumes but low economic yield, regional conflicts and high level of adverse impacts of tourism development.

Against the backdrop of stated broad aims, the benefits of tourism and SWOT analysis findings of India as a tourism destination, NPT 2002 outlined the Government of India's vision for the development of tourism sector, which is to:

***“Achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation”***

In order to achieve this vision, five key strategic objectives were identified. This is explained in the following sub-section.

### 19.6.1 Strategic Objectives and Strategies

The five listed strategic objectives for fulfilling the vision of tourism development in the country is given in the table below:

**Table 3: Strategic Objectives, NAPT 2002**

1)	Positioning and maintaining tourism development as a national priority activity.
2)	Enhancing and maintaining the competitiveness of India as a tourism destination.
3)	Improving India's existing tourism products and expanding these to meet new market requirements.
4)	Creation of world class infrastructure.
5)	Developing sustained and effective marketing plans and programmes.

Now, let us discuss the important strategies recommended for achieving each of the stated objectives:

#### **Strategic Objective 1: Positioning and maintaining tourism development as a national priority activity**

##### **Strategies:**

- Inclusion of Tourism in the Concurrent List of the Constitution of India.
- A group of Ministers of Tourism constituted to provide effective linkages and close coordination between Departments.
- Constitution of a Tourism advisory Council.
- Preparation of basis for the adoption of the Tourism Satellite Account System.
- Plan and manage a 'National Tourism Awareness Campaign'.

#### **Strategic Objective 2: Enhancing and maintaining the competitiveness of India as a tourism destination**



**Strategies:**

- Fast issuance of visas and permits and implementation of 'visa on arrival' facility.
- Computerization of the system of issuance of visas by Embassies/High Commissions.
- Professional management agencies to manage international and major airports of the country.
- Creation of Special tourism police for deployment at major tourist destination.

**Strategic Objective 3: Improving India's existing tourism products and expanding these to meet new market requirements**

**Strategies:**

- Expansion of cultural tourism.
- Identification of government sites on the West Coast for long term lease to private sector for development of beach resorts.
- Develop a dedicated cruise terminal for developing and positioning Kochi and Andaman & Nicobar Islands as international cruise destinations.
- Implement private-public partnership of the Culinary Institute that will research and document ancient culinary traditions and create a highly skilled workforce of culinary professionals. The idea is to capitalize by packaging India's unmatched variety of traditional cuisines.
- Actively promote the development of village tourism.
- Wildlife sanctuaries and national parks needs to be integrated and priority need to be given to the preparation of site and visitor management plans.
- Regulations and certification for adventure tourism operators should be introduced so that they meet minimum safety and conservation standards.
- Emphasis on domestic tourism.
- To increase the meetings, incentives, convention and exhibition market share; it is imperative to construct a world class international convention centre in Mumbai.
- Ecotourism should be made a priority tourism product in India. It should be made a grassroots, community based movement, through awareness, education and training of local community as guides and interpreters.
- Holistic healing and rejuvenation of the individual can be India's most unique tourism product.
- Steps should be taken to establish a scheme for providing seed capital to entrepreneurs for the development of unique accommodation products. This can be funded and administered at the State level, with adequate controls.
- Dedicated shopping centres for traditional crafts should be encouraged; availability of information where to procure specific crafts and unbiased shopping guides should be enhanced; funding support to reputed NGOs

promoting handicrafts sector should be provided; a directory of traditional crafts person should be produced and promoted; touting should be controlled through regulation and legislation and the 'Made in India' should be promoted.

- To promote unique events, fairs and festivals of India, the 'Festival of India' programme should be reintroduced in the top future markets for India.
- Delhi and Mumbai should be positioned as 'World Cities' and the level of physical infrastructure, urban ambience and public services befitting such status should be developed to attract business travel.
- A National Register of key cultural sites for tourism should be prepared and published and Delhi should be positioned as the cultural capital of India, supported by an ongoing and vibrant calendar of cultural events.

#### **Strategic objective 4: Creation of world class infrastructure**

##### **Strategies:**

- Development of Integrated Circuits as International Standard destinations.
- Ministry of Road Transport and National Highways will collaborate with Ministry of Tourism to construct and improve highways linking the World Heritage Sites and places of tourism significance.
- Regarding Railways, the following measures are necessary:
  - introduction of Special Tourist Trains with a preset itinerary and with private sector participation;
  - accelerated depreciation should be allowed on investment by privately owned organizations on special coaches to provide specialized tourist service between important destinations;
  - private sector to be incentivized to operate on long-term leases, the Railway hotels at railway stations serving specific tourist centres to provide clean inexpensive accommodation for the budget tourists;
  - A number of Heritage structure like Mumbai CST, Lucknow Railway station etc owned by Indian Railways can be effectively maintained and marketed;
  - Essential to tap the enormous tourist potential of Hill Railways in Darjeeling, Nilgiri, Matheran, Kangra and Shimla by developing these special tourist trains;
  - Steam hauled popular special tourism trains like Royal Orient, Budh Parikrams, Palace-on-Wheels, Fairy Queen etc should be continued in perpetuity to promote Railway Heritage Tourism; and
  - More trains like Shatabdi and Rajdhani with a special tourism and hospitality focus should be planned.
- To capitalize on an abundant waterways resources, two strategies was given. One was to liberalise the regime governing operation of passenger services along India's coastline and the other is to harness the potential of rivers like Ganga and Brahmaputra as unique tourism products.

## **Strategic Objective 5: Developing sustained and effective marketing plans and programmes**

### **Strategies:**

- Creating an India tourism brand position on the likes of positioning approach followed by other countries, for example Thailand's 'Amazing Thailand' and Malaysia's 'Malaysia, Truly Asia' brand;
- Conducting an extensive programme of market research in India's primary source markets to establish India's image as a destination vis-à-vis its competitors; expectation of the tourist on issues like pricing, safety, health, quality, access to information while planning trip to India; buying behavior of customer and influence of media;
- Utilisation of digital technology like the Internet for Marketing purpose.

From the points mentioned above, we can see that the National Tourism Policy 2002 do touch upon almost every aspect of the tourism industry and is thus an important milestone in the development of tourism in the country. However, a critical view of the whole policy is that, while strategic objectives and corresponding strategies were given and suggested, it fell short of a real concrete 'Plan of Action'.

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## **19.7 DRAFT NATIONAL TOURISM POLICY 2015**

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You have learnt that the National tourism Policy 2002 was not backed by a concrete 'Plan of action'. To rectify this shortcoming and recognizing the need to continuously examine the sector policy vis-à-vis the changing travel industry and other global development and advancement in related areas, the Ministry of Tourism revisited the said policy and drafted the National Tourism Policy 2015. During the drafting process, one of the major exercises was consultation with Industry Associations and Stakeholders; State Governments and Union Territories and Leaders and Opinion Makers in the field of Tourism through workshops/ meetings. Feedbacks of global bodies, including the United Nations World Tourism Organisation (UNWTO) have also been taken into account. The draft policy has been uploaded on the websites of the Ministry and advertisements released in leading newspapers inviting inputs / suggestions of the general public.

As stated in the said Draft Policy, the policy seeks to address the issues of achieving growth commensurate with India's potential, within a framework of:

- responsibility (in line with UNWTO's Global Code of Ethics),
- social, environmental and cultural preservation, protection and promotion,
- opportunities for community development,
- job creation for youth and women; and
- small and medium Enterprise (SME) development.

The vision, mission and objectives of the draft policy are clearly outlines. The vision and mission are reproduced in the Box below:

**Vision**

Develop and position India as a “***Must EXPERIENCE***” and “***Must REVISIT***” destination for global travellers whilst encouraging Indians to explore their own country and realise the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a responsible, inclusive framework.

**Mission**

- Enhance the share of international tourist arrivals and revenue through a sustained growth path.
- Stimulate repeat, year-round visitation with high dispersion across the destination.
- Promote domestic tourism.
- Develop and promote tourism in a responsible, sustainable manner economically, socially, culturally and environmentally.
- Position India as a welcoming, safe and sustainable destination for both Foreign & Domestic Tourists.
- Enhance the image of brand ‘Incredible India’.
- Deliver a world-class, yet authentic local experience.
- Handhold State Governments, Union Territories and Stakeholders in development and promotion of tourism.
- Ensure meaningful, equitable community participation in tourism development.

The most practical part of the Policy is that it has a concrete action plan with a clear-cut road map on the following areas:

- Governance and Administration
- Product Development
- Infrastructure
- Skill Development
- Certification and Accreditation
- Information Technology
- Promotion & Marketing
- International Cooperation
- Market Research

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## **19.8 TOURISM POLICY AT STATE LEVEL: AN OVERVIEW**

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You have learnt that National Tourism Policies in India are formulated at the central government level. The Ministry of Tourism is the nodal agency for the formulation of national policies. Likewise at the state level tourism policies are

formulated by the Tourism department of the respective states. National Policy focuses on the larger picture and provides guidelines for overall tourism development in the country. Tourism policies at the state level are framed within the guidelines covered under the National Policy but are specific to the requirements of each concerned state. India is a vast country with its most unique features being the diversity it has. Even within each state and Union territory, there are diverse cultural differentiations in terms of language, food, customs, dresses, etc of the people. The landscape of India is also diverse ranging from one of the highest mountainous regions in the world to deserts, plateaus, plains, hills, and a long coastline. Thus, it makes more sense to have this two tier system of tourism policy formulation- State tourism policies coming under the National tourism policy umbrella.

Majority of the states in India have formulated their respective State tourism policy. Some of the states with an active tourism policy are Sikkim, Punjab, Uttar Pradesh, Himachal Pradesh, Uttarakhand, Andhra Pradesh, Maharashtra, Kerala, Manipur etc. There are instances of some states, formulating other specific policy over and above the state tourism policy. The best example is Goa's Tourism Shack Policy 2019-22 which offers guidelines for erection of temporary seasonal structures, beach shacks/deck-beds/umbrellas/huts and other structures. Formulating tourism policy is a positive and an essential step but what is more important is the implementation of the operative guidelines as given in policy documents. If it remains only on papers, the basic purpose of formulating a tourism policy will be defeated.

### Check Your Progress 2

- 1) Explain the importance of the National Policy of 1982 in the development of tourism in India.  
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 .....
- 2) Enlist the seven key areas outlined in the National Tourism Policy 2002 for giving thrust to tourism development in the country.  
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 .....  
 .....
- 3) Outline the strategies for creation of world class infrastructure as given in the National Tourism Policy 2002.  
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## 19.9 LET US SUM UP

Tourism development has both positive and negative impacts. The main purpose of a tourism policy is to guide and direct the development of tourism so that the positive impacts may be maximised and the negative impacts may be minimised.

In India, National Tourism Policy is formulated by the Ministry of Tourism while at the state level, respective state tourism department formulates them. Till date there are two national tourism policy-one formulated in 1982 and the other in 2002. In between a National Action Plan on Tourism was documented in 1992. The latest policy document of the Government of India is the Draft National Tourism Policy 2015 which was prepared with the vision to develop and position India as a “**Must EXPERIENCE**” and “**Must REVISIT**” destination for global travellers whilst encouraging Indians to explore their own country and realise the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a responsible, inclusive framework. What is important for a policy document is the fruitful implementation of its operative guidelines.

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## 19.10 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress 1

- 1) See Section 19.2 and frame your answer
- 2) See Table 2 under Sub-Section 19.3.1

### Check Your Progress 2

- 1) See Section 19.4 and frame your answer
- 2) See Section 19.6
- 3) See Sub-section 19.6.1 (Strategic Objective 4)



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## ACTIVITY

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Divide the class into groups of minimum three and maximum five. Trace the places associated with Grand Tour. Describe the attractions, the culture and history for these places. Each group should present it in front of the classroom.

**Activity -1**

Visit a museum related to Indian National Movement and describe its content.

**Activity -2**

Collect information on availability of modes of transportation and types of accommodation in your locality.

**Activity -3**

Go to a tourist bus stand. Try to understand the problems of bus driver. Impress upon them the qualities of good bus drivers and create awareness about tourism.

**Activity - 4**

Discuss social movements in India with a group of friends.

**Activity - 5**

Visit a travel agency and tour operator unit and find the nature of work allotted to women.

**Activity - 6**

Try identifying six Natural, Manmade and Mixed attractions in your city/ region/ state.

**Activity - 7**

Identify and discuss the latest trends in transport and transport system.

**Activity - 8**

Try locating few tourism organizations in your city/state and track their activities.

**Activity - 9**

Try organizing a small activity/event with your batch mates based on the theme of the World Tourism Day decided by UNWTO this year.

**Activity - 10**

Make a list of hotels in a city close to you that belong to a particular integrated hotel chain or consortia.

**Activity - 11**

Collect information about the cruises that touch the coast of India in terms of the size of ships, number of rooms, services, duration of the trip and destinations covered.

**Activity - 12**

Suggest ways in which you shall standardize any travel/ tour related business.