B.A (Vocational Studies) Tourism Management Programme

BTMC-137

Profile of Modern Tourism

UNIT 1 TRAVEL AND TOURISM RELATED POLICIES

Structure

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1.2.1 National Tourism Policy 1982

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1.0 OBJECTIVES

After reading this Unit, you will be able to understand:

- the need for policy and planning
- important points reflected in specific tourism policies in India
- the Transport Policy in India
- important issues regarding Cultural and Heritage Policy in India
- key policy areas for sustainable development of tourism

1.1 INTRODUCTION

Tourism in the modern time is multifaceted /multidimensional and does not function as a stand-alone industry. Other sectors are also involved in producing and servicing the tourist. For example, a tourist needs a means of transport to reach his/her desired destination and then a place

to stay (accommodation) while at the destination. Today, tourists are highly informative and looking for new experiences. Again, in terms of tourist attracting sites and products, food and beverages, activities and entertainment, the option varies from destination to destination -cultural and historical sites, natural scenic sites, adventure activities, festivals, events, recreational centres, shopping, fine dining; local cuisine, niche tourism products- the list is endless. Thus Modern tourism is characterised by the inter-sectoral nature of its production and service delivery processes; the multiplicity of stakeholders involved and the diversity of tourists, tourism products and services available. With so many multiple dimensions involved, the impact of modern tourism development is also visible on multiple fronts-economic, social, managerial, psychological, environmental and even political. Moreover, the impacts are not all positive and several negative impacts are also associated with it. Therefore in order to direct the development of tourism at a destination so that positive impacts may be maximised and the negative impacts may be minimized, policies with identified targets need to be formulated.

Policy, as you know is a set of guidelines and 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). This, you have already learnt in Unit 18 of BTMC 133 (History of Tourism II) course. You had also been briefed about tourism specific policies in India but given the multi-sectoral characteristics of modern tourism, it is advantageous for students of tourism and tourism professionals to know about policies in other related sectors also. This understanding will help integrate knowledge and will eventually help in conceiving a more comprehensive and holistic view of the travel and tourism industry.

In this Unit we will recapitulate the significant points reflected in the tourism policies formulated so far by the Ministry of Tourism, Government of India. We will also look at policies in India related to two of the important components of tourism namely transportation and culture. Again, since the need of the hour is not just the expansion and development of tourism but how it is to be done in a more sustainable way, This Unit will also address the policy areas instrumental for development of tourism sustainably.

1.2 TOURISM POLICIES IN INDIA

So far at the national level, two National Tourism Policies have been formulated in India, one in 1982 and another in 2002. In between these two policies, the Ministry of Tourism also came up with a National Action Plan for Tourism in 1992. A Draft National Tourism Policy 2015 was also circulated. Let us now highlight the main points in each of these documents one by one.

1.2.1 National Tourism Policy 1982

In India, tourism policy is formulated both at the national level and at the state level. The Ministry of Tourism headed by the Union Minister of State for Tourism co-ordinate the activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country and is the nodal agency for formulating national policies and programs. The first Tourism Policy in India was presented on 3rd November 1982. It was more of an introductory tourism status-outlining document but by virtue of it being the first ever tourism policy of the country, it was a landmark initiative since it laid the foundation for all future tourism development initiatives in the country. The main focus of the first policy was on exploring the potential of India and marketing it as a tourism destination in order to reap acknowledged benefits of tourism like foreign exchange earnings, employment generation etc. Some of the prominent proposals given in the Policy were:

1. To substantially improve and expand facilities for domestic tourists
2. To accord high priority to the development of international tourism
3. To 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. To promote the rich heritage of India to attract more international tourists to India
5. To give increased attention to Regional tourism i.e tourism among the countries of the South Asian Region, to which India belong

1.2.2 National Action Plan on Tourism (NAPT) 1992

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 form 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
7. Increase in India's share in world tourism from the existing 0.4 % to 1% within 5 years

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
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, airposrt 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.

1.2.3 National Tourism Policy 2002 and the Draft Tourism Policy 2015

Twenty years after the first National Tourism Policy in 1982, the second National Tourism

Policy was formulated in 2002 with the objective of improving the state of tourism development in the country by 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 following were the main broad aims of NTP 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, a SWOT analysis of India as a tourism destination (S-Strength; W-Weakness; O-Opportunities; T-Threats) was included and seven key areas (7S) were identified. The identified 7S were:

- Swagat (welcome)
- Soochna (information)
- Suvidha (facilitation)
- Suraksha (safety)
- Sahyog (cooperation)
- Samrachana (infrastructure development)
- Safai (cleanliness)

In order to achieve the vision of the Policy, five key strategic objectives were identified.

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

To rectify the shortcomings in the National Tourism Policy 2002 and also having recognized 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.

Box 1.1: Vision and Mission as outlined in the draft National Tourism policy 2015

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.

Source: Ministry of tourism, Government of India

Check your progress 1

1) Cite three characteristics of modern tourism.

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2) What are the seven key areas (7S) identified for tourism development in the National Tourism Policy, 2002?

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1.3 TRANSPORT POLICY AND TOURISM

Accessibility is one of the basic 4A's elements in tourism; the other three being Attraction, Accommodation and Amenities. Activity is often considered as the 5thA. Accessibility means *"the quality of being able to be reached or entered"*. Well, how do tourists reach a destination? To reach their respective destination, tourists need a means of transportation; which may be cars, motorbikes, coaches, airplanes, ships, trains etc. Transportation is thus the cornerstone of accessibility in tourism and links tourists with various tourist attraction sites. Transport connects tourism generating regions to destinations, and facilitates the internal movement of visitors between attractions, accommodation, and other activities which tourist indulge while at the destination. The importance of transport in fact, is reflected virtually in every aspect of economic, social, and political activities of every destination and hence, the importance of the formulation of a regulatory framework in the form of a transport policy. A transport policy helps in effective decisions concerning the allocation of transport resources as well as management and regulation of existing transportation activities in the respective destination. Transport development contributes positively in the development of tourism, which is now a global phenomenon with annual international tourist movement well above the 1 billion mark. On the other hand, increased number of tourists' arrivals puts pressure on available transport

infrastructure but also often acts as impetus for further innovative interventions. It is only natural that policy framework in either sector will need to align with the other.

Box 1.2: Benefits of synergies between transport and tourism policy

The potential synergies between transport and tourism policy are clear, and governments have an important role to play in addressing the inter-linkages between these policy areas. For example:

- Transport policy (e.g. airport/cruise hubs, roads, public transport) can shape access to and travel patterns within destinations, influencing visitor accessibility, mobility and satisfaction;
- Transport policy can facilitate a shift to more eco-friendly transport options, enabling destinations to position themselves as sustainable;
- Tourism policies can stimulate movement to and within a destination, which can in turn emphasise seasonal peaks and troughs, push transport capacity limits, and place pressure on existing infrastructure capacity;
- Conversely, tourism policies can help to secure the economic viability of local transport systems.

Source: A joint ITF-OECD Study on 'Tourism Facilitation as part of Transport Policy-Summary of International Experiences' [IFT-International Transport Forum; OECD-Organisation for economic Co-operation and Development]

1.3.1 Transport Policy in India

There are three modes of transportation-Air, Land and Water Transportation. Land transport is further classified into roads and railways. India is big country both in terms of size (7th largest country area wise) and population (2nd most populous country) and the various modes of transportation are assigned to different ministries.

Box 1.3: Allocation of mode of transport

Mode of transport	Concerned Ministry
Air	Ministry of Civil Aviation
Road	Ministry of Road Transport and Highways
Railways	Ministry of Railways
Water	Ministry of Ports, Shipping and Waterways

While each ministry frames their own programmes, schemes and policies, there is no single national level policy which incorporates all modes of transportation in India. Now, in order to understand the features of a national level policy in the area of transportation, some of the salient

features of the National Urban Transportation Policy (NUTP) are listed below. The National Urban Transportation Policy (NUTP), launched in 2006 and revised in 2014 by the Ministry of Urban Development, Government of India, aims at providing better mobility and sustainability by focussing on people mobility and not vehicle mobility. This urban-centric policy is important considering that India is one of the fastest urbanizing countries in the world. As per 2011 census, while only 31% of India's population lives in urban areas, it is estimated to rise up to 50% by 2050. Prior planning is required to meet the challenges of meeting the mobility needs of the estimated increased urban population. From the tourism point of view also, an urban area based transport policy will have certain implications since the starting point of exploration of the majority of the inbound international tourists to India is usually a big city.

Main features of the National Urban Transport Policy, 2016 are:

- Encouraging Transit Oriented Development (TOD) which means a congregation of housing, jobs, shops and other activities around Public Transport tops.
- Transportation Demand Management (TDM) which constitutes a set of policies to determine why, where, when and how people travel so as to provide alternate modes of travel.
- Growing use of personalized vehicles is one of the major reasons for air pollution and so to control this, public transportation systems need to be augmented.
- Steps like high parking charges, no-emission zones, car limited zones and park and ride facilities etc will be taken to reduce the use of personalized transport.
- Multi-level parking complexes would be made as a mandatory requirement in city centres that have several commercial complexes.
- Promoting investments in Mass Rapid Transit (MRT) since it occupies less space and also causes less air pollution per passenger-km than personal vehicles.
- Encouraging cities to take up the development of waterways and its related infrastructure due to it being fuel efficient, environment-friendly and cost-effective mode of transport.
- Cities would be encouraged to adopt green e-rickshaws like Battery Operated Low Capacity Vehicles as a part of the urban transport.
- Encouraging Non-Motorized Transport through financial measures.
- Safety and security are accorded high priority and road safety audits for hot spots will be conducted at regular intervals.

- Creating awareness among the people about the ill effects of growing urban transport systems and thereby encouraging them to adopt public transport and non-motorized transport.

NITI Aayog recommends calls a 3C Framework (Clean, Convenient and Congestion free) for transforming mobility in India. To achieve this, it lays down the following action-agenda:

1. Optimize travel footprint
2. Promote seamless public transport
3. Adopting green modes and technologies.

1.4 ISSUES IN CULTURAL AND HERITAGE POLICY IN INDIA

India is basically a cultural tourism destination. Culture is a comprehensive umbrella term that encompasses a number of elements, in fact, every aspect in the way of life of people- language, religion, cuisine, social habits, tradition, music, arts, crafts, values, norms etc. Like all other policies, Cultural policy is a set of guidelines which translates into actions, laws and programs that regulate, protect, encourage and financially (or otherwise) support activities related to the various elements of culture. Cultural policies are usually framed and formulated at the governmental level. Given the varied multiplicity of what constitutes culture, an all inclusive national cultural policy is hard to achieve. This is especially true for a country as diverse as India. However, India has a full-fledged Ministry of Culture whose mandate revolves around the functions like preservation and conservation of its cultural heritage and promotion of all forms of art and culture, both tangible and intangible.

Box 1.4: Activities of the Ministry of Culture, Government of India

The Ministry undertakes the following activities:

- Maintenance and conservation of heritage, historic sites and ancient monuments
- Administration of libraries
- Promotion of literary, visual and performing arts
- Observation of centenaries and anniversaries of important national personalities and events
- Promotion of institutions and organizations of Buddhist and Tibetan studies

- Promotion of institutional and individual non-official initiatives in the fields of art and culture
- Entering into cultural agreements with foreign countries.
- The functional spectrum ranges from creating cultural awareness from the grass root level to the international cultural exchange level.

Source: Ministry of Culture (https://www.indiaculture.nic.in/)

Heritage Management in India

Heritage, in general terms, refers to the things that is inherited or may be inherited. India's cultural heritage and, in particular, its archaeological and built heritage is unparalleled in the world.

Box 1.5: A glimpse of India's diverse heritage wealth

The rich and vibrant culture of the Indian sub-continent is endowed with, perhaps, the most valuable and diverse built heritage along with a significant genre of living monuments in this world. Amongst India's rich repository of heritage sites and monuments, of the protected ones include 30 (of 38) cultural edifices declared as World Heritage Sites by UNESCO, and approximately 3,691 monuments in the custody of Archaeological Survey of India (ASI) declared as monuments of national importance. Besides this, around 5000 plus monuments are protected under the Archaeology Departments of various State Governments and a significant number of temples, mosques, gurudwaras, churches (around 4,50,000 plus) under the custody of religious endowments and trusts. This still does not account for India's large reserve of urban heritage in its living historic cities, two of which (Ahmedabad and Jaipur) are also recognised as World Heritage Sites by UNESCO. Considering the quantum of each historic city to be approximately 5000 plus historic structures (from 15-20,000 of total dwelling units) and, with more than 60 such historic cities across India, a tentative number of 300000 can be easily added to the total. India's rural heritage (roughly around 80,000 structures with tribal settlements) is now being further recognised under the category of 'Cultural Landscape' with the World Heritage inscription of Kanchendzonga National Park on 2016 on World Heritage list and, Apatani Cultural Landscape, Cold desert cultural landscape of Spiti-Ladakh is on the tentative list. Despite the efforts, a number of heritage structures do not come under any formal system

due to lack of infrastructure and funds. These unprotected monuments and heritage structures are brought to public notice and listed mainly due to the intervention of Non-Governmental Organisations (NGOs), such as Indian National Trust for Art and Cultural Heritage (INTACH). Government organisations like NMMA, IGNCA and ASI's Village Surveys have also generated such listings of unprotected heritage in the last decade which gives us a fair idea of the quantum of our country's vast heritage.

Source: NITI Aayog Working Group report on Improving Heritage Management in India (Introduction, Page 27)

In order to understand the challenges for heritage management in India and to provide a future roadmap along with an appropriate branding of India's invaluable Archaeological and Built Heritage, the Prime Minister Office (PMO), Government of India constituted in 2019 a working Group under the chairmanship of CEO, NITI Aayog. The working group in turn submitted a report titled 'Improving Heritage Management in India'. The implementation strategy recommended in the report broadly covers the following key points:

- Restructuring of ASI,
- Creating a National Database,
- Connecting with People,
- Defining Byelaws for Prohibited and Regulated Areas around Monuments,
- Support to State Government and other organisations such as Temple Trust, Waqf Boards and others,
- Heritage as a tool for development and employment generation and,
- Capacity Building for Heritage Management at all levels in partnership with national and international institutions.

1.5 POLICY AREAS FOR SUSTAINABLE TOURISM DEVELOPMENT

Today, most governments, international development agencies, trade associations, academic institutions and non-governmental organizations acknowledge that, without sustainability, there cannot be development that generates benefits to all stakeholders, solves serious and urgent problems such as extreme poverty, and preserves the precious natural and man-made resources

on which human prosperity is based. There is no 'one-fits-all' solution to address the question of sustainability in tourism development but in order to succeed in making tourism more sustainable it is crucial to work hand in hand with all relevant stakeholders, within and outside government. In this context, a 2005 UNEP and UNWTO joint document titled, "Making Tourism more sustainable- A guide for Policy makers' is one of the most comprehensive guidelines available for policy makers.

Twelve aims for an agenda for sustainable tourism and the corresponding policy areas identified for each aim as given in the said document are reproduced below. This will help you understand the concern regarding policy formulation if at all tourism is to be sustainable. The focus is on policy areas rather than on specific policies as government and their partners who will develop the actual policies appropriate to local circumstances

1) **Economic Viability:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
Policy Areas to address: Understanding the market; delivering visitor satisfaction; maintaining good trading conditions; maintaining and projecting an attractive destination; delivery business support
2) **Local Prosperity:** To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.
Policy Areas to address: reducing leakages; strengthening links between businesses; influencing levels of visitor spending;
3) **Employment Quality:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
Policy Areas to address: Increasing employment opportunities and the proportion of year round, full-time jobs; ensuring and enforcing labour regulations; encouraging enterprises to provide skills training programmes and career advancement; concern for the wellbeing of workers who lose their jobs
4) **Social Equity:** To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income

and services available to the poor.

Policy Areas to address: developing income earning opportunities for disadvantaged groups; utilizing income from tourism to support social programmes

5) **Visitor Fulfillment:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.

Policy Areas to address: improving access for all; providing holiday opportunities for the economically and socially disadvantaged; maintaining a duty of care to visitors; Monitoring and addressing visitor satisfaction and the quality of experience

6) **Local Control:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

Policy Areas to address: Ensuring appropriate engagement and empowerment of local communities; Improving the conditions for effective local decision making; Addressing the specific position of indigenous and traditional communities with respect to local control;

7) **Community Wellbeing:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

Policy Areas to address: Getting the balance right in the volume, timing and location of visits; Reducing congestion; Careful planning and management of tourism enterprises and infrastructure; Promoting mutual use of facilities and services by residents and tourists; Influencing the behaviour of tourists towards local communities

8) **Cultural Richness:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.

Policy Areas to address: Ensuring effective management and conservation of cultural and historic heritage sites; Working with communities on the sensitive presentation and promotion of culture and traditions;

9) **Physical Integrity:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.

Policy Areas to address: Ensuring that new tourism development is appropriate to local environmental conditions; Minimizing the physical impact of tourist activity; Maintaining high quality rural and urban landscapes as a tourism resource

10) **Biological Diversity:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

Policy Areas to address: Working with national parks and other protected areas; Promoting development and management of ecotourism; Using tourism to encourage landholders to practice sustainable land management; Working with private parks and reserves; Minimizing damage to natural heritage from tourism; Raising visitor awareness of biodiversity; Raising support for conservation from visitors and enterprises

11) **Resource Efficiency:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

Policy Areas to address: Taking account of resource supply in the planning of tourism development, and vice versa; Minimizing water consumption by the tourism sector; Ensuring the efficient use of land and raw materials in tourism development; Promoting a reduce, reuse, recycle mentality;

12) **Environmental Purity:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Policy Areas to address: Promoting the use of more sustainable transport; Reducing the use of environmentally damaging chemicals; Avoiding the discharge of sewage to marine and river environments; Minimizing waste and where necessary disposing of it with care; Influencing the development of new tourism facilities

Check your progress 2

1) Explain the main features of the National Urban Transport Policy, 2016

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2) Discuss the policy areas which can be explored for sustainable tourism development.

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1.6 LET US SUM UP

In this Unit we have discussed the significant points reflected in the two tourism policies (1982, 2002) formulated so far by the Ministry of Tourism, Government of India as well as the National Action Tourism Plan, 1992. We have also looked at policies in India related to two of the important components of tourism namely transportation and culture. We also learnt that the need of the hour is not just the expansion and development of tourism but how it is to be done in a more sustainable way. Twelve aims for an agenda for sustainable tourism as identified by UNEP and UNWTO relates to economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community wellbeing, cultural richness, physical integrity, biological diversity, resource efficiency and environmental purity.

1.7 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

1) See Sec. 1.1
2) See Sub Sec 1.2.3

Check Your Progress 2

1) See Sub-Sec. 1.3.1
2) See Sub 1.5

UNIT 2 FIVE YEAR PLANS AND TOURISM DEVELOPMENT IN INDIA

Structure

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 2.2.1 Understanding Tourism Development through Five Year Plans
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 2.3.2 The 2nd Five Year Plan (1956–1961)
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 2.3.4 Annual Plans (1966-69)
2.4 The 4th, 5th, 6th and 7th Five Year Plans
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 2.4.2 The 5th Five Year Plan (1974–1979)
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2.8 Keywords
2.9 Clues to Check Your Progress Exercises
2.10 Further Readings

2.0 OBJECTIVES

After reading this Unit, you will be able to:

- understand and appreciate the concept and relevance of Five-Year Plans
- highlight the tourism development initiatives taken during the Five -Year Plans

2.1 INTRODUCTION

You have already been introduced to the concept of the Five Year Plans in India (Unit 18, BTMC-133). You have learnt that the Government of India after gaining independence in 1947 had adopted a centralized and integrated planning format, with each plan period of 5 years duration; hence the popular terminology 'Five Year Plan'. These plans were developed, executed, and monitored by the Planning Commission. In between 1951 and 2017, a total of 12 Five Year Plans were formulated and executed before the dissolution of the Planning Commission, which subsequently was replaced by an advisory body, the National Institution for Transforming India, commonly called the NITI Aayog.

In this Unit we will expand on the understanding developed so far and explore the provisions and milestones related to tourism development in India as covered in each of the 12 Five Year Plans. But first we will try to understand the relevance of formulation of Tourism Plans as an important component of overall tourism development of any destination.

2.2 RELEVANCE OF FORMULATION OF TOURISM PLANS

When India got independence there were socio-economic problems of mass poverty, exploitation of farmers and artisans, low agricultural produce and poor industrial growth. In fact, India had to build its economy from the scratch. Thus, the National Planning Commission was established on 15th March 1950 with the objective of improving the standard of living of the people by systematic ultilisation of the resources of the country, increasing production and offering opportunities of employment. The Planning Commission was charged with the responsibility of making assessment of all resources of the country, augmenting deficient resources and formulating plans for the effective utilization of resources and achieving economic growth. Hence, the Planning Commission introduced the five-year plans which were centralized economic and social growth programmes modeled after those prevalent in the then USSR.

The focus of the First Five Year Plan was agriculture and irrigation to boost farm output as India was losing precious foreign reserves on food grain imports. From 1966 to 1969 no Five-Year Plan could be launched because of an Indo-Pak conflict. The conflict in combination with a drought

situation resulted in the devaluation of the currency and a general rise in prices. This erosion of resources disrupted the planning process. These years were treated in three annual plans between 1966 and 1969. The Five- Year planning process was again disturbed in 1978 for two years and thereafter again in 1990 for two more years. On both these occasions there was a political disturbance at the centre.

2.2.1 Understanding Tourism Development through Five Year Plans

Tourism boosts the economy of a country through employment generation, earning foreign exchange, creating the infrastructures, and is an instrument of cultural understanding between tourist and host population. Tourism is a capital-intensive industry and it encourages the development of multiple-use infrastructure including hotels, resorts, restaurants, recreational facilities, shopping facilities and transport infrastructure like aviation, roads, shipping and railways. Systematic growth, maintenance, marketing, and sustainable development of tourism destinations is essential in tourism planning. This requires allocation of budget to achieve the development that is planned. In Five Year Plans, targets are set to be achieved in the respective five year duration. Targets are set for new and existing projects, schemes, strategies along with budget allocation by the Planning commission. The specified time duration of Five Years gives the authorities the direction to develop, execute and monitor the proposed schemes and strategies for the respective Plan.

Schemes or strategies considered under the Five Year Plans which are related or have implications for the tourism sector are broadly outlined below:

- Developing tourism infrastructure-hotels, airlines, airports, railways, tourist trains, cruise
- Developing and maintaining tourism attractions, travel circuits
- Human Resource creation and Capacity building of service providers
- Tourism Policy, Planning, Destination Plans
- Marketing-Internal and External
- Research and Development
- Sustainable development
- Community Participation
- Public Private Partnership in Tourism Development

- Incentives and concessions to tourism service providers
- Leveraging technology
- Coordination between States and different Ministries

Table 2.1: Budget Allocation for tourism development in India under Five Year Plans

Five Year Plans	Plan Period	Plan allocation (in Rs)
1st Five Year Plan	1951-1956	00
2nd Five Year Plan	1956-1961	336.38 lakhs
3rd Five Year Plan	1961-1966	800 lakhs
Three Annual Plans (because of Indo-Pak conflict; drought condition)	1966-1967	58.50 lakhs
	1967-1968	87.65 lakhs
	1968-1969	183.81 lakhs
4th Five Year Plan	1969-1974	36 crores
5th Five Year Plan	1974-1979	133 crores
Rolling Plan due to political disturbance at the center	1978-1980	-
6th Five Year Plan	1980-1985	187.46 crores
7th Five Year Plan	1985-1990	326.16 crores
Annual Plans due to political disturbance	1990-1991	83 crores
	1991-1992	90 crores
8thFive Year Plan	1992-1997	773.62 crores
9th Five Year Plan	1997-2002	793.75 crores

10th Five Year Plan	2002-2007	2900 crores
11th Five Year Plan	2007-2012	5156 crores
12th Five Year Plan	2012-2017	16000 crores

Check Your Progress 1

1) What is Five Year Plan? Why was it introduced in India?

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2) Bring out the significance of Five Year Plans in tourism.

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2.3 THE 1ST, 2ND AND 3RD FIVE YEAR PLANS AND THE ANNUAL PLANS

In this section we will highlight the tourism development initiatives during the 1st, 2nd, 3rd Five Year Plans and the three Annual Plans period.

2.3.1 The 1st Five Year Plan (1951-56)

Tourism was not included in the First Five Year Plan (1951-56). At that time priority areas for development differed a great deal from what they are today. At that time there was no separate Ministry of Tourism and tourism was looked after by the Ministry of Transport, under a separate tourism division formed in 1949. The budget allocation was made to Ministry of Transport which included the investments to be made for tourism as well. The provisions for tourism development in the First Five Year Plan included the production of publicity material and opening of tourist offices both in the country and abroad. The notable work related to tourism during the first plan period was upgrading of tourist traffic branch of Ministry of Transport as The Tourist Traffic Division in 1955-56. This up-gradation consequently helped in opening the

India Tourist Offices in London in July 1955, Paris in February 1956, Melbourne in September 1956, and Colombo in October 1956.

2.3.2 The 2nd Five Year Plan (1956–1961)

It was from the Second Five Year Plan that development of tourist facilities was taken up in a planned manner. The main objectives of development of tourism during Second Five Year Plan was development of infrastructure, to provide accommodation and transport facilities at important tourist destinations. The Tourism Plan was divided into three parts.

Part I schemes were intended to create tourism facilities like accommodation, transport, and recreational facilities for international tourists. These were fully financed, managed and controlled by central government and were carried out through Central Public Works Department. Several Tourist Bungalows (Class I) were constructed at different tourist destinations under this scheme. They were later transferred to India Tourism Development Corporation and renamed as Traveller's Lodges.

Part II schemes included development of tourist facilities for domestic tourists at places which were also important for foreign tourists. These schemes were jointly sponsored by the Centre and State governments and the schemes were carried out through State Public works Department. However, the schemes were treated as Centrally sponsored schemes. There was provision of Tourist Bureau run by State governments for publicity in regional languages for promoting domestic tourism.

Part III schemes included schemes at places which were mainly of local and regional interest and visited largely by domestic tourists. These schemes were financed by State Governments and managed by the State Departments of tourism.

2.3.3 The 3rd Five Year Plan (1961–1966)

When the 3rd Five Year Plan was launched the potential of tourism as an instrument of growth and development had been realized. The tourist infrastructure facilities adopted in the 2nd Five Year Plan continued in the 3rd Five Year Plan and to subsequent three Annual Plan periods 1966-67, 1967-68, and 1968-69.

The number of foreign tourists visiting India had shown an increase that amounted to about six times over the decade. The Central schemes catered to foreign tourists while the schemes of the

states focused on domestic tourism. This resulted in a network of tourist facilities in areas where they had been negligible or non-existent. Bodhgaya, Khajuraho, Bhubaneshwar, Konark, Mahabalipuram, Sanchi, Tiruchirapalli, Kanchipuram, Madurai and several other places were provided with accommodation and other facilities for foreign tourists.

During this plan period, L K Jha Committee or Adhoc Committee on Tourism was appointed to promote and develop tourism facilities. Jha committee (1963) recommended that the public sector should play an active and positive role for tourism promotion in India. As a result, in 1965, three public sector enterprises were set up–

- Hotel Corporation of India Ltd.
- India Tourism Transport Undertaking Ltd.
- India Tourism Corporation Ltd.

2.3.4 Annual Plans (1966-69)

In the Annual Plans (1966-69), the total outlay was Rs. 6757 crores and Rs. 7 crores were allocated for tourism. The most important milestone during the annual plan period was the setting up of the India Tourism Development Corporation (ITDC) in 1966 by unifying the Hotel Corporation of India, India Tourism Transport Undertaking and India Tourist Corporation. This was followed by another significant move when the Ministry of Civil Aviation and Tourism was formed in 1967. 'Operation Europe' targeting European countries was launched in 1968 in partnership with Air India. Again in the same year, 1968, the Department of tourism (DOT) obtained the service of a tourism expert through UNESCO in order to investigate the potentialities of cultural and monumental heritage of India for tourism development. The DOT also conducted during 1968-69, a 'Tourism reaction pattern and expenditure survey'.

The production of tourist publicity literature for promotion in the overseas markets became an important part of the Annual Plan period. Measures were considered to assist the hotel industry with loans for construction of new hotels and improvement or expansion of the existing ones. This was considered as the tourist traffic was increasing and there was not enough supply of hotels.

Check Your Progress 2

1. Why was tourism not given separate budget allocation in 1st Five Year Plan?

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2. Discuss the important features of tourism development during the 2nd Five Year Plan

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2.4 THE 4th, 5th, 6th AND 7th FIVE YEAR PLANS

This section lists the major milestones of tourism development during the 4th to 7th Five Year Plans period.

2.4.1 The 4th Five Year Plan (1969-1974)

The 4th Five Year Plan recognized tourism as an important means for foreign exchange earnings and employment generation. Following initiatives were taken which gave a push to the overall tourism development:

1. Various media was used by the Department of Tourism for its publicity programmes including overseas advertising and allied publicity besides production of tourist publicity literature, films and photographs; hospitality and public relations and participation in fairs and exhibitions. The success of 'Operation Europe' resulted in substantial increase of tourist arrivals from Europe in 1969 and subsequent years and this led to further extension of the scheme-to UK, USA and Canada in 1971 (and to Australia, East Asia and West Asia in 1977).
2. The Part II Scheme of the 2nd Five Year Plan was abolished by the National Development Council and under a new arrangement, the planning and development of infrastructural facilities for foreign tourists became the sole responsibility of the Central department of

Tourism, while the development of facilities for domestic tourists became a charge and function of State governments.

3. The reduced fares on international air sectors were introduced. This resulted in a change in the pattern of tourist traffic to India and increase in the share of destination traffic. These changes in visitor arrivals pointed towards the need of providing for the requirements of the new class of tourists and for attracting them to stay longer in the country.
4. Provision was made for giving loans to hotels in the private sector and to private transport operators to purchase tourist vehicles to build up a tourist transport fleet of acceptable international standards. A Hotel Development Loan Scheme was introduced to assist the hotel industry in the construction of new hotels at various tourist centres to provide 5,500 rooms.
5. The schemes of ITDC (Indian Tourism Development Corporation) included the expansion of Travellers Bungalows and their renovation, setting up of transport units and duty free shops at international airports, in addition to the construction of hotels, motels and tourist cottages.
6. Five major 'integrated projects' were included in the Plan. These were Gulmarg Winter Sports Project; Beach resort development of Kovalam and Goa; Development of Kullu & Manali and a few selected Buddhist centres.

It is result of the dynamic initiatives taken in the 4th Five Year Plan that led to massive growth and development of tourism in the country.

2.4.2 The 5th Five Year Plan (1974–1979)

The tourism development started in the 4th Five Year Plan continued in the 5th Five Year Plan. Also 15 Youth Hostels started in previous plan period and 11 Tourist Bungalows were completed. ITDC scheme continued to provide accommodation, transport and related facilities to match the anticipated growth of tourism. The disbursement of loans to private sector for hotel construction was transferred to Industrial Finance Corporation.

A Central Coordinating Committee was formed for the development of archaeological centres of tourist interest and ten archaeological complexes were selected for development. The Town and

Country Planning Organisation (TCPO) of the Ministry of Housing & Works was commissioned to prepare master plans of 18 archaeological centres of tourist interest. The National Institute of Design, Ahmedabad, was assigned with the work of micro planning of the areas earmarked for development of Kushinagar and Sravasti and entrusted with preparation of detailed drawings and archaeological designs of Fatehpur Sikri and Braj-Bhoomi Complex.

In 1969 an expert committee was constituted to suggest improvements in the administration of National Parks and Sanctuaries and advice on the creation of new ones. Kaziranga, Sariska, Gir, Kanha, Bandipur, Mudumalai, Periyar and Tadoba sanctuaries were selected for development. Forest lodges proposed in previous Plan were built during this Plan. With the ban on the shooting of tigers and other protected species, wild life tourism was thus transformed primarily to a photo safari holiday.

Two studies were commissioned during the 5th Five Year Plan. One was a cost-benefit study of tourism in India by the National Council of Applied Economic Research (NCAER) to estimate the economic contribution of tourism to the national income, total employment and tax revenues accruing to the Government while the other study was on alternative passenger transportation system for the Gulmarg Winter Sports Project which was conducted by the United Nations Development Programmes (UNDP).

2.4.3 The 6th Five Year Plan (1980-1985)

The Sixth Five Year Plan (1980-85) was a major landmark in the history of Indian tourism as there were two noteworthy developments:

- The first ever 'Tourism Policy' of the country was introduced in 1982. The policy specified the development and promotion objectives and goals of tourism development in the country. This you have learnt in the previous Unit.
- 'Travel Circuit' concept was introduced to maximize the benefits of tourism.

Travel Circuits

Travel Circuits were defined as 'predetermined routes along which the flow of tourist traffic could be channelized.

Two or three travel circuits were identified in each state and union territory in consultation with the respective governments for integrated development. 61 travel circuits comprising 440 tourist centres were identified for the promotion of international and domestic tourism. The tourism development was planned on the concept of developing tourist centres falling along the selected travel routes or circuits.

2.4.4 The 7th Five Year Plan (1985-1990)

The vast potential of tourism in the country was recognized in the 7th Five Year Plan**.** The National Development Council approved the proposal and recommended that tourism should be accorded the status of an industry. This meant that tourism related business activities would be eligible to the same incentives and concessions as were available to other export industries. Subsequently 15 states and 3 UTs declared tourism as an industry and 4 states declared hotel as an industry. Emphasis was laid on encouraging private sector investments in developing tourism and leaving development of support infrastructure to the public sector investments.

The main thrust in the plan was on strongly promoting domestic tourism and moving towards diversification of overseas tourism to India. Greater emphasis was laid on budget accommodation, leisure holiday tourism, winter and water-skiing, adventure sports and on strengthening of infrastructure at beach and mountain resorts and centres of cultural interest.

A major milestone of the 6th Five Year Plan was the setting up of the ***National Committee on Tourism*** in 1986 to formulate a long-term perspective plan for tourism sector on an integrated basis. Some of the major recommendations of this Commission are:

- encouraging private sector participation in the development of tourism industry.
- Develop selected tourist circuits and develop non-traditional areas such as trekking, winter sports, wild-life tourism, beach resort tourism, etc., and explore new tourist generating market.
- A Tourism Finance Corporation should be set up for providing loans to the tourism industry.
- The tourist offices abroad should be over-hauled and the tourism information service should be updated and modernized.
- Setting up of the National Tourism Board and redefining the role of ITDC.
- A specialized management cadre for tourism to be called the India Tourism Service

should be constituted.

- The Indian Institute of Tourism & Travel Management (IITTM) established in 1983 should be effectively developed as an apex body in travel trade education development.
- The natural and man-made resources for tourism and recreation should be preserved and assessment of carrying capacity of areas should be carried out where tourism is sought to be promoted.

Check Your Progress 3

1. In which Five Year Plan, the first National Tourism Policy of India was launched?

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2. Define a Travel Circuit.

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3. Highlight the major recommendations of National Committee on Tourism 1986.

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2.5 THE 8th, 9th AND 10th FIVE YEAR PLANS

Major initiatives related to tourism development during the 8th, 9th and 10th Five Year Plan are outlined in this section.

2.5.1 The 8th Five Year Plan (1992–1997)

In the 8th Five Year Plan, the thrust was on involvement of private sector for the development and expansion of tourism infrastructure. For encouraging the involvement of private sector better incentives were extended. The strategy for development during the 8th five Year Plan was based on the principle of low-cost economy, higher productivity and efficient use of infrastructure. A National Action plan for Tourism was announced in May 1992. The objectives of this action plan include preservation of national heritage and environment; increasing employment opportunities; socio-economic development; diversification of the tourism products etc. These, we have already outlined in the previous Unit.

Development of the Buddhist Circuit in the states of Uttar Pradesh and Bihar and the Ajanta-Ellora region was taken up with the assistance of the Overseas Economic Co-operation Fund (OECF) of Japan. In addition to the construction of tourist complexes at many places, improving service efficiency in public sector corporations; and streamlining of facilitation procedures at airport were undertaken.

2.5.2 The 9th Five Year Plan (1997–2002)

The policy objective in the Ninth Plan was to work towards creating a tourism product that provides tourists a pleasant experience through an environment of peace, stability, security and integrated system of physical infrastructure. Development of selected centres and circuits was through effective coordination of public and private sectors. The Ministry of Tourism identified 21 circuits and 12 destinations for development. Financial assistance was provided to state/U.T. Governments for developing tourist infrastructure at these places. The focus was on the development of basic infrastructure such as transport facilities and civic amenities and provision of accommodation and other facilities for both domestic and international tourists. The plan also seeks to diversify the tourism product by "encouraging rural and village tourism, adventure and eco-tourism, indigenous and natural health tourism, heritage tourism and youth and senior citizen's packages'.

2.5.3 The 10th Five Year Plan (2002-2007)

The 10th Five Year Plan recognized the vast employment generating potential of travel and tourism and thus the strategy was to tap the socio-economic potential by creating 3.6 million jobs and to enhance India's share of international arrivals. The highly successfully international tourism campaign, the 'Incredible India' campaign was launched in 2002. Also in 2002, the second full fledged tourism policy of the country, the National Tourism Policy 2002 was introduced.

2.6 The 11th and 12th FIVE YEAR PLANS

In this section, tourism development initiative as reflected in the 11th and 12th Five Year Plans is discussed.

2.6.1 The 11th Five- Year Plan (2007-2012)

The vision for the tourism sector for the 11th Five- Year Plan was 'to achieve a superior quality of life through development and promotion of tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.' To accomplish the targets set forth in the 11th Five- Year Plan, the Ministry of Tourism implemented the following schemes during 2007-12.

i) Product Infrastructure Development for Destination and Circuits (PIDDC)

ii) Overseas Promotion and Publicity Including Market Development Assistance

iii) Assistance to IHMs / FCI / IITTM / NIWS / NIAS / NCHMCT and Capacity Building for Service Providers

iv) Domestic Promotion and Publicity

v) Assistance to Large Revenue Generating Projects

vi) Incentives to Accommodation Infrastructure

vii) Creation of Land Banks

viii) Assistance to Central Agencies

ix) Market Research including Twenty Years Perspective Plan.

x) Computerization and Information Technology

xi) Others (Externally Aided Projects and Construction of Building for IISM)

Ministry of Tourism along with the stakeholders has adopted the Code of Conduct for "Safe & Honourable Tourism". The "Safe & Honourable Tourism" was formally signed by key stakeholders' associations and over 100 industry leaders on 27th September 2010.

> Safe & Honourable Tourism is a set of guidelines to be voluntarily adopted by the stakeholders, primarily to encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular, women

Major emphasis was on the following three schemes:

(i) Product Infrastructure Development for Destination and Circuits - This is the only centrally sponsored scheme focusing on integrated infrastructure development of tourism circuits/ destinations and on the improvement of existing products as well as development of new tourism products of global standards. The tourism destinations

and circuits were sanctioned the maximum cost of Rs 5 crores and Rs 8 crores respectively. Mega tourism destinations and circuits were sanctioned the maximum cost of Rs 25 crores and Rs 50 crores. 65 Rural tourism projects were sanctioned under this scheme.

(ii) **Overseas promotion and publicity Including Market Development Assistance-** Vigorous publicity and marketing campaigns was initiated to position India globally as the most favored destination. The brand 'Incredible India' was promoted in the established markets as well as in emerging markets. Promotional activities in some of the markets such as Spain, China, France, etc. undertaken in vernacular languages for a wider and targeted reach. Efforts were made to establish representative offices of the Ministry in new markets. The 14th Overseas India Tourism Office in Beijing commenced operations in April 2008.

(iii) **Central assistance to IHMs/FCIs / IITTM / NIWS / NIAS / NCHMCT and Capacity Building for Service Providers** - This scheme "envisages to create and upgrade adequate institutional infrastructure for training and certification of manpower resources. Emphasis was placed on opening of new institutes such as Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI). The scheme 'Capacity Building for Service Providers' provides for training to cover a wide range of services like health and personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, energy saving techniques, guides' training, etc. Under this scheme a short duration flagship programme, 'Hunar Se Rozgar Tak' was launched. The scheme was expanded to cover courses like Housekeeping and Utility, Bakery, etc.

Hunar Se Rozgar Tak Scheme

The Ministry of Tourism launched a special initiative called Hunar Se Rozgar Tak (HSRT) in 2009-10, for creation of employable skills amongst 8th pass (up to 28 years of age) youths belonging to economically weaker strata of the society in Food Production and Food & Beverages services. This programmes is conducted through the Ministry of Tourism sponsored IHMs and FCIs at select State Government Institutes and certain Star category Hotels.

2.6.2 The 12th Five Year Plan (2012-2017)

The strategies for development of tourism during the 12th Five Year Plan were:

1. A Pro-Poor Tourism development approach which aimed at increasing the economic, social, environmental or cultural benefits to the poor from tourism. This ensures that tourism growth contributes to poverty reduction.
2. Clusters or circuits-based tourism development based on India's vast resources with tourism potential like historical sites, places of religious significance, and other significant national attractions.
3. Developing formal and informal links between all stakeholders and coordination across all levels of Government to implement various strategies for tourism development.
4. Developing tourism from people's perspective by involving local Panchayats and local communities at various stages to enable sustainable tourism development.

Some of the prominent schemes and initiatives under the 12th Five Year Plan include:

- Launched e-visa scheme in 2014
- On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a 'Clean India'.
- launched two major schemes-Swadesh Darshan - Integrated Development of Theme Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country
- A National Medical and Wellness Tourism Board have been constituted in 2015 to work as an umbrella organization to govern and promote medical tourism in India.
- to promote India as a 365 days destination, Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, etc
- To overcome a gap of 8.10 lakh manpower in the hospitality sector, enhancement of the Institutional Infrastructure of Hospitality Education by opening new Institutes of Hotel Management (IHM) and Food Crafts Institutes (FCI).
- launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 International

Languages-Hindi, English, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. This service is available on the Toll Free number 1800111363 or on a short code 1363 thus offering a "multi-lingual helpdesk"

- Launched the "Incredible India 2.0" Campaign in 2017. This Campaign marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation.

Check your progress 4

1. Give outline of the activities given thrust in 8th Five Year Plan.

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2. What is Hunar Se Rozgar Tak Scheme?

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3. Highlight the various actions taken for Tourism Development in the 12th Five Year Plan.

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2.7 LET US SUM UP

Five Year Plans were introduced in India with the objective to overcome the socio-economic problems at the time of independence. Between 1951 and 2017, there were in total 12 Five Year Plans. Tourism development issues are addressed in these Five Year Plans. In the First Five Year Plan, tourism was not given much recognition for obvious reasons as there were other grave issues to be addressed on emergent basis. But in subsequent Plans the economic and social

significance of tourism was recognised. Over the years government has formulated various policies and plans to streamline the growth and development of tourism.

2.8 KEY WORDS

Five Year Plan- Government adopted a centralized and integrated planning format, with each plan period of 5 years duration; hence the popular terminology 'Five Year Plan'. These plans were developed, executed, and monitored by the Planning Commission

Travel Circuits-Travel Circuits were defined as 'predetermined routes along which the flow of tourist traffic could be channelized.

Intersectoral coordination in tourism development- This means that different sectors like travel, hotels, railways should coordinate with department of tourism for effective utilization of resources

National Tourism Policy-Guidelines given by government for tourism development in a country

Pro-Poor Tourism development- Tourism development to increase the net benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction.

IITTM-Indian Institute of Tourism and Travel Management

NIWS-National Institute of Water Sports

NIAS-National Institute of Advanced Studies

NCHMCT-National Council for Hotel Management and Catering Technology

2.9 CLUES TO 'CHECK YOUR PROGRESS' EXERCISES

Check your progress 1

1. See Section 2.1 and 2.2 and frame your answer
2. See Sub section 2.2.1

Check your progress 2

1. See Sub-section 2.3.1

2. See Sub-section 2.3.2

Check your progress 3

1. 6th Five Year Plan. The first National Tourism Policy of India was introduced in 1982 (See Sub-section 2.4.3)
2. See sub-section 2.4.3
3. See section 2.4.4. Under this refer National Committee on Tourism 1986

Check your progress 4

1. See Sub-section 2.5.1
2. See Sub-Section 2.6.1
3. See Sub-Section 2.6.2

2.10 FURTHER READINGS

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UNIT 3 INTERNATIONAL TOURISM

Structure

3.0 Objectives

3.1 Introduction

3.2 International Tourism – Meaning and Definition

3.2.1 Inbound and Outbound Tourism

3.2.2 Pre-requisites of International Travel

3.3 The Evolution of International Tourism

3.4 An overview of International Tourism Worldwide

3.5 The Indian Scenario – Inbound Market

3.6 India Outbound Market

3.7 Impact of Covid-19 Pandemic on International tourism

3.8 Let Us Sum Up

3.9 Keywords

3.10 Answers to Check Your Progress Exercise

3.11 Further Readings

3.0 OBJECTIVES

After reading this Unit, you will be able to:

- define and understand the characteristics of International Tourism
- understand the terms related to International Tourism
- appreciate the historical evolution of international travel and tourism
- understand the current and future global scenario of global international tourism
- understand the Indian Inbound Tourism market
- understand the Indian Outbound Tourism market

3.1 INTRODUCTION

It is well understood by you now that Tourism is concerned with the activities of tourist and their interactions with the people they meet. The idea of travel no longer confines to routine leisure and recreation and tourism activities are operated in almost every country making it the most diverse and dispersed sector covering wide variety of activities and enterprises. The

tourism industry thus comprises of many other industries such as transport, hospitality, entertainment etc which in themselves are standalone industries.

Over the past six decades, tourism experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. It constitutes the major chunk of world business when compared with other established industries. Being one of the oldest industries, it has demonstrated a steady growth over the period of time by creating at least one job in every four new jobs created across the world. The industry is well promoted by almost all destinations and also by various organisations like the United Nations World Tourism Organization (UNWTO) which is rooted in the principles of inclusive development and environmental sustainability. The UNWTO has specifically declared that 'every individual has the right to rest and leisure with the ultimate aim of tourism to be the improvement of quality of life and creation of better living conditions of all'. To ensure sustainable development and consumption, the 'Global Code of Ethics for Tourism' was developed to ensure minimum negative impact on the locals and tourism resources whilst maximizing the benefits for residents. Globally, the World Tourism Day is celebrated on 27th September with a unique theme every year to highlight the various opportunities created by tourism and to appreciate the ways in which tourism betters the lives around the world.

There are two main types of tourism- International tourism and Domestic Tourism. When travel for tourism involves crossing a national border (/s) by the tourist we refer to it as International tourism whereas travel and tourism activities of a tourist within his/her own country of residence is termed as Domestic tourism. The focus of this particular Unit is on International tourism. Let us now try to understand it in detail.

3.2 INTERNATIONAL TOURISM – MEANING AND DEFINITION

Before we move into the details of International tourism, let us first recall some definitions and terms. A clear understanding of these terms and their distinctions are crucial especially for compiling data and recording tourism statistics purpose.

Tourism, Tourist and Excursionist: UNWTO (1995) defines tourism as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The one who undertakes such tours is called as a Tourist or a Visitor in general. To be precise, Visitor is an umbrella term and may be

further denoted as tourists or excursionist. Tourist is the one who stays at a particular destination for at least 24 hours. An excursionist is a day visitor who does not stay at a destination overnight.

Domestic and International Tourism: When the tourist travels within his/her own country of residence then it is said to be 'Domestic Tourism'. When the visitor intends to travel anywhere outside his/her usual country of residence, for at least 24 hours and not more than one consecutive year for leisure, business, or other personal purposes other than to be employed by an entity in the country or place visited, it is then accorded as 'International Tourism'.

If you look at the definition of International tourism, there are three very important characteristics:

- First of all, the movement of the people to and the stay in the places are outside their usual country of residence or work.
- Second, the duration, which could range from a day to almost a year.
- Third, the purpose is anything other than to reside permanently or for employment.

3.2.1 Inbound and Outbound Tourism

The International tourism further comprises of inbound tourism and outbound tourism.

Inbound Tourism is an act of entering a destination (tourist receiving country) by the non-residents for a specified period of time for leisure, business or other non-remunerating purposes. To put it very simply, it refers to all tourists who enter a country.

Example: A tourist from France entering India is an example of inbound tourism and the tourist is termed as an inbound tourist. The required services may be offered by an inbound tour operator.

Outbound Tourism comprises of travel from country of their origin (tourist generating country) to another country (tourist receiving country) for a specified period of time for leisure, business or other non-remunerating purposes.

Example: Indian resident travelling to France is an example of outbound tourism for India and the tourist is termed as outbound tourist. The required services may be offered by an outbound tour operator.

Taking into consideration the above examples, one should understand that while a tourist from France who is also a resident of France visits India, he/she is considered an outbound tourist by France while the same tourist is termed as inbound tourist in India. If the tourist was not residing in France, then he would not be considered as outbound tourist by France.

To have a more clear idea about Inbound and Outbound Tourism, it is important to understand the terms 'Tourist Generating Country' and the 'Tourist Receiving Country'. Well, the tourist's country of origin is denoted as tourist generating country while the country which the tourist visits is the tourist receiving country. The tourist generating country generates notable size of tourists who wish to visit other countries while tourist receiving country has notable resources and products to attract the tourists from other countries. The entire process is pictorially represented in Figure 3.1 below

Figure 3.1 Inbound and Outbound Tourism

3.2.2 Pre-requisites of International Travel

So far, you have learnt that international tourism involves crossing national boundaries. Here, the tourist is visiting another country or countries other than his/her own. Therefore it is understandable that there will be certain requirements involved since different countries have different set-ups. For example, the currency of India is Rupee so when an outbound tourist from India visits the United States of America (USA), he/she has to convert his/her money from Rupee to the US Dollars (the currency of the USA). Conversion of currency is thus one of the requirements or pre-requisites of international tourism. In this context, let us now try to understand the two most basic documents/endorsement required for international travel, namely 'Passport' and 'Visa'.

Passport is a formal legal document issued by an authorized official of a country to one of its citizens that allow the citizen to go out of the country and re-enter the country. To undertake international tourism, the intending visitor is required to have a valid Passport issued by the residing country / country of origin. It is also to be noted by the intending passenger that some countries insist for a certain minimum period of passport validity before entering the destination. Further, the intending visitor is required to have a travel authority from the destination country in

the form of Visa. The full form of Visa is ***Visitors International Stay Admission*** and is a kind of endorsement granting permission to the passport holder to visit the country granting Visa. Visa may be issued and approved by the destination Embassy / High commission / Consulate on applying through prescribed form and remittance of fees prior to the travel. Approval may be on paper or stamped on the passport or in the electronic format like e-Visa. The destination countries may also issue 'Visa on Arrival' (VOA) where the visitor need not apply for the same prior to the travel. Instead, the visa will be stamped directly on the passport when the visitor lands at the destination. Some countries like Hong Kong may ask for pre-registration of the visitor to stamp the Visa on arrival. There are few countries which allow specific country visitors to enter the destination without Visa. For example, Indian nationals do not require a Visa to enter Nepal.

Depending on the destination, the international visitor may also have to obtain necessary health certificates and vaccinations. This is yet another requirement. Destinations may also lay down certain restrictions on the amount of foreign or local currency to be carried along with the passenger. Again, the visitor while returning to the country of origin may have to pass through the necessary customs check at the airport to declare the value of items bought overseas and to pay the necessary fees to clear the entry. Thus it is very important that detailed and exact information of all the required travel documents needs to be accessed from the Embassy/ High commission / Consulate of the desired destination to be visited or from the approved travel agent. This will help ensure a hassle free travel experience for the tourists.

Check Your Progress 1

1. Define International tourism and state the characteristics of International tourism?

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_____

_____

2. State the major features of Inbound and Outbound Tourism

_____

_____

3. What are the pre-requisites of undertaking an international travel?

3.3 THE EVOLUTION OF INTERNATIONAL TOURISM

The desire for travel by human is an inherent phenomenon. Since olden times, we have instances of people travelling for various purposes- for business, to gain knowledge about the world around or for other purposes like medical or military purposes. As the economic standard and the living conditions of the people improved, the discretionary income also increased and these eventually created demand for consumer goods and more importantly the leisure and recreation pursuits. With the emergence of the economically stable and learned communities, the era of 'Grand Tour' began in the west around 1600-1800 AD. The Grand tour was a circuit of places in Europe which was undertaken for culture, education, health and pleasure purposes. The travellers were dominantly from England along with few French, German and Russian participants.

The Romans also predominantly visited Greece and Egypt. The pleasure travel began with the inclination for spas and the resort based tourism. The roads, land and sea routes flourished. The advent of the railways in the eighteenth century lowered the fascination of Grand tours which sometimes lasted for years and a shift was seen towards people visiting more picturesque and scenic places like Switzerland and the medieval towns of Italy. In all such tours, the journeys were always undertaken taking into consideration the weather and the favourable climatic conditions. Thus one can witness eventually a shift from tourism being a preserved, privileged activity of the wealthier class to a mass activity by the early 1800 AD. Catering to the need of the new found travel enthusiasts, many sea-side resorts came up and the all inclusive package tours came into the picture. Thomas Cook, a Baptist missionary from England is widely recognized as the pioneer of the concept of package tours.

The technological developments of the modern world further increased the people's access to various forms of transportation and also extended the distances which they could previously

cover. The social and political transformations have also immensely helped tourism to thrive. While the advent of motor cars and paid holidays surged the growth of domestic tourism, the advent of the air transportation and the commercial Jets fuelled the growth of International tourism in the beginning of the 20th Century. In the present time the information technology and creative business models are creating impetus for tourism to flourish.

3.4 AN OVERVIEW OF INTERNATIONAL TOURISM WORLDWIDE

Tourism data is an indispensable set of information which serves the various needs of the governments, economy and the general public. Almost all countries collect their respective tourism data. As far as world tourism data is concerned, some prominent tourism organisations systematically collect them and those collected by one such international organisations- the United Nations World Tourism Organization (UNWTO) is generally considered as one of the most comprehensive and reliable source of database. The UNWTO recognized five major tourism regions in the world- Africa, Americas, Asia and the Pacific, Europe and Middle East.

Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 25 million in 1950, to 278 million in 1980, 528 million in 1995, and the International tourist arrivals (overnight visitors) worldwide exceeded the 1Billion mark for the first time ever in 2012. The figure for the total international tourist arrivals worldwide in 2019 is a staggering 1460 million. Apart from the traditional favourites of Europe and North America; the Middle East and Asia and the Pacific regions have shown continued growth rate turning tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. An ever increasing number of destinations have opened up and invested in tourism. As the world was celebrating the rapid and continuous progression of tourism industry with more than a billion tourists which evidently offered billions of jobs, there came a sudden jolt to the tourism and hospitality industry and a series of business closures due to the corona virus pandemic in 2020 which has swept through almost all destinations in the world. We will touch upon the impact of this pandemic separately in a subsequent sub-section in the Unit but first let us continue our discussion on some of the important tourism statistical figures compiled by UNWTO and the Ministry of Tourism, Government of India for the period prior to the pandemic. An understanding of previous records is required to plan for the future.

Given below in Fig.2 is the international tourist arrival in 2018-2019. Europe welcomed 51% of the world visitors followed by Asia and the Pacific region (25%) and the Americas (15%).

Fig. 3.2: International Tourist Arrivals in 2018-2019

Source: UNWTO

As far as the purpose of travel is concerned, 56% of the world visitors have leisure, recreation and holidays as its main purpose while a significant 27% of the visitors travel for Visiting Friends and Relatives (VFR), health, religion and other purposes. The business and the professional visitors accounted for 13% of the visitors. In terms of mode of transportation used, the International travel has heavily relied on the Air transportation (58%) followed by roadways (37%), waterways (4%) and trains (2%). The top ten countries which receive the most visitors (40%) across the globe are represented in the Figure 3.3 below.

Figure 3.3: Top Ten Tourist Receiving Countries in the world

Source: UNWTO

If you look at the above figure you will notice that out of the top ten countries, five of them- France, Spain, Italy, Germany and United Kingdom are in Europe and have a combined footfall of around 309 million tourists. Again, Turkey is a country which bridges Europe with the Middle East. Thus Europe is the most visited tourism region in the world. Apart from Europe being the top destination visited by the visitors, it is also the region which generates the most visitors accounting for 48% of the total outbound visitors worldwide. Asia and the Pacific region generate 26% of the world visitors followed by the Americas (17%), Middle East (3%) and Africa (3%). If we look at the top spenders on tourism, then China accounts for the world's largest spender on tourism recording 277 billion USD spent on tourism activities. It is followed by United States of America, Germany and the United Kingdom.

The Asian region has also witnessed a steady growth in the tourism arrivals and in terms of tourism receipts. China, Thailand, Hong Kong, Macau, Japan, Singapore, Malaysia, India, Indonesia and Sri Lanka have been the top visited destinations by the visitors among the Asian countries.

Check Your Progress 2

1) What factors contributed to the growth of International tourism?

_____

_____

_____

2) Which countries receive the highest number of visitors in the world?

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_____

3.5 THE INDIAN SCENARIO – INBOUND MARKET

India has a fascinating history, vibrant culture and diverse tourism resources. It has for long welcomed the learners, religious seekers, traders and visitors alike across the globe. The accounts of foreigners visiting India have been well documented in many travelogues. The records of visitors from Egypt and other places have been immortalized through the carvings at the temples and other social structures. India has always been an intriguing place for the outsiders. The various travelogues available also emphasize the existence of basic infrastructure and facilities for the travellers along with warm hospitality extended by the royal courts and the general public. Taking into consideration the established travel history, we shall now try to understand the present situation of India's Inbound tourism market.

India, in 2019 welcomed 17.91 million international tourists (Fig.4) ranking as the 8th most visited country in Asia and in the overall world ranking of international tourist arrivals, India was 23rd.

Figure 3.4: India Inbound Tourism Statistics

Source: Bureau of Immigration, Govt. of India

The international visitors to India have predominantly travelled with the purpose of leisure, holiday and recreation accounting to 57.1% of the total arrivals. The business and professional purpose ranks next with 14.7% visitors. There were 12.7% Indian Diaspora visitors and 6.4% have visited for the medical purposes. Delhi, Mumbai, Bangalore, Chennai and Goa have been the most frequented entry points to India.

Export earnings from international tourism are an important source of foreign revenues for many destinations in the world. The foreign exchange earnings (FEE) assist both the developed economies and the developing economies across the globe by reducing trade deficits and balancing the earnings to compensate any weaker export revenues. International Tourism earns third highest FEE in the export category only after chemicals and Fuels export. The automotive products and the food exports also rank next to International tourism earnings. Tourism being a service industry, it accounts for 29% of the world services export. India was estimated to have earned 2, 11,661 crore in terms of Foreign exchange Earnings (FEE).

India attracts visitor from all across the globe. The top source countries which have generated the maximum visitors are given below in the Fig.5. Bangladesh being our neighbor country has generated 25,77,727 visitors accounting to 23.58% of the total visitors to India, followed by United States (15,12,032), United Kingdom (10,00,292), Australia (3,67,241), Canada (3,51,859), China Mainland (3,39,442), Malaysia (3,34,579), Sri Lanka (3,30,861), Germany (2,64,973) and Russian Federation (2,51,319).

Figure 3.5: Top Ten Source Market of Inbound Tourists to India in 2019.

Source: India Tourism Statistics, 2020, Ministry of Tourism, Government of India

The Ministry of Tourism has played a pivotal role in attracting the diverse segment of visitors to India along with the substantial role of the inbound tour operators. The Incredible India campaign launched in 2002 projected India as a vibrant, culturally rich and diverse destination to the world. The 'Athithi Devo Bhava' campaign was launched in 2008. This was a social awareness campaign targeted at the Indian nationals to develop positive attitude towards tourism and tourists alike. Through campaigns like 'Clean India and Clean Tourism', a clean and responsible way of undertaking tourism among the tourists and locals are being encouraged. The marketing effort by the ministry was also upgraded with the launch of 'Incredible India 2.0' campaign in 2017. Here, the shift was from the generic promotion focus of the original Incredible India campaign to specific market promotional plans, that too on varied platforms especially on digital platform and social media.

3.6 INDIA OUTBOUND MARKET

India has been ascertained to be the fastest growing outbound travel markets in the world fuelled by a huge population and strong economy. The increase in the number of younger, more educated population having greater will for travel along with the disposable income and the

required travel time through provision of paid leaves etc are all good indicators for a strong growth for outbound tourism from India. India's outbound market has gradually increased from 4.5 million departures in 2001 to a massive 26.9 million departures in 2019 (Fig 3.6). The UNWTO has predicted the international departures in India will cross 50 million marks in the year 2022.

Figure 3.6: The Outbound Departures from India, 2001-2019

Source: India Tourism Statistics, 2019

Indians are exploring more new regions than ever. Majority of the outbound visitors travel regionally and hence Middle East (36%) and Asia (34%) records more visitations from India. While U.A.E and Saudi Arabia have been the most popular destinations in the Middle East, Thailand, Singapore and Malaysia have been the most visited destinations in Asia as per the records in 2019. The third most preferred region for outbound travel from India has been the traditional favourites of Europe (17%), Americas (9%) and Africa (5%). The Fig.7 gives the pictorial representation of the Indian Outbound Travel.

Figure 3.7: The Indian Outbound Travel

Source: European Travel Commission, 2018

The purpose of visit in the outbound tourism is dominated by the leisure and recreation purposes (30%) apart from the very significant purpose of Business (26%) and Education, employment and pilgrimage purposes (28%). Visiting friends and family constitutes 16% of the outbound travel purposes. Though the primary reason of travel is usually considered for the statistical records, there has been an increasing trend in dual or multi-purpose travel by the Indian outbound travellers.

The international leisure travel has predominantly been group departures in the form of Group Inclusive Travel (GIT) and the same continues today, but with reduced number of group of below 10 visitors. Recent study and observations have lauded the increase in Solo travellers and Gen Z travellers along with a steady increase in MICE (Meetings, Incentives, and Conferences & Exhibitions) travellers and millennial travellers. The online booking platforms, travelers' reviews and social media recommendations have further impacted the visitor decision making leading to increased number of self-planned, Solo Travellers and Free Individual Travellers (FIT). The departures have been steady all year round but the peak time of departure are the months of April to June especially for the long haul (duration) travel.

3.7 IMPACT OF COVID 19 PANDEMIC ON INTERNATIONAL TOURISM

Tourism with its peculiar cross-cutting economic activity heavily relying on human resource was one of the first industries to be heavily impacted by the Covid-19 pandemic. The world came to an abrupt halt, presenting a never seen situation for the current generation. The sudden outbreak of the COVID-19 forced the economies to rethink and reframe their strategies to survive and to revive.

While the Fast Moving Consumer Groups (FMCGs), Pharmaceuticals, Telecom, IT and other Process industries which were least impacted by the outbreak, were the initial hopes of recovering the economy, Tourism was never underrated. UNWTO timely called on the governments, international organizations and donor agencies to include tourism as priority in recovery plans and actions.

While the international travel came to a still by March 2020 with closed international borders, grounded flights and the lockdown; upon easing of restrictions, International arrivals dropped by almost 70% across the world due to increased number of Covid positive cases, travel restrictions, quarantine rules, lack of coordinated responses, slow flight resumption and low confidence among the travellers. The recession due to pandemic has affected the tourism and hospitality sector with high risk of employment loss, closure of many small and medium scale businesses, slow or almost nil repayments of the cancelled trips, low travel confidence with the prospective travellers and almost no disposable income for the recreation and travel related activities.

Amidst a gloomy international tourism scenario, the pandemic has given a ray of positive hope with recovered domestic tourism in some regions. The travel insurances became the top needs post the pandemic as it helped many of the consumers to get travel compensations and refunds. Many travel companies offered the services of virtual tourism, where the feel of the place was resonated through the screens of the mobile devices and computers. The staycations and isolation holidays also surged in the regions with amicable atmosphere and wilderness. While the pandemic closed many prominent avenues for tourism, it did compel the service providers to craft innovative and creative products to keep the prospective travellers engaged.

Check Your Progress 3

1. From which countries, India welcomes the major chunk of tourists?

_____

_____

_____

2. Explain the trends in the Indian Outbound tourism.

_____

_____

_____

3.8 LET US SUM UP

To sum up, Tourism has been the most promising and fast growing service industry in the world. Leisure, recreation and tourism benefits both individuals and societies in many dimensions. Tourism may be broadly divided into domestic and international tourism. While domestic tourism is undertaken within the country of the visitor, International tourism is undertaken outside the border of the country of residence or origin. The International tourism is further categorized into Inbound Tourism and Outbound Tourism. The very act of visitor entering the destination country is termed as Inbound Tourism and the visitor from his usual place of residence leaving to visit other destination country is termed as Outbound Tourism. Every Intending visitor needs to have proper travel documents before travelling and the information regarding the travel formalities may be duly obtained by the destination Embassy/High Commission/Consulate or from the approved travel agent.

The economic development seen in almost all parts of the world coupled with social and political transformations immensely helped tourism to develop. The development of roads, sea routes led to improved travelers' facilities. The industrialization and the advent of railways furthered the mass tourism movement. The introduction of the air transport system propelled the further growth of International tourism. It is now furthered by the Information Technology and innovation leading to online travel agencies and virtual tourism.

The inbound and the outbound tourism have seen continued growth over the period of time. The international tourist arrivals reached 1460 million in 2019 across the globe. The industry has earned US$ 1478 billion with a constant growth rate. India ranks 23rd in the world, in terms of tourist arrivals and it has ranked 12th in regard with the total tourism receipts. Tourism has been the major source of income for most of the countries.

3.9 KEYWORDS

Tourism: The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

Domestic Tourism: Tourist travelling within his/her own country of residence

International Tourism : When the visitor intends to travel anywhere outside their usual country of residence, for at least 24 hours and not more than one consecutive year for leisure, business, other personal purposes other than to be employed by an entity in the country or place visited

Inbound Tourism: The act of receiving the non-resident visitor at the destination (tourist receiving country) for a specified period of time for leisure, business or other non-remunerating purposes

Outbound Tourism: The act of travelling from tourist's country of origin/residence (tourist generating country) to another country (tourist receiving country) for a specified period of time for leisure, business or other non-remunerating purposes

Tourist Generating Country: The tourist's country of origin

Tourist Receiving Country: The country which has notable resources and products to attract the tourists from the other countries

Passport: A formal document issued by an authorized official of a country to one of its citizens that is usually necessary for exit from and reentry into the country

Visa: An endorsement issued by an authorized representative of a destination country to the applicant , marked in a passport/ electronic format, permitting the passport holder to enter, travel through, or reside in that country for a specified amount of time, for the purpose of tourism, education, employment, etc.

GIT: Group Inclusive Tour/ Travel is a travel programme undertaken by a minimum number of visitors (usually 10 or more) travelling together as a group throughout the tour

FIT: Free Individual Traveller is an individual or group of minimum number of visitors (usually less than 10) travelling on a self designed or non-guided tour

Millennial travellers: Those travellers who are born between 1981 and 1995/99

Gen Z travellers: Any traveller who is born after 1995

Pandemic: an *outbreak* of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population

3.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISE

Check Your Progress 1

1. Refer Section **3.2** International Tourism-Meaning and Definition

2. Refer Sub-section **3.2.1**

   Inbound tourism:

   Inbound tourism means visits to a country by visitors who are not residents of that country. It is the act of entering a destination country

   The tourist is referred to as Inbound Tourist

   The services may be provided by Inbound Tour Operator

   Outbound tourism:

   Outbound tourism means visits by residents of a country outside that country.

   It's the act of departing from origin country

   The tourist is referred to as outbound tourist

   The services may be provided by Outbound Tour Operator

3. See Section **3.2.2** - Pre-requisites of International Travel

Check Your Progress 2

1. See Section **3.3** - The Evolution of International Tourism
2. Refer Section **3.4,** Figure 3.3– Top Ten Tourist Receiving Countries

Check Your Progress 3

1. Refer Section **3.5** - Fig.5: Top Ten Source Market of Inbound Tourists to India in 2019
2. Refer Section **3.6** – India Outbound Market

3.11 FURTHER READING

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UNIT 4 DOMESTIC TOURISM

Structure

4.0 Objectives
4.1 Introduction
4.2 Domestic Tourism: Meaning, Definition and Characteristics
4.3 Historical perspective of domestic tourism in India
4.4 Growth of Domestic Tourism in India
    4.4.1 Reasons for Growth of domestic tourism in India
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    4.5.1 Purpose of Travel
    4.5.2 Mode of Travel
    4.5.3 Preferred type of Accommodation
    4.5.4 Tourism Expenditure among domestic tourists
4.6 Advantages and Disadvantages of Domestic Tourism in India
4.7 Let us Sum Up
4.8 Clues to 'Check your Progress' Exercises
4.9 Further Reading
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4.0 OBJECTIVES

After reading this Unit, you will be able to:

- define domestic tourism
- differentiate between different forms of domestic tourism
- explain the reasons behind growth of domestic tourism
- understand the significance of domestic tourism in Indian tourism

4.1 INTRODUCTION

Globally, tourism has long been recognised as an engine of economic growth due to its ability to bring about an accelerated change. Tourism industry, due to its ability to absorb manpower from

both skilled and semi-skilled labour in formal as well as in informal sectors has been widely recognised as a contributor in bringing about a socio-economic change. Tourism, in some cases, has become a catalyst in reviving dying cultures and in preserving heritage. Due to its widespread advantages, tourism is being actively promoted by countries around the world. In the previous Unit you have learnt about International tourism and its main forms-Inbound and Outbound tourism. Aspiring economies see International tourism in the form of inbound tourism as far more advantageous due to its ability to generate much valued foreign exchange. However, many countries now see domestic tourism also as an important generator of income for the economy. For many countries, tourist volumes generated by domestic tourism is far greater than international tourism indicating the tremendous potential domestic tourism holds. UNWTO data shows that in 2018, around 9 billion domestic tourism trips were made worldwide – six times the number of international tourist arrivals (1.4 billion in 2018)

This Unit aims to introduce fundamental concepts in domestic tourism and further explain the reasons for growth of domestic tourism. Due to the enormous potential domestic tourism holds, India is promoting this form of travel extensively through various measures. This Unit also introduces some of those measures.

4.2 DOMESTIC TOURISM: MEANING, DEFINITION AND CHARACTERISTICS

Domestic tourism is any travel – whether for pleasure or business - by the residents of a country within the boundaries of their own country. In domestic tourism, people travel outside their normal domicile to certain other areas within the country. This is in contrast with travelling outside the boundaries of the country as associated with international tourism. In other words, domestic tourism involves residents of one country traveling within their own country. For example, a person living in Delhi (India) travelling to Amritsar (India) to visit his family or a person living in Los Angeles (USA) travelling to New York (USA) on a business trip. Domestic tourism does not involve travellers crossing the borders of their country of residence therefore making it a form of tourism with fewer travel formalities.

A domestic visitor or a domestic traveller, therefore, is someone who 'travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism' (UNWTO).

Some of the salient characteristics of domestic tourism include the below:

- Domestic tourism is one of the oldest known forms of tourism.
- Domestic tourism does not require travellers to cross international borders of the country of residence.
- Domestic tourism does not require any documents such as passport or visa to travel. Here travel formalities are minimal.
- Domestic tourism can be either for the purpose of pleasure or business.
- Domestic tourism relies more on surface transport networks such as road and rail networks.
- Domestic tourism encompasses travel from across income groups in a country and not limited to higher income groups only, as in the case of international tourism.
- Demand for domestic tourism is determined by factors within a country and therefore can be easily forecasted.
- Demand for domestic tourism can be easily regulated as compared to international tourism.

4.3 HISTORICAL PERSPECTIVE OF DOMESTIC TOURISM IN INDIA

Hundreds of years of travel history in India have contributed to shaping the modern day domestic tourism that we see today. People have travelled from time immemorial for trade, pilgrimage, learning and other social purposes. Archaeological evidences suggest that travel for the purpose of trade existed in the Indus Valley civilization during 3000 to 1500 BCE. The Aryan times further witnessed travel for religious and learning purposes. Period between 5th and 4th Century BCE marked the beginning of Jainism and Buddhism. In the later years, Buddhist and Jain monks and followers travelled the length and breadth of India spreading the holy message. Emperor Ashoka (3rd – 2nd Century BCE) himself is said to have travelled in order to spread the message of Buddha to several parts of the country. Later periods also saw several learning centres being established by notable Indian scholars such as Sri Adi Shankaracharya (700 – 750 CE) and these centres became a hub of learning with people travelling to these places from all over the country. Religious tourism was also gaining momentum with several places of religious importance attracting pilgrims from various parts of the country.

Trade was yet another reason for the growth of domestic travel in India. Historic and archaeological evidences suggest the presence of a wide network of facilities for travelling

traders and pilgrims such as *dharamshalas*, *sarais* and other wayside amenities. Major trade routes were well connected by a network of roads and amenities were built for travellers by local rulers and kings. However, travel for pleasure existed only among the privileged section of the society such as kings, nobles and wealthy businessmen. With the advent of Mughals in India, travel for pleasure received a further impetus. The grand palaces and beautiful gardens build by the Mughals, saw nobles and commoners alike visiting these places in thousands.

The British era in India can, perhaps, be credited to the wide spread of domestic travel in India. This period saw an extensive expansion of transport infrastructure in India along with travel facilities like inspection bungalows, *dak* bungalows and circuit houses. British travelled to cooler mountains and hills in order to escape the hot summers of India. This set a motion in trend and many places located at higher altitudes in India were developed into hill stations and resorts. Post-independence, Indian government continues to take numerous measures year after year to promote domestic tourism in India.

4.4 GROWTH OF DOMESTIC TOURISM IN INDIA

India is a land of abundance in terms of tourism resources and attractions. The wealth of natural and cultural heritage of India has made it a natural choice for tourism development. In this section, we shall see the relevance of domestic tourism in connection with international tourism. While international tourism in the form of inbound tourism is seen as a foreign exchange earner, domestic tourism has also been contributing enormously. While foreign tourist arrivals have been increasing in India year after year, domestic tourism is also on a steady growth trajectory. Table 4.1 below shows the gradual growth of domestic tourist visits since the year 2000 to 2019 with 2019 witnessing the highest growth rate of 25.3%.

Table 4.1: **Number of Domestic Tourists in India (States & Union Territories) from 2000-2019**

Year	No. of Domestic Tourist Visits (in million) to States/UTs	Percentage (%) change over the previous year
2000	220.11	15.4

2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6
2018	1853.79	11.8
2019 (P)	2321.98	25.3

Source: India Tourism Statistics at a Glance-2020, Ministry of Tourism, Government of India

Domestic tourist visits when compared with its counterpart foreign tourist arrivals, indicates a far greater volume. Data indicates that there has been a continuous increase in domestic tourist

visits, with the compound annual growth rate (CAGR) of domestic tourist visits to all States/UTs from 1991 to 2018 being 12.61% (Ministry of Tourism, GOI). Table 4.2 compares the volume of growth between domestic and foreign tourist visits in India.

It is important to note that the development of domestic as well as international tourism go hand in hand. For the tourism industry in India, domestic tourism sustains the tourism operators and service providers during the lean periods when the number of international tourists arrival dips. Domestic tourism in this case acts as a good demand substitute. Tourism infrastructures in almost all countries face a threat of underutilisation due to impact of seasonality in international tourism when the number of tourist arrivals decreases. Domestic tourism thereby enables reducing such a gap. It must also be highlighted that domestic tourism is not greatly affected by political or economic disturbances in comparison with its counterpart international tourism, making domestic tourism a more reliable source of tourist inflow for tourism service providers.

Table 4.2: Domestic & Foreign Tourist Visits in India (States & Union Territories) from 2000-2018.

Year	Tourist Visits		Annual Growth Rate	
	Domestic	Foreign	Domestic	Foreign
2000	220106911	5893542	15.44%	1.05%
2001	236469599	5436261	7.43%	-7.76%
2002	269598028	5157518	14.01%	-5.13%
2003	309038335	6708479	14.63%	30.07%
2004	366267522	8360278	18.52%	24.62%
2005	392044495	9949671	7.04%	19.01%
2006	462439634	11747937	17.96%	18.07%
2007	526700493	13267612	13.90%	12.94%
2008	563034107	14380633	6.90%	8.39%

2009	668800482	14372300	18.79%	-0.06%
2010	747703380	17910178	11.80%	24.62%
2011	864532718	19497126	15.63%	8.86%
2012	1045047536	18263074	20.88%	-6.33%
2013	1142529465	19951026	9.33%	9.24%
2014	1282801629	22334031	12.88%	11.94%
2015	1431973794	23326163	11.63%	4.44%
2016	1615388619	24714503	12.81%	5.95%
2017	1657546152	26886684	2.61%	8.79%
2018®	1854933384	28872384	11.91%	7.39%

Source: https://tourism.gov.in/

Domestic tourism is also recognised as a vehicle for regional development and therefore individual states and union territories of India too have prioritised tourism development to attract tourist from other states. Table 4.3 shows a list of top 10 Indian states with highest domestic tourist visits for the year 2019. States of Uttar Pradesh and Tamil Nadu together receive over 43% of the total domestic tourists in the country. Historic monuments along with religious places of interest can be credited to such high volume of tourists. These top 10 states account for almost 87% of the domestic tourist movement in the country. While the development of domestic tourism has been steady, the actual growth, however, has been sporadic and limited to just a few states. This uneven spread of tourism growth also highlights a gap in terms of benefits that tourism development can lend to the regional economies.

Table 4.3: Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2019

Rank	State/UT	Domestic Tourist Visits in 2019 (P)	
		Number	Percentage

			Share (%)
1	Uttar Pradesh	535855162	23.1
2	Tamil Nadu	494865257	21.3
3	Andhra Pradesh	237051508	10.2
4	Karnataka	227934714	9.8
5	Maharashtra #	149294703	6.4
6	West Bengal	92366025	4.0
7	Madhya Pradesh	88707139	3.8
8	Telangana	83035894	3.6
9	Gujrat	58864661	2.5
10	Rajasthan	52220431	2.2
Total of top 10 States		2020195494	87.0
Others		301787169	13.0
Total		2321982663	100.0

Source: State/ UT Tourism Departments.

P: Provisional

Figure for the year 2019 has been estimated using All India growth rate

Source: https://tourism.gov.in/

4.4.1 Reasons for Growth of domestic tourism in India

Following are some of the most important reasons for the growth of domestic tourism in India.

a) ***Steady Economic Growth**:* India in the last decade witnessed a steady economic growth, thanks to development across sectors. This has resulted in upward trend in the country's Gross Domestic product (GDP) and per capita GDP (GDP is the primary measure of a

country's economic productivity which shows the market value of goods and services the country produces). Table 4.4 indicates the growth in the per capita GDP of India between the years 2012 and 2019.

Table 4.4: Per Capita GDP of India between years 2012-2019

Year	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Per Capita GDP (₹)	80518	89796	98405	107341	118263	129901	142719

Source: Reserve Bank of India (https://www.rbi.org.in/)

b) **Increasing disposal income**: The increasing disposal income among Indians is considered to be one of the most important reasons behind the growth of domestic tourism in India. According to a 2019 report by the World Economic Forum, India is poised to become the third-largest consumer market behind only the US and China. The consumer spending in India is expected to grow to nearly USD 6 trillion by 2030. Domestic tourism is one of the natural beneficiaries of the growth in disposable income.

c) **India's growing middle class**: Steady economic development in India has resulted in employment generation in the country. This has moved a large number of people into middle income and upper middle-income groups. These middle class and upper middle classes aspire for a better and finer lifestyle and form one of the largest segments for domestic tourism in the country.

d) **Changing lifestyle**: With increasing disposal income among people, the propensity to travel for pleasure has witnessed a rise. Not just the mainstream tourism destinations but even the smaller and upcoming tourism destinations are benefiting due to this trend. Travellers in India now also undertake interest-based tours and this has encouraged many special interest tourism operators to offer niche tourism experiences to such tourist segments.

e) **Improved tourism infrastructure**: India's transport infrastructure, in the recent years has seen rapid development. Whether it is India's air transport network connecting even tier 3 cities or the construction of express highways that have considerably reduced the

travel time, tourism has been one of the natural beneficiaries to expansion of transport network in India. Ownership of cars among the middle and upper middle-income groups has also encouraged self-drive vacations in India.

f) **Initiatives by Ministry of Tourism and State Tourism Boards**: Both at the state and central level, various initiatives to encourage tourism investment in India have been taken. These include tax holidays, single window clearance for tourism projects, attractive investment schemes and such other incentives. This has resulted in a number of multinational hotel brands investing in India. These initiatives have made tourism supply more robust to meet the continually increasing demand for tourism products in India. Various promotional and advertising campaigns run by central and state tourism boards has resulted in channelizing demand for tourism services to smaller and upcoming destinations as well.

Check your Progress 1

1. What are the most important characteristics of domestic tourism?

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2. How does domestic tourism contribute in the growth of tourism industry in India?

4.5 TRENDS IN DOMESTIC TOURISM IN INDIA

In order to get a deeper insight into domestic tourism in India, it is important to understand the domestic tourist market. Market as you know, refers to potential consumers or buyers. The following section gives a glimpse into who are the domestic tourists in India, motivations behind

their travel, and a brief undertesting of their travel preferences. There are a number of studies that have been conducted at different times and by different research bodies to understand the potential that domestic tourism holds in the country. These studies help in

a. providing estimates of the volume of domestic tourism in terms of number of visitors;
b. understanding the importance of domestic tourism from a social, economic and a cultural perspective;
c. obtaining appropriate rates/ratios/tables for the use of Ministry of Tourism in policy making;
d. presenting the indicators on domestic tourism which are required for planning, policy formulation and decision making at various levels within the government and outside;
e. evaluating newer opportunities for developing domestic tourism in India; and
f. projecting future growth of domestic tourism in the country.

For the purpose of our learning we will be using the data from one of the most recent studies conducted between the years 2014-2015 by the National Sample Survey Office (NSSO), Ministry of Statistics & Programming Implementation, Government of India. This study helps us understand some of the most relevant trends in domestic tourism in India. They are discussed in detail in the following sections.

4.5.1 Purpose of Travel

Understanding the purpose of travel enables the policy makers as well as tourism service providers to get a deeper insight into intent of travel as well as travel motivators. Understanding the travel motivations helps the tourism industry to better develop tourism products and services to cater to the requirements of tourists. Table 4.5 represents 7 of the most important purposes behind domestic travel in India. It must, however, be noted that the study is indicative of the domestic tourism trends as it was conducted for sample of 2538022 households in India – urban and rural.

a) **Holidaying, leisure & recreation**: One of most important purposes of domestic travel in urban India is holidaying, leisure & recreation. Changing lifestyle and increasing disposable income among young urban middle class can be credited to the increasing demand for domestic tourism. Also younger and millennial working population is believed to be more inclined towards frequent holidaying to nearby destinations. As per the study, months of May, June and October generated over 40% of overnight trips

among the trips completed during the year 2014-15 with leading purpose being holidaying, leisure & recreation.

b) **Health & medical**: Medical and health care facilities in India, like most other countries in the world, are unevenly distributed between urban and rural areas. Therefore, one can observe a trend where rural households showed more travel on account of health and medical treatments vis-à-vis the urban households. People from Tier 1 and Tier 2 cities in India travel every year to bigger cities to avail medical facilities. However, in the case of wellness tourism, it must be noted that urban tourists preferred travelling to smaller destinations such as hill stations, seaside resorts and such other places.

c) **Social, Visiting Family and Friends**: The culture of India is deeply rooted in family values. Traditionally, festivities and other celebrations are considered incomplete without gatherings of family and friends, thus making social visits one of the most important purposes behind domestic tourism in India. Families' travelling together on vacation is also one of most notable travel trends in India.

d) **Religious and Pilgrimage**: The cultural fabric in India is made up of numerous religious beliefs and sects. Travel to places of religious importance on pilgrimages is one of the oldest forms of travel in India. India also is home to a number of religious gatherings that mark holy occasions such as the *Kumbh Mela*, *Durga Pooja* and *Ganesh Chaturthi* among others and attract devotees from across India.

e) **Business**: Travel for business is yet another important reason for growth of domestic tourism in India. Travel to major business and IT hubs have accelerated the growth of air travel to those cities in India. Also the proliferation of international chain of hotels can be credited to business tourism. Cities of Delhi, Mumbai and Bangalore also host a number of international trade shows, conventions and conferences making these cities a hub of business related travel in India.

f) **Education and Training**: Some states in India have excelled in the field of higher and technical education attracting students from across the country. Travel for the purpose of education may also include short haul travel for the purpose of research and other related purposes.

Table 4.5: Average number of overnight trips per 100 tourist households* for different leading purpose for the year 2014-15

leading purpose	rural	urban
(1)	(2)	(3)
completed during last 365 days		
holidaying, leisure & recreation	27	68
health & medical	90	51
shopping	1	1
all (incl. n.r.)	**118**	**121**
completed during last 30 days		
business	2	3
social	96	92
religious & pilgrimage	8	11
education & training	1	2
others	3	3
All (incl. n.r.)	**111**	**111**

*Ref Table 22, Appendix A *:Household reporting at least one overnight trip*

(Source: http://mospi.nic.in/) n.r means 'not reported'

g) **Shopping**: Shopping, as per this study, does not feature as one of the important reasons for travel within the country. However, shopping is one of the important motivating factors for domestic tourism.

4.5.2 Mode of Travel

Table 4.6 illustrates the most preferred modes of transport based on the purpose of travel. It can be observed that road transport continues to one of the most popular mode of travel in India – both urban and rural. As per the study results, bus was the most availed mode of travel in rural area with 50% share of the visitor-trips completed during the year 2014-15 whereas in urban area bus (34%) and train (31%) were almost equally used.

Table 4.6: Percentage distribution of overnight visitor-trips by major mode of travel for each visitor's purpose for the year 2014-15

Visitor's purpose	**Major mode of travel**					
	bus	**train**	**air**	**own transport**	**transport equipment, rental (hired transport)**	**all (incl. n.r. and rest of the modes®)**
(1)	(2)	(3)	(4)	(5)	(6)	(7)
			rural			
Business	51.6	10.0	0.0	9.0	28.7	100.0
Holidaying, leisure & recreation	64.7	16.0	0.1	7.8	8.5	100.0
Social	43.2	9.7	0.0	8.3	32.3	100.0
Pilgrimage & religious	42.4	28.4	0.0	1.4	27.3	100.0
Education & training	38.5	17.9	0.0	13.4	22.8	100.0
Health & medical	46.6	7.0	0.1	6.4	37.0	100.0
Shopping	69.7	12.5	0.1	4.6	9.1	100.0
Others	42.9	4.9	0.0	7.0	41.7	100.0
All	**49.9**	**8.7**	**0.1**	**6.8**	**31.4**	**100.0**

		urban				
Business	10.6	24.2	0.0	15.9	49.3	100.0
Holidaying, leisure & recreation	33.9	40.4	2.9	I 22	9.0	100.0
Social	25.8	43.3	0.2	13.S	16.3	100.0
Pilgrimage & religious	10.8	69.7	0.0	12.9	4.4	100.0
Education & training	92.0	1.8	0.0	0.0	6.2	100.0
Health & medical	34.0	15.9	0.5	10.1	37.6	100.0
Shopping	41.3	40.3	0.8	8.5	8.2	100.0
Others	32.2	13.3	0.3	12.1	40.5	100.0
All	**33.5**	**30.9**	**1.9**	**11.7**	**20.4**	**100.0**

(Source: http://mospi.nic.in/)

a) **Travel by train in India**: Indian railway is one of the largest rail networks in the world, connecting the length and breadth of the country. Indian railways, through its subsidiary arm, the Indian Railway Catering and Tourism Corporation (IRCTC) have endeavoured to promote domestic tourism in the country. Bharat Darshan rail tourism packages, Buddhist circuit trains, luxury trains like Palace on Wheels are some of the most successful tourism initiatives of the Indian Railways.

b) **Travel by Air in India**: Air travel has also over the years become a growing choice of travel among urban Indians. Under the UDAN (*Ude Desh ka Aam Naagrik*), a regional airport development and Regional Connectivity Scheme (RCS) of Government of India, smaller cities and towns have also been brought under the folds of air connectivity in India. This has brought the facilities of air travel a step closer to the rural population in the country.

c) **Road Travel in India**: Road travel has always been one of the most convenient and popular mode of transport in India. The country is endowed with over 132,500 Kms long

network of national highways (Source: https://www.morth.nic.in/). Increasing ownership of automobiles in both urban and rural areas has set a trend of self-drive holidays in India. Moreover, express highways along with national and state highways in India have basic amenities along the route for travellers making road travel a convenient option for short haul travel. Car renting has emerged as one of the popular options in recent years. Attractive pricing offered by car rental companies, clubbed with other value-added services has increased the volume of domestic travel through this mode of transport in India. State owned and private bus transport networks also are a widely used mode of transportation. The contribution of transport corporations at the state level is highly commendable. For example, Karnataka State Road Transport Corporation (KSRTC), one of the most successful state-run, intrastate and interstate bus transport service providers is a major factor contributing to thriving tourism in the state of Karnataka. KSRTC for several years now has been running packaged tours in association with Karnataka State Tourism Development Corporation (KSTDC) to nearby destinations promoting tourism in the region.

4.5.3 Preferred type of Accommodation

Accommodation, an important component of the tourism industry, is yet another area that can enable us in getting a deeper insight into tourism trends. The type and duration of stay determines the nature of tourism activity that is popular in a destination. In domestic tourism, however, the options of accommodation are not limited to hotels alone. Accommodations options in India range from *dharamshalas*, typically located in places of religious importance, guest houses, inspection bungalows etc. Staying with family and friends is also a common choice of accommodation in India. As per the study, in 91% of overnight visitor trips from rural area completed during the year 2014-15, visitors stayed with friends and relatives or in 'other' places whereas in the case of urban travellers, place of stay during trips were- friends and relatives (36.2%), 'other' places (33.2%), hotel & guest house (25.8%). Table 4.7 illustrates this trend.

Table 4.7: Percentage distribution of overnight visitor-trips by major type of stay for each visitor's purpose for the year 2014-15

visitor's purpose	Major type of stay

	Hotel & guest house	Dharamshala	friends & relatives	others	all (incl. n.r.)®
(l)	(2)	(3)	(4)	(5)	(6)
		Rural			
Holidaying, leisure and recreation	13.3	7.7	72.4	5.9	100.0
Health & medical	3.0	l.3	13.4	80.9	100.0
Shopping	15.4	3.8	67.0	12.2	100.0
Business	5.8	0.0	10.5	69.6	100.0
Social	0.7	0.3	40.2	58.4	100.0
Pilgrimage & religious activities	9.4	44.2	28.2	13.6	100.0
Education & training	2.5	19.8	24.5	53.2	100.0
Others	1.9	1.2	9.3	86.5	100.0
All	**5.1**	**2.8**	**26.9**	**64.1**	**100.0**
		Urban			
Holidaying, leisure and recreation	40.3	5.8	49.7	3.6	100.0
Health & medical	5.0	1.2	14.4	78.2	100.0
Shopping	23.6	1.8	60.0	3.4	100.0
Business	8.3	3.2	11.4	63.1	100.0
Social	2.7	0.6	57.1	39.4	100.0

Pilgrimage & religious activities	9.1	16.3	40.9	33.7	100.0
Education & training	5.0	12.7	66.8	15.5	100.0
Others	3.7	1.1	12.2	82.2	100.0
All	**25.8**	**3.9**	**36.2**	**33.2**	**100.0**

(Source: http://mospi.nic.in/)

4.5.4 Tourism Expenditure among domestic tourists

Understanding the nature and extent of tourist spending on various tourism components allows us to recognise the importance that tourists associate with each of the components. Among the overnight trips completed during 2014-15 with leading purposes holidaying, leisure and recreation, health & medical and shopping; the costliest trip was for Health & medical with average expenditure per trip (Rs.15336) followed by trips with leading purpose shopping (Rs.13902) and holidaying, leisure & recreation (Rs.6358). Table 4.8 indicates the average expenditure (in rupees) per overnight trip by categories of expenditure for each leading purpose.

Table 4.8: **Average expenditure (in rupees) per overnight trip by categories of expenditure for each leading purpose (rural + urban) for the year 2014-15**

Leading purpose	Package component	Non-package component							total
		accommodation	food and drink	transport	shopping	recreation, religious, etc.	medical	others	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
	Completed during last 365 days								
Holidaying, leisure & recreation	1095	843	951	2029	1130	141	61	108	6358
Health & medical	305	644	876	787	235	3	12281	206	15336

Shopping	68	477	563	905	11621	25	47	195	13902
				Completed during last 30 days					
Business	70	1020	905	1389	910	11	70	80	4455
Social	2	12	143	340	483	9	21	58	1068
Pilgrimage & religious Activities	212	280	508	938	500	196	15	68	2717
Education & training	249	314	441	659	410	14	113	87	2286
Others	49	188	381	441	424	13	1296	84	2875

(Source: http://mospi.nic.in/)

These travel trends must be viewed in the light of changing travel styles and preferences. In the next section, we shall try to understand the merits and demerits of growth of domestic tourism in India.

Check your Progress – 2

1. Which are the top 3 reasons why people travel within India?

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2. Evaluate the role played by the Indian Railways in the development of domestic tourism in India?

4.6 ADVANTAGES AND DISADVANTAGES OF DOMESTIC TOURISM IN INDIA

Domestic tourism continues to gain prominence as a contributor in overall tourism development of a country. Thus it is necessary to evaluate the growth of domestic tourism in the light of its merits and demerits. Following section discusses the various advantages and disadvantages of domestic tourism development.

Advantages

a) UNWTO data shows that domestic tourism generates higher revenues than international tourism in many countries. In the year 2018, around 9 billion domestic tourism trips were made worldwide – six times the number of international tourist arrivals of 1.4 billion.
b) Domestic tourism supports local economies by way of increasing the tourism expenditure in places that do not receive international tourists.
c) According to the World Travel & Tourism Council (WTTC) analysis, more than 7 out of every 10 dollars spent on tourism are spent domestically. This indicates that domestic tourism contributes more to travel & tourism Gross Domestic Product (GDP) than international tourism.
d) Seasonality in international tourist arrivals in India can impact the utilisation of tourism infrastructure in a negative way. However, domestic tourism can play a role in stabilising the demand in lean seasons.
e) Domestic tourism is not greatly affected due to disturbances in global political and economic climate making it a reliable source of income for the country. Especially, in times when international tourists do not travel due to situations of unrest or other such reasons, domestic tourism can support tourism service providers.
f) For upcoming destinations aspiring to attract international tourists, developing domestic tourism initially can strengthen the destination. Domestic tourism also helps develop tourism infrastructure and move the destination towards a level of basic preparedness to receive international tourists.
g) Domestic tourism encourages aspiring entrepreneurs to venture into tourism related businesses. Domestic tourism also supports employment of semi-skilled and unskilled manpower in both organised and unorganised sectors.
h) Domestic tourism can also promote a sense of pride among Indians and is instrumental in bringing about a sense of mutual understanding and harmony.

Disadvantages

a) Investment in domestic tourism does not lead to generation of foreign exchange for the host country.
b) The volume of individual tourist spending is much greater in international tourism.
c) Domestic tourist volumes are far greater and in some cases can lead to overcrowding of destinations. For example, hill stations such as Ooty, Shimla and Mahabaleshwar are overcrowded during the summer months leading to over tourism.
d) Over tourism not only leads to poor visitor experience but also environmental degradation.
e) Over tourism can also lead to shortage of basic tourism amenities leading to price hike in tourism services such as hotel rooms.

4.7 LET US SUM UP

We have, in this Unit discussed the meaning, definitions and characteristic features of domestic tourism. The Unit further examines the growth of domestic tourism from historic perspective giving an account of the important historical developments that have shaped domestic tourism in India. The Unit also introduces learners to the reasons for development of domestic tourism in India and the factors that contribute sustaining such growth. Recent tourism trends discussed in the Unit shed light on the current domestic tourism trends giving learners a deeper insight into domestic tourism in India. The Unit further give a glimpse into who are the domestic tourists in India, their travel motivations, mode of transport, and types of accommodation preferred by them and extent and nature of tourism expenditure. The Unit concludes with a detailed evaluation of the advantages and disadvantages of domestic tourism in India.

4.8 ANSWERS TO CHECK YOUR PROGRESS

Check your Progress 1

1. Refer to Section 4.2 for answer
2. Refer to Sub-section 4.4.1 for answer

Check your Progress 2

1. Refer to Sub-section 4.5.1 for answer

2. Refer to Sub-section 4.5.2 for answer

4.9 FURTHER READING

1. Domestic Tourism in Asia: Diversity and Divergence (2009) by Shalini Singh. Earthscan Publishers.
2. Tourism and India: A Critical Introduction (2010) by Kevin Hannam and Anya Diekmann. Taylor & Francis Publishing.
3. Domestic Tourism in India (1998) by D. S. Bhardwaj. Indus Publishing Company.

4.10 ACTIVITIES

Activity 1

Select a travel destination of your choice in India and collect data pertaining to travel trends in that destination.

Activity 2

Select any travel destination of your choice in India and critically evaluate the impact of domestic tourism development in the region.

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UNIT 5: EMERGING TRENDS AND SPECIAL THRUST AREA IN TOURISM

Structure

5.0 Objectives
5.1 Introduction
5.2 Emerging Trends
    5.2.1 Emerging Trends amidst Covid 19 Pandemic
5.3 Special Thrust Areas in Tourism
    5.3.1 Volunteer Tourism
    5.3.2 Thanatourism
    5.3.3 Space Tourism
    5.3.4 Staycations
    5.3.5 Tourism at Borders and Military Zones
    5.3.6 Health Tourism
5.4 Special Thrust Areas with reference to India
    5.4.1 Swadesh Darshan Scheme
    5.4.2 PRASAD Scheme
    5.4.3 UDAN Scheme
5.5 Let Us Sum Up
5.6 Key Words
5.7 Answers to Check Your Progress Exercises

5.0 OBJECTIVES

After reading this Unit, the learner will be able to:

- understand the concept of emerging trends and special thrust areas in tourism
- discover how the emerging trends keep changing
- identify the special thrust areas
- understand how special thrust areas provide a fillip to tourism in recognised areas.

5.1 INTRODUCTION

'Trend' as you know is, "the general direction in which something is developing or changing" and in the rapidly changing and highly competitive landscape of tourism, various new travel trends keep emerging and also evolving from time to time. Keeping a track of these emerging tourism trends and accordingly reorienting objectives and management strategies can help

businesses to stay competitive and cater to the varying and changing needs of customers. To provide a boost to the ever changing tourism industry, the stakeholders or people in tourism recognize certain areas for special focus or thrust. These are known as 'Special Thrust Areas' (STAs). Usually governments identify and propose these thrust areas and very often also provide funding for their development. The private players in turn get a cue to start the development of tourism along these suggested lines. Often concessions are provided to encourage these STAs, which could include health, wellness, rural, education, yoga, ayurveda, handicraft, music, heritage tourism etc. It is the responsibility of the government to focus and implement these special thrust areas but as government channels are more formalised and take time to implement, the private sectors are roped in for effective and wider implementation and thus provide vibrancy to tourism. In this Unit some of the important emerging tourism trends will be highlighted including the ones which are emerging amidst the Covid 19 pandemic. The Unit will also discuss the overall Special Thrust Areas in tourism and with specific reference to STAs in India.

5.2 EMERGING TRENDS

Dynamic nature of tourism keeps giving the industry emerging trends. The disposable income has been on the rise; life expectancy is now longer; the customers/tourists have shown higher reliance on technology; travel itinerary planning are now increasingly being done on palm held devices bypassing the traditional travel agent etc. All these have given birth to trends which are emerging in the industry and giving it a new dimension. Let us look at some emerging trends in the tourism industry along with their contributing factors:

- Technology has brought about new changes in the way services are provided. A great example is the Disney World where they provide a Radio Frequency Identification (RFID) wrist band for a personalised and streamlined services. These bands connect the visitors with the infrastructure in the Disney World helping them avoid queues and thus save on time. Many airlines such as Lufthansa has also connected its bag services with the link on the boarding pass giving the travellers their peace of mind to track their bags simply by following the link. Voice activated devices are also a new trend. Face recognition technologies are on a rise especially at the immigration controls which includes iris recognition and finger print recognition. Global Positioning System (GPS)

technology has assisted in locating tourists, travellers, target markets and help enhanced companies to target their customer at pre, during and post sales encounters.

- There has been a bombardment of information or overflow of it. The tourists because of diverse and easy access to information are now involved in more research process. Self-booking of transportation and accommodation units is on the rise. The options of vendors both online and offline has also grown exponentially.
- Responsible Tourism is an emerging trend. The current genre of tourists is more aware and concerned for environment, social and economic issues. This further impact decides which holiday destinations will be chosen by the tourist. Researchers The Consumer Travel Insights Survey, 2018 by STR (a company which provide premium data benchmarking, analytics and marketplace insights for global hospitality sectors) have estimated that fifty five percent of tourist will avoid a destination due to overcrowding, forty three percent travel during non peak season to avoid rush, sixty six percent tourist will give more finances to travel to environmental friendly destination and Nine percent of the tourist will use environment as the key factor to decide upon a destination. The ethical travel options are now visible in all the areas of tourism. The electric powered, solar led technologies have increased in demand. Flying is still a preferred option but travel by trains is equally growing because trains provide a much cleaner and greener travel. The uses of public transport are also being supported by the tourists.
- Travel has become more personalised. The modern day traveller wants to not only book a package but believes in self discovery. The trend is of flexibility with tailored packages.
- A high percentage of travellers are time-poor and look out for experiences without actually experiencing them. Virtual realities (a result of technology) are of assistance in such scenario. Simulation is provided through the virtual reality and a niche market can enjoy experiences at travel hubs and destinations. It is also being used as a marketing tool in pre marketing encounters for hotels and airlines. Robots are a reality and are substituting man power at check-in desks, of hotels and at bars. Chatbots assist in answering pre-fed questions and are backed by artificial intelligence. Automation in the form of self help kiosks are also a technology led innovation.
- Experience economy has taken over tourism. The companies that cater to such market and satisfy the customers have greater chances of repeat customers. Repeat customers are

a true test of customer loyalty. The tourist focus is now on experiential products. Originality, experience and authenticity are the parameters that guide the tourists.

- Convenience booking helps the tourist and have become a key issue for the tourist. The convenience defines the choice of the tourists. Tourism is also witnessing a longer break for tourists and a higher spending pattern too. The tourist wants to use all the senses to see, feel, taste and smell the experiences at destinations. This enable tourist to move out of bubble or gated resorts exclusively made for tourists.
- Business travel is also merging with leisure and has given rise to a new segment BLEISURE travel. Here, the business clients indulge in leisure experiences also during their travel.

5.2.1 Emerging Trends amidst Covid 19 Pandemic

Ever since the first reported case of the Coronavirus disease (Covid-19) in Wuhan (China) in December 2019 which subsequently became a pandemic (an ***outbreak*** of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population), the world including tourism and travel have witnessed and created a new normal for itself. Mobility has highly diminished because of the pandemic. Cancellation of bookings has been a constant feature post pandemic in the tourism and travel sector. Let us now try to understand some of the impacts of this pandemic.

- Travel patterns and trends have moved from public accessed to private places be it transport or accommodation. Travel advisory and travel insurances have and will become an inseparable part of the new tourism functioning.
- Domestic and Regional Travels will increase compared to inter-continental or inter-regional.
- The neighbourhood cities and regions will be areas of exploration. The more favourable trips and destinations will be those closer to the usual place of residence of the potential tourist
- The booking windows of product/service providers have changed their return and exchange policies. Flexibility has become a common feature of airlines booking windows.

- Operators need to handle tourists keeping in mind the hygiene protocols. Lesser number of tourists and an eye on their health conditions will be a norm.
- Extremely isolated and lesser crowded destinations will see increase in booking.
- Payment gateways have changed and technology dominates the payments too. Google Pay, PayTM, PayPal, Apple Pay have become more preferred compared to debit and credit cards. Cash payments are a passé.
- Increased utilisation of Internet of Things (IOT) is yet another trend. IOT devices are gadgets and have microprocessor with digital connection, which could be connected to and controlled from the internet. All gadgets in a room can be controlled through IOT and their application in hotel rooms will enable tourists to operate appliances with less physical contact. Any facility of the hotel could be booked through smart-phone application.
- The penchant for good health will lead to demand for healthy and organic foods. Special diets will also be a norm of the day.
- Web interface and exposure to technology will be an integral part of overall customer experience.

Check Your Progress 1

1. Define the term 'Special thrust Area'

   _____

   _____

   _____

   _____

2. How has Technology changed the travel, hospitality and tourism scenarios?

   _____

   _____

   _____

   _____

5.3 SPECIAL THRUST AREAS IN TOURISM

You have learnt that the Special Thrust Areas (STAs) are certain areas which tourism stakeholders recognize for special focus or thrust. The STAs are meant to provide fillip to the tourism development in the identified areas and thus enhance the overall economy of the place. Tourists need something extraordinary to attract them to travel and therefore the identification of STA involves certain amount of innovation and creativity. Some of the STA are discussed below. These have been selected out of many global studies and are representative of how different STA have been created to enhance tourism development.

5.3.1 Volunteer Tourism

Volunteer tourism is a form of tourism where tourists help out locals/hosts on projects/missions during their stay at destinations. Here the primary motive of the trip is the travel component but with a 'volunteer' component included. Organizational volunteering both at the national and international level could be traced back to the 20th century. An example of volunteering in tourism is the indulgence of eco-tourists and sustainable tourists in environmental activities at the destination of visit. A tourist taking out a few days to teach the local children while on holiday is yet another example. Conservation is a theme closely related to volunteer tourism. Here conservation attains a broader meaning in terms of not only flora and fauna but also social, economic and ethical issues. The biodiversity areas and natural management programs are popular with the youth tourists especially in the hilly fragile terrains.

Volunteer tourism is serious leisure. This leads to creative work by tourists on their holidays. It assists in aiding or alleviating the material poverty of few groups in the society or restoration of certain environments in the society and environment. The work on vacation by the tourist is non remunerative but still a responsibility to self exists. Such form of tourism is self guided, self motivated and helps achieve self-actualization. The giver (tourist) receives satisfaction from the task undertaken as much as the receiver (host) as there exist a common cause of catalysing welfare among the lesser privileged.

Now, there are different organizations all over the world which offer volunteer travel. In the Indian context some of these enterprises/organisations; to name a few are LHA Charitable Trust in Dharamshala; the Students' Educational and Cultural Movement of Ladakh (SECMOL); Dakshinayan in Jharkhand; the Students' Sea Turtle Conservation Network (SSTCN) in Chennai; Mother's Hope in Nagaland; Ecotourism and Conservation Society of Sikkim (ECOSS) etc. All such initiatives will go a long way in giving rise to benign tourism which will be the order of the day.

5.3.2 Thanatourism

Thana tourism has been derived from a Greek term *'Thanatos'* which means death. Tourism and travel to places associated with death and suffering especially those that also hold historical value are often referred to as Thana Tourism or Dark Tourism. This form of tourism entered the academic discourse in the year 1996 and has now expanded its scope to include visits to battlefields, murder and atrocity locations as well the place where famous personality died; graveyards; intermittent sites and memorials. This tourism has a universal appeal with a regressive, childish desire for encounters with superheroes, a desire for novelty, nostalgia, a desire to celebrate crime and deviance. This is relevant in the modern times as many countries are coming out of war periods or are getting out of the traumas of invasion and mass destructions.

The media and its exclusive coverage of murder settings, battle fields, and celebrity death sites also help in giving prominence to such places. The American Civil War sites being sold by Thomas cook as a packaged holiday; Museum of Genocide in Cambodia, or areas of torture at Vietnam; erstwhile Concentration camps of the Nazis; sites where famous personalities like Mahatma Gandhi, Martin Luther King, Elvis Presley, Princess Diana etc died are all examples that negative places could also be a source of giving fillip to tourism. Such places exist in every country. The Lonely Planet Guide has its own section for dark tourism sites which includes Tjan Funerals/Indonesia, Day of the Dead/Mexico, Anzac day/Turkey, Varanasi Burning Ghats/India, Sky Burials/Tibet etc.

Box 5.1 CASE STUDY: Thanatourism or Dark Tourism ---Manikarnika: The Burning Ghat, Varanasi

"Having become Time itself, I destroy the world here, O Goddess!"
~ *Shiva, Padma Purana*.

Tourists come across tourism of all kinds - adventure, eco-friendly, cultural and even virtual. But nothing as unusual and macabre as death tourism! The unearthly Manikarnika Ghat in Varanasi thrives solely on that. Not a single day passes when dead bodies are not cremated here with the number going up to two to three hundred every day.
Manikarnika Ghat is a place a Dark Tourist must visit, but it is not for the faint-hearted. It is probably the most ancient '*chitta*' – fire to burn dead bodies and it has been going on non-stop at this Ghat for years and year to come.

Varanasi is a sacred and holy place to cremate the dead. Hindus from all over the country and maybe even from the world are bringing their dead near and dear ones to Kashi, Manikarnika Ghat, to burn them here. Thousands of bodies are cremated on the banks of the river Ganga every year, many being released into the river with hopes that their souls may have a direct path to heaven.

At a time there could be anywhere from 4 to 40 dead bodies being burned. Some covered partly, some fully covered and even adorned with ritualistic material.
Manikarnika or The Burning Ghat is just one of the many ghats of Varanasi. It is the main ghat where bodies are burnt. If one walk a little ways beyond the burning ghat area, one arrives to the submerged temple.

So what is Manikarnika – and why is it synonymous with these other stuff? There is a small *kund (well)* just close to the submerged temple. Dirty, filthy, green with moss and filled with garbage. This *kund* is called Manikarnika – apparently Shiva's earrings fell into this kund when it was made. Hence it is called Mani(bead) Karni(ear)ka. The ghat is famous as Manikarnika. Since the burning grounds and submerged temples are totally adjacent to this kund, they are all referred often as Manikarnika.

At the Manikarnika Ghat, death is celebrated. Remorseful chants are sung every hour of the day and smoke engulfs the area day and night as dead bodies are cremated for eternal peace. Welcome to the gateway to heaven, at Manikarnika Ghat.

Source:https://www.tripoto.com/varanasi/trips/manikarnika-the-burning-ghat-varanasi-58f473b55318f

5.3.3 Space Tourism

"Man must rise above Earth to the top of the atmosphere and beyond, for only then will he fully understand the world in which he lives" – Socrates (469-399 BC).

Space has attracted the humans since time immemorial and today many of the developed and developing countries in the world including India are running several space programmes. Some countries like Russia and USA have even ventured into commercial space travel initiatives which seek to provide tourists the opportunity to experience space travel for leisure, recreational or

business purposes. Space Tourism activities are more visible in these two countries. In April 2001, Dennis Tito opened the door of the space as a possible tourism activity base by being the first private individual to pay for his own trip into space when he joined two Russian cosmonauts on a supply mission (onboard Soyuz TM-32) to the International Space Station. Tourists have a quest for novelty and space tourism can be a special thrust area as it will provide funding to the space programmes, a sign of progressive nations.

A categorisation of space tourism given by Crounch and Louviere (2001) is reproduced below to help better understand the activities involved in this niche tourism market segment.

- ***Virtual:*** This kind of experience will require active participation and will cater to the market for those who cannot afford or who have a fear of orbital space tourism experience. Here, the tourist will not have to leave their home since it will be a virtual experience. This Virtual Experience reality can be compared to staged experience. Examples include tracing and watching spacecraft ships to moon like the Lunar Roving Vehicle (LRV) on the internet or at science centres.
- ***Terrestrial:*** This includes products like space camps, theme parks and similar activities where the tourists have access to enjoyment of space related entertainment without leaving the earth surface. Examples can be viewing Apollo 11 command module or suits worn by astronauts or visit to Space centres like NASA Johnson Space Centre. Private players are also involved including the likes of Space Adventures and Incredible Adventures.
- ***Near-space:*** Here, individual will get to enjoy what is known as weightlessness or high altitude supersonic joyrides. Russians are taking people on ZERO-G (microgravity) flights on IILYUSHIN-76-cosmonaut training aircraft.
- ***Sub-orbital:*** Here a tourist will not attain an orbit but will travel to an altitude which helps him/her to see the curvature and the darkness of the space for a glimpse.
- ***Low orbital/high orbital:*** This is the most expensive form of space tourism activities and is the ultimate adventure in terms of highest form of risk. This may involves orbital experience which may be for a day or two or for several weeks. It may involve being a companion to space mission crew or staying in a space station. It may include a stay at

hotel in Mars or at Moon predicted by Futuristic models. Hilton is one hotel chain which is considering analysing feasibility of a space hotel.

5.3.4 Staycations

A staycation, or holistay can be defined as holiday in which an individual or family stays home and participates in leisure activities. It differs from the tourist category in terms of the travel aspect. Staycation could involve travel within day trip distance of their home, i.e within one's own hometown or regular place of residence and may or may not require overnight accommodation. The use of accommodation is optional in 'staycation' as the staycationer may stay and sleep, for example in his or her own garden under the stars. There may also be hotel staycation wherein the resident may check in and stay at a hotel in one's own area of usual residence just for leisure and to learn a skill. Staycation can thus be seen as a holiday spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions or stay in hotels within one's own vicinity or the same city or countryside.

There is a fine line of difference between the terms - excursion and staycation. Excursion is an adjunct or an addition to a longer journey or visit to a place whereas the focus of staycation is indulgence in leisure. Staycation generally avoids mass visitation places whereas excursion may be to mass visitation places. Excursion will always have an element of travel whereas in staycation a person may sleep under the stairs of his or her home indulging in a kind of leisure.

The Covid 19 pandemic has hit the travel and hospitality industry with waves of cancellations and has changed the rules of travel. People want to take a break without travelling too far and 'Staycation' is now a special thrust area. The time crunch and travel restrictions combine have forced people to staycate in their own cities for leisure purposes. Here the focus is on the idea of staying at a comfortable and safe home-away-from-home accommodation with great views and without the worrying about contracting the virus. Hotels and resorts around the world are promoting staycations, and simultaneously attracting customer attention to the extensive steps they are taking to minimize the chances of infections.

One of the benefits of staycation is that it helps to find newer self by indulging in things which normally one does not, like exploring a museum or playing a sport one has never played etc. Staycation also support the concept of local economy since it patronises local producers, hotels, farmers etc.

5.3.5 Tourism at Borders and Military Zones

The world is full of extremes. On one hand, the tourist have the privilege of being able to travel to any part of the world and on the other hand the world grouping, divide between belligerent nations and rivalries have made certain borders more militarised and restrictive. Visit to places which demarcate the geographical limits of countries is collectively known as Border Tourism and when the visit is to places of high friction then it is referred to as Military Zone Tourism.

In some places, border tourism has the potential to provide a positive impact on international relations resulting in reduction of friction between the two neighbours or countries; for example, South Korea and Cyprus which has a no-visa requirement to cross the borders. In certain other cases, neighbouring countries may have hostilities yet the border tourism exists; living examples include North Korea and South Korea and certain countries of erstwhile USSR. In the context of India and Pakistan, both the Gurdaspur corridor and the change of guard ceremony at the Wagah border are specific examples of border tourism.

5.3.6 Health Tourism

Tourism brings a new breathe of life into our routine and has always strived towards the wellness and well being of humans. The early history of spas, resorts, beaches were motivated by health reasons. Health Tourism refers to travel or tourism which has primary motivation of contributing to physical, mental and/or spiritual health. Health tourism in its different capacities contributes to physical, mental, and social health and is thus a Special Thrust Area. Health Tourism can be broadly classified into two forms- Medical Tourism and Wellness Tourism. Medical tourism involve travel for treating existing medical condition while Wellness tourism involve activities and travel to destinations which help one to proactively maintain and improve his or her overall health.

Countries with sound medical infrastructure are now promoting themselves as medical tourism destination. Developing countries are enchasing on the high cost of medical treatments and often long wait time in developed countries by offering affordable healthcare mixed with travel experience. One of the reasons for medical tourism is also to avoid questioning from relatives and colleagues and to maintain the secrecy/confidentiality of the procedure.

The factors that decide the success of destinations as a health tourism destination in the international market are the host country's economy, its world image, the cost involved in healthcare, the available post procedure care, tranquil environment, availability of alternative forms of treatment etc. All these can make or break a destination. Some of the popular destinations are Canada, Japan, Singapore, UK, Costa Rica, Israel, Abu Dhabi, India, Mexico and Thailand etc.

Check Your Progress 2

1. Mention some of the Special Thrust Areas in Tourism.

   _____

   _____

   _____

2. Write a brief note on Volunteer Tourism.

   _____

   _____

   _____

5.4 SPECIAL THRUST AREAS WITH REFERENCE TO INDIA

The Indian government or the Union government in India has also selected certain Special Thrust Areas and have also launched specific schemes that define these special thrust areas. 17 iconic sites have been identified for development into world class attractions. These sites will serve as a

model for other tourism sites to boost the tourism influx in the country. The identified sites are listed below:

Box 5.2 Iconic Indian sites identified for development

1. Taj Mahal in Uttar Pradesh
2. Fatehpur Sikri in Uttar Pradesh
3. Humayun's Tomb in New Delhi
4. Red Fort in New Delhi
5. Qutub Minar in New Delhi
6. Ajanta in Maharashtra
7. Ellora in Maharashtra
8. Khajuraho in Madhya Pradesh
9. Hampi in Karnataka
10. Colva beach in Goa
11. Somnath in Gujarat
12. Dholavira in Gujarat
13. Mahabalipuram in Tamil Nadu
14. Kaziranga in Assam
15. Mahabodhi in Bihar
16. Amer Fort in Rajasthan
17. Kumarakom in Kerala

The Ministry of Tourism have also listed the following as niche areas for tourism development: Eco & Wildlife Tourism, MICE Tourism, Sustainable Tourism, Cruise Tourism, Golf Tourism, Polo Tourism, Medical Tourism and Wellness Tourism.

Let us now look at some of the important schemes announced by the Government of India which are related to the tourism sector.

5.4.1 Swadesh Darshan Scheme

India is a land of diverse cultural, historical, religious and natural heritage resources and thus provides a huge scope for development of tourism and job creation in the country. The need of the hour is to adopt an integrated approach and develop tourist circuits on specific themes to attract the tourists having special interest in visiting such places. Recognising this opportunity, the Ministry of Tourism (MoT), Government of India, launched the Swadesh Darshan Scheme for integrated development of theme based tourist circuits in the country in 2014-15. The

Scheme is 100% centrally funded and the unique element is the efforts made to achieve convergence with other schemes of Central and State Governments as well as leverage the voluntary funding available for Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and Corporate Sector. The idea is to fully explore the tourism resources potential of the country and position the tourism sector as a major engine for job creation.

Box 5.3 Objectives of the Swadesh Darshan Scheme

- To position tourism as a major engine of economic growth and job creation;
- Develop circuits having tourist potential in a planned and prioritized manner;
- Promote cultural and heritage value of the country to generate livelihoods in the identified regions;
- Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit/destinations;
- Follow community based development and pro-poor tourism approach;
- Creating awareness among the local communities about the importance of tourism for them in terms of increased sources of income, improved living standards and overall development of the area.
- To create employment through active involvement of local communities;
- Harness tourism potential for its effects in employment generation and economic development.
- To make full use of the potential and advantages in terms of available infrastructure, national culture and characteristic strong points of each and every region throughout the country by development of theme based circuits.
- Development of tourist facilitation services to enhance visitor experience/satisfaction.

Source: https://www.india.gov.in/spotlight/swadesh-darshan

Certain main circuits are identified under this scheme. These are the Buddhist Circuit, Coastal Circuit, Desert Circuit, Ecotourism Circuit, Heritage Circuit, Himalayan Circuit, Krishna Circuit, North-East Circuit, Ramayana Circuit, Rural Circuit, Spiritual Circuit, Sufi Circuit, Tirthankar Circuit, Tribal Circuit and Wildlife Circuit. Each of these main circuits is further subdivided into sub circuits for proper development and implementation of the Scheme.

5.4.2 PRASAD Scheme

Introduced in 2015, the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) is a central government scheme that focuses on identifying and developing the pilgrim sites across the country to enrich the religious tourism experience. It was launched by the Union Ministry of Tourism. The aims of PRASAD is the integrated development of pilgrimage destinations in planned, prioritised and sustainable manner to provide complete religious tourism experience.

The objectives of PRASAD scheme are:

1. Harness pilgrimage tourism for its direct and multiplier effect upon employment generation and economic development.
2. Enhance tourist attractiveness in sustainable manner by developing world class infrastructure in the religious destinations.
3. Seeks to promote local art, culture, handicraft, cuisine, etc.

Under this scheme, the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments for promoting tourism at identified destinations. For components within public funding under this scheme, Central Government provide 100% fund. For improved sustainability of project, it also seeks to involve Public Private Partnership (PPP) and Corporate Social Responsibility (CSR) as well. Some of the places included in this scheme are Gangotri and Yamunotri in Uttrarakhand, Amarkantak in Madhya Pradesh, Sri Varahalakshmi Narasimha Swamy temple at Simhachalam and Parasnath in Jharkhand.

5.4.3 UDAN Scheme

Another scheme of the Government of India which has direct implications for Indian tourism sector is the Regional Connectivity Scheme- Udan, of the Ministry of Civil Aviation. The full form of UDAN is 'Ude Desh ka Aam Nagarik'. This scheme is part of the national infrastructure plan and its specific aim is to link remote locations in the country and making flying affordable for masses thus promoting domestic travel and balanced regional growth. Successful implementation of the scheme will ensure accessibility and faster connectivity to tourism destinations which otherwise were hard to reach.

The key features of the Udan scheme are:

- Development of new airports
- Enhancing the operational capacity of existing regional airports
- Capping of base flight fare
- Adopts a market based model wherein interested airlines and helicopter operators submit proposals to the Airport Authority of India (AAI) to operate on un-connected flight routes. Routes are then awarded to a particular operator after a competitive bidding process
- Certain concessions are provided by the airport operators and the state governments

The phases and the corresponding progress of the Scheme are as follows:

Udan 1.0: Under this phase, five airlines companies- Alliance Air, SpiceJet, Turbo Megha, Air Odisha and Air Deccan were awarded 128 flight routes to 70 airports which includes 36 newly made operational airports

Udan 2.0: Awarded contracts to 15 airliners to operate flights and chopper services on 325 new routes under this second phase

Udan 3.0: The main highlight of this phase is the inclusion of tourism routes in coordination with the Ministry of Tourism as well as the inclusion of seaplanes for connecting water aerodromes

Udan 4.0: This phase was launched in December 2019 and 78 new routes have been approved by the Civil Aviation Ministry. Under this phase the focus is on North-Eastern Regions, the hilly states and islands

Check Your Progress 3

1. List the objectives of the Swadesh Darshan Scheme

_____

_____

_____

2. Which according to you is a scheme of the government which would bring maximum benefit of enhancing tourism development in the Indian Scenario? Support your answer with reasons.

_____

_____

_____

_____

5.5 LET US SUM UP

In the rapidly changing and highly competitive landscape of tourism, various new travel trends keep emerging and also evolving from time to time. The tourism with its wide ranging experiences and activities is a result of the search for newness by the tourist and matching them by the government of states to provide a fillip to tourism. These result in what is known as special thrust areas which governments propose, initiate and very often fund. Often concessions are provided to encourage these STAs. Some of the schemes of the Government of India which has direct implications for promotion of tourism include Swadesh Scheme, PRASAD Scheme and Udan Scheme.

5.6 KEY WORDS

Trend: the general direction in which something is developing or changing

STA: Special Thrust Area

Pandemic: an *outbreak* of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population

Volunteer Tourism: form of tourism where tourists help out locals/hosts on projects/missions during their stay at destinations

Thana Tourism: Tourism and travel to places associated with death and suffering especially those that also hold historical value

Space Tourism: special form of tourism which seek to provide tourists the opportunity to experience space travel for leisure, recreational or business purposes

Staycation: holiday in which an individual or family stays home and participates in leisure activities

Border Tourism: Visit to places which demarcate the geographical limits of countries

5.7 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

1. Refer to Section 5.1
2. Refer to Section 5.2

Check Your Progress 2

1. Volunteer Tourism, Thanatourism, Health Tourism, Space Tourism etc
2. Refer Section 5.3.1

Check Your Progress 3

1. Refer to Sub-section 5.4.1
2. Read Section 5.4 and frame your answer

UNIT 6 TERRORISM AND TOURISM

Structure

6.0 Objectives

6.1 Introduction

6.2 Terrorism and Psychology of Terrorist

6.3 Tourism Sector - A Soft Target

6.4 Understanding Impact of Terrorism on Tourism

6.4.1 How Terrorism affect Tourism Destination

6.4.2 How Terrorism affect Psychology of Host as well as Tourist

6.4.3 How Terrorism affect Tourism Demand

6.5 Other Type of violent activities affecting Tourism Industry

6.6 Handling Tourists Post Terror Attack

7.6.1 Immediate Needs of Tourists after Terror Attack at Destination

7.6.2 Ways to Cater to the Need of Tourists in Post Terror Attack Scenario

6.7 Revival of Tourism Destination

6.8 Let Us Sum Up

6.9 Key Words

6.10 Answers to Check Your Progress Exercises

6.11 Some Useful Books for This Unit

6.0 OBJECTIVES

After studying this Unit, you should be able to understand

- how Terrorism is an invisible warfare
- the impact of terrorism on tourism sector
- requirement of tourists at destination in post terrorist attack situation
- how to mitigate the impact of terrorism on tourism
- the rvival of tourism destination

6.1 INTRODUCTION

Terrorism is a menace to the entire world and tourism sector is not an exemption to this. The reason for outbreak of terror attack and reasons for growth of terrorism may differ from one place to another but its repercussion on the tourism sector can be felt both directly and indirectly throughout the world. Tourism will thrive only when peace and security at destination prevails, where the tourists visiting from different parts of the world and domestic tourists feel secure at any destination. It is for this reason tourism is also recognized as 'peace industry'. When the terror incidents happen at a destination, the destination loses its charm as a destination. Apart from this, it will also affect the tourist's movement towards that region in general, thus affecting the economic situation in that country and in adjoining regions. When the flow of tourists is affected due to terrorist attack, it will have corresponding negative impact on the other sector of the economy. Often such negative effects are very difficult to measure as it will take much time to understand and concentrate on such issues. Whether it is a single terror attack or multiple attacks with varying intensity it will have impact on tourism. If the attack is on tourism sector or on tourism infrastructures, or on tourism subsector it affect the common people directly or indirectly. Moreover, people depending on tourism for their livelihood will face a lot of difficulties for a long time at a destination. This Unit introduces you to the relationship between terrorism and tourism. Who is a terrorist? Why is tourism a soft target for terror attacks and what are the impact of such attacks? What happens to tourists and how do they cope after the terror attacks considering they are away from their home holidaying in another destination? Well, these are some of the questions which comes to the mind, right? Well, this Unit will try to address these questions. First we will look into the psychology of the terrorists and try to understand why tourism is a soft target. Thereafter we will examine the impact of terrorists attack on the tourism sector and how destinations should handle tourists in such situation. Revival of tourism destination after terror attacks is vital and this we will also cover in the Unit.

Tourism is also a soft target for terrorists as on targeting tourists, the message or ideology of the terrorists will reach many countries and a negative image of that particular destination can be created which will prevent the tourists from visiting that destination in near future also. Terror activities will have direct impact on the morale of the tourists planning to visit the destination as a result of which they may plan to visit some other parallel destination. This will further add pressure on the tourism stakeholders operating at terror affected destinations. Word of mouth

publicity plays a main role in attracting tourists at any destination. Immediately after terror attacks, the needs and requirement of tourists present at the destination varies drastically. Tourists even if they are not victim of terror attack at a destination do need some special services and requirement and if not looked into may end in negative word of mouth publicity about the already affected destination. It has therefore become imperative to understand the impact of terrorism on tourism and ways to overcome the corresponding issues involved but first an understanding of the psychology of the terrorists is vital.

6.2 PSYCHOLOGY OF TERRORIST

Terrorism is a curse on human beings. No individual takes birth in this world as terrorists. When they grow up, somehow they fall in the loop of ill motivated people those who believe in violence as a solution for their real and imaginary problem. Terror groups operating in many parts of the world manage to motivate few sympathizers to adopt armed struggle and adopt invisible warfare against the security forces and common people of a country. The group may be either homegrown or it may be operated from outside a border of a nation. Whether it is homegrown or operated from across the border their activities will disturb the peace and security at destinations. Terrors activities will inflict a lot of lose to a nation. Though the financial loss can be compensated, the human loss can never be compensated. Pain due to loss of relatives, friends, near and dear will remain forever.

The terrorists' ideology and psychology are serious subjects for counter terrorism specialist especially after the 2001 September 11 attack on the World Trade Centre in New York, now commonly referred as '9/11'. Understanding such aspects will help us in gaining idea why an individual is becoming terrorists and will help in preventing such activities in future. Counter Terrorism professional globally suggest looking into reason for the birth and growth of terrorism at any place. Often some unsolved grievances may be a root cause of terrorism. In many cases of cross-border terrorism innocent people of a nation who are having certain grievances against the authorities are suitably motivated to revolt through armed struggle by certain agents from across the borders. When the struggle continues, they will kindle it further by providing men, materials, idea and strategies so the nation facing such situation have to bring in security forces to control

the situation on ground. This is exactly what the agents across the border want. Once when the security forces are brought in to overcome the problem of terrorism, they cannot be withdrawn that much easily. Whenever the situation is improving, these agents will somehow try to escalate the problem further. It will take a long time to overcome such issues. Understanding the ideology of terror groups and psychology of individual terrorist will help in solving the issues in long run.

To certain extent psychology of terrorists can be understood with the help of social pathology. Understanding this will help us to identify why terrorist target certain sector like tourism in maximum countries where attack are frequent despite the increased level of security arrangements. The reason for terrorism does not remain same all over the places and even in the same place many terror groups may be operating and their ideologies may differ considerably from each other. Psychopathology theory claims that terrorists are mad and thus they are irrational. Rational Choice Theory suggests that all terrorists are not mad, and also support that external and internal factors are responsible for a individual in adopting the ideologies of terrorism.

Basic premises of the psychology of terrorists and terrorism are as follows

- Terrorists strongly believe in their cause
- They are suitably motivated to carryout deadly missions
- They are forced to adopt violence and are mentally hardened to cause death and destructions
- They are indoctrinated to feel that terrorism is the only available option to solve the evils in society
- They are isolated before taking any deadly mission
- They are clever, disciplined, insightful, depressed, insecure and anti-social
- They never believe in finding solution in peaceful manner
- They remain patient in planning stage and plan very thoroughly and skillfully

6.3 TOURISM SECTOR-A SOFT TARGET

Terrorist generally attack targets which can be easily attacked by spending less resource from their end. They select a target to attack, plan carefully and then they execute their attack. They generally try to attack such places where foreigners and general public are more in number, so a lot of pressure can be created on the security forces and government authorities. Transportation network when attacked by the terrorists will take considerably long time to re establish and transportation as you know is the backbone of the tourism industry in any part of the world. All mode of transport are easily approachable by anyone, so it becomes a soft target to be used by the terrorists group. Recently terror organisation also targeted hotels and restaurants in many parts of the world and created much panic in the mind of the people.

Terrorist will like to keep the pot boiling by attacking a destination repeatedly at their own will and wish, this will completely cripple the tourism activities at that place. Successful terrorist's campaigns depend on four elements such as provocation, escalation, blame, and endurance. They also change the tactics and strategies while following different elements. In each attack, they always want to use less resource and create a lot of loss to the government. In such situation they find tourism sector a soft target as it will send shock waves to entire world, This works to the advantage of the terror organisation to include tourist destination / infrastructure as a soft target to attack.

6.4 UNDERSTANDING IMPACT OF TERRORISM ON TOURISM

Understanding impact of terrorism on tourism is an important aspect for all stake holders involved in tourism sector. It is after 9/11 that much attention was given to understand this topic. It will be useful to understand impact of terrorism on tourist's behaviour pattern, decision making, host morale, and stake holders.

Impact of terrorism on tourism can be classified as follows:

- How Terrorism Affect Tourism Destination
- How Terrorism Affect Psychology of Host as well as Tourist
- How Terrorism Affect Tourism Demand

6.4.1 How Terrorism / Terror Attack Affect Tourism Destination

Terror activities with varying intensities or one terror incident affect that particular destination to maximum possible extent. Terror organisation often targets tourist's destination / infrastructures either directly or indirectly. Whatever the type of attack adopted by terror organisation, it will have a negative impact on tourism and tourists inflow at that particular place. Apart from this, spillover effect is also found in the entire region and in adjoining countries. When a terror incidents break out at a destination during peak tourism season the direct impact will be more. If the attack takes place during off season the indirect impact will be more. Based on observation at various tourism destinations in post attack periods it was estimated how globally terrorism will affect tourism destination in general:

- Tourists from far off places present at that destination during outbreak of terror incident will try to move away from the destination.
- The tourists those who are travelling towards that particular destination will cease their travel enroute and they may go back to their place of origin or will move to some other destination.
- People will drop the idea of visiting that destination in near future
- The morale of all stakeholders will become low and lose the interest in tourism and related businesses
- People depending on tourism activities for their livelihood will face difficulties as their income is affected
- Tourism entrepreneurs who operate from the affected destination and have no branches or outlet in other places will be facing maximum problem as their business turnover will be very less.
- Destination will lose its pulling power for few days as media will be giving the news globally regarding the destination.
- Image of the destination will reach its rock bottom and it will take long time to recover from the shock
- Security Forces will carry out more check as preventive measures to avoid further attack in that particular destination.

- Presence of more security forces when projected through media will create a insecure feeling in the mind of the viewers and they may avoid deciding to visit the destination.
- If terror attacks are not assigned to particular geographical area then the impact can be found in neighboring destination located very near to the affected destination.
- Various countries may alert their citizens by providing security alert and warning which will dampen the spirit of people interested to visit despite terror attacks

6.4.2 How Terrorism Affect Psychology of Host as well as Tourist

Terrorism is generally recorded as a tourism mood killer throughout the world. Terror incidents affect the psychology of both tourists and host population irrespective of whether they are victim of that terror attack or not. This psychological impact is very difficult to measure as they need a thorough research for a long period of time. Very often when the destination reaches a certain state of normalcy and tourists started visiting the destination, then everyone starts thinking that the problem is over completely as but this is not true as psychologically affected host population and tourists may take a long time to recover. Some of the ways how terrorism affects the psychology of the host as well as the tourist are listed below:

- In post attack period the tourists will abandon the destination and as a result of which the entire destination will have a deserted look. This will affect the morale of the host population

- Tourism services are known for its human touch at all level. When tourists move away from destination it will affect the psychology of both tourists and host population

- Apart from generating revenue, often host population gain a mental satisfaction when they receive guest at their doorsteps. So when tourists felt insecure and abandon the destination it will affect the morale of the host deeply.

- In post terror attack situation a negative image of destinations will emerge and this will reach every part of the world as media will focus on such activities. This will make the host to feel as though they are helpless.

- Destination will take time to come out of such shock and consume time for services to get reestablished and attract tourist as earlier. In such time many small scale tourism operators may face maximum problem and may look to other alternative services and business for their livelihood.

- Host / Tourists those who escaped miraculously or are wounded in such terror attack at destinations will never forget such incidents throughout their life. In many cases host people move away from such places and relocate in other places while the tourists never visit that destination again.

- Host / Tourists who lost their near and dear will have a deep impact which will leave a deep scar in their mind.

6.4.3 How Terrorism Affect Tourism Demand

When terror attack occurs at a particular destination it affects tourism activities immediately and cancellation of bookings are also observed adding a lot of pressure on tourism stakeholders at destination. All types of tourism demand are affected both directly and indirectly. "The demand for travel to a particular destination will be a function of the person's propensity to travel and the reciprocal of the resistance of the link between origin and destination areas" (Goeldner & Ritchie, 2009). This is expressed as:

$$\text{Demand} = f\,(\text{Propensity, Resistance})$$

Where 'f' stands for function and propensity is the person's natural inclination or tendency to travel. A person's propensity to travel will quite obviously be determined largely by his or her psychographic profile and travel motivation. Resistance relates to the relative attractiveness of various destinations and is inversely related to demand. If resistance increases surely it will

affect the demand. Terror attack will resist people from moving towards and hence affect the tourism demand.

We can talk of three types of Tourism Demand: Effective or Actual Demand; Suppressed Demand and No Demand. Let us now see the impact of Terrorism / Terrorist Attack on the various types of Tourism Demand:

(1)Effective or Actual Demand refers to the total number of people who are actually present at the destination.

The main impacts on this type of demand are as follows

- Tourists feel insecure
- Highly insecure if looses any family member or travel partner
- Wants to move away from that destination
- Needs consultation regarding what to do
- lose confidence
- Feel anger and project inability to cope loss

(2) Suppressed Demand consists of people those who want to travel but are prevented from doing so for some reason.

Suppressed Demand are further classified into two – Potential Demand and Deferred Demand

(a) Potential Demand: Those who will travel at some point but who cannot do so immediately or when they would like to for personal reasons, such as not having enough vacation leave, time or money.

The main impacts on this type of demand are as follows

- Will try to move towards substitute destinations / parallel destinations where they feel secure

(b) Deferred Demand: Those who postponed their journey because of problem in supply side.

The main impacts on this type of demand are as follows

- Will try to assess the situation with help of booking agencies and media reports
- Will contact relatives and friends for advice
- Few undertake risk and may proceed to destination and maximum opt for postponing trip
-

(3) No Demand: Comprises of people who do not wish to travel.

The main impacts on this type of demand are as follows

- People will feel unhappy
- In very rare case, may undertake a trip to take part in relief work
- Shows interest in collecting the information on that destination but may not be willing to travel

6.5 OTHER TYPES OF VIOLENT ACTIVITIES AFFECTING TOURISM INDUSTRY

Tourism is a worldwide business and it contributes to lot of economic benefits to nations apart from this a large amount of employment opportunities are provided to people of all segments globally. Destination may be very famous and has all necessary infrastructures to attract the tourists from all parts of the world but if peace and security of the destination is disturbed, it will lose its proposition as a tourist destination. . Situation must be always conducive for tourism to thrive and create economic benefits. Apart from terrorism activities, there are numerous factors which may induce violent situations at destination like insurgency, hate crime, state-based armed conflict etc. These also affect the tourist's inflow towards a particular destination. A destination can be affected even due to clashes that take place between host populations. Situation may sometimes become violent due to communal riots, religious differences, political party rifts, lack of facilities, and agitations by the common people. . Such clashes are not designed to disturb tourism activities at that place but it will create a feeling of insecurity in the mind of onlookers

and leave a psychological impact on the mind of onlookers preventing them from moving toward such destinations. Presence of media, coverage and telecast of such incidents will reach the other parts of the world within fraction of seconds. This may affect the decision of visiting that particular place by the people. Host population must always remember that any such negative incidents will hurt the tourists directly or indirectly.

With advancement in science and technology travel has become safer and easier than before. The same technology when reaches the hands of individual or groups with bad intention can create a lot of problem to travel and tourism activities. Break down of reservation systems may happen due to technical error or it can be intentionally done to create problem. Tourism is a very sensitive business; small disturbance may create a big impact. Deliberately designed accidents, disturbance to travel network, hacking of computers, and related communication networks, all will have impact on tourism business. Some time terror organisation may use innocent individuals as instrument to achieve their goals. Bio-Terrorism, hybrid war, cyber war are part of invisible warfare which may be adopted by terror organization to disturb the economic activity and create human sufferings. People globally must understand this and they must remain vigil and bring out any suspicious activity to concerned security agency. Tourism being a global phemenon it is duty of every citizen to ensure that tourism activities are not disturbed by their actions.

Check Your Progress 1

1) State which of the following statements is True or False

a) Tourism is a soft target for terrorist _____

b) Word of Mouth publicity plays a vital role in attracting more tourist towards the destination _____

c) Psychology of terrorism remains same_____

d) Psychopathology theory claims terrorist are not mad _____

e) Individual propensity to travel depends upon psychographic profile and travel motivation _____

2) What is the link between terror attack and tourist inflow at that particular destination?

---

3) What do you understand by tourism demand?

---

4) Apart from terror attack, what are other types of violence that affect tourism at destination?

6.6 HANDLING TOURISTS' POST TERROR ATTACKS

Outbreak of terror incidents at any place are well planned by terror organisation. It occurs suddenly to everyone surprise putting the security agencies under tremendous pressure. They cripple the tourism industry to maximum possible extent. Destination may be well prepared to manage any crisis, but the intensity of attack may be severe beyond the coping capacity. Tourists are at destination mainly for leisure and enjoyment apart from whatever may be the other reasons for travel to that particular destination. Terror attack will have a direct impact on the morale of tourists and they may start to feel insecure. Moreover host community will face much challenge as day to day life will not be normal. Number of casualties will deter the onlookers. At this critical juncture host must understand the special need of tourists and how to manage them.

6.6.1 Immediate Needs of Tourists after Terror Attack at Destination

Tourists' need in post terror attack scenario will be entirely different from that of normal time. Apart from providing medical facilities for injured other requirement must be provided to them immediately by the host population. The immediate requirements are as follows

(a) Distribution of Correct Information: When the terror attack happen security forces may deny the entry of tourist in that area for security reason. Panic prevails and tourists

may not be in a position to reach their hotels rooms. They require correct information of the situation but it will be difficult for them to get

(b) Communication Facilities to establish contact back at home: Owing to security reasons, the communication facilities are seized by the authorities. This put add more problem to tourists. Media will flash the news that terror attack has broken out at that place. Though the tourists are not affected at destination because of this attack, they will not be in a position to intimate the same to their near and dear at home.

(c) Movement to Safe Area: Tourists may wish to move to safe area. Though they are not directly affected by terror attack as peace and tranquility of the destination is disturbed they would like to move away from that particular place to nearby destination.

(d) Transportation Facilities: Tourist may require transportation facilities to move to safe areas. Due to security measures emerging in post terror attack situation the transportation network may be not be functioning or the moments are restricted. This will make them to feel helpless at destination.

(e) Confidence Building Measures: Immediate after terror attack tourists morale will be very low, confidence building measures must be initiated at the earliest. Free counseling and motivation is the need of the tourists those who are from far off places. Separate helpline must be established and their psychological need must be looked after.

(f) Attend all queries: Any queries especially from tourists must be attended without any hesitation. When host population neglects the question of the tourists, they will feel dejected. Host may have less information to provide in such situation adding much problem

(g) Services at Moderate Prices: Immediately after terror attack, the rates of tourism services increases at many destination increasing the problem of tourists at destinations. This will reduce the image of the destination and spread the negative word of mouth publicity.

6.6.2 Ways to Cater to the Need of Tourists in Post Terror Attack Scenario

Immediate after terror attack at destination the requirement of the tourists depends upon the intensity of attack and on other factor like whether they are affected directly or indirectly. After terror attack, the tourists mainly depend up on host population and authorities, as they are new to that place.

(a) Prompt Responses: Prompt responses will help in overcoming the problem faced by tourists at destination. Any delay in attending their requirement will further increase their problem. Tourism stake holders at destination must act swiftly to tourist's requirement.

(b) Response through Human Resource: Normally in post attack situation technology is widely adopted to give response to caller. Technology can work efficiently but it cannot response intelligently as per the situation. Experts must be utilized to handle calls.

(c) Trained Human Resources: Trained manpower is the need of the hour. Trained manpower can handle crisis in a more capable manner. Trained manpower can understand the real need of tourists and can give suitable guidance even if a tourist does not ask for it. Such measures will bring solace to affected tourists.

(d) Responsible Media: When communication network is ceased due to security reason, electronic media and TV channels must be pressed in service to broadcast the pictures of the tourists. This will help the relatives of tourists back at home to understand that their relative on tour to terror affected destination is safe.

(e) Listen to Tourists Decision: In case if tourists felt insecure and want to move away from that destination, tourism service providers must not compel tourists to stay. Tourists decision must be given much importance and whatever help is required must be provided to tourist at the earliest as per situation.

(f) Projecting Professional Image: Tourism professional must be trained to remain calm and focus on tourist's requirement in such situation. When professional are not trained to remain calm their behavioral attitude may affect the tourist at destination

(g) Empowerment of Staff: In post terror attack situation, tour operators must delegate more authorities to their frontline staff, so that they can handle tourist requirement with utmost care.

(h) ***Cooperation among various Tourism Stakeholders:*** All tourism stakeholders at the destination must cooperate with each other and must look into tourist requirement. Difference in opinion will hamper the services to the tourist who are already facing the problem. This will help us in regaining the confidence of the tourists on the destination and will help in long run.

6.7 REVIVAL OF TOURISM DESTINATION

Tourism services are interrelated with each other and terror attack at destination will affect the services at intermediate and generating markets also. Immediately after attack the focus will be on the destination and any lapse occurring at destination will further affect the tourism activities. The stakeholders at destination must work tirelessly and bring back tourist at the earliest. The more time consumed by them will send a wrong signal and the tourist may neglect the destination. New strategies must be adopted for marketing the destination as a whole. Nearby destination can be brought in focus, if it takes long time to rebuild the destination and the related services. Repeated visitors must be attracted to the destination. Word of mouth publicity must be used to establish the image of the destination. Regaining the confidence and willingness of tourists to visit will happen in long run. All agencies involved in tourism promotion must work together to bring back charm at the destination. Unique character of the destination must be put in limelight and suitable advertisement tactics must be adopted to rekindle the interest of potential tourist from all over the world. Security setup must be used wisely. Chance for repetition of attack must be avoided at any cost. Terrorist may use other ways to attack the same destination, so the security professional must be vigil around the clock to avoid further attack. Revival strategies must be reviewed at constant intervals and any changes must be incorporated. Mock exercises must be conducted and any improvement required must be looked in seriously. Bringing destination back on tourists map depends mainly on hard work of all stakeholders at destination. If destination is not revived in short duration of time, it will lead irreparable damage to the tourism activities at destination both in short as well as long run. Long term and short term impact must be well understood and revival must be done on war footing or else the destination will be forgotten by tourist.

Check Your Progress 2

1) State which of the following statements is True or False

a) Terror attack will have direct impact on morale of tourists at destination _____

b) Tourists' need will be different especially in post attack situation_____

c) Tourism services are not interrelated to each other _____

d) Destination revival strategies must be reviewed constantly _____

2) Mention the immediate need of tourists after terror attacks at destination

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---

3) How will you cater to need of tourists in post terror attack situation?

---

4) Explain steps you will initiate to revive tourism activities at a destination recently affected by terror attack.

6.8 LET US SUM UP

Tourism is known for cementing various communities, civilization and countries all over the world, whereas terrorism builds wall between societies. Impact of terrorism on tourism is measurable and if suitable strategies are adopted the destination can be revived. Even a single terror attack may result in high negative impact on tourism activities. Stakeholders must remain vigil and be mentally prepared to face any such situation. Terror attact may lead to shock and if shock persist for long time will lead to hindrance for tourist movements. When tourist's movements towards the destination reduce, it will affect the morale of host population and tourism business will become an ultimate sufferer. Host population must take it as a challenge and work against such tide and bring back toursit to that particular destination. Tourism professional must not neglect terrorism affected destination. They must try to visit such destination whenever possible and show their support to the peace loving people dwelling at terror affected tourism destination. Such initiative will wipe out the impact of terrorism on tourism in any part of the world. When terrorism affects the tourism activities, it is the tourism which will ultimately wipe out terrorism from this world.

6.9 KEY WORDS

Soft Target: Targets that can be easily attacked

Resistance: Opposition

Itinerary: Travel Plan

Deliberate: Act or work done with certain intention

6.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

1.

a) True

b) True

c) False

d) False

e) True

2) Base your Answer from Sec 7.4

3) Base your Answer from Sec 7.4.3

4) Base your Answer from Sec 7.5

Check Your Progress 2

1.

a) True

b) True

c) False

d) True

2) Base your Answer from Sec 7.6.1

3) Base your Answer from Sec 7.6.2

4) Base your Answer from Sec 7.7

6.11 SOME USEFUL BOOKS FOR THIS UNIT

S Sundararaman	Impact of Terrorism on Kashmir Valley Tourism an Analysis, Ruby Publication, New Delhi, 2017
Drik Glaesser	Crisis Management in the Tourism Industry, Elsevier, London, 2004

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UNIT 7 SEASONALITY AND TOURISM IN INDIA

Structure

7.0 Objectives
7.1 Introduction
7.2 Seasons and Climate
7.3 Seasonality in Tourism
7.4 Festival Season
7.5 Measurement of Seasonality
7.6 Destination Management, Marketing and Employment
7.7 Destination
7.8 Let Us Sum Up
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7.10 Clues to Check Your Progress
Appendix

7.0 OBJECTIVES

After reading this Unit you will be able to:

- appreciate the role of climate in tourism,
- know the relationship between climate, destination and tourism,
- understand the concept of seasonality in relation to tourism,
- know about the measurement of seasonality,
- learn about the impact of seasons on the destination and its marketing,
- know the impact of seasonality on employment, and
- learn about destinations.

7.1 INTRODUCTION

Very often you hear, "Oh! Its tourist season." What does it mean? Well, there are tourists all around the place and accordingly go the activities and services. You may have heard of hotelier say, "this was a bad season". Here he is not talking about the climate but in terms of his business which did not yield him the expected profits during that particular period. In this Unit an attempt has been made to familiarise a learner in tourism with matters related to seasonality and destinations. The Unit starts with a discussion on climate and weather conditions and how they

affect the movement of people from the place of origin to destination. It further discusses different types of seasonality, its measurement and impact on destinations. Certain characteristics of destinations have also been listed. Such information equips a tourism professional with the knowledge to cater to his clients or generate awareness.

7.2 SEASONS AND CLIMATE

Seasonally a year can be divided into four main periods, recognised in the northern hemisphere as:

Sprint (21 March to 20 June)

Summer (21 June to 22 September)

Autumn (23 September to 21 December)

Winter (22 December to 20 March)

Seasons are important in view of the climatic changes associated with them and their impact on all forms of life. Even human beings are not spared from the rhythms of cyclic variations in climate.

The average weather conditions prevailing in an area over successive years is taken to be the climate of that region. The basic elements which constitute the weather conditions are:

- temperature of the air,
- humidity of the air,
- type and amount of cloudiness,
- type and amount of precipitation,
- atmospheric pressure, and
- speed and direction of the wind.

The specific measurements of the above factors represent the weather conditions at any given time in a place. They, however, keep on changing over time and space leading to varied weather conditions. By and large similar weather conditions prevail at the same point of time during successive years in a given place. The average measurements, thus, discerned over a period of few years are described as the climate of that place.

The weather changes are caused by the revolution of the earth around the sun and the inclination of the equatorial plane to the plane of its path by an angle $23^{o}27'$. The other factors which affect the weather conditions include the:

- radiant energy of the sun,
- earth's atmosphere which modulates the passage of solar radiation, and

- natural land forms and geophysical features of the earth's surface, like mountains, valleys, oceans, ice-caps, deserts, lakes, river, etc.

The climate of any particular region is also determined by its geographical location and physiographical features. In the Indian sub-continent, the climate is influenced by the alternating monsoons and consists of four principal seasons. These are:

Cold weather season (December to February)

Hot weather season (March to May)

South-West monsoon season (June to September)

North-East monsoon season (October to November)

Here you must remember that all tourism professional must be well equipped to answer the queries related to weather. About any destination you may be asked frequently what is the humidity level there? Will it rain during the time of our visit? Which is the best season to visit? etc.

This makes the following of weather forecasts and reports important in tourism. You must be aware that the media plays a vital role in this regard. Radio Stations and Television carry out daily weather bulletins. The newspapers also report on weather. Besides you get to know about the weather of different destinations world over through published reports and charts etc.

7.3 SEASONALITY IN TOURISM

The seasonal variations in climate make significant impact on travel and tourism. The most visible impact is the emergence of tourist seasons because of climatic changes. People move to cooler places like beaches and mountain resorts during summer months and to warmer areas during winter. The development of hill stations in India is primarily due to this phenomenon. When the mercury goes up I the plains of India, the hill tops are usually cool and pleasant. The British rulers in India, therefore, developed a number of hill stations to have a comfortable life during hot weather seasons. These include Srinagar, Gulmarg, Pahalgam, Shimla, Kullu, Manali, Mussoori, Nainital, Shillong, Darjeeling, Mount Abu, Kodaikanal and Ooty. Several millions of international and domestic tourists visit these hill resorts every year during hot weather season. In fact it is an escape from unpleasant weather at home. Some of them have also become popular for winter sports activities during cold weather seasons.

India also has a coastline of about 5700 kms providing a comparatively cool climate during summer and warmth during winter. Beach tourism is thus becoming popular in India with the development of some of the internationally known beaches like Goa, Kovalam, Mamallapuram, Puri, Konark, Gopalpur-on-Sea, etc. The climatic differences between different regions have thus helped India to develop beach and hill tourism.

The tourist movement in the whole of the world is, in fact, influenced by climatic seasons. Tourist looks for better weather conditions. Hence, from the tourism point of view the hot season is the peak season at hill stations. Millions of tourists flock to Mediterranean beaches in Europe

and west coast beaches in United States during summer. During winter, the tourists travel to warmer regions including India. Relatively few international tourists visit India during summer months as compared to winter season.

The peak tourist season is from October to March with the largest arrivals during the month of December. The lean tourist season is from April to June with the lowest arrivals during the month of May.

The diversity of climates in India with its several striking contrasts is also a motivation for the movement of domestic tourists from one part of the country to another. While Assam in the east presents extreme dampness, Rajasthan in the west presents extreme dryness. Similarly, Punjab in the north has continental climate with alternating fierce summer heat and winter cold, while Kerala in the south has a tropical maritime climate with almost in varying warmth and uniformly moist air. These contrasts in climate between different regions drive millions of people across the country in different seasons. There is normally a heavy rush of tourists from north to south during hot weather season and from south to north during northeast monsoon.

MOVEMENT OF PEOPLE

7.4 FESTIVAL SEASONS

The different regions of the country do have specific crops and periods of cultivation depending on their climatic seasons. The period of plenty after the harvest in every agricultural season is therefore, the time for rejoicing and celebrations. A number of fairs and festivals have thus come into being as a part of Indian social life. The Pongal festival in Tamil Nadu, Paush Mela at Shantiniketan, the festival of Nongkrem in Meghalaya and Onam festival in Kerala are a few such festivals. Several other festivals of historic and religious significance are also being celebrated in different part of the country. In fact, the Indian calendar is dotted with hundreds of fairs and festivals which are celebrated with devotion and spiritual fervour. The sheer splendour

of these festivals can have no rivals. They depict a passion for colours, surrender to ecstasy and an underterring faith in the beauty of life.

These fairs and festivals have become a source of great tourist attraction in recent years. A number of them are, therefore, being organised systematically and given wide publicity to attract tourists. These include a few festivals celebrated everywhere or in most parts of the country and others celebrated only in specific regions. For example, Holi is celebrated in different parts of the country but it is the Holi of Mathura and Vrindavan that has become a tourist attraction. Similar is the case with Dussehra at Mysore or Kullu. (Fair and Festival attractions of India as per their seasons are mentioned in Appendix).

Check Your Progress - 1

1) Discuss the link between climate and tourism.

   ……...

   ……...

2) What is a festival season?

   ……...

   ……...

3) Why do people go to hill stations in summer?

   ……...

   ……...

7.5 MEASUREMENT OF SEASONALITY

The measurement of seasonality in any phenomenon is achieved through time series which is defined as the numerical record or values of the given variable at successive intervals of time. A time series usually consists of the following four components:

1) **Trend** – It is the general tendency of the series to gradually increase or decrease over a period of time. For example, the international tourist arrivals in India were increasing steadily over the years from a low base during 1951.

2) **Cyclic Movement** – It represents oscillations of greater or lesser regularity about the trend. The oscillation or booms and depressions occur at large intervals of time.

3) **Seasonal Movement** – It represents the fluctuations in the series which occur at regular intervals of time, not exceeding a year. For example, the international tourist arrivals are usually the highest during December and the lowest during May in India.

4) **Random Component or Irregular Fluctuations** – The fluctuations which are not governed by any law or regularity and are purely haphazard are referred to as random component.

There are several statistical techniques for the estimation of each of the above components from a time series. Seasonal movement can be measured easily with the help of seasonal indices. It is the percentage ratio of the average value of the variable during the specified season to the overall average per season. Usually the seasonal indices are calculated either for each month or for each quarter. In case the time series is available for each month for a period of ten years the monthly index for any month is estimated by using the following formula:

$$\text{Im} = \frac{\text{Average value for the month "m"}}{\text{Overall average value per month}} \times 100$$

$$= \frac{\text{Total of the values for the month/10}}{\text{Total of the values for all the months/12} \times 10} \times 100$$

$$= \frac{\text{Total of the values for the month} \times 1200}{\text{Total of the values for all the months}}$$

7.6 DESTINATION MANAGEMENT, MARKETING AND EMPLOYMENT

The primary concern of destination management is the carrying capacity which is defined as the threshold limit of tourist traffic. Beyond that carrying capacity the tourists can cause serious damage to the resources of the destination including its environment and ecology. In the case of seasonality, the limits are applied to peak season arrivals.

In effect, the largest number of tourists who can stay in an area sets the limits of peak season traffic.

As a result of the above limit, there is usually a problem of excess capacity in the tourism infrastructure during lean periods. For example, in the case of a hill station, where the tourist traffic is mainly during summer months, the hotel rooms and restaurants may remain idle during winter months. There has to be, therefore, proper infrastructural planning so as to ensure optimum utilisation of available capacity. The usual practice is to create only so much of capacity which would ensure an average capacity utilisation of about 70 per cent throughout the year. The excess demand, if any, during peak period is normally met by “over loading” and temporary facilities. Overloading is often achieved by converting regular rooms into dormitories and by extending guest accommodation to other utility areas. Temporary facilities are usually tented accommodation, temporary huts, accommodation in transport units, etc. But sometimes this also fails. For example, in 1993 the Goa Government issued press statements to the effect that those who have no bookings for accommodation should not visit Goa in December and January for they were not likely to get a place to stay.

The marketing strategy for any destination or facility has to be formulated on the basis of the extent of seasonality and the capacities available. It would involve special promotions, off-season prices and development of new products. For example, in the case of hill resorts winter sports can be developed as a special attraction and sold at special off-season prices. The development of new off-season markets to achieve demand substitution by domestic and regional

tourists is yet another method of dealing with seasonality in tourism. Thus, a clear understanding of seasonality is a primary requisite in formulating effective tourism marketing strategies.

The seasonality in tourist traffic to any destination seriously affects the employment potential. The providers of various tourist services tend to retain only the minimum number of persons on a regular basis. The excess demand during peak periods is met by extending the working hours of existing employees or by recruiting people on ad hoc basis for short periods of time. Even, self-employed persons may have to remain idle during lean periods as there may not be enough demand for their services. They have to, therefore, find alternate jobs in other sectors of the economy during such periods. At times, because of climatic variations the job market is affected during the peak season also. For example, early rains in the plains during summer check the flow of tourists to hill stations having a chain reaction on the employment pattern there.

Check Your Progress - 2

1) How can seasonal movement be measured?

   ……...

   ……...

2) What is overloading?

   ……...

   ……...

3) Discuss the link between seasonality and employment potential at a destination.

   ……...

   ……...

7.7 DESTINATION

In Unit 1, we discussed what a destination means in tourism. Here we will give you some more information related to destination.

Destinations can be naturally attractive like wild life sanctuaries or they can be designed with manmade or artificial attractions like amusement or theme parks, historical complexes or holiday villages. People and their customs and life style including fairs, festivals, music dance and ornamentation can also be staged as attractions. The Jaisalmer Desert Festival is an example of this kind. Many destinations have been developed as eight modal designs, around a central attraction or an activity complex, where supplementary attractions and facilities are in close geographical proximity. Such modal attractions can then form circuits that link places of interest where tourists can make day trips and return to a particular centre or resort which provides the amenities and entertainment which tourists demand. Such modal destinations are ideal for package tours which sell because they combine so many activities and cover an area extensively.

Destinations and attractions also cover a vast areas. They encourage linear tourism which is popular with motorists and coach tours, such as the number of attractions that can be covered between Delhi and Jaipur or Bangalore and Ooty. Tourists can make stopovers as they like and for as long as they wish.

More than the site or the event, the attraction of a destination lies in the image that the potential tourist has of a particular place. For example, many tourists think of India as a single destination. For others, North India is the primary attraction because of Raj literature. For some India is a land of Temples whilst for many its attraction lies in Mughal Forts and Palaces. Many reject India because it is strange and therefore, fearsome and for many the poverty of India is a deterrent. In fact the image of a destination depends on a variety of factors like attitude of the host population, civic amenities, natural surroundings, accessibility, food, etc.

The image is neither constructed nor deconstructed over night. It tends to build up over time. In many cases it ends up in stereotypes created by the media or the promoters of tourist related practices and services. For example, for a long time the image of India was that of a land of snake charmers and rope climbing *fakirs*. Gradually, many realistic things are now being added to the image.

No destination can become popular unless it is accessible and offers services and amenities that the tourists demand. Essential services are accommodation and food, backed up by local transport, activities and entertainment. In some cases the amenities themselves become the attraction as is the case with *handis* in Rajasthan. One reason for their attraction lies in the fact that they can be reached easily. Whilst the adventurer or explorer may enjoy the struggle to get there, the average tourist will not.

Accessibility means regular, efficient and convenient transport at an affordable price. Private transport requires good roads, service stations and wayside facilities. However, a destination can become too accessible and, therefore, overcrowded like Mussorie, Shimla and Nainital. The limited opening up of remote areas in difficult terrain, like Ladakh, have in a sense suffered from the problems associated with accessibility. Most destinations which have had long-term success have grown on the basis of unique attractions, like the Mount Everest or Vaishno Devi. However, mass tourists are more concerned with the provision of leisure activity like sun, sand and surf, which have a demand because they fulfil the idea of a holiday.

Tourist destinations, like other products, have life cycles – enjoying periods of growth and expansion and then decline and decay. Decline sets in because of overcrowding and changing trends and lifestyles. Growing environmental consciousness and alternative ideologies, as well as activism have led to changes in the perception of tourists so that such tourists would like to distance themselves from mass tourists, and avoid the beaten track. Such tourists want to do things they have never done before and they want to forget comforts for a while. They try to establish more contact with local people and use the same facilities as the local population uses. Then there are tourists who believe that even alternatives can have a disturbing effect, particularly in developing countries because the contact between tourists and residents is much more intimate. For example, as in Jaisalmer as, say, compared to Khajuraho, where the tourist is enclosed and encapsulated.

Such tourists want to sustain the destination. They would like to clean up beaches, pick up debris in the mountains and be responsible to destination. However, sustainable tourism is also suspect. For example, in the opinion of the World Wild Life Fund tourists are on antidote to poachery and conserving force which has been contested by local populations that depend on the forest environment for their survival, and are being denied access to the sanctuaries. Here we must also take note of the fact that in many cases destinations also determine the tourist season. For example, not al the wildlife sanctuaries are open throughout the year. For certain months they are closed to the visitors. The same could be the case with some pilgrim destinations like Amarnath or Badrinath.

That sums up the creation of a tourist destination.

Check Your Progress - 3

1) What is the importance of supplementary amenities and attractions?

   ……...

   ……...

2) What is the link between image and attraction in relation to a destination?

   ……...

   ……...

7.8 LET US SUM UP

Seasonality has its own meaning in relation to tourism. Variations in climate have their own impact on travel and tourism. Tourist seasons are governed by climate conditions at the place of origin as well as destination. There are ways to measure seasonality in tourism. Seasonality has its impact on destination management and employment. Destinations have their life cycle and their image is built over the years. In certain cases the supplementary attractions and services become primary attractions over a period of time.

7.9 KEYWORDS

Amenities	:	Facilities
Antidote	:	Medicine against a disease
Climate	:	Average weather conditions prevailing in an area over successive years
Debris	:	Heap of rejected articles
Destination	:	Place to be visited

Dormitory	:	Sleeping room with several beds
Ecstasy	:	Excessive happiness
Encapsulate	:	Confine within a small place
Fluctuation	:	Frequent changes in the quantity
Haphazard	:	Casual
Infrastructure	:	Permanent installation of basic nature
Lean Period	:	Off-season time
Linear	:	In the form of line
Modal	:	Denoting manner
Optimum	:	Maximum
Oscillation	:	Periodic to and fro movement
Poachery	:	Illegal killing of wildlife
Proximity	:	Nearness
Quantity	:	To be able to measure
Remote	:	Not easily reached
Stereotype	:	Of the same type
Threshold	:	Minimum point below which the object becomes unidentifiable

7.10 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress - 1

1) Mention how climate decides the destination of a tourist place, e.g., hill station in summers. See Sec. 7.3.

2) A period of festivals that serves as an attraction to a tourist to visit the destination. See Sec. 7.4.

3) Naturally, in order to escape from the heat and dryness.

Check Your Progress - 2

1) Base your answer on Sec. 7.5

2) Overloading in tourism language means meeting the excess demand through readjustments in the existing infrastructure, e.g., converting a single bed room into a double bed one. See Sec. 7.6.

3) Base your answer on the last para of Sec. 7.6.

Check Your Progress - 3

1) The quality of supplementary services like local transport, entertainment, etc. are linked to the image of a destination. Sometimes their better quality itself becomes an attraction, e.g., non-availability of local transport can keep the tourists away from a destination or a cycle rickshaw rid of Jaipur and Motorcycle Taxis in Goa have become an attraction for tourists. See Sec. 7.7.

APPENDIX SEASONALITY AND TOURIST ATTRACTIONS: FESTIVALS AND FAIRS OF INDIA

The year starts with a festive note. The NEW YEAR DAY is celebrated throughout the country with enthusiasm and pageantry. The festival of harvest, PONGAL is also celebrated in the same month in Tamil Nadu, Karnataka and Andhra Pradesh. Newly harvested rice is cooked and offered to the Sun God, *Surya* and village cattle are decorated and paraded as a part of the PAUSH MELA at Shantiniketan and in Uttar Pradesh it is MAKAR SANKRANTI on which day millions of devotees take a dip in river Ganga Prayag (Allahabad). A spectacular KITE FESTIVAL is held at Ahmedabad on the day and the skies are dappled with bright kites. The festivities include kit flying competitions, cultural shows, food fests and exhibitions of exciting handicrafts.

The REPUBLIC DAY is celebrated on 26th January. It is a national festival and commemorates the day India became a republic in 1950. National flag hoisting and pageantry parades are held at all the State Capitals on the day. The most magnificent show of pomp is at New Delhi with parades, floats and cultural extravaganza.

The GREAT ELEPHANT MARCH is a major tourism event in Kerala in the month of January. A usual elephant marathon of over 100 decorated elephants is held at Trichur on the day along with other events like tug of war between elephants, boat race, etc.

Towards the end of January or in the beginning of February, a fair called GNGA SAGAR MELA is held at the estuary of Ganga in West Bengal where millions of pilgrims gather to take a holy bath.

The month of February is also equally colourful with several festivals and fairs. A unique cattle fair is held at Nagaur, a place in Thar desert, during February-March every year. Thousands of horses, cattle, camels and other animals are brought and traded in the fair. Folk dances, music and other cultural shows are also organised during the fair for the entertainment of the visitors. The other

festivals which make Rajasthan a riot of colours during the month are the DESERT FAIR at Jaisalmer and the HADOTI FESTIVAL at Kota. A major event of the month in Haryana is the SURAJKUND CRAFTS MELA where handicraft items from all over the country are displayed in a recreated village. The cultural events and food stalls in the village represent the rural India in its entirety. While the Indian craftsmen adorn Surajkund, the classical dancers of India bring alive the sculpted panels on the temples of Khajuraho during a week long DANCE FESTIVAL. The festival attempts to revive the intimate relationship between classical dances and temples culture. HOLI the festival of colours is celebrated almost all over India except a few States in the South. People of all ages participate in the holy celebrations and throw colours and water on their friends. The exuberant festival is preceded by VASANT PANCHAMI, a spring festival dedicated to Sarawsati, the goddess of learning.

No less festive is the month of March. All ebullient festival of the month is SHIVRATRI devoted to the worship of Lord Shiva. The temples devoted to this deity are thronged by devotees the whole day and night on Shivratri.

The month of April brings the Hindu solar new year day BAISAKHI which is celebrated with dances and festivities throughout North India. In Punjab, it is celebrated with astounding revelry and feasting and the elated Bhangra dance is performed at every village.

A two week long spring festival called GANGAUR FESTIVAL is celebrated at Jaipur in veneration of goddess Gauri. On the last day of the celebrations, a procession with chariots, dancers, musicians, decorated camels, horses and elephants takes the idol of goddess gauri out in a palanquin.

In the south in Madurai, a marriage ceremony is enacted every year between goddess Meenakshi and her consort Sundareshwarar. It is called CHITRAI FESTIVAL which culminates in procession with the deities carried in a chariot. Another spectacular temple festival is POORAM celebrated at Trichur in Kerala where again the deity is taken out in a procession of caparisoned herd of elephants accompanied by the rhythm of fast beating temple drums.

An important festival in the month of May is ID-UL-FITR which is celebrated by Muslims all over India. It is a festival of prayers, family re-union and feasts to celebrate the end of Ramzan, the month of fasting. In Rajasthan, URS is celebrated at the dargah of Ajmer to commemorate the symbolic union of Sufi saint Khwaja Moin-ud-din Chishti with God. The International Flower Festival at Gangtok is another spectacular event of the month in which flora and fauna along with over 500 varieties of orchids are displayed.

As heat wave condition prevail in the plains of north India during the month of June, visitors move to Leh to enjoy HEMIS FESTIVAL which include mask dances in the courtyard of Hemis Monastery.

One of the most spectacular temple festivals of India is the RATH YATRA held at Puri during June-July. The most impressive part of the festival is a chariot procession in which Lord Jagannath is taken out in an ancient and huge chariot of 14 m high along with other chariots. All chariots are drawn entirely by thousands of devotees, displaying deep devotion and intensity of love for Lord Jagannath.

ID-UL-ZUHA or BAKRID is celebrated by Muslims all over India in the month of July. The festival commemorates the sacrifice of prophet Ibrahim's son in obedience to a command of God.

INDEPENDENCE DAY is celebrated throughout India on 15th August every year. Flag hoisting, bands by armed forces and cultural shows are the highlights of the celebrations. In Delhi, the Prime Minister hoists the national flag and receives salute at Red Fort.

A major festival which is celebrated throughout India with a lot of enthusiasm during August-September is JANMASHTAMI which commemorates the birth of Lord Krishna. The festivities include staging of Krishna Leela and offering prayers in temples. In Manipur "Ras-Leela" dances are stages. Elaborate rituals are observed at Mathura and Brindavan where Lord Krishan is believed to have spent his childhood and youth.

The most exciting festival of the period is the harvest festival, ONAM, celebrated in Kerala. The people of this State irrespective of their age, sex, caste and creed welcome their beloved king Mahabali back from his exile with clean and decorated houses, flower columns, music and dances. A special attraction of the festivities is the Nehru Boat Race held at Alleppey and Aranmula.

GANESH CHATURTHI is celebrated in Maharashtra, Tamil Nadu, Andhra Pradesh and Karnataka during September. The elephant headed God, Ganesh, is worshipped for 7 days and then the idols are taken out in spectacular procession with devotees chanting and dancing, to be immersed in the sea or lakes.

The birth anniversary of Mahatma Gandhi is celebrated on 2nd October every year as GANDHI JAYANTI. Prayer meetings and social activities are organised throughout India on the day. Special functions are held at Rajghat in Delhi and at Sabarmati Ashram in Ahmedabad.

A most colourful festival celebrated in almost all parts of India is DEEPAWALI. The houses are lighted with lamps and sweets are exchanged. People pray to God Ganesh and Goddess Lakshmi for prosperity.

The year closes with CHRISTMAS which is celebrated on 25th December. Prayers are organised at Churches and cakes distributed among people of all communities.

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UNIT 9 SPECIAL INTEREST TOURISM AND ITS RESOURCES

Structure

9.0 Objectives

9.1 Introduction to and History of Special Interest Tourism (SIT)

9.2 Types of Special Interest Tourism – Gems and Jewellery tourism, Craft Tourism, Creative Tourism, Tribal Tourism, Textile Tourism, Agriculture Tourism etc.

9.3 Features of SIT

9.4 Significance of SIT

9.5 Development of SIT products

9.6 Disadvantages of SIT

9.7 Characteristics of Special Interest Tourists

9.8 Skills required to be Special Interest Tourists

9.9 Latest Trends in SIT

9.10 Let Us Sum Up

9.11 Clues to Check Your Progress

9.12 Some Useful Books

9.0 OBJECTIVES

The objective of this unit is to make the learners to:

- understand the meaning of Special Interest Tourism
- learn the history and evolution of special interest tourism,
- study types of special interest tourism on the basis of different factors affecting the day to day life of the individuals,
- acquire knowledge on features, advantages, disadvantages and significance of special interest tourism
- derive the characteristics of special interest tourists,
- analyse the skills required to special interest tourists, and
- identify the trends prevailing in special interest tourism

9.1 INTRODUCTION TO SPECIAL INTEREST TOURISM

From the history of tourism, it is evident that people used to travel in group for various reasons that include fulfilling of basic needs, expansion of business, safety & security, pilgrimage etc. The motivation to travel also varied from health, relaxation to fun and enjoyment. The purpose of travel hah been business, education, religion, medical etc. These purposes developed various types of tourism such as mass tourism, business tourism, religious tourism, social tourism etc. However, information technology, globalization, conspicuous expenditure pattern, the combination of common interest, fun & enjoyment, curiosity etc. developed an unique type of tourism called ***Special Interest Tourism as an alternative to mass tourism***. This term is used to describe recreational travel that is associated with a specific personal interest. Special Interest Tourists search for unique experiences, develop a social network within the niche market, and are the specific target audience for those catering travellers with niche interests, this kind of tourism can be driven by attraction to an activity, or by interest in some feature of a destination (Weiler and Hall 1992). Lee and Bai 2016, states that Special Interest Tourism refers to specialized tourism involving groups or individuals who want to develop certain interests by visiting sites and place connected with a specific subject. Special interest tourism can be motivated by a desire to immerse oneself in an existing interest (e.g. places related to movie or television series) or the desire to pursue a new interest in a location that might be novel (e.g. place, authenticity) or, indeed, familiar (Swarbrook and Horner1999). In general, Special interest tourism involves seeking customized leisure and recreational experiences (Derrett 2001), as driven by the Specific interest of individuals or groups (e.g. Korean television series fan clubs).

Some Special interest tourism are mainly concerned with pursuing a favourite activity as seen in shopping tourism, while other tourism are driven by the desire to experience a particular destination. Special interest tourism are travellers who visit a destination to pursue their Special interest in a particular region or destination (Read 1980,195)

The increasing number of travel agents and tour operators all over the world have also been a remarkable force for them to design a strategy to promote their business. On the other hand, the tourists also needed an alternative form of tourism that would exactly meet their requirements. The changes took place in the **economic and technological factors** such as increase in income, different tourist activities, reduction in supply chain, advancement in information & communication technology, and **social & cultural factors** such as nuclear family system, double income & no kids (DINK), changes in the perspective towards life, gender equalism, avoidance of assuming family & social responsibilities, convenient social relationships etc. led the tourists search for an alternative that would closely go with the expectations of tourists such as thrill, adventure, expensive and costly products and gaining of knowledge. The tourism and travel agency business operators utilized the changing needs of the tourists, identified their small proposed tourist segments, designed different strategies with the peculiar features of the destination/tourist products and developed niche marketing. Such niche marketing activity coined a word called niche tourism or special interest tourism.

9.2 TYPES OF SPECIAL INTEREST TOURISM

On the basis of purpose or motivation to travel, Special interest tourism also has different types. Motivation is derived from the needs and wants that are directly related to different factors and circumstances within which the usual life of the tourists revolve around. The factors that affect the life of tourists are social, cultural, economical, technological, demographical, geographical and psychological. The following table highlights the factors and the types of SIT that can conveniently be placed and classified under the factor. However, one cannot deny the fact that the type of SIT to be undertaken by the tourists would be the outcome of amalgamation of different factors involved.

Factors	**Type of SIT**
Geographical Factor	Urban Tourism
	Environmental Tourism
	Eco Tourism
	Mountain Tourism
	Avitourism
Cultural Factor	Gastronomy Tourism
	Wine Tourism
	Gems & Jewellery Tourism
	Crafts Tourism
	Textile Tourism
	Shopping Tourism
	Gambling Tourism
Social Factor	Historical Tourism
	Ethnic Tourism
	Rural Tourism
	Wedding Tourism
	Dark Tourism

	LGBT Tourism
	Community Based Tourism
Psychological& demographical Factors	Wellness Tourism
	Medical Tourism
	Yoga Tourism
	Sports Tourism
	Adventure Tourism
Technological Factor	Space Tourism
	Marine Tourism
	Virtual Tourism
	Cinematic Tourism
Economical Factors	Inclusive Tourism
	Slum Tourism
	Disaster Tourism

Some types of SIT are discussed hereunder:

Gems & Jewellery Tourism

Dubai has been a focal point for purchase of gold. However, World Gold Council has established, with the help of All India Gem and Jewellery Trade Federation, gold tourism circuit consisting of Coimbatore, Surat, Kolkatta, Jaipur and Ahmedabad wherein Goldsmiths are given opportunity to showcase their expertise in preparing gold jewelleries with handicraft designs. This also enables the goldsmiths to sell their product directly to tourists. This, not only, increases the employment opportunities, but also, boosts foreign and domestic tourists to purchase handcraft jewellery and ornaments rather than machine cut jewelleries. Imported jewelleries attract duties and taxes. However, the amount spent on duties and taxes would be spent to visit these identified centres and handicraft jewelleries would be purchased. Diamond Tourism is also gaining importance in Rajasthan, Karnataka and Kerala *(economictimes.indiatimes.com).*

Craft Tourism:

Opening up of the culturally rich centres and villages for regional economic development and for entertaining the tourists may be called as craft tourism. The artisans and craft-persons of the region concerned are supposed to amuse the tourists and to sell their products. Craft tourism facilitates and promotes the development of the gift and souvenir industry, as shopping has been an inevitable activity of the tourists at the destinations. Mainly three types of arts are applied in manufacturing handicraft items. They are tribal art (preparation of items for own consumption of tribal people), ethnic art (preparation of crafts by tribal for consumption of others) and mainstream art (preparation of ethnic art in different style). Identification of craft centre for tourism should have 4 Hs, such as, Habitat, Heritage History and Handicraft.

Textile Tourism

This type of tourism has been newly catching up the heights. There are four main sources of textiles such as animals (wool and silk), plant (cotton, jute, bamboo, flax), mineral (asbestos and glass fibres) and synthetic (nylon, polyester, acrylic and rayon). While Chennai, Tuticorin, Madurai, Salem, Virudhunagar and Tirupur have been major cotton producing centres, on the other hand Bengalure, Kanchipuram, Varanasi, and Chinnalapatti are identified as Silk producing centres of India. India has the unique distinction of being the only country producing all the five kinds of silk namely, **Mulberry**, **Eri**, **Muga**, Tropical **Tasar** and Temperate **Tasar**. Among them, **mulberry silk** is the most popular variety. Manipur in the North East of India is the second largest producer of **bamboo** and **bamboo** products, the first being Tripura. It is popular for its traditional cane and **bamboo craft**. Some of the **districts** like Jiribam, Imphal and Tamenglong are especially **well known** for their abundant **bamboo** resources. The **state** of Mizoram has some great weavers who create **intricately** beautiful products. These traditionally skilled artisans **make bamboo** products like **baskets**, utensils, hats, Handcrafted Furniture and flower vases as well as weaves shawls too. Ghazipur, Chandrapur and Nadia districts are popular for its jute products. Baskets, containers, bags, cane-kunki, cane-tray, mats, dolls, cushion covers are popular in jute.

Shopping Tourism

Shopping has ever been an inseparable element of tourism. Shopping has become a determinant factor affecting destination choice. While it has been an important component of the overall travel experience, on the other hand, shopping also works as prime travel motivation for some. Therefore, destinations utilized this immense opportunity as new market trend to influence the tourists by providing them authentic and unique shopping experiences so as to add value to tourist loyalty while reinforcing, and even, defining their tourism brand and positioning. More importantly, shopping, a major area of touristic activities represents a significant source of income to regional and national economy through directly and through supply chain.

Sports Tourism

Tourism and sports are interrelated and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries. Major sporting events, such as the Olympic Games, football and rugby championships have become powerful tourism attractions in themselves – making a very positive contribution to the tourism image of the host destination. Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sports are the main objective of travel or not. Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences. Mega sport events such as Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits.

Gastronomy and Wine Tourism

Due to globalization and cut-throat competition prevailing in the destination marketing, unique local and regional intangible cultural heritage, particularly cuisines, food and beverage, have become increasingly the distinguished feature to attract tourists. For many destinations, food and wine preparation methods are an integral part of their history and function as identity and as brand image of the nations, as these two are treated as element of culture. Gastronomy and wine tourism boost tourists by providing them diversification from usual tourist activities, thus, it promotes local economic development and energizes many budding professionals to perform excellently in the sector. UNWTO accords that"gastronomy and wine tourism contribute to promoting and branding destinations, maintaining and preserving local traditions and diversities, and harnessing and rewarding authenticity". The Committee on Tourism and Competitiveness (CTC) of UNWTO articulates that "Gastronomy Tourism as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences" It also describes further that Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes, whereas Wine Tourism as a sub-type of Gastronomy Tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source. (UNWTO.org)

Rural Tourism

UNWTO views Rural Tourism as a type of tourist activity related to agriculture, rural lifestyle / culture, farming, angling and sightseeing. In order to promote Rural Tourism, the destination must have the following characteristics:

(i) low inhabitants in the area,
(ii) agricultural and forestry land

(iii) traditional social structure and lifestyle
(iv) Easily accessible from a popular city / destination
(v) Non-requirement of basic infrastructure *(ijresm.com; tourismteacher.com)*.

Mountain Tourism

Mountain Tourism activity occurs in hills or mountains with unique and peculiar characteristics and features inherent to a specific scenery, topography, environment & weather, biodiversity (flora and fauna) and society. It entails a broad range of outdoor leisure, sports, health, wellness and adventure activities. Mountain tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time and along a wider territory*(ijresm.com)*.

Wedding Tourism

Wedding tourism or marriage tourism or destinations weddings is a fast growing phenomenon referring to activity of tourists traveling to a destination for the purpose of getting married or participating in the wedding of a kith and kin. Destination weddings are a great choice for couples that are more laid-back with their wedding planning, as they often would not get to see the venue or destination before their wedding, or meet all of their vendors in person prior to the celebration. Some of the best and cheap wedding locations in the world are Martinique, Dominica, **Jamaica**, Costa Rica, Tulum, Cozumel, Curacao, Puerto Vallarta etc. Rajasthan, Goa and Kerala are the most popular destinations for wedding in India. The peculiarity of the destinations wedding is that the guests are supposed to do their booking for transport, accommodation and other arrangements. The factors considered for choosing destination for wedding are cost, scenery, personal backgrounds of the newly wedding partners, political situations prevailing in the destination, legal formalities at the destination etc.

Space Tourism

The practice of travelling into space for recreational purpose is called Space Tourism. There are three types of space tourism such as orbital, sub-orbital and lunar space. The benefits of space tourism are given hereunder:

- It frees space ambitions from traditional burdens. ...
- It will inspire a new generation of engineers. ...
- The **cost** of reaching space will go down. ...
- Hypersonic travel could become a possibility. ...
- It will provide a new view of our planet.

Space tourism has a number of both benefits and drawbacks. Its advantages include a high public profile, technological innovation and high investor interest. Its disadvantages include a huge initial investment cost and risky operations in a hostile environment. While the only way up

to space is via a rocket, there are two ways to come back down: via a winged vehicle, like the space shuttle or Virgin Galactic's Space Ship Two, or via a capsule, like Apollo, Soyuz, and Blue Origin's New Shepard.

Urban Tourism

According to UNWTO, "Urban Tourism is a tourism activity taking place in an urban area characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business. According to the United Nations, in 2015, 54% of the world's population lived in urban areas and, by 2030, this share is expected to reach 60%. Along with other key pillars, tourism constitutes a central component in the economy, social life and the geography of many cities in the world and is thus a key element in urban development policies. Urban tourism can represent a driving force in the development of many cities and countries contributing to the progress of the New Urban Agenda and the 17 Sustainable Development Goals, in particular, Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable. Tourism is intrinsically linked to how a city develops itself and provides more and better living conditions to its residents and visitors. Fulfilling tourism's potential as a tool of sustainable and inclusive growth for cities requires a multi-stakeholder and multilevel approach based on close cooperation among tourism and non-tourism administrations at different levels, private sector, local communities and tourists themselves"(unwto.org).

Ethnic Tourism

According to Yang, ethnic tourism is motivated by tourists' search for exotic cultural experiences through interaction with distinctive minority groups and the desire of those groups to use aspects of their culture to create economic opportunities. It provides the chance for tourists to experience aspects of unique cultures, landscapes, and ways of life. It has been widely adopted and promoted as a strategy for economic development and cultural preservation in many countries throughout the world, particularly as many such minority groups are relatively disadvantaged when compared to the majority population and their culture may be viewed as one of their strongest assets. Ethnic tourism signifies the tourists' interests in the customs of the indigenous and exotic people, directly focusing on the local people. In this form of tourism, the tourists visit the residence of local people, observe and participate in their festivals, dances, rituals and other forms of cultural expressions. Human contacts with the indigenous people become very important in this form of tourism and it involves a study and purchase of local products as well. The importance is given to the special features of local culture as against the control of the homogenizing culture. This inspiration to the locals crops up mainly from the interest of the outsiders in the tradition. Thus, the uniqueness and importance of the heritage are brought before ethnic tourists and, thus, are led to immense in bliss with proud and pride. Consequently. It provides more employment opportunities &income and

enhancement in the living standards of local community. Many States of India especially Rajasthan are popular for ethnic tourism *(owlgen.in).*

Dark Tourism

Dark tourism or black tourism or grief tourism related with death or tragedy is somewhat controversial, as some view it as an act of respect and others as unethical practice. Dark Tourism may be promoted in the places characterized by distress, atrocity, sadness and pain of people inhabited there. Disaster Tourism, a component of dark tourism, denotes situations where the tourism product is generated within, and from, the aftermath of a major disaster or traumatic event. However the aim of tourists visiting such places is to help the victims in relocating themselves and to work hard for their welfare and development. Dark Tourism has become the subject of academic debate more and more in recent years particularly for its critiques and assessment of associated impacts. Though dark tourism may not lead to a happy and leisure experience, many people enjoy the educational aspect attached to it. Visitors of dark tourism sites are from a wide socio-demographic group. Motivation to dark tourism could be educational or a desire to understand past affairs or experience something different or new *(tourismteacher.com)*.

Historical Tourism

Historical tourism is a type of tourism focusing on the history of some place, people, thing, or events. Tourists visit places where historical things or events have occurred with the purpose of research, analysis, gaining knowledge of the past events. They usually visit to the places of historical importance to know about the culture, tradition, past happenings etc. and get to know about the evolution and development in tradition, culture& civilization*(owlgen.in)*. This effort supports the mediators to realize and appreciate the living environment and life styles of ordinary people of the past, and encourages them to present and interpret these in a quiteattention-grabbingway to the tourists.

Environmental Tourism

Environmental tourism revolves around visiting unspoiled and relatively undisturbed natural areas, intended as a low impact and often small scale alternative to standard commercial mass tourism*(aianta.org)*. Its purpose may be to educate the travelers, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local Communities. It is also considered to be a step for sustainability of natural resources. Since the 1980s ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism *(owlgen.in).*

Avitourism

In this type of tourism, tourists would love to visit bird sanctuaries and enjoy watching the activities of birds. *(epgp.inflibnet.ac.in)*.

Cinematic Tourism

Travel undertaken with the purpose of visiting the destinations shown in cinemas, movies and reality shows etc is called Cinematic Tourism *(epgp.inflibnet.ac.in).*

Gambling Tourism

Visiting casino destinations and engaging in gambling activities in the cities visited is called Gambling Tourism *(epgp.inflibnet.ac.in)*.

Photographic Tourism

In this type of tourism, tourists would be interested in taking photographs of natural and cultural elements in the destination visited *(epgp.inflibnet.ac.in)*.

Spa Tourism

Visit to mineral or hot water springs for the purpose of health is called Spa Tourism. It is a year round activity *(epgp.inflibnet.ac.in).*

Check Your Progress A

1. Throw light on the evolution of Special Interest Tourism.

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2. What do you know about space tourism? Explain in detail.

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3. What are the factors responsible for development of Special Interest Tourism.

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9.3 FEATURES OF SIT

According to WTO, SIT is meant for a segment of tourists sharing and dedicating themselves towards a common interest. The foregoing paragraphs highlight the following features of SIT. These features can be classified into three categories such as general concept, developmental strategies and special interest tourist behaviour (Akinci & Kasalak, 2016).

General concepts

Slow: SIT is developed and promoted slowly and gradually, as it attracts niche market.

Controlled: As the itinerary is prepared for a particular type of tourists, this is highly controllable in the aspect of destinations to be covered, duration, accommodation and transportation etc.

Appropriate Scale: Such type of tourism is developed with proper planning on Dos & Don'ts, Pros & Cons etc.

Long Term planning: Identification of tourist interests and development of marketing strategies for SIT is highly time consuming. Therefore, it should be considered as a long term planning and activity.

Quality: As the products are highly customized, the quality of the products would be well filtered, tuned and refined.

Local Control: Activities of the tourists at SIT destinations are highly controlled by local administration, as the product is highly polished and sophisticated.

Developmental Strategies

Planned Development: Itinerary for tourists having special interests would be well planned first and then be executed unlike other types of tourism wherein tourists would execute their program first and later depending upon the situation they would re-plan their programs.

Consideration of all factors: TATOs marketing SIT products would seriously consider all the factors at the time of executing the itinerary. The factors mainly involved, at this stage, are political, geographical and economical.

Local Investors: Investment for the SIT products would be normally managed by the local community and government, as the SIT product is considered to be "brand image" for the destination.

Tourist Behavior

Small Groups: One of the main characteristics of special interest tourists is that they share distinctive interests among themselves. So, it is obvious that the number of tourists sharing such interest would be relatively small. Hence, such tourists would form groups among themselves and accordingly they would plan their trips.

Respectful and Sensitive: SIT tourists are highly dedicated towards their products. Therefore their attitude and behaviour in the destination would result in mutual respect among the hosts, intermediaries and the guests. The treatment given by the intermediaries and hosts at the destination to special interest tourists would not be like that of common tourists.

Repeated visits: Another unique behaviour of special interest tourists is that they would repeat their visit to the destinations. Their curiosity would differ themselves from others. As their interest would not be met in any other destination, the places meeting their requirements would function as a pull factor. This would make SIT tourists repeat their visit.

Focussed and Sensitized: SIT tourists are having a very focused approach and are well versed with the do's and dont's thereby are low impact tourist and are more environment friendly. The destination planners too are very cautious in developing and promoting the destination strictly adhering to the norms and requirements of the Special Interest Tourists.

9.4 SIGNIFICANCE OF SIT

SIT is an integral part of tourism industry in the contemporary period. The tourists of this era is more interested, motivated and confident about travelling to new places around the world where they will find, experience and enjoy something different and new. The tourists engaged in SIT seek to learn more, to improve their knowledge, to enrich their awareness and to express themselves as self motivated for self-actualization with individualized focus. SIT is a tailor-made and customized tourism activity that caters to the specific interests of groups and individuals. In this case, tourism is undertaken to satisfy a particular interest or need. SIT enables the tourists to conduct research, and to explore new things in their field of study. This also further enables the tourists to preserve the past and the present so that it can be transferred to future. On the other hand, SIT enables TATOs to identify their niche markets and to position themselves in the industry. For the academia, SIT provides new types of tourism from time to time. Destination can be developed easily in SIT by identifying employment opportunities with high skills. It would finally result in regional economic development *(epgp.inflibnet.ac.in; acsedu.co.uk)*.

Check your progress B

1. Discuss in detail the features of Special Interest Tourism

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2. Stress the importance of Special Interest Tourism with example.

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9.5 DEVELOPMENT OF SPECIAL INTEREST TOURISM PRODUCTS

The marketers must study and analyse the market for SIT in two different angles such as tourists' angle and business angle. In the view point of tourists, the special interests of the tourists, their demographical, geographical, cultural, social economical and psychological background must be studied. However, in the view point of business, the marketers must primarily identify the places that meet the requirements of the tourists. Simultaneously, they are bound to consider the political conditions prevailing in the destination, demand of the local investors, legal formalities to be fulfilled etc. Furthermore, they also have to derive strategies to counter the challenges to be faced at the destination at the execution stage of the program. It is the responsibility of the intermediaries and local stakeholders of the business to make the tourists aware of the obstacles and problems to be faced by the tourists during tour. In nutshell, the following points must be considered while developing products for SIT:

1. Tourists' Profile
2. Expenditure pattern of tourists
3. Motivations of Special Interest Tourists
4. Consumption pattern of Tourists
5. Expectation and Satisfaction level of Tourists

9.6 DISADVANTAGES OF SIT

SIT also has its own disadvantages. Let us list down some.

1. Local community of the destination tries to control the intermediaries. But the local community is supposed to understand the evident role of the TATOs in connecting the tourists with the destination.

2. It is somehow difficult for TATOs to identify the exact location of the tourists of special interest.
3. Both the TATOs and tourists carry some unavoidable risk.
4. Cost of the itinerary is high.

Check your progress C

1. How would you design a strategy to position the product meant for Special Interest Tourism?

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2. Explain in detail the disadvantages of Special Interest Tourism.

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9.7 CHARACTERISTICS OF THE SPECIAL INTEREST TOURISTS

The following characteristics may be recognized with special interest tourists:

Distinctive behaviour: As the interest is unique, the behaviour of the tourists at the destination would also be unique.

Lavishness: The tourists involved in SIT would not hesitate to spend money lavishingly to get their needs fulfilled.

Exclusive choice: The destination preferred by the special interest tourists would be highly unique in such a way that they would prefer places meeting their needs and wants.

Allocentric & Adventurous: They would be ever ready to take risks in their trips, so that they can have utmost enjoyment at the destination and can enrich their awareness and knowledge. They use to travel either alone or in group sharing common interests.

Knowledge oriented: They always want to enrich their knowledge by visiting destinations satisfying their needs. Just for the purpose of gaining knowledge, they would be ready to lead sophisticated life and to compromise with accommodation as well.

9.8 SKILLS REQUIRED TO SPECIAL INTEREST TOURISTS

The special interest tourists are allocentric by nature. Therefore they are required to have the following skills:

Conflict Management: During tour, the tourists would travel in group. Conflict would arise among the members of the group, due to difference of opinion. Therefore, the tourist is expected to efficiently and effectively handle the conflicting situations.

Problem solving: At the time of travelling, the tourists might face different problems with mediators, local community and co-tourists etc. Therefore, the tourists need to be a problem solver as well.

Communication: The tourists might be able to communicate effectively. Therefore they must have good command over verbal, non-verbal and written communications. At times, the tourists may not be versed with the local language of the destination. They may be supposed to communicate non-verbally in an effective manner. Non-verbal communication would be effective only when the tourists are aware of the local culture, customs and practices.

Team work: Most of the times, the special interest tourists would move only in groups. Therefore, the tourists are supposed to have knowledge on team building and to work with team in such a way that the mission of the team would be successful.

Analytical and observational skill: One of the most important skills required to special interest tourists is analytical and observational skill. They are supposed to be alert and aware always during tour, so that, they can take quick and right decisions.

Negotiation: Negotiation skill is highly appreciated among the tourists, as they have to face different intermediaries during their trip.

Check your progress D

1. What are the skills required to Special Interest Tourists? Explain in detail.

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2. List down and elucidate the distinctive characteristics of special interest tourists with example wherever possible.

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9.9 LATEST TRENDS IN SIT

Current trend in SIT is as given below:

1. Food Tourism – travelling to a place with a purpose of tasting and gaining knowledge on different recipes popular at the destination.
2. Event Tourism (MICE) – travelling to a place with a purpose of attending meetings, conferences and exhibitions and to enjoy the destination as well.
3. Wellness Tourism – undertaking trip to the places with an idea of maintain good health
4. Medical Tourism – Travelling to the places with a purpose of getting benefits of world-class diagnosis, medical operations and treatment relatively at a cheaper price
5. Sports Tourism–Observation or participation of the tourists in the sports activities, apart from the usual tourist activities at places popular for sports.
6. Ghost Tourism – This type of tourism is meant for those tourists seeking ghost hunt & walks and haunted. Though it would not involve any dangerous activities, it would, still, generate a feeling of thrill, fear and haunt.
7. Volunteer Tourism – The travel undertaken by the group of people with the objective of improving the living conditions of the places visited. It is also related to disaster tourism and eco-tourism.
8. Community Based Tourism (CBT): Tourism activities undertaken by the local communities at the rural areas with the aim of developing better livelihood in the rural areas with the help of tourism resources available at the rural areas.
9. Indigenous Tourism: Travel undertaken by the people with the purpose of attracting others with their indigenous products and services. It is related to cultural tourism.

In the same lines, we can also add Adventure Tourism, Grey Tourism, Yoga Tourism, White water sports tourism, Green Tourism, Urban Tourism, gaming etc.

9.10 UNIT SUMMARY

In this Unit, the evolution of SIT, its advantages, disadvantages, scope, characteristics, features and types are elaborately discussed. Characteristics of SI tourists include distinctive behaviour, lavishness, exclusive choice, allocentric & adventurous and knowledge oriented. Skills to be possessed by the tourists, such as, conflict management, problem solving, team work, analytical

& observational skill and negotiation are elaborated. A study on the factors directly affecting SIT is also made. Light has been thrown on strategy to be applied in developing SIT products. It is also seen that we must consider profile, motivation, expenditure & consumption pattern and expectation & satisfaction of the tourists, while developing strategy. An account of trend present in tourism industry has been appraised.

9.11 CLUES TO CHECK YOUR PROGRESS

Q1. Refer to Section 9.1
Q2. Refer to Section 9.2
Q3. Refer to Section 9.1
Q4. Refer to Section 9.3
Q5. Refer to Section 9.4
Q6. Refer to Section 9.5
Q7.Refer to Section 9.6
Q8. Refer to Section 9.8
Q9. Refer to Section 9.7

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UNIT 10 HEALTH, MEDICAL AND WELLNESS TOURISM

Structure

10.1 Objectives

10.2 Introduction

10.3 Concepts of Health, Medical and Wellness Tourism

10.4 Understanding Medical Tourism

- 10.4.1 Types of Medical tourism
- 10.4.2 Types of Treatment in Medical tourism
- 10.4.3 Motivations and Benefits of Medical Tourism
- 10.4.4 Process of Medical tourism
- 10.4.5 Role of Medical tourism facilitators
- 10.4.6 Medical tourism issues and challenges

10.5 Status of Medical Tourism

- 10.5.1 Global Scenario of Medical Tourism
- 10.5.2 Medical Tourism in India
- 10.5.3 Medical Tourism Issues and Challenges

10.6 Wellness Tourism

- 10.6.1 Wellness tourism in India

10.7 Policy of Medical, Health and Wellness Tourism in India

10.8 Let Us Sum Up

10.9 Key Words

10.10 Clues to check Your Progress Exercises

10.1 OBJECTIVES

After reading this Unit, you will be able to:

- differentiate between health, medical and wellness tourism
- understand the concept, types, motivations and process of medical tourism,
- explain the global medical tourism scenario
- understand medical tourism in India,
- understand health and wellness tourism in India,
- explain the policy initiated by the Ministry of Tourism, Government of India.

10.2 INTRODUCTION

While reading the newspapers or watching television or browsing through other social media or even during general conversations, you must have come across the terms 'health tourism', 'medical tourism' and 'wellness tourism'. Have you ever wondered the meaning of these terms? Whether they are the same or if they are different from each other? Well, the focus of this Unit is to give you a proper understanding of these terms, how they are related, their benefits and the processes involved. The Unit will also discuss their status in India as well as the policy initiated by the Ministry of Tourism.

10.3 CONCEPTS OF HEALTH, MEDICAL AND WELLNESS TOURISM

Travel for health purpose has several historical evidences, dating back to thousands of years.According to the World Health Organization (WHO), health is a state of physical mental and social well-being and not merely the complete absence of disease or infirmity and thus we can define Health Tourism as a type of tourism which has primary motivation of contribution to physical, mental and/or spiritual health through medical interventions or wellness-based activities**.** Involvement of medical interventions can be termed as Medical tourism while indulgence in wellness activities can be termed as Wellness tourism. Both the terms are not the same but are considered as different forms within the broader 'Health Tourism' concept. The difference between the two forms of health tourism is in the fact that medical tourism implies existence of a medical distress, that needs to be investigated, diagnosed and treated by medical procedures and thus considered a reactive form of a health tourism, while wellness tourism is a proactive one, implying preventing or maintaining health using alternative procedures, without implying specialized clinics, specialized medical personnel or invasive procedures. A concrete example is visualising hospital for medical tourism and a spa for wellness tourism.

In the global scenario it is observed that Health, Medical and Wellness tourism have grown exponentially in recent years to become increasingly relevant in many destinations.

10. 4 UNDERSTANDING MEDICAL TOURISM

In the modern context, medical tourism is explained as follows. “When a person travels outside his usual environment, to seek medical service, it is called “medical travel”, and upon arrival, such person is called “medical tourist”, and such activities which includes utilization of medical services, be it direct or indirect – hospitality, cultural exposure or site-seeing, is called “Medical Tourism”. Thus the leisure aspect of travelling is also included on a medical tourism trip. In general, Medical Tourism is considered as a trip undertaken by a person outside the place of his usual residence for the purpose of receiving a medical treatment, investigation or therapy and the tourists making use of the destination’s infrastructure, attractions and facilities.

10.4.1 Types of Medical Tourism

Medical Tourism is classified into the following types.

1. **International Medical Tourism**

When people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are travelling for medical care because of either affordability, better access to care or a higher level of quality of care is called International Medical Tourism.

International Medical Tourism can be further divided into two types-Inbound Medical tourism and Outbound Medical tourism:

A. Inbound Medical Tourism

When people travel outside their host/native country to another country for medical care, then it is called inbound medical tourism for the destination country. For example, foreign patients travelling to India for medical care are called inbound medical tourist for India

B. Outbound Medical Tourism

Outbound Medical Tourism refers to travel by tourists from the country of their origin to another country for medical purpose. When medical tourists travel to a foreign region than it is outbound tourism for his/her own country. For example, Indian patients travelling to other countries for medical care are considered as outbound medical tourist by India

2. **Domestic Medical Tourism**

Domestic Medical Tourism (also known as Intrabound Medical Tourism) is referred to people who live in the same country but travel to different states, regions or cities to receive medical treatment. The reason could be accessibility, affordability or better quality of care which they would have not received in their own home cities.(revised)

10.4.2 Types of Treatment in Medical Tourism

A wide variety of services can be obtained through medical tourism. Some of the common areas are listed below:

- Orthopaedics (branch of medicine connected with injuries and diseases of the bones or muscles)
- Organ Transplants
- Neurology (branch of medicine concerned with the study and treatment of disorders of the nervous system)
- Bariatric Surgery (involve making changes to the digestive system to help lose weight)
- Cosmetic/ Plastic Surgery
- Cancer Treatments (Oncology)
- Cardiology (Heart Surgery)
- Stem Cell Therapy (promotes the repair response of diseased, dysfunctional or injured tissue using **stem cells** or their derivatives)
- Dental/ Dentistry
- Eye Surgery (Ophthalmology)
- General Diagnostics

- Rehabilitation (the action of restoring someone to health or normal life through training and therapy)
- Fertility Treatment etc

10.4.3 Motivations and Benefits of Medical Tourism

In order to devise effective marketing strategies which will lead to enhanced satisfaction of medical tourists it is important for aspiring as well as established medical tourism destinations to understand the factors which motivate medical tourists to travel to other destinations and seek medical interventions. Some of these factors are explained below:

- Cost savings is an important motivation for the patients who have expensive medical care facilities in their home country, region or city. In many cases, combined cost for travel, accommodation and medical treatment in much lesser price abroad compared to the cost of medical treatment alone in respective home countries.
- Access to information about the quality of care provided in medical destinations is another motivating factor. Here the role of International healthcare accreditation which is the process of certifying a level of quality for healthcare providers and programs across multiple countries is important. There are various International healthcare accreditation organizations. An example is the US based Joint Commission International and there are over 600 Joint Commission International's accredited medical facilities worldwide. The accreditation process ensures standardised high quality of medical care.
- In developed countries the waiting time for any medical treatment is more. This is very dangerous for the patients who need immediate treatments. In this case medical tourism facilitates medical care with minimum or zero waiting periods at affordable destinations thereby giving them timely solution.
- Services offered by the medical tourism destinations are appreciated by the patients apart from the cost and waiting time. The number of paramedical staff is more with special escorted services at the hospital. Billing procedures are easy and the doctors spend more time with each patient to ensure a proper patient care.
- Medical tourism gives an opportunity for a patient and their relatives to experience new culture. Health vacation packages are offered which becomes an important motivation to

them for visiting heritage, natural or any other tourist site at a medical tourism destination.

Hospitals have also started providing a luxurious and comfortable stay for the patients and post treatment the patients can also make use of the tourism facility which leads to better change for the patient. This change of environment coupled with exciting tour can help patients recover quickly and is thus a major benefit of medical tourism. Again, apart from timely, accurate and affordable medical care, medical tourism helps in the regional development as it contributes to overall economic benefit to the host country, state or region; creates numerous health care jobs; increases global healthcare standards by introducing latest technologies; generates foreign exchange whenever inbound medical travel is involved; increased investment in health and allied sectors; creates socio-political benefits like improved overall infrastructure, health policies and fostering positive relationships between governments.

10.4.4 Process of Medical Tourism

Let us now try to understand how medical tourism works.

Step 1: A patient is in need of medical intervention for his/her health condition which he/she cannot access due to several reasons.

Step 2: He/she or the caretaker (may be a family member or a relative or friend or colleague) searches for healthcare provider/ doctor online (example, through internet) and offline (example, word of mouth/family/relatives/doctors).

Step 3: He/she chooses the medical tourism destination considering various factors like the cost, medical expertise, geographical area, language spoken, accreditation, patients' online feedback, infrastructure of the country or state, patient rights and safety, etc.

Step 4: Medical tourism facilitator is approached to contact with the expertise doctors at the destination.

Step 5: Doctor and his/her team checks the medical records of the patient with the help of Medical tourism facilitator. Advice for the treatment and cost is developed and communicated to the patient.

Step 6: As and when the patient party makes the decision, there is scheduling and bookings of the appointments with the doctor. Payments are made; travel and accommodation are booked and the patient arrives at the medical tourism destination

Step 7: Patient undergoes treatment and finally receives advice for follow-up.

In the entire process, the role of facilitator in medical tourism is very significant since they act as intermediary and engages with the patients and the health care providers. The next sub-section briefly describes the role of Medical tourism facilitator.

10.4.5 Role of the Medical Tourism Facilitator

Medical tourism facilitator acts as the link between potential medical tourists and surgeons, provider hospitals and other organizations. The facilitator may be an individual (specialised agent) or an agency or organisation. Most of the hospital chains nowadays have their own in-house Cell/Unit which provides such service. The following points aptly describe the role of a medical tourism facilitator.

- Firstly the patient puts queries about the services offered. After having received the details from the patient, the facilitator answers the queries and assists the patient in preparing his/ her medical retreat.
- After learning about the specific requirements of the patient he begins the process of designing various options for treatment.
- A list of hospitals and doctors along with the other information needed is made available to the patient by the facilitator.
- Medical history is taken by the experts with the help of questionnaire along with his medical transcripts e.g X-Ray, MRI etc. Treatment is finalised by the panel of doctors after receiving the medical transcripts and history
- Quotations for the procedure of treatment and accommodation are given to the patient and their relatives. Here the facilitator discusses about the finance along with travel insurance.
- A final travel itinerary is developed after the quotations with special requests after discussion and considering patient's needs.

- The facilitator arranges online meets between patients, doctors and attendants. Facilitator confirms all the reservations and sends the itinerary to the patient and relatives for reviewing it so that they get themselves acquainted with it.
- Destination Program Manager who has vast experience in the medical tourism business is appointed for the patient for assisting them throughout their stay.
- A pre-surgery consultation is done with the medical team and the procedure is performed.
- Post operation, after consulting with the doctors about the stability of the patient he is discharged from the hospital and taken to the hotel.
- After the consultation with the doctors again the patient is allowed to visit the tourist places.
- Lastly, after a final follow-up, the patient along with his relative is escorted to the airport to go to his home country.

Check your progress 1

1) Define Medical Tourism? Elaborate on the types of Medical tourism?

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2) Elaborate on the process of Medical tourism?

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3) What is the role of Medical tourism Facilitator?

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10.5 STATUS OF MEDICAL TOURISM

Medical Tourism Destination is as a place / location where medical treatment is provided along with the tourism activities in the region. India is amongst the top six Medical Value Tourism destinations of the world which include Thailand, Singapore, India, Malaysia, Taiwan and Mexico, The other important global Medical Tourism destinations are Canada, Dubai, South Korea, Japan , Bulgaria , Israel, Costa Rica and Turkey

10.5.1 Global Scenario of Medical Tourism

As per a recent medical tourism market Research Report, the global medical tourism market is growing at a steady pace and it is expected to grow at a CAGR of 21.4 per cent during the forecasted period 2017-2023. It is expected to reach $ 226,762.7 million by 2023.

There is no doubt about the importance of the Medical Tourism Market size globally. The Medical Tourism Association has estimated that annually 14 million people globally travel to different countries for medical care. This activity is worth of 50 to 70 USD Billion. Thailand is the top Medical Tourism Destination currently with 1.2 million visitors. In second place is Mexico that receives a million tourists annually. Other tourists are distributed among India, Singapore, Brazil, Turkey, Taiwan, etc. 40% of the patients prefer advanced technology procedures performed by highly trained personnel, 32% of them seek for better attention, treatment and medical care, 15% of patients go abroad in search of an immediate medical service with short waiting time and 13% consider low costs as the main reason for medical travel as reported by McKinsey and Company. (revised)

Due to short travel time to Mexico, Panama and Costa Rica, the Americans prefer to receive cosmetic and dental surgeries from these countries. For cardiovascular and orthopaedic services patients prefer Southeast Asia and India which are known for their high quality in medical care and a good enough numbers of well trained doctors and hospitals. (revised)

10.5.2 Medical Tourism in India

India currently ranks 5th on the Medical Tourism Index globally among 41 major medical tourism destinations. The medical tourists come to India for minor and major treatments, then travel to different tourist destinations across the country. The pleasure and luxury coupled with world class treatment attracts patients from different regions of the world.. Government of India policy think-tank NITI Aayog (National Institution for Transforming India), has identified

Medical Value Travel as one of the major growth drivers and a major source of Forex earning and is currently working out a roadmap to ensure significant growth by 2020.

Union Ministry of Commerce and Industry and Services Export Promotion Council (SEPC) estimate that the Indian medical tourism, wherein people travel outside their countries for medical treatment, is currently a $3 billion-worth industry and expected to become a $9 billion industry by 2020. India, with a CAGR of 25 per cent, is one of the fastest growing medical tourism destinations in Asia. As per a FICCI-IMS Knowledge Paper titled, 'Medical Value travel in India: Enhancing value in MVT', published in 2016, India is amongst the top six MVT destinations of the world which include Thailand, Singapore, India, Malaysia, Taiwan and Mexico, India ranked third in the world in 2015, but the position keeps fluctuating.

High quality healthcare service delivery, low cost, and close proximity to some key countries have made India one of the most popular destinations for Medical Value Travel. Here, treatment is offered from accredited facilities that is not only cost-effective but also at par with developed countries. Over the last decade, India has grown to become a sought after destination for medical value travel because it have proven superior over a range of factors that determines the overall quality of care.

Factors Driving Medical Tourism in India

- Most of the medical practitioners and surgeons at Indian Hospitals are well trained or have worked at some or other time in the leading medical institutions of the world (US, Europe, or other developed nations)
- Most of medical practitioners and nurses are well versed in English and other foreign languages.
- World Class medical and diagnostic equipments from global international conglomerates are available at leading Indian hospitals.
- The cost of quality of medical procedures and services is less in India as compared to other countries
- There are over 1000 recognized nurses-training centers in India, attached to teaching hospitals which train and graduate nearly 10,000 nurses annually.
- First-rate services and luxury amenities are available even for the budget medical tourists

10.5.3 Medical Tourism Issues and Challenges

- Post Operative Issues

After going back to his home country if some post-operative issue arises, the doctor not being physically present for the follow up treatment can lead to problems in the health of the patient

- Issue of foreign and local languages

Many a times there is language barrier between the Medical Tourists and the Doctors/ Staff. This may create problem during the medical treatment process.

- Quality of Infrastructure

Medical Tourists coming for treatment expect quality infrastructure facilities like proper transportation, accommodation, food, water, power supply etc. which they do not find after arriving at the destination

- Lack of Grooming

The paramedical staff is not well groomed to serve the foreign patients due to lack of training in cross cultural communication skills etc

Check your progress 2

1) Write a brief note on Medical Tourism in India?

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2) What are the major challenges in Medical tourism?

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10.6 WELLNESS TOURISM

Health Tourism's primary motivation is towards the contribution of physical, mental and spiritual health through wellness and medical based activities. 'Wellness' is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. 'Wellness Tourism' can, therefore, be defined as travel that involves to experience an active process of becoming aware of and making choices toward a more successful existence. In other words, 'Wellness' is a view of health that emphasizes the state of the entire being and its ongoing development.

Travelling with a pursuit of maintaining/enhancing one's personal being is a specific part of Wellness Tourism. Such types of tourism promises for combating stress and negativity which is generated by the daily lifestyle and thus travelling can be made an opportunity to improve and maintain the travellers' health. Patients who want a speedy and long-lasting recovery, a detoxification of the body and who are on a path of recovery after going through a medical surgery prefer Wellness Tourism. Many international patients come annually to India for a speedy recovery through Ayurveda therapies. Wellness Tourism over the time includes people travelling to various destinations offering meditation, spas, wellness retreats, spiritual pilgrimage and other form of therapies.

Wellness tourism is desired by large number of tourists from metropolitan cities for the following reasons:

- Getting away from the hectic urban life and difficult crowd.
- Taking a time out from pressures of the workplace for relaxation
- Self-development and mental stability by taking a holistic approach
- Indulging in pilgrimages and yoga retreat for spiritual discovery

10.6.1 Wellness Tourism in India

India has always been known for its rich heritage of 'Wellness' traditions and has enormous possibilities to offer to 'Wellness' seekers. The Indian 'Wellness' industry is one of the fastest growing segments of the travel and leisure industry. India has the potential to become a leading

‘Wellness’ destination for the global travellers who come specially for Yoga and traditional forms of healing like Ayurveda, Siddhi Medicine and Unani Medicine India has a number of wellness/ spa and yoga retreats, virtually every type of healthcare, including psychiatry, alternative treatments, and convalescent care is available in India.

The potential of wellness systems, developed through centuries of wisdom of this ancient civilization is being fully tapped by the Policy makers. This is being done by positioning India as a centre of Ayurveda, Yoga, Sidha, Naturopathy, etc. together with the spiritual philosophy that has been integral to the Indian way of life.

10.7 POLICY OF MEDICAL, HEALTH AND WELLNESS TOURISM IN INDIA

Indian healthcare industry has made structural changes during the 90s, with public and private sector partnerships along with the participation from the local people and different NGOs. Hospitals and Healthcare services are now moving towards the Corporate world. The private sector owns 75% of the advanced technology and human resources, 68% of the hospitals and 37% of the hospital beds. There is availability of medical care facilities for the domestic and growing international patients’ as a result technological advancement in medicine and medical treatment. This industry has the potential to generate a lot of job opportunities in the healthcare sector and the country’s medical tourism industry is forecasted to grow up to US$7 Billion by 2020.

Medical Tourism activity is mainly driven by the private sector. Ministry of Tourism, Government of India has the role of a facilitator in terms of marketing this concept and promoting this in the key markets. Medical and Wellness Tourism is now promoted as Niche Tourism Products and offers various facilities as given below to promote India as a preferred destination as well as facilitate the visit of medical tourists to the country

- Financial support as Marketing Development Assistance for Publicity and for organising Wellness and Medical Tourism Promotion shows as well as workshops/events/seminars

to accredited Medical and Wellness Tourism Service Providers and Chambers of Commerce, etc.

- MoT has produced a film on Medical Tourism in association with BBC and is used at various events for promotional purposes.
- Medical and Medical attendant visa has been introduced to streamline and ease the travel process of Medical tourists. The e-tourist visa regime has also been expanded to include medical visits as well.
- Promotion of medical tourism at various international platforms.
- Introduction of E visa for 169 countries.
- Circulated and distributed Brochure, CD and other publicity material.
- Constituted National Medical & Wellness Tourism Board to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism,
- Fiscal Incentives provided under Market Development Assistance (MDA) for participation in approved medical/Tourism Fairs/medical Conferences/Wellness conference/Wellness Fairs and its allied Road shows.
- Financial support under the MDA scheme to approved medical tourism service providers.

As regards to Wellness Tourism, guidelines are made available to address issues regarding making available quality publicity material, training and capacity building for the service providers, participation in international & domestic Wellness related events, etc.

To ensure the quality services in Wellness Centres, the Guideline for Accreditation of wellness centres have been developed by National Board for Accreditation of Hospitals & Healthcare Services (NABH) in consultation with Ministry of AYUSH .

The Department of Commerce and Services Export Promotion Council (SEPC) has launched a Healthcare Portal www.indiahealthcaretourism.com , as a single source platform providing comprehensive information to medical travellers on the top healthcare institutions in the country. This portal is available in English, Arabic, Russian and French.

Department of Commerce, Ministry of Commerce & Industry has identified 'Medical Value Travel Services' as one of the 12 Champion Services Sectors. Ministry of Health & Family Welfare and Ministry of AYUSH have been identified as nodal Ministry to finalize sectoral

schemes/action plans for 'Medical Value Travel Services' under Champion Services Sectors Scheme.

Check your progress 3

1) Give reasons why large number of tourists from metropolitan cities opt for Wellness tourism?

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2) What are steps taken by Ministry of Tourism, Government of India to promote India as a Medical and Wellness Tourism Destination?

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10.8 LET US SUM UP

Medical tourism is gaining importance because of its economic impacts recruiting many professionals from tourism. This unit has highlighted the basic concepts, types, motivations, benefits and key drivers of Medical tourism. This unit has elaborated on the overall process of medical tourism right from the Search for a healthcare provider, medical treatment till his last health follow up. Role of medical tourism facilitators covered in this unit will enable the students to acknowledge with the overall management of medical tourism business i.e the engagements between the patients and the health providers. A review of the global scenario of medical tourism with major focus on best practices of the world-renowned medical tourism destinations is elaborated. Along with the global scenario factors driving tourists to India is discussed. Lastly the overall significance of health and wellness tourism is discussed along with the policy initiatives of medical, health and wellness tourism by Ministry of Tourism Government of India.

10.9 KEY WORDS

Health care- Healthcare is the maintenance or improvement of health via the prevention, diagnosis, treatment, recovery, or cure of disease, illness, injury, and other physical and mental impairments in people

Unani- Unani medicine, also Arabian medicine, or Islamic medicine is a traditional system of healing and health maintenance observed in South Asia

Ayurveda- Ayurveda is one of the world's oldest holistic ("whole-body") healing systems. It was developed more than 3,000 years ago in India. It's based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit.

Homeopathic-Homeopathy is a "treatment" based on the use of highly diluted substances, which practitioners claim can cause the body to heal itself**.**

Alternate medicine- Treatments that are used instead of standard treatments. Alternative medicine may include special diets, mega dose vitamins, herbal preparations, special teas, and magnet therapy. For example, a special diet may be used instead of anticancer drugs as a treatment for cancer.

Rejuvenation-The act or process of making someone look or feel young and energetic again

10.10 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

3) See Sec. 10.4
4) See Sub Sec 10.4.4
5) See Sub Sec 10.4.5

Check Your Progress 2

3) See Sub Sec. 10.5.2
4) See Sub-sec. 10.5.3

Check Your Progress 3

1) See Sec. 10.6
2) See Sec. 10.7

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UNIT 11 WILDLIFE SANCTUARIES AND NATIONAL PARK

Structure

11.0 Objectives
11.1 Introduction
11.2 Wildlife Reserves, Wildlife Sanctuaries and National Parks: Concept and Meaning
11.3 Tiger Reserves
11.4 Project Elephant
11.5 Indian Wildlife Sanctuaries and National Parks and their specialties
11.6 Wildlife National Parks Circuits of India
11.7 Jeep Safari and Wildlife Tourism
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11.9 Keywords
11.10 Some Useful books
11.11 Answers to Check Your Progress Exercises
11.12 Reference and bibliography
11.13 Terminal Questions

11.0 OBJECTIVES

After studying this unit, learners should be able to:

- understand about Wildlife Reserves, National Parks and Sanctuaries
- differentiate between National Parks and Sanctuaries
- learn about various famous National Parks and Sanctuaries and their main attractions
- understand about Wildlife Protection Act of India
- explore Tiger Reserves and Elephant Reserves
- explain Wildlife Tourism

11.1 INTRODUCTION

Wildlife of India is important natural heritage and tourism attraction. National Parks, Biosphere Reserves and Wildlife Sanctuaries which are important parts of tourism attraction protect the unique wildlife by acting as reserve areas for threatened species. Wildlife tourism means human activity undertaken to view wild animals in a natural setting. All the above areas are exclusively used for the benefit of the wildlife and maintaining biodiversity. “Wildlife watching” is simply an activity that involves watching wildlife. It is normally used to refer to watching animals, and this distinguishes wildlife watching from other forms of wildlife-based activities, such as

hunting. Watching wildlife is essentially an observational activity, although it can sometimes involve interactions with the animals being watched, such as touching or feeding them.

Protected areas in India include National Parks, Wildlife Sanctuary, Reserve Forest, Conservation reserves, Marine reserves, Community reserves and Biosphere reserves. Indian states territories are bestowed with a plethora of flora and fauna.

National Parks and Wildlife Sanctuaries are protected areas declared by Government with the primary objective to preserve wildlife, save flora & fauna and restore the natural ecological balance.

The main purpose of Government to declare any area as National Parks and Wildlife Sanctuaries under protected areas is to preserve wildlife, save flora & fauna and restore the natural ecological equilibrium. Areas National Parks are around 100 sq. km to 500 sq. km and the emphasis has been given to preservation of floral and faunal species.

11.2 WILDLIFE RESERVES, WILDLIFE SANCTUARIES AND NATIONAL PARKS: CONCEPT AND MEANING

The concept of 'National Parks' and' Equivalent Reserves' is a direct outcome of urbanization, industrialization and human population explosion, which have directly or indirectly led to the catastrophic exploitation of the nature and natural resources. The growing popularity of the concept further reflects man's deep concern over the existing situation of strained global eco-balance, which has posed a serious threat on his own survival. Now, the nature, no more, is considered to be inexhaustible. Also, it has been principally accepted that the nature no longer can defend herself simply by remoteness or inaccessibility. National parks and equivalent reserves are being viewed as one of the effective remedies against the exploitation of the representative natural habitats, biomes and ecosystems. Moreover, the man is in vital biological and ecological need of a vast network of national parks and similar heritage areas for his physical, psychological, spiritual and therapeutic wellbeing, and as an antidote to urban and the artificial life. These are some reasons which lead to the rapid and consistent development of the park concept, the world over. However, the term 'National Park' is not universally used and the alternates words 'Game Park', 'Game Reserves', 'Wildlife Sanctuary', ‘Biosphere Reserve' and

'Wilderness areas etc. are used for the purpose of preservation, protection and conservation of natural qualities.

The basic concept of national parks varies widely from country in 'type' 'size', 'objectives' and philosophy of administration and management. This dissimilarity is largely due to difference in the geographic location of the reserves, their outstanding features, and socio-economic, political and environmental factors controlling them. However, protection, preservation, conservation, education and recreation are always the basic principles behind the establishment of such heritage area. The basic purpose of the national park system is to preserve for all times, areas which contain magnificent objects of geographical, geological, biological and historical importance as a national heritage for the benefit, education and enjoyment of the people".

The IUCN in its 10thgeneral assembly in New Delhi (in 1969) formulated the following definition of National Parks which is adopted by most of the countries:

A National Park is a relatively large area:

(1) Where one or several ecosystems are not materially altered by human exploitation and occupation;

(2) Where plant and animal species, geomorphological sites and habitats are of special scientific, educative and recreative interest, or which contains a natural landscape of great beauty; and

3) where the highest competent authority of the country has taken steps to prevent or to eliminate as soon as possible exploitation or occupation in the whole area and to enforce effectively the respect of ecological, geomorphological or a esthetic features which have led to its establishment; and

4) where visitors are allowed to enterunder special conditions, for inspirational, educative, cultural and recreative purposes.

In addition to National Parks, 'Biosphere Reserves' and 'wildlife areas' are the two popular systems receiving recognition in more and more countries. The core concept in all three cases is one and the same: protection and conservation of the heritage areas. The main differences are being in choice of the area and norms on use patterns.

The concept of Biosphere Reserve was evolved under UNESCO's Man and Biosphere (MAB) program, to meet the following objectives:

1) To protect and conserve, for present and future human use, diversity and integrity of biotic communities of plants and animals within natural ecosystems and to safeguard genetic diversity of species on which their continuing evolution depends;

2) To provide areas for ecological and environmental research, particularly base line studies both within and adjacent to these reserves; such research to be consistent with objective as at (i) above ; and ,

3)To provide facilities for education and training.

Evidently, the main objective of this system is to provide suitable areas which can serve

(i) as 'gene pool banks', by retaining their biotic diversity, and

(ii) as ecological benchmarks for conducting research related to the wellbeing of the biotic communities and their environment.

Keeping in view the basic ethics, a biosphere is only feasible when the area designated is large enough to serve as a nearly perfect ecological unit, and is kept free from any kind of human intervention. Preferably, such an area should be specific either for greater diversity of the biotic resources, or for harboring some unique or threatened species. Of late, this concept is being widely adopted by the countries as an immediate remedial measure towards the protection of the endangered and vulnerable plant and animal species. Tourism or recreation development was, however, strictly denied in the Biosphere Reserve.

Thus, the wilderness areas to be essentially managed on the principle of non-degradation, which means that such areas should be managed to provide for the protection and perpetuation of the value of wilderness resource and prevent deterioration caused by other resource activities or by visitor use, and, when necessary to restore deteriorated sites to an acceptable condition.

National Parks and Wildlife Sanctuaries in India:

Concept of protection, preservation and conservation of wild animals and plants together with a deep sense of respect for nature, existed in India from the early periods. Philosophical and religious ethics encouraged the people to respect, as well as protect the nature. In fact, India had evolved the system of wildlife sanctuaries, in the form *Abhayaranyas* (protected game forests) as early as 400 BC. But gradually, with the time, we forgot this glorious legacy, which resulted in the indiscriminate exploitation of country's forest and wildlife resources. It was during the third decade of twentieth century that, India, once again awakened to her long-forgotten love for the wild. This time the inspiration came from the west, particularly from the USA where the modern

park concept took birth in 1872. The idea of constituting a national park for protection and conservation of natural qualities and for the betterment of the society was expressed by some leading naturalists and conservationists of the country in 1870, which ultimately got materialized on March 1,1872, when 'Yellow stone National Park', first national park of USA, as well as of the world, came into being. Almost 56 years later, India constituted its first wildlife sanctuary i.e. Manas Sanctuary in Assam in 1928. However, the first national park of the country namely Corbett National Park came into being in 1935. Since then, India has progressed rapidly. Out of total geographical area of 32,87,263 km^2 of India ,total forest cover accounts for 7,08,273 km^2 having 21.54 % of geographical area of India under forest cover. As of December 2019, India has 903 protected areas which include 101 National Parks, 553 Wildlife Sanctuaries, 86 Conservation Reserves and 163 Community Reserves. All protected areas cover total geographical areas of 1,65,012.59km^2, which is approximately 5.02% geographical area of the country. Further national parks which come under protected areas category II amount for an area of 40,564.03 km^2 covering 1.23% of India's total surface area. Existing wildlife sanctuaries in India cover an area of 119776.00 km^2, having 3.64 % of the geographical area of the country. In addition, there are 50 Tiger Reserves, 18 Biosphere Reserves ,32 Elephant Reservesand131 Marine Protected Areas.

India's first biosphere reserve was established in 1986 and is called Nilgiri Biosphere Reserve. This reserve includes Wayanad, Nagarhole, Bandipur and Mudumalai, Nilambur, Silent Valley protected areas situated in Tamil Nadu, Kerala, and Karnataka States. The Great Rann of Kutch, with an area of 12454 sq km, is the largest biosphere reserve in India. On the other hand, Hemis National Park in Ladakh, with an area of 4400 sq km is the largest national park in India.

India has closely followed the concept and definition of national park as formulated by the IUCN in 1969. The report of Expert Committee of 'Indian Board of Wildlife' (IBWL) 1970 defines the national park as:

A National Park is an area of adequate natural, biological and geomorphological interest, designated and created by legislation as such, to be preserved in perpetuity as a national heritage. The term 'National Park' shall apply to an area with the following characteristics.

(1) Where one or several ecological features are not altered by human occupation or exploitation of the area, and where the plants and animals and the terrain are of special scientific, educative and recreative interest, or of distinctive character;

(2) Where adequate steps have been taken to prevent or eliminate human exploitation or occupation of the area and to protect the biological, territorial and aesthetic features which have led to the establishment of the National Park;

(3) where visitors are allowed to enter under special conditions for inspirational, educative, cultural and creative purposes; and

(4) Where no grazing of livestock is allowed.

In National Parks, human activity is not allowed. Also, the grazing of livestock and private tenurial rights are not permitted. The species that are mentioned in the Schedule of the Wildlife Act are also not allowed for hunting or capturing purposes. No person can remove, exploit, or destroy any wildlife from a National Park. No person shall allow to damage or destroy the habitat of any wild animal or deprive any wild animal of its habitat within a National Park. Also, they cannot be downgraded to the status of a 'sanctuary'. Both the Central Government and State governments can declare National Parks. But the alteration of the boundaries of a national park shall be made except on a resolution passed by the State legislature.

The definition of wildlife Sanctuary, as consider at the inaugural meeting of the IBWL in Mysore in December 1951, goes as;

"An area where killing or capturing of any Species of birds or animals is prohibited except under orders of a competent authority and whose boundaries and characters should be kept Sacrosanct as far as possible."

Later the IBWL (1970) elaborated the definition as under:

"Areas rich in wildlife which cannot be constituted as National Park due to the factors beyond administrative control may be designated as sanctuaries.

The management principles as applicable for national parks are applicable to the sanctuary except that a limited amount of interference by human and limited amount of grazing by cattle be permitted, though the attempt should be to curb it completely as soon as possible".

The concessions are made purely from practical point of view because, taking traditional rights of the local population into account, it might be difficult to stop grazing altogether, or for that

matter, collection and the utilization of the forest products. It is however emphasized that any use of forest should be in the interest of wildlife.

Under Wildlife Protection Act (1972) State Governments are empowered to declare any area as a Wildlife Sanctuary or National Park for the purpose of protecting, propagating and developing wildlife therein or in its environments. The difference in the two categories is largely in their status: A National Park is created by an act of legislature, whereas a sanctuary can be created by the Government which means by the order of Minister in charge. The State Government may, by notification, declare its intention to constitute any area other than area comprised with any reserve forest or the territorial waters as a sanctuary if it considers that such area is of adequate ecological, faunal, floral, geomorphological, natural. or zoological significance, for the purpose of protecting, propagating or developing wildlife or its environment. Wildlife Sanctuary, as the name indicates, is the place reserved exclusively for wildlife, which includes animals, reptiles, insects, birds, etc. wild animals, especially those in danger of extinction and the rare ones, so that they can live in peace during their lifetime and their population can be maintained. The International Union of Conservation of Nature (IUCN), has grouped wildlife sanctuaries in Category IV protected areas.

The Chief Wildlife Warden has the authority who control, manage and maintain all sanctuaries. The Chief Wildlife Warden may, on application, grant to any person a permit to enter or reside in a sanctuary for all or any of the following purposes, namely:

(a) investigation or study of wildlife and purposes ancillary or incidental thereto;

(b) photography;

(c) scientific research;

(d) tourism;

(e) transaction of lawful business with any person residing in the sanctuary.

Difference between Wildlife Reserves, Sanctuary and National Park

Wildlife sanctuaries refer to an area that provides protection and living conditions favorable to wild animals. On the other hand, the national park provides protection to the entire ecosystem, which includes flora, fauna, landscape, etc. of that region. Biosphere reserves are protected areas, which tend to preserve the genetic diversity of plants, animals, birds, etc.

The following points explain the difference between the Wildlife Sanctuary and the National Park:

1) The wildlife sanctuary is the region where wildlife and its habitat are protected from any disturbance. On the other hand, a national park is the area, which is specifically designed for wildlife, where they can live freely and use natural resources.

2) Wildlife sanctuaries are famous for wildlife conservation, which includes animals, insects, microorganisms, birds, etc. of different genes and species. On the other hand, National Parks are well known for preserving flora, fauna, landscape and historical objects.

3) Wildlife sanctuaries aim to ensure that a substantial population of wildlife and its habitats is maintained. On the contrary, national parks safeguard the environmental, landscape and cultural heritage of the region.

4) National parks are highly restricted areas, which are permitted for limited people, whereas wildlife sanctuaries have fewer restrictions than national parks.

5) To visit the national parks, the official permission must be taken from the competent authorities. In contrast, no official permission is required to visit a wildlife sanctuary.

6) The boundaries of wildlife sanctuaries are not sacrosanct. However, national parks have clearly delineated boundaries.

7) Limited human activities are permitted in wildlife sanctuaries, but in national parks, they are strictly prohibited by the authorities.

The Government of India passed Wildlife Protection Act in 1972 for the purpose of effectively protecting the wildlife of the country by controlling poaching, smuggling and illegal trade in wildlife. Another project called 'Project Tiger' was launched in 1973 to save the dwindling population of Royal Bengal Tigers. Later in 1992, 'Project Elephant 'was launched with an aim to protect the endangered wild Asian elephants and their habitat.

Regions- Wise Number of National Parks in India

Region	State/Union Territory	No. of National Parks	Area (Sq km)
North	Uttar Pradesh	1	490
	Uttarakhand	6	4915.02
	Haryana	2	48.25
	Himachal Pradesh	5	2271.38
	Jammu & Kashmir	4	3925

	Punjab	0	0
Western	Goa	1	107
	Gujarat	4	480.12
	Maharashtra	6	1273.6
	Rajasthan	5	3947.07
Eastern	Bihar	1	335.65
	Jharkhand	1	226.33
	Odisha	2	990.7
	West Bengal	6	1981.65
North East	Arunachal Pradesh	2	2290.82
	Assam	5	1977.79
	Manipur	1	40
	Meghalaya	2	267.48
	Mizoram	2	150
	Nagaland	1	202.02
	Sikkim	1	1784
	Tripura	2	36.71
Central	Chhattisgarh	3	2899.08
	Madhya Pradesh	10	3657.26
Southern	Andhra Pradesh	3	356.02
	Karnataka	5	2795.76
	Kerala	6	558.16
	Tamil Nadu	5	307.85
	Telangana	3	1032.47
Islands	Andaman & Nicobar	9	1153.94

Source: Wildlife Institute of India

Leopard

Tiger

Red Panda

Elephants

Peacock

Female Knob-billed Duck

Swamp Deer

one-horned rhinoceroses

Sambar

Bengal Tiger

Barking deer

Water Monitor

Indian Vulture

Spotted Deer

Wild Jackal

Indian Sloth Bear

Indian roller bird

Great-Indian-Bustard

Himalayan monal

golden pheasant

pheasant

Himalayan cat

Snow leopard

White crocodile

Source: https://www.pikrepo.com/fceqo/selective-focus-photo-of-indian-roller-bird-perching-on-branch-of-tree, https://commons.wikimedia.org/wiki/File:Great-Indian-Bustard.jpg

https://www.pickpik.com/golden-pheasant-bird-exotic-wildlife-nature-portrait-35034,https://wildlifezones.com/ , https://aboutgk.wordpress.com/animal/deer/barking-deer/

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Region-wise Number of Wildlife Sanctuaries in India

Regions	State/Union Territory	No. of Wildlife Sanctuaries	Area (Sq km)
North	Uttar Pradesh	25	5828.36
	Haryana	8	2,33.21
	Himachal Pradesh	28	6116.1
	Uttarakhand	7	2690.12
	Chandigarh	2	26.01
	Jammu & Kashmir	15	10243.11
	Punjab	13	3,26.60
	Delhi	1	27.82
Western	Goa	6	6,47.91
	Gujarat	23	16618.42
	Maharashtra	42	7604.44
	Dadra & Nagar Haveli	1	92.16
	Daman & Diu	1	2.19
Eastern	Rajasthan	25	5592.38
	Bihar	12	2901.67
	Jharkhand	11	1955.82
	Odisha	19	7094.65
	West Bengal	15	1442.12
North-East	Arunachal Pradesh	11	7487.75
	Assam	18	1840.14
	Manipur	2	184.81
	Meghalaya	4	94.1
	Mizoram	8	1090.75
	Nagaland	3	20.34
	Tripura	4	5,66.93
	Sikkim	7	3,99.10
Central	Madhya Pradesh	25	7158.42
	Chhattisgarh	11	3760.29
Southern	Andhra Pradesh	13	5942.23
	Karnataka	30	6774.81
	Kerala	17	1928.24
	Tamil Nadu	29	6157.12
	Telangana	9	5675.91
	Pondicherry	1	3.9
Islands	Andaman & Nicobar	96	389.39
	Lakshadweep	1	0.01

Source: Wildlife Institute of India

Check Your Progress A

1. What is the definition of Wildlife Reserve?

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2. What is Wildlife National Park?

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3. Write the differences between Wildlife National Park and Wildlife Sanctuaries.

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11.3 TIGER RESERVES

Project Tiger was launched by the Government of India in the year 1973 to save the endangered species of tigers in the country. Starting from nine (9) reserves in 1973, the number is grown up to fifty (50) in 2016. A total area of 71027.10 km^2 is covered by these project tiger areas.

Tiger Reserves of India (as on August, 2019)

Sr. No.	Name of Tiger Reserve	State	Year of Establishment	Total Area (in sq. Km.)	Core Area (in sq. km.)	Buffer Area (In sq. km.)
1	NagarjunsagarSrisailam (part)*	Andhra Pradesh	1982-83	3296.31*	2595.72*	700.59*
2	Namdapha	Arunachal Pradesh	1982-83	2052.82	1807.82	245
3	Kamlang Tiger Reserve	Arunachal Pradesh	2016-17	783	671	112
4	Pakke	Arunachal Pradesh	1999-20	1198.45	683.45	515
5	Manas	Assam	1973-74	3150.92	840.04	2310.88
6	Nameri	Assam	1999-20	344	200	144
7	Orang Tiger Reserve	Assam	2016-17	492.46	79.28	413.18
8	Kaziranga	Assam	2008-09	1173.58	625.58	548
9	Valmiki	Bihar	1989-90	899.38	598.45	300.93
10	Udanti-Sitanadi	Chattisgarh	2008-09	1842.54	851.09	991.45
11	Achanakmar	Chattisgarh	2008-09	914.017	626.195	287.822
12	Indravati	Chhattisgarh	1982-83	2799.07	1258.37	1540.7
13	Palamau	Jharkhand	1973-74	1129.93	414.08	715.85
14	Bandipur	Karnataka	1973-74	1456.3	872.24	584.06

Sr. No.	Name of Tiger Reserve	State	Year of Establishment	Total Area (in sq. Km.)	Core Area (in sq. km.)	Buffer Area (In sq. km.)
15	Bhadra	Karnataka	1998-99	1064.29	492.46	571.83
16	Dandeli-Anshi	Karnataka	2008-09	1097.514	814.884	282.63
17	Nagarahole	Karnataka	2008-09	1205.76	643.35	562.41
18	BiligiriRanganatha Temple	Karnataka	2010-11	574.82	359.1	215.72
19	Periyar	Kerala	1978-79	925	881	44
20	Parambikulam	Kerala	2008-09	643.662	390.89	252.772
21	Kanha	Madhya Pradesh	1973-74	2051.791	917.43	1134.361
22	Pench	Madhya Pradesh	1992-93	1179.63225	411.33	768.30225
23	Bandhavgarh	Madhya Pradesh	1993-94	1598.1	716.903	820.03509
24	Panna	Madhya Pradesh	1993-94	1578.55	576.13	1021.97**
25	Satpura	Madhya Pradesh	1999-20	2133.30797	1339.264	794.04397
26	Sanjay-Dubri	Madhya Pradesh	2008-09	1674.502	812.571	861.931
27	Melghat	Maharashtra	1973-74	2768.52	1500.49	1268.03
28	Tadoba-Andhari	Maharashtra	1993-94	1727.5911	625.82	1101.7711
29	Pench-MH	Maharashtra	1998-99	741.22	257.26	483.96

Sr. No.	Name of Tiger Reserve	State	Year of Establishment	Total Area (in sq. Km.)	Core Area (in sq. km.)	Buffer Area (In sq. km.)
30	Sahyadri	Maharashtra	2009-10	1165.57	600.12	565.45
31	Nawegaon-Nagzira	Maharashtra	2013-14	653.674	653.674	-
32	Bor	Maharashtra	2013-14	138.12	138.12	-
33	Dampa	Mizoram	1994-95	988	500	488
34	Similipal	Odisha	1973-74	2750	1194.75	1555.25
35	Satkosia	Odisha	2008-09	963.87	523.61	440.26
36	Ranthambore	Rajasthan	1973-74	1411.291	1113.364	297.9265
37	Sariska	Rajasthan	1978-79	1213.342	881.1124	332.23
38	Mukandra Hills	Rajasthan	2013-14	759.99	417.17	342.82
39	Kalakad-Mundanthurai	Tamil Nadu	1988-89	1601.542	895	706.542
40	Anamalai	Tamil Nadu	2008-09	1479.87	958.59	521.28
41	Mudumalai	Tamil Nadu	2008-09	688.59	321	367.59
42	Sathyamangalam	Tamil Nadu	2013-14	1408.4	793.49	614.91
43	Kawal	Telangana	2012-13	2019.12	893.23	1125.89
44	Amrabad	Telangana	2013-14	2611.39*	2166.37*	445.02*

Sr. No.	Name of Tiger Reserve	State	Year of Establishment	Total Area (in sq. Km.)	Core Area (in sq. km.)	Buffer Area (In sq. km.)
45	Dudhwa	Uttar Pradesh	1987-88	2201.7748	1093.79	1107.9848
46	Pilibhit	Uttar Pradesh	2014-15	730.2498	602.798	127.4518
47	Amangarh(buffer of Corbett TR)	Uttar Pradesh	2012	80.6	-	80.6
	Corbett	Uttarakhand	1973-74	1288.31	821.99	466.32
48	Rajaji TR	Uttarakhand	2015-16	1075.17	255.63	819.54
49	Sunderbans	West Bengal	1973-74	2584.89	1699.62	885.27
50	Buxa	West Bengal	1982-83	757.9038	390.5813	367.3225
	TOTAL			**71027.1**	**40340.12**	**30686.98**

Source: Project Tiger (http://www.wiienvis.nic.in/Database/trd_8222.aspx) and https://ntca.gov.in/tiger-reserves/#tiger-reserves- 2

11.4 PROJECT ELEPHANT

Project Elephant was launched by the Government of India in the year 1992 as a Centrally Sponsored Scheme with following objectives:

1. To protect elephants, their habitat & corridors
2. To address issues of man-animal conflict
3. Welfare of captive elephants

The Project is mainly implemented in 16 States / UTs , viz. Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Jharkhand, Karnataka, Kerala, Maharashtra, Meghalaya, Nagaland, Orissa, Tamil Nadu, Tripura, Uttarakhand, Uttar Pradesh, West Bengal.The Ministry of Environment, Forest and Climate Change provides the financial and technical support to major elephant range states in the country through Project Elephant.

Elephant Reserves

The Indian elephant *Elephasmaximus* occurs in the central and southern Western Ghats, North-east India, Eastern India and Northern India and in some parts of southern peninsular India. It is included in Schedule I of the Indian Wildlife (Protection) Act, 1972 and in Appendix I of the Convention on International Trade in Endangered Species of Flora and Fauna (CITES). It occurs in 16 of the 28 states in the country and is showing an increasing trend across its distributional range. Its population in 2007 was estimated to be in the range from 27,657 to 27,682, whereas in 2012 the population was estimated to be between 27,785 and 31,368. The list of Elephant Reserves state-wise and the estimated population are given in table below:

List of Region-wise Landscape and Elephant Reserves in India on August 2010

Region	Sr. No.	Elephant Reserve	Elephant Range	State	Date of Notification	Total Area (Sq. Km)	P.A. in ER (Sq. Km)
Eastern	1	Mayurjharna ER	**East-Central Landscape**	West Bengal	24-Oct-02	414	
	2	Eastern Dooars ER	**North Bengal- Greater Manas Landscape**	West Bengal	28-Aug-02	978	484
	3	Singhbhum ER	**East-Central Landscape**	Jharkhand	26-ep-01	4530	193
	4	Mayurbhanj ER	**East-Central Landscape**	Orissa	29-Sep-01	3214	1309
	5	Mahanadi ER *	**East-Central Landscape**	Orissa	20-Jul-02	1038	964
	6	Sambalpur ER *	**East-Central Landscape**	Orissa	27-Mar-02	427	427
	7	Baitami ER #	**East-Central Landscape**	Orissa		1755	
	8	South Orissa ER #	**East-Central Landscape**	Orissa		4216	750
	9	Lemru ER #	**East-Central Landscape**	Chhattishgarh		450	
	1	Badalkhol - Tamorpingla ER	**East-Central Landscape**	Chhattishgarh		1048.3	1154.93
Total						**18070.3**	**5281.93**
North-Eastern	1	Kameng ER	**Kameng-Sonitpur Landscape**	Arunachal	19-Jun-02	1892	748
	1	Sonitpur ER *	**Kameng-Sonitpur Landscape**	Assam	6-Mar-03	1420	420

	1	Dihing-Patkai ER	**Eastern-South Bank Landscape**	Assam	17-Apr-03	937	345
	1	South Arunachal ER	**Eastern-South Bank Landscape**	Arunachal	29-Feb-08	1957.5	378.13
	1	Kaziranga-KarbiAnglong ER	**Kaziranga-KarbiAnglong-Intanki Landscape**	Assam	17-Apr-03	3270	1073
	1	Dhansiri-Lungding ER	**Kaziranga-KarbiAnglong-Intanki Landscape**	Assam	19-Apr-03	2740	
	1	Intanki ER	**Kaziranga-KarbiAnglong-Intanki Landscape**	Nagaland	28-Feb-05	202	202
	1	Chirang-Ripu ER	**North Bengal- Greater Manas Landscape**	Assam	7-Mar-03	2600	526
	1	Garo Hills ER	**Meghalaya Landscape**	Meghalaya	31-Oct-01	3500	402
	2	Khasi-hills ER #	**Meghalaya Landscape**	Meghalaya		1331	
Total						**19849.5**	**4094.13**
	2	Mysore ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Karnataka	25-Nov-02	6724	3103
	2	Wayanad ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Kerala	2-Apr-02	1200	394
Southern	2	Nilgiri ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Tamil Nadu	19-Sep-03	4663	716
	2	Rayala ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Andhra	9-Dec-03	766	525
	2	Nilambur ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Kerala	2-Apr-02	1419	90
	2	Coimbatore ER	**Brahmagiri-Nilgiri-Eastern Ghat Landscape**	Tamil Nadu	19-Sep-03	566	482

	2 Anamalai ER	**Anamalai-Nelliampathy-High Range Landscape**	Tamil Nadu	19-Sep-03	1457	300
	2 Anamudi ER	**Anamalai-Nelliampathy-High Range Landscape**	Kerala	2-Apr-02	3728	780
	2 Periyar ER	**Periyar-Agasthyamalai Landscape**	Kerala	2-Apr-02	3742	1058
	3 Srivilliputhur ER	**Periyar-Agasthyamalai Landscape**	Tamil Nadu	19-Sep-03	1249	568
Total					**25514**	**8016**
Northern	3 Shivalik ER	**North-Western Landscape**	Uttarakhand	28-Oct-02	5405	1340
	3 Uttar Pradesh ER	**North-Western Landscape**	U.P.	9-Sep-09	744	
Total					**6149**	**1340**
TOTAL					**69,582.80**	**18,732.06**

Approved by Govt. of India, but not yet notified by the State Government
* Proposal for extension approved by GOI, but not yet notified by the state
(Source: Elephant Task Force Report of MoEF, August 2010)

Check Your Progress B

1. Write about "Project Tiger".

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2. Explain important four Tiger Reserves in India.

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3. Explain important three Elephant Reserves in India.

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11.5 INDIAN WILDLIFE SANCTUARIES AND NATIONAL PARKS AND THEIR SPECIALTIES

UNESCO has recognized some of India's national parks as World Heritage Sites.These are:

- Great Himalayan National Park in Himachal Pradesh
- Valley of Flowers and Nanda Devi National Park in Uttarakhand
- Keoladeo National Park in Rajasthan
- Khangchendzonga National Park in Sikkim
- Nokrek National Park in Meghalaya
- Kaziranga and Manas National Park in Assam
- Sunderbans National Park in West Bengal

Flora & Fauna in Indian National Parks

According to a study, India is among the 17 megadiverse countries which together possess 60-70% of world's biodiversity. The national parks and wildlife reserves in India are home to around 400 species of mammals and 1300+ species of birds.Some rare and unique wildlife species like the Indian Sloth Bear, the Chausinga (four-horned antelope) and Barasinga (swamp deer) are found in those wildlife reserves . In fact, India is the only country where both tigers and

lions can be found. It has the highest deer and tiger population in the world. Along with rich fauna, the Indian wildlife reserves are blessed with abundant flora. There are estimated to be around 15000 species of flowering plants, which make about 6-7% of the world's total plant species. The Valley of Flowers National Park in Uttarakhand alone contains 600 species of flowering plants including the famous and exclusive Brahma Kamal.

Some of the Popular National Parks amongst Tourists in India

There are around 104 national parks in India spread across the country's length and breadth. These wildlife parks are home to a variety of animals and birds, and some of them are the safe shelters for unique and threatened animals like one-horned rhinos and Royal Bengal Tiger. Some of the Popular National Parks of India are:

- Corbett National Park, Uttarakhand
- Ranthambhore National Park, Rajasthan
- Tadoba National Park, Maharashtra
- Kanha National Park, Madhya Pradesh
- Bandhavgarh National Park, Madhya Pradesh
- Panna National Park, Madhya Pradesh
- Pench National Park, Madhya Pradesh
- Sunderban National Park, West Bengal
- Kaziranga National Park, Assam
- Manas National Park, Assam
- Bandipur National Park, Karnataka

Some of the PopularBird Sanctuaries to Visit in India

India is home to more than 1300 species of birds and about 467 Important Bird Areas (IBA) which include 59 bird sanctuaries. These sanctuaries and IBAs are inhabited by birds like Indian peafowl, pheasants, quails, francolin, hornbill, and snowcocks. Some of the top bird sanctuaries on the list of wildlife adventure are:

- Sultanpur Bird Sanctuary, Haryana
- Bharatpur Bird Sanctuary, Rajasthan
- Salim Ali Bird Sanctuary, Goa
- Kutch Great Indian Bustard Sanctuary, Gujarat
- NalSarovar Bird Sanctuary, Gujarat

- Kumarakom Bird Sanctuary, Kerala
- Vedanthangal Bird Sanctuary, Tamil Nadu
- Thattekad Bird Sanctuary, Kerala
- Ranganathittu Bird Sanctuary, Karnataka
- Pulicat Lake Bird Sanctuary, Andhra Pradesh
- Chilika Lake Bird Sanctuary, Odisha

Madhya Pradesh with 10 national parks ranks, number one in terms of number of national parks in India. Kanha National Park and Bandhavgarh National Park located in the state of Madhya Pradesh are counted amongst the best national parks to spot Royal Bengal Tigers in India. In the southern part of India, Parambikulam Tiger Reserve in Kerala is quite popular for its spectacular wildlife sightings. In the western region, the states of Maharashtra and Gujarat boast of immensely rich wildlife. Located some 145 km from Nagpur, TadobaAndhari Tiger Reserve is a famed wildlife destination of Maharashtra. While in Gujarat, Gir National Park is famous for its majestic Asiatic lions.

Check Your Progress C

1. Explain about two Wildlife National Parks in Northern India.

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2. Write about two Wildlife Sanctuaries in details.

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11.6 WILDLIFE NATIONAL PARKS CIRCUITS OF INDIA

The best National parks in India for tiger spotting are Ranthambore, Corbett, Bandhavgarh, Kanha, Tadoba and Pench National Park. These parks are home to some of the best habitats for tigers in India. Beside Tigers, Asiatic lions, Indian Rhino, Asiatic elephants, Snow Leopard, Hillock Gibbon, Indian wild dogs, Leopards, etc., are some of the prominent wild animals one can spot in India.

Some Wildlife Tourism Circuit of India

North East Wildlife Circuit

1. Kaziranga National Park (Assam)- Manas National Park (Assam)- Namdapha National Park (Arunachal Pradesh)

Tiger Tourism Circuit of Madhya Pradesh

2. Pench Tiger Reserve- Kanha Tiger Reserve- Bandhavgarh Tiger Reserve

Wildlife Circuit of Bihar

3. Sanjay Gandhi Biological Park (Patna)- Gautam Buddha Wildlife Sanctuary (Gaya)- Kaimur Wild Life Sanctuary

Wildlife Circuit of South India

4. Nagarhole National Park (Karnataka)- Bandipur Tiger Reserve & National Park (Karnataka)- Mudumalai Tiger Reserve& National Park (Tamilnadu)

Elephant Circuit of India

5. Chandaka Elephant Sanctuary (Odisha)- Lemru Elephant Reserve (Chatisgarh)- Mayurjharna Elephant Reserve (West Bengal)

Himalayan Wildlife circuit of Uttarakhand

6. Gangotri National Park – Nanda Devi National Park- Valley of Flower National Park

Unexplored Wildlife circuit of North-East

7. Dampa Tiger Reserve (Mizoram)- Murlen Tiger Reserve (Mizoram)- Clouded Leopard National Park (Tripura)

Bird Sanctuary Circuit of Uttar Pradesh

8. Samaspur Bird Sanctuary (Rae Bareli)- SoorSarovar Bird Sanctuary (Agra)- Chandra Shekhar Azad Bird Sanctuary (Unnao)

11.7 JEEP SAFARI AND WILDLIFE TOURISM

Traditionally wildlife refers to undomesticated animal species, that grow or live wild in area without being interfered by humans. But scientists have the opinion that wildlife is affected very much by human activities. Wildlife is found in all ecosystems like deserts, forests, rainforests, plains, grasslands, and other areas, including the most developed urban areas.

Wildlife tourism mostly include non-consumptive interactions with wildlife, such as observing and photographing animals in their natural habitats. It also includes viewing of and interacting with captive animals in zoos or wildlife parks, and can also include animal-riding (e.g. elephant riding) and consumptive activities such as fishing . It has the recreational aspects of adventure and usually supports the values of ecotourism and nature conservation programs.

Jeep Safari is one of the best options to watch wild animal in natural habitat, wildlife photography and admire adorable landscape and natural beauty of the National Park. Jeep Safari is the most important mode of wildlife safari. The Jeep Safari is a commendable alternative to marking wildlife activities and marking the good-looking landscape of National Park specially for hard core lovers of wildlife. Jeep is open topped Maruti Suzuki Gypsy which can accommodate up to six people at a time. It is a preferable option for a small group of tourists with special interest such as wildlife photographers, bird watchers etc. Safaris are allowed in limited numbers and assigned safari area inside the park by the Forest Department. One should obtain advance permit due to limited facilities. Morning jeep safari occurs at around 06:00 AM-07:00 AM and evening safari operates normally around05:00 PM. It is mandatory to have a forest guide with each safari.

Besides this specially designed 4X4 open jeep safari is also an excellent way to enjoy wildlife in its natural habitat and it provides a close interface with charismatic wildlife species of India including tigers, lions, leopards, bears, and elephants among several others.

Other option for Jungle Safari

Canter an open top safari bus other option for jungle safari in National Park is considered good for a big tourist group of around 20 people. Instead of taking 2-3 Jeeps Canter is advisable as everyone in the group can get the similar experience of safari in National Parks.

The safari vehicles are privately owned by local people and are registered with forest department for jungle safari. Without registration with forest department no vehicles are allowed to enter into the park. These safari vehicles are the best option to discover wildlife in National Park as one can spot the Lions in their natural habitat, when they are on the prowl or spot an elephant

herds in their natural premises or chitals and wild boarshidden amongst the shrubs. Also, one can click pictures of spotted wild animal during safari.

National Park are divided into different zones like buffer or core area/zone of the park where visitors can be part of wildlife safari and can enjoy the intriguing behavior of the animals with bare eyes at proximity. However, it is mandatory to carry a valid ID card and government-issued permit to enter these protected areas for a wildlife safari. The entry to theseareas is regulated and limited number of tourists are allowed at a time based on the carrying capacity of the protected areas. Therefore, it is advised to obtain permit and book their accommodation in advance. The safari is conducted by trained professionals as to make it a most extraordinary and thrilling experience . The wildlife tours in India are a great source of entertainment and knowledge and they help us learn about the different animals, their behavior, and habitats.

jungle safari is conducted /available in all the national parks across the country. These tours can be tailor-made as per the requirements and special interest of the tourists.

11.8 LET US SUM UP

India's landscape area covers 21.54% forest area. India is home to world's largest wildlife population and has got unique assemblage of globally important endangered species like Asiatic lion, tigers Asian Elephant, One-horned Rhinoceros, Gangetic River Dolphin, Snow Leopard, Kashmir Stag, Dugong, Gharial, Great Indian Bustard, Lion Tailed Macaque etc. Wildlife of India comes under protected areas reserves form National park, sanctuaries, conservation reserve, biosphere reserve, community reserve Private reserve, tiger reserve, elephant reserve. There are 101 existing national parks in India covering an area of 40,564.00 km^2, which is 1.23% of the geographical area. There are 553 wildlife sanctuaries in India which covers the area of 119776.00 km^2, which is3.64 % of geographical area. 50 Tiger reserves are located at various regional destinations of country, covering 71027.19 km^2, which is reserves to save the endangered species of tigers in the country under the Project Tiger, launched in 1973. 32 Elephant reserves protected are stipulated in the southern Western Ghats, North-East India, eastern India and Southern peninsular area for survival of elephants, their habitat & corridors under Project Elephant launched in 1992. Indian Wildlife Protection Act, 1972 is effectively protecting the wild life of this country and to control poaching, smuggling and illegal trade in wildlife. This Act was enacted for the protection of plants, birds and animal species. The Wildlife Protection Act is an umbrella Act to protect wild animals and plants. Government

Ministry provides various supports to protected areas in the country. Wildlife Reserves attract tourists in many ways such as Zoo, Elephant Safari, Jeep Safari, and Jungle Safari.

11.9 KEY WORDS

- **Wildlife:** Wildlife traditionally refers to undomesticated animal species, but has come to include all organisms that grow or live wild in an area without being introduced by humans.
- **Wildlife Reserve:** Natural area of protected land in biosphere reserve that is preserve for flora and fauna of rare or endangered species.
- **Wildlife Animals:** Undomesticated animals found in natural environment of forests that can live or roam without intervention of humans.
- **National Parks:** A National Park is a natural space that is mainly dedicated for the purposes of conservation, recreation, and protection of flora and fauna.
- **Core Zone:** A selective area in biosphere reserve where natural state of the ecosystem has been represented and strictly protected by forest department. No human activity is allowed in this area.
- **Buffer Zone:** A limited some activity such as agriculture, fishery and vegetation by local community is allowed in this protected area of biosphere reserve. This is in the natural ecosystem preserved for wildlife activity by forest department.
- **Project Tiger:** A tiger conservation programme launched by Government in 1973 to increase the tiger population in the country. Under this project Tiger protection force has been made. First tiger Project launched in Jim Corbett National Park, Uttarakhand**.**
- **Elephant Project:** This project has been initiated by Government of India, in 1992 under the Ministry of Environment and Forest to provide financial and technical support for conservation of elephants in the country. This project helps in maintaining natural habitat and corridors landscape to protect elephants from human-elephants conflicts and managed by state Government.
- **Wildlife Protection Act:** The Wildlife Protection Act, 1972 is an Act of the Parliament of India enacted for protection of flora and Fauna such as wild animals, birds and plants; and for matters related to protection of these. This has prepared to control the poaching, smuggling and illegal trade in wildlife and its areas.

- **Jeep Safari:** This is part of adventure activities which attract tourists in biosphere reserves for watching wildlife enthusiast without disturbing the natural environment. It is mode of travel in reserve areas of ecosystem to explore the beauty of national parks, sanctuaries, elephant reserve and tiger reserve which is managed by forest department.
- **Wildlife Tourism:** This is the activity of tourists in wildlife destinations in which observing and interaction with animals, plants and their natural habitats through mode of travelling jeep safari, wildlife safari and elephant ride. This has occurs in protected areas of biosphere reserve.

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11.11 ANSWERS OR HINTS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress A

1. See Section 11.3
2. See Section 11.3
3. See Section11.3

Check Your Progress B

1. See Section 11.4
2. See Section 11.4
3. See Section 11.5

Check Your Progress C

1. See Section 11.6
2. See Section 11.6

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11.13 TERMINAL QUESTIONS

1. Differentiate between Wildlife National Park and Sanctuaries.

2. Explain Jungle Safari .

3. Explain five main Tiger Reserves in India for tiger conservation.

5. Prepare one itinerary covering some important National Parks and sanctuaries.

6. Explain in details some Elephant Reserves in India

UNIT 12 TOURISM PRODUCTS AND SERVICES

Structure

12.0 Objectives
12.1 Introduction
12.2 Concept of Tourism Resources
12.3 Tourism Products: Concept and Meaning
12.4 Tourism Services: Concept and Meaning
12.5 Types of Tourism Products
12.5.1Natural Tourism Products
12.5.2 Man-made Tourism Products
12.5.3 Symbiotic Tourism Products
12.5.4 Site Based Tourism Products
12.5.5 Event based Tourism Products
12.6 Characteristics of Tourism Products and Services
12.6.1 Intangibility
12.6.2 Inseparability
12.6.3 Heterogeneity
12.6.4 Perishability
12.6.5 Ownership
12.7 Check Your Progress
12.8 Let Us Sum Up
12.9 Clues to Check Your Progress Exercises
12.10 Key Words

12.0 OBJECTIVES

After reading this unit the learners will be able to:

- understand the concept of tourism resources
- understand the concept and meaning of tourism products and services,
- learn about the difference between tourism products and other consumer products,
- understand how tourism resources are converted into tourism products.
- learn about the various types of tourism products and their characteristics

12.1 INTRODUCTION

In the past, some destinations emerged over the years and due to their peculiar characteristics they became tourist attractions. The tourists of those times travelled to these destinations according to their interests like ancient cities, pilgrimage sites or hill stations etc. These destinations were not particularlydeveloped for tourism purposes. However in recent years, keeping in view the developments in the field of tourism, various new destinations which include beaches, hill stations, townships and pilgrimage sites were studied and developed upon with sole motive of creating new tourist destinations to attract tourists. Thus the concept of tourism products came into picture as like any other industrythe tourism industry also sells its products to the potential buyers in order to earn revenue. However these tourism products are quite different from the other daily consumable products due to their peculiar characteristics. We will read about these characteristics which make them different from other products in the later section of this unit. The tourists choose to visit a particular destination depending upon the various tourism products which a particular destination offers.

Hence being a tourism student one must have a thorough understanding about these products. The unit will give the learners a basic overview about the meaning, types, components and characteristics of the tourism products and services.

12.2 CONCEPT OF TOURISM RESOURCES

Before understanding tourism resources we will first understand the meaning of resource. In simpler terms resource is something from which we produce some benefit. A resource can be natural as well as manmade. For example sunlight is a natural resource whereas technology is a man made resource. These resources are further used to produce something which adds value to our lives. Resource is something that primarily decides the final product. Resources can be tangible like man, material (raw), machinery, money etc. as well the resources can be intangibles like the education, training and skills of manpower, image and goodwill of the organizations, patents and copyrights etc.

Similarly, tourism resource can be referred to as any resource which has potential to satisfy the tourism needs of human beings. The term tourism resource includes all the natural and man made attractions, services, infrastructure and other conditions that have capability to attract tourists towards them. It is the available tourism resources at a particular tourist destination that decides nature and form of tourism product on offer. In other words, tourism resources can be defined as the components or ingredients which go into amalgamation at the hands of tourism business owners/operators to arrive at the final tourism product offering. Like the case with other business resources, tourism resources can also be classified into various kinds, primary being the natural tourism resources and manmade tourism resources. Tourism resources can be tangible ones like water bodies, land bodies etc as well as they can be intangibles like rites and rituals, cultural and

religious manifestations& events etc. The core element in case of tourism resources is the attraction which when supported by accessibility and accommodation services gives rise to final tourism product offering. So, we can say that in order to have a feasible tourism product there should be not only the attraction but also it should be backed by accessibility and accommodation services.

The natural tourism resources include the resources provided by nature like mountains, deserts, forests, climate, scenic beauty, landforms, flora and fauna, beaches and marine areas etc. These natural resources are developed to convert them into tourism products. For instance a place full of natural beauty and landscape is of no use in terms of tourism without the basic infrastructure like roads, transportation, water supply, electricity, accommodation and food outlets etc.

Thenatural resources are managed and developed to offer them as tourism products in the market. The role of accessibility comes into play when we talk about developing a natural resource into a tourism product. A destination is of no use if it is not easily accessible. To reach an attraction or a destination a tourist would need some mode of transport. This mode of transport may be a motor car, a coach, taxi, an aeroplane, a ship or a train. A tourist destination is of little value if they are located at places where no transport can reach or where there are inadequate transport facilities.

Further, a destination full of natural resources needs to have good accommodation facilities so that the natural resources of that destination may be utilized for the purpose of tourism. A tourist reaching a destination needs to have an accommodation where he can stay. An accommodation plays an important role and is very basic to a tourist destination. It has often been seen that it becomes difficult to promote a destinationfull of natural resources as a tourism product without accommodation infrastructure.The accommodations can be of different types which are offered to the tourists depending upon their budget and facilities available. Some examples of accommodation are hotels, resorts, youth hostels, guest houses, dak bungalows, tents, home stays and dharamshalas etc.

Amenities and Activities also play an important role in the process of development of a natural resource into a tourism product. Amenities include all other services which we require while travelling such as water, food, electricity, telecommunication and healthcare facilities etc.. Activities include all the activities which a tourist destination provides for the satisfaction of tourists. These activities may include shopping, dining, nature walks, boating etc.

12.3 TOURISM PRODUCTS: CONCEPT AND MEANING

In simpler terms, tourism is something which is concerned with pleasure, holidays, travel and going or arriving somewhere. Here people usually leave their normal places of residence or work to some other places due to reasons depending upon person to person. Like in our daily life, in order to survive, we consume various products, similarly while performing tourism activity people need to avail various services and consume various goods which are usually different

from what they consume in their daily life. The process of buying a tourism product starts right at the time when a person decides in his mind to go on a trip outside his usual place of work or residence. Let us explain this in detail, when a person decides or plans to travel to a destinations of his choice , he psychologically starts expecting a memorable experience during his journey. The experience of the tourist at the airport on departure or upon arrival at the destination is a part of the tourism product. When he uses transportation facility at the destination he interacts with the local people. The quality of the transportation as well as the behavior of the local people also form part of the tourism products.

While at the destinations, the tourists visit different attractions of the destinationand during the visit they use various facilities or services which may include transport services, road side shops, rest rooms, services of photographers, coolies, guides, shopping, entertainment services, and restaurants and so on. All these attractions, facilities andservices including the experiences of the tourists at the destinations become part of the tourism products. The ultimate aim of these tourism products is to satisfy certain needs of the tourists for which they have left their places of residence or work and these needs may include leisure, pleasure, business, adventure or religion etc.

Therefore in order to attract more tourists to a particular destination the authorities need to keep on working upon the quality of these tourism products.

Medlik and Middleton (1973) conceptualize tourism product as a bundle of activities, services and benefits that constitute the entire tourism experience. This bundle consists of five components which are destination attractions, destination facilities, accessibility, images and price.

By this time, the learners must have got a basic idea about the meaning of tourism products. Now we will quote some definitions of tourism products as given by various experts and tourism organizations.

As defined by UNWTO “a tourism product is a combination of tangible and intangible elements such as natural, culturaland manmade resources, attractions, facilities,services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customer. A tourism product is priced and sold through distribution channels and it has a life cycle”

According to Reger Dosewell, a leading expert on tourism products designing “Tourism products at a destination comprise of all those attractions, facilities and services used or visited during a stay. It also comprises of everything that happens to visitors and everything they experience”.

Medlik and Middleton (1973) proposed that “tourism productsconsist of a variety of elements which is a package that is not integral to each other and meet the needs of tourists from leaving his residence to the place of destination and back again to the place of origin”.

According to Suwantoro (1997) " Tourism product is the overall service provided and felt or enjoyed by tourists since he left his residence to the tourist destination which he has chosen and returned to the house form where he originally departed."

Bukart and Medlik (1986) describe the structure of the tourism product as an integrated product which consists of tourism , tourist attractions, transportation (transport services), accommodation and entertainment in which each element is prepared by individual companies and offered separately.

Thus we can safely say that a tourism product is the sum of physical and psychological satisfaction which is provided to the tourist during their entire travelling route to the destination chosen by them.

12.4 TOURISM SERVICES: CONCEPT AND MEANING

A service business is one in which a seller called service provider provides services to the buyers rather than the products. The buyers pay a price for the services being used by him. Some services are purely intangible in nature whereas in some other services tangible component is also there. Some examples of services which are purely intangible are cinema halls, art exhibitions and sports events whereas examples of services in which tangible aspect is also there are restaurants and supermarkets. Some other examples of service providers are doctors, lawyers, hotels, airlines, trains, couriers, banking and so on.

Kotler (1991) defined services as "A service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything or may not be tied to a physical product."

The services cannot be stored for future use. Moreover they cannot be standardized like other physical products as they are mostly intangible. This further makes difficult to measure the quality of the services. Like in tourism services when we buy a tour package we cannot immediately assess the quality of the service unless we go to the destination only then depending upon our experience we will realize whether we got the value of the money spent or not.In view of the difficulty of quality assessment of the services sometime it becomes difficult for the customers to purchase the same.

Services are different from the products due to their unique characteristics like **intangibility, inseparability, heterogeneity, perishability and ownership** which we will read in the later section of the unit.

In case of goods they are first produced then stored and are finally sold and consumed by the buyers. Whereas in case of services they are first sold and then produced and consumed simultaneously. Since services are usually generated and consumed at the same time the

customers are actually involved in the service delivery process by taking into considerations the requirements of the customers. Thus the service providers offer greater scope for customization according to the requirements of the customers thus, offering increased satisfaction which leads to higher customer retention.

The importance of service is such that it can distinguish one brand from the other. For instance in case of two fast food chains, say Pizza Hut and Domino's, deliveringsame product, more than the product it will be the quality of service provided by them which will differentiate the two brands from each other and will ultimately result in repeat business.

Tourism related services include services provided by the hotels and restaurants, travel agencies, tour operators, tourist guides/escorts and other related services. When a tourist visits a destination he needs services like transportation, accommodation, dining andentertainment etc.These services are provided to the tourists by various service providers operating in the area. The quality of services provided by them can actually make or mar the popularity of a particular destination. For instance when a tourist books a local taxi at a destination for sightseeing then the quality of service provided by the taxi operator which may include punctuality of the driver, condition of the vehicle and behavior of the driver, etc. will decide the overall experience of the tourist at the destination.

12.5 TYPES OF TOURISM PRODUCTS

In this section, we will discuss about the various types of tourism products. Broadly, the tourism products can be classified as:

- Natural Tourism Products
- Man-made Tourism Products
- Symbiotic Tourism Products
- Site based Tourism Products
- Event based tourism Products

12.5.1 NATURAL TOURISM PRODUCTS

The tourism products which have been created using the resources provided by nature are called natural tourism products. The natural tourism products are closely associated with natural environment. The natural settings in such tourism products attract tourists towards them. Such tourism products have always attracted the mankind since times immemorial. The mountains of Himalayas in the North, the sea beaches of South and the deserts of Rajasthan are such natural attractions which have always fascinated the tourists worldwide. Major natural tourism resources could be:

- Scenic attractions
- Mountains

- Glaciers
- Climate
- Caves
- Deserts
- Sea beaches
- Islands
- Rivers
- Lakes
- Waterfalls
- Wildlife
- Forests
- Flora and fauna

As discussed earlier, these natural resources are utilized and developed in order to present them as tourism products. Basic infrastructure like transport, accommodation and food is provided at such places to convert them into products.

One such example of natural tourism product is the famous **Dudhsagar Falls** waterfall located on the Mandovi River in the border of Indian States Goa and Karnatka. The fall is located in the BhagwanMahaveer Sanctuary and Mollem National Park in the Western Ghats.The area is surrounded by deciduous forests with rich biodiversity.

12.5.2 MANMADE TOURISM PRODUCTS

These are those tourism products which have been built or created by humansto satisfy leisure, pleasure or business needs of the tourists. Such type of products include sites & area of archaeological interest, historical buildings and monuments, places of historical significance, museums & art galleries, theme/amusement parks, fairs& festivals ,dance & music,recreation parks and zoos etc. These are the examples of manmade tourism products to satisfy the leisure & pleasure needs of the tourists. Conventions & conferences are the another examples of manmade products which satisfy the business needs of the tourists. Major man made tourism products could be:

- Historical monuments
- Historical sites
- Fairs and festivals
- Customs and traditions
- Cuisines
- Museums
- Art galleries

- Folk dances
- Handicrafts
- Religious centres
- Adventure activities
- Resorts
- Botanical gardens and zoos
- Recreational and Shopping facilities

One such example of man made tourism product is the famous amusement park EsselWorld built in 1986 by Subhash Chandra of the Essel Group. Most tourists, who visit Mumbai, always make it a point to visit this magical place. Situated in the Gorai Island, Essel World is one of the first amusement parks in India.

12.5.3 SYMBIOTIC TOURISM PRODUCTS

In this category, we take those tourism products which do not come under the category of natural or manmade products. These type of tourism products have a mixture of both natural & manmade features. In such products, the nature remains the core resource on which humans create recreational facilities. Nature provides the resource & man adds certain facilities to convert them into a tourism product. Thus such products are called as creation by symbiosis of nature & man. For example, the water adventure activities in Goa have been created by humans whereas the resource on which these activities are performed has been provided by the nature which is sea. Another examples of such products could be wild life sanctuaries, marine parks and national parks.However the core attraction is such products usually remains the nature.While creating symbiotic tourism products it is always taken into consideration that we do not overexploit the natural resources & always use them to an acceptable limit.Such products are managed by human beings by taking care of natural beauty as far as possible.

One such example of symbiotic tourism product is the famous**Jim Corbett National Park** located in the Indian state Uttarakhand. It is the oldest national park in India and was established to protect the endangered Bengal Tiger.

12.5.4 SITE BASED TOURISM PRODUCTS

In simpler terms, when an attraction is a place or site then it is called a site based tourism product. As obvious, such places are always permanent in nature and can never be replaced totally but can be modified to suit the needs of the tourists. Sometimes to keep alive the interests of the tourists , new features are added in such tourism products. If we take an example of famous city of Agra in India as a site based tourism product then we see that the city of Agra can never be replaced however certain modifications, like organizing night music shows with TajMahal as background, can always be made to keep alive the interest of the tourists.

12.5.5 EVENT BASED TOURISM PRODUCTS

Many times certain events are purposefully organized at certain destinations to attract tourists. The tourists visit such destinations as spectators, participants or sometimes as both. Such events at the destinations make the destinations as what we call event based tourism products. Such events may be traditional ,occasional or promotional in nature . The famous Kumbhmela at Allahabad, Ujain, Nasik&Haridwar is a perfect example of traditional event in which people from all over the world participate as tourists.

In occasional events the participants belong to a specific target group. For example wedding destination functions, MICE events etc.

Promotional events on the other hand are events which are specifically organized at a destination to promote the popularity of that destination. Indian Premier League (IPL) in cricket is an example of promotional event which is organized by Board of cricket Council of India (BCCI) . Such events are organized on temporary basis and are not permanent. They are organised to increase the number of tourists to a particular destination. Some of such events have short span of time while others may last for many days or even months.

12.6 CHARACTERISTICS OF TOURISM PRODUCTS AND SERVICES

What makes the tourism products different form the other consumer products?

Well, as discussed earlier the tourism products are not like our daily use products. They are different due to some of their unique characteristics. Let us discuss about these characteristics one by one.

- **Intangibility**
- **Inseparability**
- **Heterogeneity**
- **Perishability**
- **Ownership**

12.6.1 INTANGIBILITY

Tangible is something which we can touch whereas intangible is something which we cannot touch. When we buy a tourism product, say a tour package we actually buy a dream, a concept or an idea. We cannot touch it, feel it or smell it. Whenever we plan a trip we start imagining about what we will see at the destination. When we actually reach the destination only then we realize the level of satisfaction or the value of money that we have got in return. In this way the tourism products are said to be intangible is nature.

The tourism products sometimes have both tangible & intangible aspects associated with them.For instance when we check in a hotel at a destination, the hotel room is tangible in nature

since we can touch & see the location & physical amenities offered whereas the services attached with the room like laundry, food & beverage, front office etc. cannot be touched & seen which are intangible aspects of tourism products.

When we buy a consumer product, say a bottle of shampoo, we can immediately check its benefits, whereas when we buy a tourism product it is not possible to check its benefits immediately.

12.6.2 INSEPARABILITY

In case of a product like a television set we go to the market purchase the product and bring it back with us to our home. Now a dayswe order such products online from the comforts of our homes and they get delivered to us. Hence these product get separated from their sellers. Whereas in case of tourism products we have to go physically to the destination to enjoy them and cannot bring them back with us.In this context we say that tourism products are inseparable from their sellers. In general the services cannot be separated from the persons providing them. A tourist guide needs to be present during his description about the product at a destination. Tourism product are said to be inseparable because the consumer & the service provider should both be present during the consumption of the product.

12.6.3 HETEROGENEITY

Tourism is a service industry. In this industry humans serve humans. In providing tourism related services human element is always involvedwhich ultimately makes the standardizationof these services a very difficult task. For example at a destination in a hotel, front staff executive greeting the tourist with a smiling face and politeness will make the tourist feel happy about the services of the hotel and will carry good memories with him about the destination. On the other hand, some other day, in the same hotel if the same front staff executive behaves rudely and not doing his job smilingly & politely will give bad impression about the services of the hotel. The destination is same & the hotel is same but because of heterogeneity in providing the servicesby the executive, the tourist's perception about the hotel will change completely. This happened because human factor was involved in providing tourism related services. In another example , awaiter who servesin best possible manner may behave differently on different occasions while presenting the cuisine. The involvement of human factor in tourism related services makes them heterogeneous in nature.

12.6.4 PERISHABILITY

Tourism products are said to be highly perishable. It means that these product cannot be stored for a long time like other consumer products. A simple consumer product say a bar of soap is producedin factories and is made available at the shops for selling to the prospective buyers. If unsold, it can remain there for a long time even for days & months. However an unsold room in a hotel or an empty seat in a transport is lost forever. This is because in tourism products the production & the consumptiontakes place at the same time. Production takes place only when the

customer is actually present. And once the consumption starts it cannot be stopped, interrupted or modified.If a tourism product is not used it gets lost for that time. Tourism is highly dependent on seasons and due to perishability characteristic the accommodation and transport sectors offer high discounts during off seasons.

12.6.5 OWNERSHIP

In case of consumer products, we go to the market, pay the price and bring the product back with us. These products can range from a book, T.V set, mobile phone or a high end car and so on. Hence we pay its price and become its legal owners. Now this product belongs to us. In case of tourism products and services we pay for its use and can never become its owners.At a destination we pay for the accommodation and use it but we do not become the owner of the hotel. Similarly we pay for the air seat but never own it. The non ownership of services transfers only the right to use the services for a limited time.

In tourism industry, humans serve humans which has proved to be an important element for the last several decades. In these times the tourism products are facing a lot of challenge in terms of quality & diversity. For instance in the past, classification procedure and requirements of the tourists were simple as they usually travelled for two main reasons i.e trade & religion. But now-a-days the motivation factors for travel have become so diverse that the classification process has become very complex which has further affected the product designing process. Moreover other peculiar characteristic of tourism products & services is that they are highly sensitive to internal as well as external factors which was also proved in the recent past when there were restrictions on travel due to worldwide lockdown because of COVID-19 pandemic which badly hit the tourism industry. There are sufficient reasons to say that in comparison to other services, the tourism services are more vulnerable to sensitive issues. Thus, while dealing with tourism products & their related services one must bear in mind all these issues & considerations.

12.7 CHECK YOUR PROGRESS

1.Write a brief note on the concept of tourism services.

2. Explain the various types of tourism products.

3. How does a tourism product different from other consumer product in terms of intangibility and perishability?

4. Discuss briefly the concept of tourism resources.

12.8 LET US SUM UP

In this unit we have discussed about the tourism products and services. Tourism products/services are different from other daily consumable products because of their peculiar characteristics. Tourists are motivated to visit a destination depending upon the attractions at that destination. These attractions could be natural or manmade. These attractions are basically the reason for tourists to visit a particular destination. Further the attractions could also be cultural like sites and area of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, art and music festivals and games etc.. Natural tourism products are those which have been created naturally whereas man made products are created by human beings for the purpose of pleasure, leisure and business. Symbiotic products are created by blend of both natural and man-made features. Tourism as we have understood so far is the phenomena that encompasses many related services under its broad ambit. Some people say tourism is a business of networking. Tourism is basically a service industry. Tourism products/services differ from other manufacturing goods in terms of five main characteristics viz. intangibility, heterogeneity, perishability, inseparability and ownership. Tourism services are intangible since they cannot be inspected and sampled in advance before the actual purchase is made. In tourism industry, the presence of human factor has proved to be an important element for the last several decades. In these times the tourism products are facing a lot of challenge in terms of quality & diversity. For instance in the past, classification procedure and requirements of the tourists were simple as they usually travelled for two main reasons i.e. trade & religion. But now-a-days the motivation factors for travel have become so diverse that the classification process has become very complex which has further affected the product designing process. Moreover other peculiar characteristics of tourism products & services is that they are highly sensitive to internal as well as external factors which was also proved in the recent past when there were restrictions on travel due to worldwide lockdown because of COVID-19 pandemic which badly hit the tourism industry. There are sufficient reasons to say that in comparison to other services, the tourism services are more vulnerable to sensitive issues. Thus while dealing with tourism products & their related services one must bear in mind all these issues & considerations.

12.9 CLUES TO CHECK YOUR PROGRESS

Q1 Refer section 12.4

Q2 Refer section 12.5

Q3 Refer section 12.6

Q4 Refer section 12.2

12.10 KEY WORDS

Product: Anything that can be offered in a market for attention, acquisition, use or consumption which might satisfy a want or need

Tourism products: The products which satisfy the travel and tourism related needs of human beings. These products are mix of tangible and intangible elements.

Tangibility: It is the material quality of goods which can be experienced by touching or seeing.

Intangibility: It is used to denote the non- material nature of services which can be felt or experienced but can not be touched or seen.

Symbiotic: The products having blend of both natural and man made features.

Resource: Something which is processed to produce some benefit.

Heterogeneity: A structure having dissimilar components or elements. It is the lack of uniformity in the services produced at different times.

Homogeneity: It denotes the uniformity in products produced at different times.

Perishability: Services perish if not consumed and can not be stocked for future use.

Non ownership: A buyer consuming services does not become its owner but only gets the right to use them for a limited period.

Amenities: The facilities that facilitate the stay of tourists at a destination.

Man made resources: The resources created by human beings.

UNWTO: Unite Nation World Tourism Organisation.

MICE: Travelling for business. MICE stands for Meetings, Incentives, Conferences and Exhibitions.

Tour package: A product that includes all the elements required to satisfy the tour related needs of the tourists.

UNIT 13 TOURISM MOTIVATION

Structure

13.0 Objectives

13.1 Introduction

13.2 Concept of motivation

13.2.1 Motivation Process

13.2.2 Features of Motivation:

13.3 Types of Motivation

13.4 Travel Motivators and deterrents

13.4.1 Travel Motivators

13.4.2 Travel Deterrents

13.4.3 Internal barriers

13.4.4 External Barriers

13.5 Factors Affecting Motivation

13.6 Theories of Motivation

13.7 Motivation based tourist typology

13.8 Tourist behaviour

13.9 Let Us Sum Up

13.10 Some Useful Books

13.11 Answer to Check your Progress

13.12 Terminal Questions

13.0 OBJECTIVES

After studying this unit, you would be able to:

- explain the concept and different types of motivation
- identify and elaborate travel motivations and travel deterrents
- describe theories of motivation
- explain Factors affecting motivation
- elucidate types of tourists based on motivation, and
- provide details of different tourist behaviour based on motivation

13.1 INTRODUCTION

In the previous unit, you have studied various tourism products and services. As tourism products are services based in nature, therefore, it is apparent that the tourism products need to be experienced personally by visiting the tourist places, and tourism services have to be enjoyed on the tourist spot physically. Hence the tourists ought to travel to tourist destinations to avail tourism services. However, they would undertake journeys only when they realize the need and requirement to take a trip. Identification of such needs and requirements to undertake travel is called motivation. In this unit, we would gain knowledge on theories and concepts of motivation, factors affecting motivation and different types of tourists based on motivation. We would also study how tourist behaviour varies from one person to another based on motivation.

13.2 CONCEPT OF MOTIVATION

Motivation may be explained as an inducement or energetic forces or cause (also known as motive) that drive the human being with the inspiration of fulfilling the need and requirement identified. The energetic forces could be anything, let it be, a favourable situation or benefits and advantages of achieving the goal desired. But it should be encouraging the human being to act in such a way that he would consistently try to achieve the desired result. In case the circumstances are not favourable, the human being may not be working or acting effectively to achieve the goal or objective.

For example, after completion of higher secondary / under graduation courses in India, students usually think of to continue their higher studies in foreign countries, because of the benefits and advantages of higher studies from abroad. However, at present COVID-19 has created an unfavourable circumstance to undertake travel to other countries. It means to say that COVID 19 has worked as an inhibiting stimulus that discourages the students. The stimulating factors in the said situation could be in-depth knowledge that the students would get from foreign universities, placements and job possibilities, social networking, stipend and financial assistance from foreign universities, practical and internships exposure etc.

Let us consider another example. Assume that you are a travel agent to market hill stations of India. How would you motivate the senior citizen ageing about 65 years to travel to a hill station? You would be supposed to motivate the senior citizens by describing

a) how carefully they would be handled during their trip to hill stations,
b) the importance of maintaining health particularly at above 60 age,
c) what touristic activities would be undertaken,
d) how such touristic activities would help them in maintaining health
e) What personal and medical assistance would be given, in case of emergency
f) justification for the price of the tour package
g) the additional facilities and amenities offered etc.

13.2.1 Motivation Process

The following diagram illustrates the motivation process:

13.2.2 Features of Motivation:

Personal oriented: Motivation is required to accomplish the goal. The goals are based on our needs and requirements that would vary from one person to another. On the other hand, the psychological, physiological, cultural, social, economical and financial background of the persons also would vary from person to person. These backgrounds only actually are the base for needs and requirements. So, it can be said that the level and type of motivation which one requires to attain the goal set would also differ from one to another.

Goal-oriented: There would be many goals and objectives. Each of them would be unique. Accordingly, the motivation required for achieving the goals would also vary from one objective to another. So, it can be mentioned that the motivation is goal-oriented.

Continuous Process: The needs are of different types i.e., physiological, safety, love and belonging, esteem and self-actualization. As and when a need is satisfied, automatically another need arises, and so, it can be said that motivation is a continuous process.

Positive / Negative: The situation/circumstance/atmosphere around us has a strong impact on our lives. Such a situation could be either positive or negative. We are also supposed to adjust ourselves to the situation in which we live. When the circumstance is favourable or unfavourable, our motivational level would also be high or low as per the case may be. As motivation is based on the circumstances, therefore, it can be said that the motivation would be either positive or negative.

Monetary / Non-monetary: As mentioned earlier, the personal background of the person, such as physiological, psychological, social, cultural, economical and financial background would vary from one person to another. If the financial background of a person is poor, he may be motivated by giving him financial support and assistance. If the support and assistance are given in the area where a person lacks, that person would get motivated and would easily reach his goal. Therefore, it can be said that every time and everywhere people do not need motivation in terms of finance. So, we may conclude that motivation could be either monetary or non-monetary.

Effort: Even though the level of motivation is high, at times, people may not be able to achieve their goal due to the lack of effort that they need to undertake concurrently and consistently. Hence, it can be said that the sense of achievement or satisfaction is related to not only motivation but also effort to be carried out by the individuals. Mere motivation and minimum effort would not yield the desired result. The level of motivation and intensity of effort in a favourable circumstance would bring the better result.

Check your progress A

1. When the decision of children to go for school excursion depends on their parents, how would you motivate the children and parents to undertake travel, as a tour operator?

   .....

   .....

   .....

2. Explain the features of motivation with example from your experience.

   .....

   .....

   .....

13.3 TYPES OF MOTIVATION

This is very much clear from the process of motivation and its characteristics that motivation is all about the circumstances and efforts (actions). Circumstances could be developed either internally or externally. Therefore, the combination of circumstances and efforts give us four types of motivation such as intrinsic motivation, extrinsic motivation, identified and introjected motivation. This is explained in the chart given below:

Sources of Motivation		**Efforts (Action)**	
		Action	**Non-Action**
	Internal	Intrinsic Motivation	Introjected Motivation
	External	Extrinsic Motivation	Identified Motivation

Source: changingminds.org

Intrinsic & Introjected Motivation: When the people are internally motivated and try to achieve their goal, this would be called Intrinsic motivation. Whereas, if they do not try to achieve their goal due to any reasons including circumstances, that would be called as Introjected motivation (action required to be taken to achieve the goal is rejected). For example, the tourists may reject to trek to Bhairon Ghati from Vaishno Devi Temple, as they may be feeling tired or due to poor health condition, they may not feel energetic psychologically, after trekking for 14 kilometres from Katra to Vaishno Devi.

Attitude, knowledge, perception, personal observation, values and beliefs, the personality of the tourists can be treated as intrinsic motivators. These motivators would influence our decisions from within us.

Extrinsic & Identified Motivation: When the external factors and circumstances are favourable, if we achieve our goal with our effort, it would be called as Extrinsic Motivation. On the other hand, if we ignore being active, it would mean that even though the action is not taken, the opportunity to achieve the goal is identified and the person has not decided anything about the opportunity. This would be known as Identified Motivation. For example, tourists travelling to hill stations may, sometimes, may reject the offer of participating in adventure sports activities out of fear, even if the adventure sports activity is a part of tour package availed.

Climate, political conditions, history, society, culture and economy of the destination, friends and relatives, family members etc. may be treated as an example for extrinsic motivators. These motivators would influence our decisions from outside us.

13.4 TRAVEL MOTIVATORS AND DETERRENTS

There are many reasons that influence travel. On the contrast, there are many reins that control our travel decisions. Let us list down the various stimuli that make us travel and also see restrictions that confine our travel.

13.4.1 Travel Motivators

Basic travel motivators may be classified into four categories such as physical motivators, cultural motivators, interpersonal motivators and status & prestige motivators *(McIntosh & Goeldner, 1990).*

Physical Motivators: These motivators are basically related to physical and mental health, escapism from boredom and regular life, relaxation, adventure and sports activities etc. Such motivators may lead the tourists to travel either for a day or two or for a long period of time. Tourists driven by physical motivators may indulge for an excursion or for a short trip to any destination where they would feel relaxed. Even an outing at the weekend would provide a stress-free life that would strengthen the physical and mental ability to face the week ahead. These motivators would mainly work out with those who keep themselves busy 24 x 7 in a week period. Tourists motivated by physical motivators would prefer Wellness Tourism, Medical Tourism, Sports Tourism, Adventure Tourism, LGBT (Lesbian, Gay & Bi-sexual) Tourism etc. FIT and GIT, both are normally attracted by physical motivators.

Cultural Motivators: The cultural elements such as language, religion, architecture, paintings, art, entertainment, philosophy, society, food, rituals, fairs & festivals, ceremony, music, folklore, literature, lifestyle, government & political system, education, social system, agriculture, customs & practices, norms, values and beliefs of a society etc. are the cultural motivators. Tourists stimulated by cultural elements would be spending time as much as possible at the destination reasonably to enjoy and to acquire knowledge of the new culture. Cultural motivators normally pave the way for Educational Tourism, Cultural Tourism, Art Tourism,

Heritage Tourism, AgriTourism, Rural Tourism etc. This attracts normally Free Individual Tourists.

Interpersonal Motivators: An enthusiasm to meet new people, new friends and family and to seek new experience is the interpersonal motivator. These activities require the tourists to meet outsiders or different persons in the destination, and also provide chances for social gathering. It encourages people to be more "social". Tourists attracted by such motivators would be either allocentric or mid-centric. Ethnic Tourism is a type of tourism mainly classified under interpersonal motivators. In a broader sense, religious tourism, pilgrimage tourism and spiritual tourism may also be brought under interpersonal motivators. Emotions such as nostalgia and romance can also be brought under interpersonal motivators. Such feelings would make the tourists repeat their visit to the places already visited. At times, such feelings may induce the tourists to visit new places wherein they can experience what they enjoyed in the other destinations. These motivators function as a base factor for social tourism, sustainable tourism and responsible tourism.

Status and prestige motivators: The special features of status and prestige motivators are that it should satisfy the ego of the tourists, and it should add prestige to the tourists. It may also have a feature of inducing individuals to travel to new places to improve their economy. Shopping Tourism, Business Tourism, Event Tourism, Educational Tourism etc. are the types and forms of tourism that may be classified under status and prestige motivators. Attending the seminars, conferences and events is also a type of status and prestige motivator.

13.4.2 Travel Deterrents

While we have different travel stimuli that force travellers to undertake travel, on the other hand, we also have travel barriers. Let us have some insight into such travel barriers. Travel barriers are of two types such as internal barriers and external barriers.

13.4.3 Internal barriers

Those barriers which directly affect the travel decisions of the individual internally may be termed as internal barriers. The internal barriers are cost, time, knowledge, family, gender, marital status, health etc.

Cost: Even though the travellers are getting motivated by the knowledge gained from different sources regarding destinations, the cost of the tour package may, at times, not have been able to bear the tourists. In such a situation, the tourists would alternatively choose some other destination or they may approach some travel agent or they may even drop out their plan.

Income: People would spare money for travel and tourism purposes only from their discretionary income. Discretionary income is the amount that has been saved after paying taxes and other necessities. Therefore discretionary income of an individual should be reasonably so high that he can think of to undertake travel for leisure and tourism purposes.

Age: Age is also a barrier to travel and tourism. As and when the man is growing up, he would become old. He may not have been able to visit all the places whatever a youth or an adult visit. So an old man may get demotivated as compared to youth or an adult.

Gender: Gender also matters when travel and tourism is the topic of discussion. It is strongly believed everywhere that male tourists travel more than female tourists. There are some places wherein female tourists are restricted to visit.

Time: Even though people have discretionary income, sometimes they may not be having time enough to visit tourist places, as people are committed towards their family and business. People need to spend sufficient time in tourist places to enjoy the destination. If the time does not permit them, the tourists would be unable to have a clear cut image of the tourist places visited. So, tourists primarily need time to travel and to enjoy the destination.

Knowledge: There are some people who may have sufficient time and money to spend on tea el and tourism. However, due to lack of knowledge, they may not be able to choose the right destination depending upon their needs, wants and choices. Even if they travel to destinations, it also happens that they miss some important tourist spots at the destinations. Hence, knowledge also plays an important role in travel and tourism. Without prior information regarding destination, tourism and travel cannot be undertaken.

Marital Status: Bachelors and spinsters can make their own travel decisions easily. However, married people may not be able to make the decisions as they may have to consult their spouse. Therefore, marital status is also a barrier to travel and tourism.

Family: Those who are married and with kids and small children or with age-old parents may not be able to undertake travel like others. For, the needs and wants of kids and small children cannot be met outside residence easily. The tick list of children may be comparatively lengthier than others without children. Likewise, those who are with age-old parents may also not be able to travel frequently like their counterparts without age-old parents. For, personal attention of matured children towards their age-old parents is a must. They may not be left alone at the residence. So, the family is also a barrier to travel.

Health: Unless until the tourists are sound enough in health, they may not be able to travel. So, maintaining a good health condition is a must for travel and tourism. For example, some people may not be able to travel by road due to air pollution. First time air travellers may be feeling fatigued due to altitude from sea level. Age-old people may not be able to trek in mountains due to poor health conditions. So, health is an important factor that directly affects tourism and travel.

13.4.4 External Barriers:

There are some barriers that exert externally in travel decisions. Such barriers are terrorism, military conflict, an outbreak of disease, high rate of crime and political instability etc.

Terrorism: Wherever terrorism spreads at a high pace, people may not think of to travel to that place. For example, Bombay attack of 2008 and 2011, attack on 9th September 2001 in the US etc. The huge down slash of tourist enumeration in India just after the attacks in 2008 and 2011 proves that the tourists do not prefer such places where terrorism spreads fast.

Outbreak of disease: Whenever a disease outbreak takes place in a country, immediately other countries become alert and they start imposing restrictions for travel and tourism to and from the country concerned. Moreover, the tourists also hesitate to undertake travel to such countries where an outbreak of disease is proved. For example, Bird Flu from China and Swain Flu from Mexico severely affected International tourist arrivals across the globe. COVID-19 has, of late, generated a pause period to travel and tourism regionally, nationally and internationally.

Political instability: The political instability of a country is considered to be an unfavourable condition by the tourists. It is an important factor external for the tourists. For, the safety and security of the tourist at the destination rely on the political waves of country whereto the tourist belongs and the country where the tourist proposes to visit too. If the political condition between two countries is not sound, the countries concerned are immediately requesting the tourists and their nationals to return to the home country.

Military conflicts: The military conflict taking place at the border between any two nations also seriously affect the tourism scenario of the countries concerned. For example, Pulwama attack in India between India and Pakistan, military conflict between China and the US, between China and Vietnam, between Greece and Turkey etc. Military attack between any countries negatively affects the tourist itinerary to the countries concerned.

Check your progress B

3. Discuss in detail the views of McIntosh and Goeldner on travel motivators.

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4. What are the obstacles that may be faced by the tourists at the time of taking travel decisions? Critically analyse.

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13.5 FACTORS AFFECTING MOTIVATION

Combination of different causes influencing the decision or result and listed under a common category may be called as factors. When travel is organized, many factors accelerate the

common man to arrive at a decision either negatively or positively. The different factors that persuade the proposed tourists in making their travel decisions are demographic, psychological, geographical, social, cultural, technological, environment & ecological and economic *(Swarbooke & Holmer, 1999).*

Demographic Factors: The personal factors are called as demographic factors. Age, life cycle stage, health, marital status, gender etc. may be brought under demographic factors. How demographic factors motivate the tourists either positively or negatively is already explained in the preceding paragraphs. Self-concept and occupation may also be added in demographic factors. For example, a renowned and popular businessman of a city may avoid visiting nightclubs of the same city for enjoyment and fun, as he may think that the people at the nightclub of the same city may get a wrong image of him, and that might affect his business.

Psychological factors: The needs, wants and demands of the tourists direct the tourists to undertake journeys so that their desires may be fulfilled. Their motivation level may increase or decrease depending upon what they percept from around them. Perception depends on learning, experience and knowledge of the tourists. Explanation of perception heavily depends on emotions & feelings and beliefs of the tourists. If the feedback of our experience at the destination is positive, it would optimistically motivate the people to whom we elaborate. If the feedback is not good, it would surely create a negative image of the destination in the minds of the tourists. This would motivate the tourists to remove such destinations from their choice list.

Geographical Factors: The distance of the destination from the origin, its location, climate, weather condition, vegetation, fauna and flora, accessibility etc. may be brought under geographical factors. This factor also seriously affects the tour program. The tourists are undoubtedly motivated by the number and features of beaches, parks, wildlife sanctuaries, bird sanctuaries, hill stations, zoos etc. available at the destination.

Social Factors: Individuals strive to attain a common goal and objective and share similar views and ideas may be called group. Such groups or societies or organizations are promoted to get a sense of achievement, affiliation and power thereby they can become role models to others *(McClelland Human Theory).* For example, IATA, PATA, TAAI, IATO, FHRAI, HAI etc. These organizations set benchmarking standards and explore possibilities to promote the tourism and hospitality industry. They function like “reference groups" to others in such a way that they identify, recommend & refer to new tourist destinations and improve service quality. The suggestions and proposals of such reference groups have a high impact on the travel and destination choices of the tourists and destination planners. The choice of individuals may vary from time to time depending upon the group with which they move along. For example, a tourist with his friends preferring to enjoy a fast food centre may be choosing a continental restaurant for his family. For, enjoyment and social togetherness become the motivating factor, when he is surrounded by friends. On the other hand, hygiene & sanitation and safety & comforts perform the role of motivating factor when he is with his family. In addition, the choice also depends on

the roles and status of the individual in society. For example, as the social status of an individual increases, therefore the choice of type and mode of transportation also differs. A budgeted tourist may reach a destination with the help of public transportation. However, VVIP and CIP may reach the same destination by helicopter.

Cultural Factors: Tourists usually are familiar with the situations, circumstances and surroundings with which they grow up. They tend to seek the same culture even at the tourist destination. When the customs and practices at the destination differ from what they have already adopted, the tourists may be left with a feeling of discomfort. For example, a North Indian tourist seeks roti prepared with wheat flour, vegetables prepared with mustard oil and Pulav prepared with basmati rice along with salads at a South Indian destination. But, he is normally offered plain rice, vegetables made with coconut oil, Sambhar and Rasam stuffed with Indian Spices, Papad made of rice, buttermilk and spicy pickles. The change in food culture makes tourists feel discomfort in terms of food. To make the tourists feel comfortable during their stay at the destination, the host community ever tries to offer hospitality services in the culture which the tourists are originated with. Procedures and processes involved in hospitality services vary from one country to another. Even though the host community gives tourists warm welcome in their culture, they also attempt to provide services in the culture of the tourist community. This would enable the tourists to feel "home" like, thereby encouraging them to repeat their visit. For example, The second informal summit between India and China saw **PM** Narendra **Modi** and President Xi Jinping **visit** the UNESCO world heritage site in Mamallapuram in 2019. During their visit, every care was taken to showcase the blend of Indian (Tamil Culture) and Chinese culture.

Technological Factors: The modern-day tourists are easily motivated with the advantages of technology. Dissemination of information, communication, reservation & cancellation, negotiation, confirmation of reservation (payment) largely depends on the technology of late. Use of internet, electronic media, smartphones & its applications and use of sensors & robots encourage the tourists to experience the destination in their different phases of travel i.e. pre-tour, on-tour and post-tour. This is evident from the Indian tourist statistics that the number of domestic tourists keeps on increasing more than the number of international tourists year by year, due to the availability of information on the internet. As the tourists are adapted to use and application of current and latest technology, therefore, the advantages of technology would minimize and ease the workload of both the host and guest community.

Environment & Ecology Factors: Environment and ecology is also an important factor that affects travel decision. The increasing number of tourist inflow and accessibility at any tourist spot paves the way for the pollution of noise, air, water, light and visual etc. Whenever and wherever pollution is high, tourists tend to pay second thought at the time of deciding the destination, if any of the pollutions is high at the proposed tourist place. Carrying capacity of a tourist spot is a major cause of pollution. The maximum number of tourists with whom a tourist area can environmentally and ecologically sustain with its natural resources such as water, food

and habitat is called carrying capacity. If the tourist influx exceeds the carrying capacity, it would not only develop a shortage of natural resources but also create pollution. Therefore, environment and ecology also plays an important factor when the tourists are motivated to travel to a destination.

Economic Factors: Discretionary income of the tourists, cost of living at the destination, price of the tour package and tourist services, effectiveness of supply chain, employment and unemployment rate of the destination, cross values of currencies, inflation and deflation rate etc are some variables falling under economic factors. Discretionary income saved over the years is precious to tourists. So, tourists tend to undertake travel to such places where the quality of product, services and offers match with and worth to the price paid from discretionary income. The price is decided based on the supply chain, employment rate, the value of the local currency at the international market etc. Therefore, economic factors perform a significant role in tourism motivation.

Check your progress C

5. How do technological factors affect tourist motivation? Explain.

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6. Explain with example how cultural factors negatively affect the travel decision of tourists.

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13.6 THEORIES OF MOTIVATION

Theories are developed to explain concepts and principles. According to John Urry, the motivational theories relating to tourism may be classified into four categories such as General Needs, Leisure Needs, Travel Needs and Specific Travel Needs. Let us see some popular theories of motivation pertaining to travel and tourism.

Aristotle Theory of Leisure (384-322 B.C.) stresses that freedom from duties & responsibilities and desire in leading life are main factors to undertake recreational, amusement or contemplation activity.

Maslow's theory of motivation (1943) describes five levels of needs hierarchy. According to Maslow, as and when a need is fulfilled, a human being is automatically driven towards the next level of need. The five levels in order are ***physiological needs*** (food, water shelter & warmth), ***safety needs*** (safety & security), ***love & belongings*** (relationships, family & friends), ***esteem*** (prestige & feeling of accomplishment) and ***self-actualization*** (sense of achievement & creativity).

Dann's Motivational Theory of Tourism (1977) is popularly called as **Push & Pull Theory of Tourism.** Since Dann has discussed in detail in his research push and pull factors of travel, this is also called **Push & Pull Factors of travel**. The push factors which force the tourists to travel are normally internal in nature and are grouped into two categories such as ***anomie*** referring to the need of getting away from daily hassles and ***ego enhancement*** referring to the need of recognition. On the other hand, pull factors which attract the tourists are external in nature. For, the attributes attached to the destination, as such, pulls the tourists towards the destination. The push factors are

- fulfilling prestige
- enhancing relations
- seeking relaxation
- enhancing social circle
- sightseeing variety
- fulfilling spiritual needs, and
- gaining knowledge

The pull factors featured with facilities, core attractions and landscape are

- Events and activities
- Easy access and affordable
- History and culture
- Variety seeking
- Adventure
- Natural resources, and
- Marketing efforts ***(Source: Renu Malra, Slideshare.net)***

Grey's Motivational Theory of Travel (1979) explains two different motives for travel such as experiencing new things and amenities & facilities not available at the normal place of residence. Grey has named it as ***Wanderlust*** and ***Sunlust*** respectively. Wanderlust motive drives the tourists to travel to unfamiliar places of historical, social places of interest, whereas, Sunlust motive forces the traveller to new places for availing and enjoying amenities and facilities not available at the normal place of residence.

Crompton's Theory of Travel Motivation (1979) arguing that the desire to travel formulates the tourist to identify the destination based on 7 socio-psychological motives such as ***escape from a***

perceived mundane environment, ***exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction***; and 2 cultural motives such as novelty and education.

Mannell and Iso-Ahola's Motivational Theory (1987) discusses escaping and seeking nature of individuals from personal and interpersonal environments through passive or active tourism activities. Individuals like to escape from the humdrum of routine personal and official life and to seek exploration, relaxation, leisure, social interaction with family and friends etc by travelling to new places.

Travel Career Ladder (TCL) developed by ***Pearce in 1988*** is based on Maslow's theory of hierarchy. Pearce developed five hierarchical levels of travel such as relaxation, stimulation, relationship, self-esteem & development and fulfilment. The changing motives of tourists through knowledge and experience acquired by travel combined with psychological maturity have been well illustrated in TCL theory.

Travel Career Model
Source: inflibnet.ac.in

Travel Career Pattern (TCP) developed by ***Pearce***& Lee in 2005 is the modification of TCL. Pearce has discussed TCL keeping in view the life cycle stage of the tourists. The life cycle stage has a strong impact on the travel experience and psychological maturity. Accordingly,

Pearce developed three-layer in TCP. The outer layer discusses the motives of lesser importance such as social status and nostalgia. The second layer intrigues moderately important motives, interaction with most community, love and belongings etc. The inner layer comprises common and highly important motives such as health, fitness, relaxation and social interaction etc.

Check your progress D

7. Elucidate TCL and TCP theories developed by Pearce.

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8. Throw light on Maslow's theory on motivation.

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13.7 MOTIVATION BASED TOURIST TYPOLOGY

The type of tourists based on the motive of travel is as follows:

Adventure tourists like to take the risk with safety, enjoyment and thrill in their trip.

Agri Tourists wish to travel to farm areas with a purpose of gaining experience in farming tasks and taste of rural culture.

Atomic Tourists learn about atomic weapons from atomic places like museums etc.

Business Tourists travel for business purposes to a destination, and spend their discretionary time and money at the destination with the purpose of exploration, leisure, enjoyment and fun.

Cultural Tourists wish to observe the culture and civilization of a society.

Cycle Tourists come around the entire territory by bicycle to preserve the environment and ecology at the destination.

Eco Tourists *are* led by the natural environment and wish to enjoy wildlife and bird sanctuaries, hills and mountains, national parks etc. to maintain environment and ecology.

Ethnic tourists reside with the local community of the destination with an idea of getting firsthand knowledge of the local culture.

E-Tourists wish to undertake travel to a destination making arrangements online through the internet using the website.

Medical Tourists travel to foreign countries to undertake medical treatment. Such travel is made as skilled and efficient doctors, low-cost treatment, comforts and facilities at the hospitals, effective treatment methods, attention to the patients etc are made available.

Pilgrimage tourists undertake pilgrimage travel to places with religious importance.

Rural tourists reside in the rural areas of a foreign land to observe and experience the rural culture.

Smart Tourist uses his/her smartphone for the purpose of collection of information, reservation, cancellation and feedback, using smartphone applications.

Special Interest Tourists undertake travel with a unique purpose, for example, visiting museums, forts & palaces or going to places popular for art and architecture or visiting places to enjoy the regional cuisines or to attend seminars, conferences, exhibitions and events etc.

Virtual Tourists, without physically visiting the destination, enjoy the destination live with 3D spectacles in 360-degree view using artificial intelligence.

13.8 TOURIST BEHAVIOUR

Purpose of travel and the factor affecting the travel is directly related to the decisions of the tourists. The behaviour (the combination of need, emotion, knowledge, decision and action) of the tourists depends upon the factors that encourage or discourage him positively or negatively in accordance with circumstances. After investigation of tourist behaviour based on the factors affecting motivation, researchers developed theories on tourist behaviour. Literature provides various such theories. Let us study theories on tourist behaviour based on motivation

Cohen's Theory (1972): According to this theory, the tourist behaviours are classified into four types such as

> *Organized Mass Tourists* would prefer to travel in a group to popular destinations with the pre-purchased tour package.
>
> *Individual Mass Tourists* would prepare a tour itinerary for small groups. Their itinerary would consist of both self-arranged and pre-purchased services.
>
> *Explorers* would like to make entire arrangements of the trip on their own and to travel alone.

Drifters would have no plans of tour and accommodation. They keep on moving slowly from one place to another without any plans.

The first two types are listed under institutionalized tourists, and the latter two types are listed under non-institutionalized tourists.

Cohen (1979) discusses different types of tourists based on the cultural motivational factor. Cohen develops tourist typology based on the tourist's attitude towards host community culture *(alienated & meaningful)* and the purpose of travel *(mere pleasure & profound experience).* Three types of tourists namely *experiential, experimental and existential* are identified, when the tourists travel for a profound experience and keep themselves alienated from the host culture. The tourist, who travels just for pleasure, keeping themselves alienated, would be called *"diversionary".* Tourists travelling for a profound experience with meaningful attitude (involvement and participation) are called *"Humanists"* and *"dualists/pluralists".* On the other hand, tourists travelling for mere pleasure purposes with a meaningful attitude would be called *"recreational".*

		Tourism Motivation	
		Mere Pleasure	Profound Experience
Attitude towards daily life at the destination	Alienated	Diversionary	Experiential Experimental Existential
	Meaningful	Recreational	Humanists Dualists/Pluralists

Source: Uriley, Yonay & Simchai, 2002

Plog's Theory (1977): This theory is based on personality traits. As per this theory, there are three types of tourists such as

Allocentric are wanderers, adventurous and risk perceivers;

Midcentric prefers less risk comparatively and wishes to travel to relatively familiar places;

Psychocentric prefers always to travel only to familiar or popular places with full safety and security.

Later, two more types of tourists such as *near-allocentric* and *near-psychocentric* are added.

Westvlaams Ekonomisch Studibureau (1986): As per this bureau, tourists are classified into seven types such as

Active sea lovers wish to travel to the areas geographically closed to sea or beach

Contact-minded holiday-makers, are eager to make friends during holidays and are interested to interact with the host community at the destination.

Nature viewers, like to be social with the local community albeit, prefer to visit places comprising the beautiful natural panorama.

Rest-seekers, prefer a complete rest during the holiday

Discoverers, whose choice of holidaying may consist of cultural holidays, adventure and social gathering

Family-oriented sun and sea lovers, seek child-friendly activities during their trip as they travel with family, and like to participate in the activities with the entire family.

Traditionalists are always concerned with safety and security measures, preferring popular tourist places for holidaying.

Dalen (1989)lists four types of tourists

Modern materialists wish to impress family members, prefer drinks more than food.Theywant to get a tan to impress people when they get home. Pleasure seeking would be the main motive of such tourists.

Modern idealists seek excitement and entertainment but simultaneously they like to be more intellectual than the modern materialists. Their choice is to be a FIT.

Traditional idealists insist quality service and like to visit culture and heritage, giving importance to peace, safety and security.

Traditional materialists behave like opportunists as they expect low price with offers, and are concerned with security.

Gallup and American Express (1989) classifies the tourists into five types such as

Adventurers like to be independent and exploring confidently new places.

Worriers are ever concerned with the strain of undertaking travel, and with the safety & security at the destination.

Dreamers are impressed by the travel plan and ever talk about their travel experiences at different destinations.

Economizers consider travel as an opportunity for relaxation but not as an important unforgettable event of their life, and so they behave like low price seekers.

Indulgers want to be treated like children while on holiday.

Smith (1989) *derives seven types of tourists such as*

Explorers travel like anthropologists in a small group,

Elite tourists want to enjoy expensive tailor-made tours.

Off-beat tourists aim to keep themselves away from other tourists.

Unusual tourists are in the urge of undertaking short side trips from the main itinerary to enjoy local culture.

Incipient mass tourists explore new tourist places

Mass tourists expect "home away from home" facilities

Charter tourists are not interested in the destination although they are offered standard food, accommodation and entertainment.

Sabre Asia Pacific (2016) identifies four types of travellers based on motivation and behaviour such as

Explorers are self-motivated and take care of themselves during travel

Followers are others-motivated and like to be taken care of by others

Connectors are others-motivated and take care of themselves during travel

Opportunists are self-motivated and like to be taken care of by others

Check your progress D

9. What do you mean by tourist typology based on motivation? Explain with example.

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10. Discuss Cohen's theory.

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13.9 LET US SUM UP

Motivation is a continuous process which takes place internally and externally to achieve the objective. There are four types of motivation such as intrinsic, extrinsic, identified and introjected. The factors affecting motivation are psychological, physical, cultural, social, economical, technological, geographical and environmental. There are many types of tourists based on motivation namely cultural tourist, religious tourist, adventure tourist, Agri tourist, e-tourist, bicycle tourist etc. Behaviour is the combination of need, emotion, knowledge, motivation, decision and action. There are push and pull factors that strongly affect the tourist decision process. There are many theories of tourism and travel motivation such as Cohen's theory, Maslow's theory, Aristotle theory, Grey's Theory, Dann Theory, Crompton Theory, Pearce Theory, Plog Theory etc.

13.10 SOME USEFUL BOOKS

Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2017) "Tourism Principles and Practices", 6th Edition, Pearson Publishers, ISBN: 9781292172392

Goeldner, C.R., Ritchie, J.R.Brent. (2011). "Tourism: Principles, Practices, Philosophies", Wiley India Publishers, ISBN: 9788126563715

Leon, S., Leslie, K. (2007). "Consumer Behavior", Pearson Education, New Delhi.ISBN: 9780131869646,

Luthens, F (2011). "Organizational Behavior", McGraw Hill, New Delhi.

Swain, S.K., Mishra, J.M. (2011). "Tourism Principles and Practices", Oxford University Press. ISBN: 9780198072362

Tasci, A.D., Ko, U.J. (2015). "Travel needs Revisited", Journal of Vacation Marketing. DOI: 10.1177/1356766715617499

Uriely, N., Yonay, Y., Simchai, D. (2002). "Backpacking Experiences: A Type and Form Analysis", Analysis of Tourism Research, 29 (2), ISSN 0160-7383

Urry, John. (1990). "The Tourist Gaze: Leisure and Travel in Contemporary Societies", Sage Publications, ISBN: 0803981821

http://changingminds.org/explanations/motivation/four_motivations.htm

http://egyankosh.ac.in/bitstream/123456789/23791/1/Unit-3.pdf

http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001850/M030114/ET/15258463951.30.Q1.pdf

http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001850/M030116/ET/15258466761.32.Q1.pdf

http://tourismdomain.weebly.com/tourist-motivations.html

https://2012books.lardbucket.org/books/management-principles-v1.0/s18-motivating-employees.html

https://shodhganga.inflibnet.ac.in/bitstream/10603/137912/10/08_chapter2.pdf

https://tourismnotes.com/travel-tourism/

https://www.sabre.com/locations/apac/explorer-connector-follower-opportunist-which-type-of-traveller-is-your-next-customer/

https://www.slideshare.net/malrarenu/motivations-for-tourism?from_action=save

https://www.slideshare.net/rnjanaditya/tourist-behaviour-unit-3

https://www.tutorialspoint.com/tourism_management/tourism_management_motivation_factors_of_tourists.htm

https://www.ukessays.com/essays/tourism/typologies-of-tourist-behaviour-tourism-essay.php

https://www.yourarticlelibrary.com/motivation/motivation-concept-and-significance-of-motivation/28020

13.11 ANSWER TO CHECK YOUR PROGRESS

Q1. Refer to 13.2 & 13.2.1
Q2. Refer to 13.2.2
Q3. Refer to 13.4.1
Q4. Refer to 13.4.2
Q5. Refer to 13.5
Q6. Refer to 13.5
Q7. Refer to 13.6
Q8. Refer to 13.6
Q9. Refer to 13.7
Q10. Refer to 13.8

13.10 TERMINAL QUESTIONS

1. Explain in detail Motivation Process. Also critically analyse why motivation process never ends.
2. What are the factors affecting motivation? Support your answer with example.
3. What do you mean by theory? How does theories of motivation to travel help in promoting tourism?
4. Why is a study on tourist behaviour important? Explain your views with example.
5. Elucidate Push and Pull factors affecting tourism motivation.
6. What are the factors affecting tourist behaviour? Explicate in detail.

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UNIT 14 TOURIST BEHAVIOUR

Structure

14.0 Objectives
14.1 Introduction
14.2 Definition and nature of tourist behaviour
14.3 Tourism Development
14.4 Tourist behaviour and its importance
14.5 Types and forms of tourist,
14.6 Characteristics of tourist behaviour
14.7 Tourist motivation and tourist behaviour
14.8 Tourist decision making process
14.9 Host-Guest relationship
14.10 Let us sum up
14.11 Key words
14.12 Some useful books
14.13 Answers to check your progress
14.14 Terminal questions

14.0 OBJECTIVES

After studying this Unit, you shall be able to:

- understand Tourist Behaviour
- know the types and forms of tourist
- comprehend various Factors behind Tourist Motivation
- understand Host-Guest relationship

14.1 INTRODUCTION

Consumer behaviour is day to day challenge to the service providers and the marketing organisations for the destination. Understanding the consumer behaviour and particularly the behaviour of the tourist leads to the input to the organisations to develop their products and services in order to have more satisfactory clients. We can define the consumer behaviour as simple as the activities in which the tourist take part, the products they consume during their trip and other ancillary services they avail during the entire course of their trip. In the context of tourism and consumption of its product the consumer behaviour having a key indicator in terms of quality assessment, the effectiveness of products offered and suitability of the activities at the

destination. Tourist behaviour occurs in the planning and implementation stages of the holidays, and also after they return home.

It is very important to have a deep understanding of the different behaviour forms of the tourist and their recognition to have the detailed planning for the marketing and the approaches for the distribution channel. The present unit focuses upon understanding the tourist behaviour, its nature, the role in the tourism development, the various types and forms of the tourist, characteristics of the tourist behaviour, tourist motivation and the tourist behaviour, the decision making process which is involved and the host guest relationship.

14.2 DEFINITION AND NATURE OF TOURIST BEHAVIOUR

- "Study of why People buy the product they do, and how they make their decision"
  - Horner and Swarbrooke (1996)
- "It is process Involved when individuals or Group select, purchase, use or dispose of products ,services, ideas or experiences to Satisfy needs and Wants."
  - Solomon(1996)
- "Those Activities directly involved in Obtaining, Consuming and Disposing of products and services including the decision processes that precedes and follows these actions." - Engel, Blackwell And Miniard (2001)

One of the most important indicators which can predict the actions of the tourist is the understanding of the tourist behaviour. In the context of the tourism the tourist set up the social norms of behaviour through their actions. These social norms become the traditions which are also followed by other tourist while on the trip. Even the behaviour of the tourist reflected during the purchase of the tourism product is also drawn or associated with these social norms. Tourism products comprise a majority part as services which are intangible in nature and thus it became more difficult for a person to react towards their purchase for use due to individual difference between the tourists. Additional factor of complication in tourist behaviour is due to the reason that the tourism products are located at faraway places from the usual place of residence of the tourist who is consuming these products or services.

There are also various methods and tools for planning, such as by phone, in person, or over the internet. In the phase of experiencing the holidays, tourists make use of tourist experiences,

available either for a payment or free of charge. Simultaneously, the tourist also carries out the activities of planning, informing and deciding on their further undertakings (their future behaviour) at the destination. In the post-holiday phase, tourists engage in various activities that will ultimately have an impact on their own future behaviour, as well as that of others. This diversity of the manifestations of tourist behaviour, in its various stages or phases, complicates the approaches to observing it, but at the same time also demonstrates the importance for the provider or destination to monitor tourist activity. Knowing the behaviour of tourists is a key element in the assessment of the work of planners and providers of tourist services so far, as well as in the planning and implementation of tourist services in the future.

Tourist behaviour is also a key factor for the successful development of tourism services, therefore an understanding and knowledge of tourist behaviour is an indispensable element in the development of tourism. Knowing the behaviour of tourists has practical value for all tourism stakeholders (Pearce, 2005). Most commonly, the data on tourist behaviour is relevant for the providers of tourist services, as knowledge of behaviour enables the planning of business strategies and the designing of tourist products. The public sector, especially tourism institutions and organisations, use the data on tourist behaviour to plan the development and marketing strategies of destinations and tourist regions. Information on the behaviour of tourist is also useful for the general travelling population (i.e. tourists) as it facilitates holiday planning, especially in areas facing specific and problematic tourist behaviour. Tourist behaviour is the consumption of both everyday and unusual products and services outside of the environment of everyday life. For an objective, credible and applicable understanding of tourist behaviour, it is critical to recognise the key aspect that separate the behaviour during tourism from the behaviour in the everyday environment.

14.3 TOURISM DEVELOPMENT

Tourism Development does not only includes the destinations, origins, motivations and its impact but it also express the connection between the people and the interrelated establishments that meet the demand and supply. In many academic circles it has been claim that the development of tourism has positives as well as negatives for the host communities that means it not only generates the benefits but also implies certain cost. The equilibrium between the cost and the benefits to the host community results in the perception of the community towards the

tourism development. Design and development of tourism product usually consider the community as a resource and present this to the tourist as a commodity. In this whole process of buying and selling the tourism product the life of local community affects. So it can be generalized that the tourism development process impacts the local community in positive as well as negative ways. These impacts are called as socio cultural, environmental and economic impacts. Resident's attitudes will be positive if they can use tourism resources such as recreational facilities or if they perceive that tourism development will protect or preserve the environment. Conversely attitudes towards tourism were found to be negative if residents perceived the impacts as negative, or if the resources within a host community diminish as a result of tourist activity. Tourism development initiatives usually centred around the economic benefits derived from tourism. This typically includes job creation, taxes and other indirect income.

14.4 TOURIST BEHAVIOUR AND ITS IMPORTANCE

Travelling choices of people depends upon their motivations for undertaking travel. For example a psychocentric person will not prefer to take risk while travelling and would love to confine to those places which are comparatively safe and more familiar to him as compared to allocentric tourist who would love to take more adventurous decisions as far as his travel choices are concerned. This difference in travel motivation can be seen in the tourist visiting for business purpose and the other one visiting as relaxation one. The designers of the tourism products and the one who are responsible for marketing need to have the understanding of the travel motivation. It would be easier for them to categorise their customers on the basis of motivations and thereby designing the products which have a better match to the requirements of the customers. This strategy will lead the business to have more of the repeated customers and also results in reducing the cost for the marketing. In the present global and competitive scenario of business the firms need to have a strategy which will lead to a satisfied customer and will act an agent of word-of-mouth publicity. Once we come to know the reason behind repeat visitation or destination choice, it will help to promote even those destinations which have potential but still are not doing up to the mark. All tourism markets can be deconstructed into two basic dimensions: whether people have visited before (first/repeat) and the role played by the

destination (main/secondary). As such, all destinations attract four basic types of tourists: first-time main-destination visitors (FM), repeat maindestination visitors (RM), first-time secondary-destination travelers (FS), and repeat secondary destination travelers (RS).

14.5 TYPES AND FORMS OF TOURIST

Gautam P., (2011) categorises and elaborates the different forms of tourism as numerous niche or specialty travel forms of tourism have emerged over the years, each with its own character. Many of these have come into common use by the tourism industry and academics. Some of these forms are quite popular while others are emerging concepts that may or may not gain popular usage.

Following is the list of tourism forms:

Type of Tourism	Form of Tourism	Type of Tourism	Form of Tourism
Adventure Tourism	Extreme Tourism Space Tourism Mountain Tourism Water Tourism	**Low-Impact Tourism or Sustainable Tourism**	Ecotourism Geotourism Responsible Tourism Sustainable Tourism Volunteer Tourism
Business Tourism	Incentive Tourism MICE Tourism	**Medical and Health Tourism**	Dental Tourism Fertility Tourism Medical Tourism Health Tourism Ayurveda Tourism Wellness Tourism
Cultural Tourism	Bookstore Tourism Heritage Tourism Literary Tourism Music Tourism Pop-Culture Tourism Fairs and Festival Tourism Film Tourism	**Miscellaneous**	Accessible Tourism Garden Tourism

Event Tourism	Trade Fairs Tourism Conventions Tourism Sports Tourism Fairs and Festival Tourism
Extralegal Tourism	Child Sex Tourism Drug Tourism Female Sex Tourism Sex Tourism Suicide Tourism Birth Tourism Drug Tourism
Gastronomy	Culinary Tourism Wine Tourism
Historical Tourism	Archaeological Tourism Atomic Tourism Genealogy Tourism Militarism Heritage Tourism

	LGBT Tourism
Nature and Rural Tourism	Agritourism Jungle Tourism Rural Tourism Village Tourism Wildlife Tourism
Religious	Pilgrimage Tourism Religious Tourism Halal Tourism
Voyeur Tourism	Dark Tourism Thana Tourism Disaster Tourism Ghetto Tourism Poverty Tourism Slum Tourism Township Tourism War Tourism

14.6 CHARACTERISTICS OF TOURIST BEHAVIOUR

Some standard conceptual models (competition, innovation, consumer behaviour) were formed through research separate from tourism, so we need to be attentive when applying these models. Scottet al. (2014) mentioned that "a few recent studies have discussed whether it was even viable to use classical marketing concepts for the study of tourist behaviour, since this may cast doubt on the validity and the possibility of application of these models for tourism". Some authors have therefore attempted to form models that would have been more useful in tourism. Moutinho (1993) believes that "the process of a purchase in tourism has some special features in relation to other types of purchases. It is, after all, an investment where we do not expect any return other than satisfaction. The purchase is planned for a longer period of time and is usually financed with savings. On the one hand, tourists are becoming more experienced, flexible and resourceful, but on the other hand this also makes them more demanding. Tourist behaviour research must, therefore, take all this into account.

Many factors affect the individual tourist. For the stakeholders on the supply side to know how to prepare an effective marketing strategy, they need to understand the tourist's perception of a tourist destination, journey, distance, and advertising." It is also important to know how

decisions about the trip are made and how they are influenced by personal factors. Other influence factors include motivation and mood. Broadly speaking, the research also has to include the factors generated by economic and social changes. These include, for example, the rising price of energy, the trend of smaller families, new possibilities of communication, opportunities for education and so on. And finally, there are the environmental or social effects, such as the role of the family, the role of other groups of people, the role of social status, and the role of culture. In a review of the literature in the field of tourist behaviour, Dimanche and Havitz (1995) "divided the studies into four groups; based on self-involvement (ego involvement), loyalty, family influence on decision-making, and the search for novelty. Comprehensive studies aimed at understanding the whole process of tourist behaviour. In these tourist studies, they identify nine key concepts relevant to tourist behaviour.These are:

i. The decision-making of the tourist is complex and includes planned, unplanned and impulse purchases. In some models, decision-making appears as one of the initial stages of the purchase, while some authors even include it as a central element of the model of tourist behaviour.
ii. In the marketing field, values largely influence the consumer when choosing between product categories, brands and attributes. Values are what guides the consumer and directs their actions, behaviour, emotions and judgement (Crick-Furman and Prentice, 2000 in Scott et al., 2014).
iii. Motivation has always received a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising and positioning (Bieger and Laesser, 2002 in Scott et al., 2014).
iv. Self-concept - many researchers have investigated its influence on the image and the selection of the destination and travel intentions - and personality, which can be seen as a part of self concept. Personality is an important factor in the processes of decision-making, attitude changing, innovation perception, and risk-taking (Kassarjian, 1971 in Scott et al., 2014).
v. Expectations can be unfulfilled, reached, or exceeded. A tourist experience that meets or exceeds their expectations will always remain in their memory as positive. Expectations are based on previous experience, personal (word of mouth) and impersonal (advertising)

sources, personal characteristics (gender, ethnicity), and motivation (Sheng and Chen, 2012, and Zeithaml et al. 1993, in Scott et al., 2014).

vi. Attitude is sometimes defined in research as the relationship with the key attributes of an object (e.g. the characteristics of a tourist destination can form the image of a destination), or more broadly as a general attitude. Gnoth (1997, in Scott et al., 2014) calls for a better understanding of attitudes in light of emotions and values. Measuring the tourist attitude towards the services, destinations and trademarks of tourism providers is challenging, since it also needs to consider the mood and emotions of the tourist at the time of the measurement.

vii. Perception is one of the most interesting concepts in marketing. Tourist perception studies are mainly focused on risk and security perception, including the perception of crime (George, 2010 in Scott et al., 2014), and the perception of terrorism or epidemics of certain diseases (Rittichainuwat and Chakraborty, 2009 in Scott et al., 2014).

viii. Satisfaction and the data on consumer satisfaction are important information. Researchers agree that satisfaction is actually related to the assessment of a purchase or the assessment of individual elements of the purchase.

ix. Trust and loyalty are inter-related elements in models of consumer behaviour. There can be no lasting loyalty without trust (Sirdeshmukh, Singh and Sabol, 2002 in Scott et al., 2014). McKercher et al. (2012 in Scott et al., 2014) believe that the study of tourist loyalty mistake into consideration the uniqueness of the tourism industry. They mention vertical (tourists can be loyal to providers of tourist products from various tourism sectors at the same time), horizontal (tourists may be loyal to several providers of the same tourist products) and experiential (tourists can be loyal to a particular form of holiday) loyalty."

14.7 TOURIST MOTIVATION AND TOURIST BEHAVIOUR

Motivation is one of the key explanatory variables of tourist behaviour and is, therefore, a very common theme in research in the field of tourism. The "who", "when", "where" and "how much" are quite easy to determine; a much greater challenge is presented by the question "why" (Crompton, 1979). Not only in tourism but in other areas of research, motivations are usually

based on Maslow's theory of the hierarchy of needs (1970), probably due to its simplicity. Crompton (1979), proposes a model of push and pull. Like some authors before him, he primarily operates on a foundation of the socio-psychological characteristics of the tourist, and the culture and attractiveness of the actual destinations. Individuals travel because they are pushed to do so by factors related to themselves, but at the same time they are pulled by factors (tangible factors such as natural and cultural resources, as well as innovations, benefits, expectations and destination images) that we can attribute to the destination itself. In most tourists, we can observe both groups of factors. Crompton (1979) carried out 39 unstructured interviews with randomly chosen adult tourists, with the aim of creating a model of travel motivations. The results of the interview analysis are seven sociopsychological factors (push factors) and two cultural factors (pull factors) derived from the destination. The first category includes (1) an escape from the perceived everyday environment (an individual chooses to travel because they seek to temporarily change both their home and work environments), (2) research and self-development (some people also benefit from travelling by exploring themselves), (3) relaxation (includes both physical and mental relaxation; an individual may devote their holiday to their hobbies and interests), (4) prestige (some interviewees even place prestige above everything else, but it became apparent that the more that an individual travels, the less important this factor becomes), (5) regression (returning to the past, far from everyday tasks; this factor could be called nostalgia according to some answers), (6) the strengthening of familial ties and relationships (many decide to travel because they sees it as an opportunity to strengthen family relationships), and (7) socialization (establishing new relationships and expanding the social network; several interviewees also expressed the need for socializing and getting to know the local population). The second group of pull factors may be classified as (1) novelty (new experiences; it turned out that some interviewees consider the possibility of new experiences with the risk of travelling to an unknown destination when deciding to travel) and (2) education (tourists decide on some destinations because of their desire for new knowledge and new information, so they visit museums, workshop.

Dann (1981) "similarly notes that researchers of tourist motivation mostly deal with two groups of factors, including factors stemming from the individual and from their home environment, as well as factors arising from the selected destination. In his study, he presents seven different perspectives:

i. Travel as a response to what is lacking yet desired (our work/home environment does not provide everything we need or want and a part of this can be fulfilled by the holiday)

ii. Destination pull in response to motivational push (specific attractions at the destination convince the individual to choose a particular destination, after they have decided to travel somewhere else; destination pull factors, such as sunny weather, a comfortable hotel, friendly locals, etc., can strengthen the push factors)

iii. Motivation as fantasy (a tourist seeks to solve all the problems of everyday life and satisfy all of their fantasies by travelling)

iv. Motivation as a classified purpose (individuals often travel with a specific purpose, e.g. business, pleasure, shopping, studies, etc.)

v. Motivational typologies (some authors have tackled the question of what the ideal motivation is)

vi. Motivation and tourist experiences (what motivates the tourist is the desire for an authentic and unique experience)

vii. Motivation as auto-definition and meaning (the way in which tourists define a situation helps us understand their motivation better than by merely observing them). Iso-Ahola (1982) says that motivation is affected by two groups of factors – that is, a group of seeking factors and a group of escape factors. The individual is motivated by the set goals and the rewards received on achieving the said goals. These rewards may be internal (feelings, skills, competences) or external (an escape from the everyday environment and routine). A few years later, Mannell and IsoAhola (1987) upgraded this theory and agree that people are motivated to seek holiday activities that enable them to distance themselves from personal and social (interpersonal) problems, and on the other hand gain some personal or social rewards (which arise from social interactions)."

Check Your Progress A

1. Murphy (2000) claimed that there's a correlation between the development of tourism and the attitude of the domestic people towards the tourist. True/False
2. Ghetto Tourism is the sub form of Voyeur Tourism. True or False
3. Who gave the definition of Tourist Behaviour, " Study of why People buy the product they do, and how they make their decision".

4. Mountain Tourism is one of the sub forms of Adventure Tourism. True/False

14.8 TOURIST BEHAVIOUR AND DECISION-MAKING PROCESS

The tourist decision-making process

Source : Honner & Swarbrooke (2007)

Tourist behaviour or consumer behaviour in the field of tourism implies all internal and external factors concerned with the decision processes, activities, ideas or experiences that fulfil consumer needs and wants. A tourist is someone that is travelling for leisure, to have fun, discover new places, culture, people and religion. Therefore, it is hard to conceive that someone travelling for work or for doing just a specific task for a while can be considered as a tourist. In my own tourism activity, I will rather choose to go by plane or train from my home country to another destination. It is the case because reflecting on my own country, they are the most secure, safe, fast and comfortable means of transport. Also when doing a specific activity, I prefer to go directly to the best destinations that support it taking into consideration the positive

feedbacks from the people who went also to this destination for the same purposes. The feedbacks can be on the quality of life in terms of prices, the local people lifestyle, infrastructures and environment of the destination. In general, when deciding which products and activities I can do in a specific destination, I just rely on websites and people's judgements. When it comes to choosing something that is of real need, I just go for it no matter the price and sometimes without thinking of the possible consequences. During the travel planning process, the tourists make different decisions including choosing the destination, booking the flight tickets and accommodation for the trip, looking for the visa requirements, the different places to see, where to eat and the packing details. However, before a decision is made, an attitude is expressed in front of a situation or an object. The mind has already some expectations and ideas regarding a situation and can react to it depending on the degree of favourableness. Although, the attitude can be a learnt behaviour from past experiences, it also depends on our beliefs and culture and our judgement of what we like and dislike. « More specifically, attitudes are based on hierarchically organized needs (Maslow 1954) which are goal related » (Graham). Therefore, an attitude has a direct impact on the destination, the people, the environment and the experience choosen. According to Cohen, a decision is a continuous process that goes from attitude to intention to behaviour (cohen 4). Cohen proclaimed that an evaluation of the attitudinal responses can predict behaviour (Theory of planned behaviour 4). Cohen's theory of planned behaviour follows that many interrelated factors play a role in the determination of a decision. For example, one from Nepal chose India as travel destination because one knows that the country's culture is close to his culture as well as people's behaviour and traditions. Knowingly that India is a Hindu majority country, he knew that he can adapt quickly with the places since he can easily find temples and suitable food. He may also believe that the food seasoning is familiar to his home country.

14.9 HOST- GUEST RELATIONSHIP

According to Sherlock (1999), it is difficult to define the term "community" precisely; nevertheless, the word can be used to refer to a group of people who exist in one particular location. Aramberri (2001) suggests that "host societies are in fact communities, made of one piece". For Williams and Lawson (2001) community is defined as "a group of people who share common goals or opinions". "Host Community" is particular is defined by Mathieson and Wall (1982) as the "Inhabitants of the destination area". Similarly, Swarbrooke (1999) defines it as "all those who live within a tourist destination". According to Gursoyetal.(2002) and Williams and Lawson (2001), the community consists of different groups of people who live in the same geographical area, which does not mean they necessarily belong to the same 'community'. In the light of the previous definition, it can be concluded that a host community consists of all those people in the destination, whether they are homogeneous or heterogeneous and regardless of whether the impacts of tourism are beneficial or otherwise.

Tourism is an industry which uses the host community as a resource to sell it as a product, and in the process affects the lives of everyone (Murphy, 1980). The community as a product of amalgam of the destination's resources. As such the tourism industry is dependent on the host community's hospitality, and therefore it should be developed according to the community's needs and desires. Before host communities begin development of tourism resources, it is imperative to gain an understanding of host's opinions regarding development. Tourism development in a community is not simply a matter of matching product supply with tourist demand, local acceptability must also be considered (Menning, 1995). Moreover, it is the host community who has a voice in concluding which tourism impacts are acceptable and which impacts are problems.

However, the host community is often the last to be notified of tourism development (Thyne and Lawson,2001) and quite often they are not given a chance or encouraged to give their opinioin on tourism issues.

Host community perception towards tourism development

Research has been conducted for the convenience of tourist, while local community perceptions and attitudes towards the industry have been given less of a priority (Murphy1985). Butler (1980) claimed that there's a correlation between the development of tourism and the attitude of the domestic people towards the tourist. The domestic people show a very positive towards the increasing number of tourists in the region at the beginning because they have high expectations from the tourist in long term basis. However this positive attitude is gradually replaced by the negative attitude as the time passes. Local resident's perceptions are strongly influenced by the benefits and costs of tourism development. Those who received benefit from tourism stated that they are dependent on tourism, but the case was contrary for those who received nothing.

For instance destination communities have been inconvenienced by congestion and some other negative impacts brought by tourism (Brunt and Courtney 1999). Any impacts from tourism causing annoyance or anger in the host community may lead to problems for the long-terms development of the industry. Therefore Murphy (1985:133)argued if tourism is to merit its pseudonym of being " the hospitality industry", it must look beyond its own doors and employees to consider the social and cultural impacts it is having on the host community at large'. Studying host community attitudes and the antecedents of resident reaction can help both residents and planners (Williams and Lawson 2001). William and Lawson argued that it was possible to select those developments that can minimize negative impacts and maximize support for the industry. By doing so, on one hand the quality of life of residents can be maintained or enhanced; and, on the other hand, the negative impacts of tourism in the community will be reduced .

Relationship between Host Community and Guest

A good relationship between local hosts and tourist is essential for the long term development of tourism destination. The relationship between host community and tourist is mainly affected by the socio cultural impacts that are caused due to tourism development. The variation in the

relationship between host and tourists depends on the level to which the benefits of tourism are perceived to exceed costs. In other words, this mean that if the tourism industry brings in benefit to host community, the relationship between both parties would be much stronger. Smith (1989) conclude that contacts between tourists and host community of different culture take the form of direct face to face encounters between tourists and the host of different cultural groups. The interaction between hosts and international guests raises another issue linked to cultural tolerance. As argued by Bocher (1982), the mutual understanding between cultures can create an opportunity for acquaintance leading towards enhanced understanding and tolerance and, consequently, reduce, prejudice, and tension between hosts and tourists. This type of contact is experienced by tourist when they travel from home culture to a host culture when they serve tourist from a foreign culture. That is, both tourist and host community participate in exploring each other's culture. Tourist exploring the host culture by learning and exploring it and on the other hand the host community is interacting with tourists, who are of foreign culture.

14.10 LET US SUM UP

This Chapter Discusses about the Tourist Behaviour and the various factors i.e. Motivation which is working behind tourist travel. Along with that, it discussed about the Nature, Characteristics, Tourist decision making process, Host guest Relationship and importance to understand tourist behaviour, because Tourist is working as a Product in Tourism Industry and to fulfil his demand it's important to work on Tourist behaviour.

14.11 KEY WORDS

- **Tourist:** A person who is travelling or visiting a place for pleasure.
- **Behaviour:** The way in which one acts or conducts oneself, especially towards others.
- **Motivation:** Motivation is the reason for people's actions, willingness and goals.
- **Host:** Person who receives or entertains guests.
- **Decision-making:** It is the act of choosing between two or more courses of action.
- **Development:** It's a process that creates growth, progress and positive change.

14.12 SOME USEFUL BOOKS

Tourist Behaviour: A Psychological Perspective. (2004). India: Kanishka Publishers.

Pearce, P. L. (2011). Tourist Behaviour and the Contemporary World. United Kingdom: Channel View Publications.

Bowen, D., Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. United Kingdom: CABI.

Pearce, P. L., Pearce, P. P. L. (2005). Tourist Behaviour: Themes and Conceptual Schemes. United Kingdom: Channel View Publications.

Swarbrooke, J., Horner, S. (2016). Consumer Behaviour in Tourism. United Kingdom: Taylor & Francis.

Cooper, C., Hall, C. M. (2008). Contemporary Tourism: An International Approach. Netherlands: Butterworth-Heinemann.

Tourist Behaviour: An International Perspective. (2016). United Kingdom: CABI.

14.13 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress- A

1. False
2. True
3. Horner and Swarbrooke in 1996
4. True

14.14 TERMINAL QUESTIONS

1. What is the Meaning, Nature, Characteristics and importance of Tourist Behaviour?
2. What do you mean by Motivation and how it work behind tourist behaviour?
3. Discuss About the type and form of tourist?
4. What is decision making process?
5. What is Host-Guest Relationship?

UNIT 15 PARTNERSHIPS IN TOURISM SECTOR

Structure

15.0 Objectives
15.1 Introduction
15.2 Meaning of Stakeholder
  15.2.1 Stakeholder Analysis
  15.2.2 Advantages of Stakeholder Analysis
  15.2.3 Steps of Stakeholder Analysis
15.3 Stakeholders of Tourism Industry
15.4 Linkages in tourism sector
15.5 Concept of partnership
  15.5.1 Reasons for forming partnerships
  15.5.2 Key benefits of partnerships
15.6 Local partnership in tourism
15.7 Different approaches of collaboration and partnership
15.8 Partnership management
15.9 Negotiation in partnership
15.10 Public Private Partnership (PPP) model
15.11 Let Us Sum Up
15.12 Key Words
15.13 Some Useful Books
15.14 Terminal Questions

15.0 OBJECTIVES

After studying this unit, you should be able to:

- Understand the meaning stakeholder
- Identify major stakeholders of tourism industry
- Establish the linkages between tourism sector and other sectors
- Explain concept of partnership
- Describe the different approaches of collaboration and partnership
- Understand Public Private Partnership (PPP) Models

15.1 INTRODUCTION

Partnerships and collaboration earned ‘catchphrase’ (buzzword) status in tourism industry in the past 10–20 years. Partnerships and collaboration are increasingly being used in the tourism sector to achieve extraordinary business and community goals. Public-private sector collaboration and partnership among private companies form a rising trend in competitiveness, especially for the tourism sector. More surprising the tourism sector has begun venturing beyond its own sector to form partnerships. Tourism stakeholders are increasingly recognizing the positive synergies that result from working together rather than independently. They believe that sharing the experience of partnership is important to the further development of the sector and of the communities that

support, or are looking to support, a vibrant and dynamic tourism sector. This chapter summarizes the key aspects partnership in tourism sector.

15.2 MEANING OF STAKEHOLDER

The concept of stakeholders finds its origins in organizational theory and corporate management. It is attributed to R. Edward Freeman and his book, Strategic Management: A Stakeholder Approach (1984). Freeman defined stakeholder as "any group or individual that can affect, or is affected by the achievement of a corporation's purpose". Freeman's basic argument was that there were many more groups and individuals that had a 'stake' in corporations than just its employees and shareholders. This is undoubtedly very true of tourism and destination management, as there are many groups and individuals involved, and many groups and individuals are affected by tourism within a destination. According to Morrison (2013) "stakeholders are groups and individuals that have a direct or indirect interest in the management of a destination for tourism". Donaldson and Preston (1995) identified eight stakeholder groups: investors, customers, suppliers, employees, communities, trade associations, governments and political groups. All of these groups exist in a destination, although the DMO itself does not have the same types of investors as does a corporation. However, those providing the DMO with its funding can be considered the equivalent of investors.

Stakeholders can be categorized in two distinct groups: (1) primary stakeholders (those who are directly affected, either positively or negatively, by a company or an organization's actions), and (2) secondary stakeholders (those who are indirectly affected by accompany or an organization's actions). Further, stakeholders may be grouped into internal and external stakeholders.

- **Internal stakeholders** are individuals or groups who are directly and/or financially involved in the operational process. This includes owners, managers and employees. Each of these groups is potentially rewarded directly for the success of the firm.

- **External stakeholders** are indirectly influenced by the company's operations. External stakeholders are governments, creditors, suppliers, communities, customers and society at large.

Most common examples of stakeholders include customers, employees, investors, suppliers and vendors, communities and Governments. Different stakeholders have different interests, and companies/organizations often face trade-offs in trying to please all of them. Companies often struggle to rank stakeholders and their competing interests. Jack Ma, the CEO of Alibaba (leading platform for global wholesale trade), has famously said that, in his company, they rank stakeholders in the following rank order: (1) customers, (2) employees, and (3) investors. In the context of tourism industry, a study was conducted by **Sheehan and Ritchie (2005)** among 91 convention and visitor bureau (CVB) executives in North America. The study found that hotels and hotel associations were considered to be the most important stakeholder group. After them, city/local governments were the next most important, and after that regional/county governments and attractions/attraction associations. Much of priority sequence of stakeholders will based on

the stage a company or an organization is in. For example, if it is a startup company or new business venture then customers and employees are more likely to be the stakeholders considered foremost. If it is a mature, publicly-traded company, then shareholders are likely to be front and center.

15.2.1 Stakeholder Analysis

Effective stakeholder analysis is crucial as it helps to plan future development, potential issues, participation and influence of the different stakeholders involved in the organizations and its activities. Dale (2010) defined stakeholders as "individuals and groups who have an interest in the tourism and travel business. It is necessary to identify the needs and expectations of each of these stakeholders to enable the tourism and travel business to operationalize strategies that meet their needs and expectations".

The stakeholder analysis model makes it possible to map out different levels of interest and conflict amongst different groups, which may also help to highlight specific dichotomies. Examples may include customers who may resist increasing admission prices, local communities who may be concerned about environmental impacts, staff who want an increasing salary and shareholders who are keen to see a return on their investment (RoI). These competing needs present some complex difficulties.

The model **(Exhibit 15.1)** based upon an assessment of the different power and interest of its stakeholder. Power is defined as the stakeholders' ability to influence decision made by the organization whilst interest is defined by the stakeholders' willingness to be influenced by organizational decisions. Based upon these two factors, stakeholders can be categorised as those who should be kept informed of decision, those who are key player and must be actively involved, those who need to be satisfied with decisions and those who have so little interest that only a minimal effort is required to keep them involved.

Exhibit 15.1: Stakeholder Analysis (Dale, 2010)

Power \ Interest	Low	High
High	Keep satisfied	Keep players must be kept informed and satisfied
Low	Minimal efforts required	Minimal efforts required

As a result, the stakeholder analysis must be carried out for all major decisions. For example, a decision to increase the ticket fee at a theme park would involve a different group of stakeholder

than those who would have an interest in a decision about the installation of a new ride. In much large organization (such as five star hotels) it is possible for stakeholder to create an opposition to the business and force the organization to take decisions they may be unwilling to adopt.

15.2.2 Advantages of Stakeholder Analysis

Key advantages of stakeholder analysis are following: (1) comprehensive understanding of stakeholders' interests, (2) system to influence other stakeholders, (3) holistic understanding of 'potential risks', (4) consciousness of negative stakeholders as well as their adverse impacts on the project, (5) addressing any conflicts or issues at early stage, (6) enlists the key organizational players, (7) gaining early alliance among all stakeholders on goals and plans.

15.2.3 Steps of Stakeholder Analysis

Stakeholder analysis exercises will vary by industry, company, and the teams conducting them. 'ProductPlan', the world's leading roadmap software, suggests following three simple steps of stakeholder analysis (Exhibit 15.2).

Check Your Progress A

1. Explain the meaning of tourism stakeholders.

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   ……
   ……
   ……

2. Outline steps of stakeholder analysis

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   ……
   ……
   ……..

15. 3 STAKEHOLDERS OF TOURISM INDUSTRY

According to Investopedia (2020) "stakeholders are persons or groups who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, either positively or negatively". In the context of destination management, Morrison (2013) described stakeholders as "groups and individuals that have a direct or indirect interest in the management of a destination for tourism". In relation to tourism industry, five major groups of stakeholders are 'tourists', 'tourism sector organizations', 'community', 'environment' and 'Government'. Exhibit 15.3 underlines five major groups of stakeholders in the tourism industry.

Tourists ↓	**Tourism sector organization** ↓	**Community** ↓	**Environment** ↓	**Government** ↓
Leisure Pleasure	DMOs	Community organizations	NGOs	National
Business	Hospitality	Resident associations	Conservation Societies	Regional
VFR	Attractions	Business associations	Environmental agencies	Local
Others	Transport	Special panels or task forces	Others	Other agencies
	Travel Trade	Others		
	Media			
	Employee organizations			

Source: Morrison (2013)

There are many mover and shaker (a powerful person who initiates events and influences people) who have a vested interest in the tourism industry within the destination. The simple way to understand the rules and relationship is by looking at the tourism stakeholder triangle (Exhibit15.4**)** and its three major dimensions: (1) government, (2) business, and (3) community. Although each is a separate and distinct entity they must interact continuously on numerous issues so their collaborations is critical to the success of the tourism industry.

Exhibit 15.4: Tourism Stakeholder Triangle

Community

Government comes first and is one side of the triangle. Government is responsible for the enabling legislation and the many other laws and regulation that provide the tourism industry legal structure. Government consists of many departments and agencies that are responsible for everything from administration, international agreements, resource management and infrastructure development. It also formulates the policy and spearheads the planning that provides the framework for subsequent tourism development and operations. Anyone who has ever worked in tourism development domain knows that nothing happens without political will which means without government support tourism stagnates or declines.

The other side of the triangle is business. Government, the public sector sets the table for tourism to flourish but it is business, the private sector that prepares and serves the products and services consumed by tourists. Government collect fees and taxes but it is business that takes the risk, engages the tourists, creates the destination image and reputation and makes the profit that empowers the community. Many additional businesses also open or expand to support the tourism industry within a destination such as construction companies, marketing agencies, laundries and banks. But the main businesses into tourism stakeholder triangle are tourism business from the four operating sectors: (1) transportation, (2) attractions, (3) accommodations, and (4) food and beverages. Tourism businesses are responsible for creating and operating the specialized products within the destination that provide tourists with meaningful experiences and proper facilities and amenities. They also provide many jobs and careers for the local communities.

The base of the triangle is the community because everything involved in tourism takes place within the community or its surrounding areas. This includes a destination setting and appeals, the business and its four operating sectors. The local people who make up the tourism industry workforce and everyone else, who interacts with the arrival of tourists during the normal course of their daily lives, remember the golden rule of tourism the only reason to develop tourism anywhere is to benefit the local people.

Two more components supplement to tourism stakeholders' triangle. First tourists are often inserted into the center of the triangle and as such are showcased as the focus of the three sides and the beneficiary of their work. This central position within the triangle also demonstrates the importance of a customer orientation within the tourism industry. An appropriate tourism philosophy along with careful planning and promotion will help ensure that a destination attracts the types of tourists that are most beneficial to its triple bottom-line.

Second special interest groups are non-governmental organizations and non-profit organizations. These groups represent constituencies and efficacy groups whose focus often intersects with tourism activities and goals. Examples will be a World Wide Fund for Nature (WWF) or the International Council on Monuments and Sites (ICOMOS). This component also includes public-private partnership organizations and associations that directly support the tourism industry such as those which perform destination management and marketing activities and those which represent the interest of specific tourism sectors and professionals such as Tourist Guides' Federation of India (TGFI), India Convention Promotion Bureau (ICPB), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of

India (FHRI). A successful destination has strong public-private partnership with equally strong representation from the community and many other groups, organizations and associations that are stakeholders within the tourism industry.

15. 4 LINKAGES IN TOURISM SECTOR

Tourism industry consists of various sectors grouped together through demand complementarities rather than through supply of homogeneous goods and services. Tourism industry includes many distinct of business: tour operator; travel agencies, airline, hotels, resorts and cruises are representative of the major sectors. However, there are a multitude of other business such as entertainment, engineering and construction which, though not totally geared towards tourism, contribute and benefit this massive industry. Components of tourism industry include transportation, accommodation, attractions, food beverage (F & B) service, travel distributers, tourism promoters and land managing agencies. Each of these major components plays vital roles in making the tourism industry a unified effort. All aspects of the tourism industry are linked and linked in a very inseparable manner (Exhibit 15.5).

Exhibit 1: Tourism and inter-sectoral linkages

c
prosperity, employment generation and community empowerment. It stimulates growth through sustainable enterprise creation, foreign exchange earnings, livelihood generation, reducing poverty and inequality, preserving natural and cultural heritage, and upgrading infrastructure particularly in remote and backward areas. Tourism, if properly planned and managed, can be one of the most promising sectors for achieving a more economically, socially and environmentally sustainable future. Developing strong linkages between the tourism sector and other key sectors of the economy is vital for formulating tourism plan and policies. Key sectors of economy refer to sectors which have both strong forward and backward linkages with various industries in the economy.

The key purpose of the 'Tourism Linkages' is to extend the consumption of products and services which will be competitively sourced locally. It will help in employment generation and foreign exchange earnings for a country. Tourism linkage analysis is process of examining the strengths of the inter-sectoral forward and backward relationships between tourism sector and other sectors of the economy. The Forward Linkage (FL) measures the relative significance of tourism as "supplier" to the other industries in the economy whereas the Backward Linkage (BL) measures its relative importance as "demander". A company invests in a local destination and play significant role in local economic development. In order to strengthen local linkages, it is imperative for company to establish synergies between commercial goals and local benefits.

15.5 CONCEPT OF PARTNERSHIP

"Partnership is an association of two or more people formed for the purpose of carrying on a business with a view to profit wherein the partners share the risks, rewards and responsibility for the success or failure of the initiative" (Canadian Tourism Commission, World Tourism Organization Business Council and KPMG (2003). Morrison (2010) defined partnership as a "synergistic relationship between a Destination Management Organization (DMO) and other organizations or individuals, within or outside of the destination". There are several other concepts and terms related with partnership these include collaboration, alliance or strategic alliance and teamwork. After understanding the meaning of partnership, let us now understand the meaning of 'synergy' and a 'synergistic relationship'. A very simple definition of synergy is that "when two or more entities work together, they achieve more than they could individually and separately". Synergy is the outcome of cooperation, collaboration, partnership and teamwork (Exhibit 15.6).

Source: (Morrison, 2013)

15.5.1 Reasons for Forming Partnerships

A partnership is form for a variety of reasons. Canadian Tourism Commission, World Tourism Organization Business Council and KPMG (2003) identified following key reasons (Exhibit 15.7) for forming partnerships:

Products	• Contribute to the economic wealth of the community • Enhance and preserve resources • Make sustainable development of tourism industry

	• Develop attractions, theme parks and accommodation • Overcome trade and investment barriers • Protect consumers • Deal with competition • Set quality standards • Provide technical support for innovative product development programs
Marketing and Sales	• Enhance marketing effectiveness • Enhance destination image • Expand market coverage and reach • Provide support for electronic marketing and digital distribution • Provide support for participation at trade shows • Entry into new markets • Harness power of 'co-operative marketing'
Research and Technology	• Provide research and measurement methodologies • Enhance technological innovation and application • Execute 'Tourism Satellite Accounts (TSA)'
Infrastructure	• Improve roads, transport infrastructure and basic services • Provide impetus for intermodal transportation • Enhance Information 'Communication and Technologies (ICTs)' system • Improve public health and sanitation • Improve safety and security
Human Resources	• Provide training and education programs • Improve productivity and innovation • Service and quality standards
Financing	• Obtain investment and funding • Leverage public investment • Obtain start-up financing • Improve yield

15.5.2 Key Benefits of Partnerships

Destination Management Organizations (DMOs) can achieve several advantages from forming partnerships and these relationships can span all of the DMO roles including leadership and coordination, planning and research, product development, marketing and promotion, partnership and team-building and community relations. Morrison (2013) identified following major benefits of partnerships:

- Enhancing image of organization
- Increasing market appeal
- Accessing new markets
- Accessing tourist databases
- Quality services to tourists
- Expanding social responsibility
- Increasing team of expertise
- Increasing budgets

- Sharing information
- Shared facilities
- Access to resources
- Increased credibility and license to operate
- New products and improved customer experience
- Staff morale and customer satisfaction
- Brand enhancement
- Benefits for communities

Exhibit 15.7 underlines a great example of a collaborative tourism project in India

Buddhist Circuit Project in India : Collaboration is key to success

The iconic 'Buddhist Circuit' in India provides a great example of a collaborative tourism project between the Ministry of Tourism, Government of India, State Governments of Uttar Pradesh, State Governments of Bihar the private sector, Buddhist monasteries and sects, and the World Bank Group. The work was led by the International Finance Corporation (IFC), a member of the World Bank Group. The popular Buddhist Circuit in India follows the route of the footsteps of Lord Buddha connecting the sacred sites in Bihar and Uttar Pradesh. The Buddhist Circuit has been identified and developed to preserve the legacy of Buddha and to connect these to modern religious tourism. The circuit development encompasses strengthening of destination infrastructure, protection of Buddhist heritage, and engages local communities as stakeholders in the tourism value chain of Buddhist Circuit. The Buddhist Circuit project has unique potential to create employment opportunities, generate livelihood, alleviate poverty, curb migration, promote product diversification and nurture a sense of co-existence and pride among communities and destinations. Buddhist Circuit incorporates a wide variety of stakeholders' interests. Some of the prominent stakeholders are international Buddhist community, local and regional authorities, urban and tourism planners, entrepreneurs, shopkeepers, agricultural labourers, NGOs and domestic and international tourists. The Tourism industry is highly competitive in the Buddhist Circuit and demands innovative marketing strategies to ensure long-term success. To promote the Buddhist Circuit as a single tourist destination, all tourism stakeholders are giving attention on joint advertising campaigns, public relations exercises and Co-branding, in major tourist generating regions (TGR), offering thematic packages and itineraries, promotional prices on tour packages and active participation in travel marts/fairs and road show.

15.6 LOCAL PARTNERSHIP IN TOURISM

Linkages between a tourism company and the local economy include: recruiting local human resources, exploring local tourism destinations and attractions, using local tourism products and tourism services, or encouraging guests buy local products, joint business venture partnerships with community trusts or local employees, and a range of operational agreements with local residents and neighbours. Some local linkages in tourism sector involve partnerships and some

are contracts. For successful destination management, it is vital for DMOs to collaborate with tourism stakeholders and partners outside of the destination. Partnering with others is essential for DMOs in today's business environment where budgets are shrinking but competition is increasing. Moreover, DMOs can do things that they could not do on their own. A List of potential local partners in tourism is given below:

- Existing and potential tourists
- Local community
- Government agencies
- Organizations in the same business
- Organizations in related businesses
- Organizations in non-related businesses
- Tourism sector associations
- Education and training institutions
- Non-profit organizations
- E-collaborators / Digital alliance
- Media companies

There are many limitations of local partnership including the mismatched expectations, competition over resources, problems in the business operations, inadequate pre-planning or miscommunication and the wrong people working together.

15.7 DIFFERENT APPROACHES OF COLLABORATION AND PARTNERSHIP

Partnerships can be formed by different names and structures and be formed with the private sector (i.e. private-private), with the public sector (i.e. public-public) or between the private and the public sectors (i.e. public-private). Canadian Tourism Commission (1995) suggested different approaches of collaboration and partnership (Exhibit 15.9).

Consortium	"A pooling of resources to gain a benefit that they could not afford on their own (e.g. joint technology, joint services)".
Joint Venture	"A co-operative project (typically bringing different skills/resources) pursues an Opportunity".
Co-operative Marketing	"An agreement to market partners' products or services through joint promotion. Often relates to maximizing the potential of distribution networks of various partners and gaining familiarity with target markets through an "in-market" partner".
Value-chain Relationship	"Where organizations in different industries with unique but complementary skills link their capabilities to create value. The relationship is very tightly knit, with joint or overlapping activities occurring in many areas".
Organization Network	"A multi-organization alliance in which member businesses collaborate to meet common objectives".
Outsourcing	"Contracting of non-core services to third-party providers".

Source: (Canadian Tourism Commission, World Tourism Organization Business Council and KPMG, 2003).

15.8 PARTNERSHIP MANAGEMENT

Many small and lager tourism development projects as well as tourism conservation projects are carried out by partnerships among people representing diverse organizations and groups. For effective management of these projects, it is important to have individuals from each of the major partners involved in the project team. World Wide Fund for Nature (WWF) defined a partner as "any individual, group or institution including governments and donors whose active participation and support are essential for the successful implementation of a project or programme".

Partnership management is the process of following up on and maintaining effective, productive, and harmonious relationships with partners. It can be as informal as phone calls, e-mails, and social visits or as formal as written, signed agreements that partners review periodically. What is most important is that you invest the time and resources needed to maintain partnerships, you communicate regularly with your partners and you both have the opportunity to assess how things are going. A partnership is not a stringent contract, but a living cooperation. To capitalize on the benefits of partnership management, it should be utilized as the strategic tool for developing innovative ideas and actions. How your team develops and manages its partnerships will depend on the type of partner and the relationship between your team and that partner. In general, however, developing and managing partnerships entails four major steps: (1) establish and review partnerships, (2) determine governance, (3) formalize partnerships, and (4) maintain strong relationships with partners.

For effective management of a partnership experience, following key success factors need to take into considerations:

- Clearly articulated, clear goals and objectives
- Open and frequent communication among partners
- Recognise the importance of associations with government authorities
- Recognise your limits when dealing with internal community matters
- Plan properly for the task of channeling guest donations
- Build competence through continuous learning
- Develop Key Performance Indicators(KPIs)
- Mobilize adequate resources
- Planning and risk management

15.9 NEGOTIATION IN PARTNERSHIP

Every time you negotiate, you have to make choices that affect whether you achieve a successful outcome for your business. To get the best outcomes, you need to understand the steps involved in the negotiation process.

- **Step 1 : Planning negotiation**

- Set your objectives unambiguously in your own mind (including your minimum acceptable outcome, your anticipated outcome and your ideal outcome).
- Decide what you will do if the negotiation, or a particular outcome, fails
- Determine your needs, the needs of the other party and the reasons behind them.
- List, rank and value your issues (and then consider concessions you might make).
- Analyse the other party (including their objectives and the information they need).
- Conduct research and consult with colleagues and partners.
- Rehearse the negotiation.
- Write an agenda — discussion topics, participants, location and schedule.

▪ **Step 2: Engaging with the other party during the negotiation**
- Introduce yourself and articulate the agenda. Demonstrate calm confidence.
- Propose — make your first offer. The other party will also make proposals. You should rarely accept their first offer. Evidence suggests that people who take the first proposal are less satisfied and regret their haste.
- Check your understanding of the other party´s proposal.
- Remember your objectives.
- Discuss concepts and ideas.

▪ **Step 3: Closing the negotiation**
- Look for closing signals
- Articulate agreements and concessions already made
- Make 'closing' statements; for example
- Get agreements in writing as soon as you can
- Follow up promptly on any commitments you have made.

Source: (Queensland Government portal accessed on November 2020).

Tips for effective negotiation:

Tip 1: Set guidelines for the discussion and ensure that you and the other party stick to them throughout the entire process.
Tip 2: Negotiate and develop non-financial benefits.
Tip 3: Recognise the community needs.
Tip 4: Be clear about what you are offering and what you need from the other party.
Tip 5: Be consistent with how you present your goals, expectations and objectives.
Tip 6: When structuring the financial deal, search a range of alternatives.
Tip 7: Use effective communication skills including positive body language.
Tip 8: Endeavor for mutually beneficial solution.
Tip 9: Do not confuse negotiation with confrontation.
Tip 10: Do not blame the other party if you can´t achieve your desired outcome.

15.10 PUBLIC PRIVATE PARTNERSHIP (PPP) MODELS

Meaning of Public Private Partnership (PPP)

Public-private partnerships involve collaboration between a government agency and private sector companies that can be used to finance, build, and operate projects, such as public transportation networks, parks, and convention centers. Financing a project through a public private partnership can allow a project to be completed sooner or make it a possibility in the first place. Public-private partnerships allow large-scale government projects, such as roads, bridges, or hospitals, to be completed with private funding.

- In this type of partnership, investments are undertaken by the private company/sector/ entity for specific period of time.
- These partnerships work well when private sector technology and innovation combine with public sector incentives to complete work on time and within budget.
- As PPP involves full retention of responsibility by the government for providing the services, it doesn't amount to privatization.
- There is a well described distribution of risk between the public sector and private sector.
- Private sector entity is selected on the basis of open competitive bidding and receives performance linked payments.
- PPP route can be alternative in developing countries where governments face various constraints on borrowing money for important projects.
- It can also give required expertise in planning or executing large projects.

Characteristics of PPP

- The private sector is responsible for carrying out or operating the project and takes on a substantial portion of the associated project risks.
- During the operational life of the project the public sector's role is to monitor the performance of the private partner and enforce the terms of the contract.
- The private sector's costs may be recovered in whole or in part from charges related to the use of the services provided by the project, and may be recovered through payments from the public sector.
- Public sector payments are based on performance standards set out in the contract
- Often the private sector will contribute the majority of the project's capital costs, although this is not always the case.

Advantages of PPP

- Access to private sector finance.
- Efficiency advantages from using private sector skills and from transferring risk to the private sector.
- Potentially increased transparency.
- Enlargement of focus from only creating an asset to delivery of a service, including maintenance of the infrastructure asset during its operating lifetime.
- This broadened focus creates incentives to reduce the full life-cycle costs (ie, construction costs and operating costs).

- Increased efficiency in project delivery and operation and management.
- Availability of additional resources to meet the growing needs of investment in sector.
- Access to advance technology both hardware and software).

Models of Public Private Partnership (PPP)

Most widely used of PPP models are following:

- **Build-Operate-Transfer (BOT): ‘**It is conventional PPP model in which private partner is responsible to design, build, operate (during the contracted period) and transfer back the facility to the public sector. Private sector partner has to bring the finance for the project and take the responsibility to construct and maintain it. Public sector will allow private sector partner to collect revenue from the users’.

- **Build-Own-Operate (BOO): ‘**In this model ‘ownership of the newly built facility will rest with the private party’. On mutually agreed terms and conditions public sector partner agrees to ‘purchase’ the goods and services produced by the project’.

- **BOOT: ‘**In this variant of BOT, after the negotiated period of time, project is transferred to the government or to the private operator. BOOT model is used for the development of highways and ports’.

- **Build-Operate-Lease-Transfer (BOLT): ‘**In this approach, the government gives a concession to a private entity to build a facility (and possibly design it as well), own the facility, lease the facility to the public sector and then at the end of the lease period transfer the ownership of the facility to the government’.

- **Design-Build-Operate-Transfer (DBFOT):** ‘In this model, entire responsibility for the design, construction, finance, and operation of the project for the period of concession lies with the private party’.

- **Lease-Develop-Operate (LDO):** ‘In this type of investment model either the government or the public sector entity retains ownership of the newly created infrastructure facility and receives payments in terms of a lease agreement with the private promoter. It is mostly followed in the development of airport facilities’.

Check Your Progress B

3. What do mean by stakeholder analysis?

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4. What are the main steps involved in the negotiation process?

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   ……..

5. Identify the various internal and external stakeholders that may be impacted by business operations.

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15.11 LET US SUM UP

Partnerships and collaboration earned 'catchphrase' (buzzword) status in tourism industry in the past 10–20 years. Partnerships and collaboration are increasingly being used in the tourism sector to achieve extraordinary business and community goals. Tourism stakeholders are increasingly recognizing the positive synergies that result from working together rather than independently. They believe that sharing the experience of partnership is important to the further development of the sector and of the communities that support, or are looking to support, a vibrant and dynamic tourism sector. Stakeholders can be categorized in two distinct groups: (1) primary stakeholders, and (2) secondary stakeholders. Further, stakeholders may be grouped into internal and external stakeholders. Most common examples of stakeholders include customers, employees, investors, suppliers and vendors, communities and Governments. Different stakeholders have different interests, and companies/organizations often face trade-offs in trying to please all of them. In the tourism industry, five major groups of stakeholders are 'tourists', 'tourism sector organizations', 'community', 'environment' and 'Government'. Effective stakeholder analysis is crucial as it helps to plan future development, potential issues, participation and influence of the different stakeholders involved in the organizations and its activities. There are many mover and shakers who have a vested interest in the tourism industry within the destination. Developing strong linkages between the tourism sector and other key sectors of the economy is vital for formulating tourism plan and policies. Key sectors of economy refer to sectors which have both strong forward and backward linkages with various industries in the economy. Synergy is the outcome of cooperation, collaboration, partnership and teamwork. Partnerships can be formed by different names and structures and be formed with the private sector. Different approaches of collaboration and partnership are consortium, joint venture, Co-operative Marketing, value-chain relationship, organization network, outsourcing.

15.12 KEY WORDS

- **Stakeholders**: People or organizations with a legitimate interest in a given situation, action, or enterprise.

- **Stakeholder theory**: A theory of organizational management and business ethics that addresses morals and values in managing an organization.
- **Shareholder:** Shareholder is someone who owns shares (stock) in a business and thereby has an equity interest.

15.13 SOME USEFUL BOOKS

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15.14 TERMINAL QUESTIONS

1. Identify the five major groups of stakeholders in the tourism industry.
2. Describe importance synergy among government, business and community for sustainable tourism development.
3. Discuss the concept of Forward Linkage (FL) and Backward Linkage (BL) in tourism sector.
4. Make a list of potential local partners in tourism sector.
5. Explain the meaning of PPP.

UNIT 16 SMALL AND MEDIUM ENTERPRISES IN TOURISM INDUSTRY

Structure

16.0 Objectives

16.1 Introduction

16.2 Entrepreneur and Entrepreneurship: Concept and Meaning

16.2.1Who is an Entrepreneur

16.2.2 Why an entrepreneur is so important?

16.2.3 Motivational factors of an Entrepreneur

16.2.4 Who is an Intrapreneur?

16.2.5 How an Entrepreneur differs from an Intrapreneur

16.2.6 What is Entrepreneurship?

16.2.7 Difference between Entrepreneur and Entrepreneurship

16.3 Definition of Small and Medium Enterprises(SME)

16.3.1Fundamentals of Start ups

16.3.2 Organization and Management of MSME

16.3.3 Financial Infrastructure in SMEs

16.3.4 Human Resource in SME:

16.3.5 Contemporary Business Environment in SMEs

16.4 Importance of SMEs in Tourism

16.4.1 Ola Cabs Start ups

16.4.2 Oyo Rooms Start-up

16.4.3 Zomato Start-up

16.4.4 Lodg'ing Start-up

16.5 Let Us Sum up

16.6 Suggested Books

16.7 Key Words

16.8 Answer to check your progress

16.9 Terminal Questions

16.0 OBJECTIVES

After studying this unit, you should be able to identify:

- know the conceptual meaning of an entrepreneur, intrapreneur, entrepreneurship and an enterprise
- understand the fundamentals of Start-ups
- become familiar with the business environment of MSMEs
- grasp the business profile of a couple of start-ups in the Tourism industry.

16.1 INTRODUCTION

With the beginning of globalization, all of us came across with the terms of entrepreneur, enterprise, intrapreneur and entrepreneurship, business environment, MSMEs and start-ups etc. quite often. These words have a definite meaning in a skill India campaign of the Government of India. In this introductory unit, you will learn the exact role and responsibilities of such terms. You will also learn the present scenario of SMEs and its role in the country's economy besides the business profile of a couple of start-ups of tourism industry.

16.2 ENTREPRENEUR AND ENTREPRENEURSHIP: CONCEPT AND MEANING

16.2.1 Who is an Entrepreneur?

An entrepreneur is an innovator of new ideas and thoughts to start a new business set up and aspire to get success in its mission within a stipulated time. He should have the strength to bear the unexpected financial loss as well as to get the rewards of work in due course of time. An entrepreneur is capable to have sufficient capital, land, labour and all the essential resources to produce a product that is imagined to produce with expected benefits and burdens in its production. Entrepreneurs who have achieved success in their professional career are acclaimed in the society for their achievements and success. In support of entrepreneurs the Prime Minister Narender Modi once said, "Take up one idea. Make that idea your life, think of it, dream of it, live on that idea, let the brain, muscles, nerve, every part of your body be full of that idea and just leave every other idea alone. This is the way to success". The huge step to promote entrepreneurship was taken by Government of India in the year 2014 in the form of Ministry of Skill Development and Entrepreneurship. This ministry of Government of India is dedicated to

employment generation through entrepreneurship. The Atal Innovation Mission (AIM) set up by NITI Aayog in the year 2015 aims to give new wings to innovation and entrepreneurship in India. To facilitate the idea of promoting entrepreneurship in India, Government of India launched its first electronic G2B (Government-to-business) portal. This eBiz portal is developed by Infosys. Other schemes include Dairy Processing and Infrastructure Development Fund, Support for International Patent Protection in Electronics & Information Technology, Multiplier Grants Scheme, Credit Guarantee Scheme for Start-ups, Software Technology Park Scheme, The Venture Capital Assistance Scheme, Loan for Rooftop Solar Pv Power Projects, NewGen Innovation and Entrepreneurship Development centre, Single Point Registration Scheme and Modified Special Incentive Package Scheme to count a few. Thus the salient features of an entrepreneur are:

Salient Features of an Entrepreneur

- An entrepreneur is keen to set up a business unit with the mission to achieve a profit within a fixed time and have the strength to bear unexpected loss as well as appreciation from all stakeholders.
- Entrepreneurs can be divided into two major categories. The first one includes those entrepreneurs who have the vision to set up a business chain to meet the demand of a wide range of customers whereas the second category entrepreneurs are associated with small start ups meeting the requirements of identified customers of a specific region

An entrepreneur knows how to develop the innovative way of providing the needs of the market from the start-up of small businesses to large scale industries which are determined to provide the needs of the market in innovative and different way. There are various examples of people who have setup start-ups in the past few decades and their craze and determination blossomed into successful businesses. Whether it is the field of telecommunication, airlines, travel, IT, real estate, pharmaceutical or FMCG products, India have seen some extraordinary entrepreneurs with exceptional mindset. The list of these exceptional entrepreneurs is never ending. These are entrepreneurs who did commendable job for human beings and some of the notable personalities

include F Elon Musk, sending people to Mars to Bill Gates and Steve Jobs making computers part of every household. One of the biggest business mascots in India is Dhirubhai Ambani, who in 1960's established Reliance Commercial Corporation. His progressive thinking and planning resulted in expansion of his textile business into telecommunication, power generation, IT, consumer goods and logistics. Another visionary entrepreneur and tycoon are Jehangir Ratanji Dadabhoy Tata, who established first airlines in India and later his business expanded to automobiles, IT and consultancy agency. Nagavara Ramarao Narayana Murthy also known as the father of the Indian IT industry is also a successful entrepreneur and co-founder of Infosys. This list also includes many young entrepreneurs like Ritesh Agarwal, Deepak Ravindran, Farrhad Acidwalla, Sharavan Kumaran, Sanjay Kumaran, King Sidharth, Deep Anjali Dalmia and many more. In view of this it may be concluded that a simple person in the market, who has conceptualized something to produce to offer to society and starts his business from zero and run it successful as an enterprise is called an entrepreneur. In this process an entrepreneur develops the following qualities in its day-to-day activities as projected in the following picture.

16.2.2 Why an entrepreneur is so important?

Entrepreneurs play a significant role in economic development of Indian economy. As evident from available data both of the state and central governments of India, it is noticed that with the advent of new technology and liberalization policy in various industrial sectors a large number of job opportunities have been created in recent past. Entrepreneurs whether they were from abroad or from own country have been attracted to invest in India on attractive terms and conditions and in periods of time entrepreneurs have shown efficiencies and improved the economic condition not only of the region but of the country as a whole. The product and services they produced have not been witnessed before and made the life of consumers more comfortable as was not expected earlier. Why the entrepreneurs are so important for the society is summarised below:

- Entrepreneurs produce jobs both of skilled and unskilled nature
- Entrepreneurs improve the life of people by introducing advance technology
- Entrepreneurs made the life of people comfortable by making available affordable

goods and services.

- Entrepreneurs play a significant role in income generation

16.2.3 Motivational factors of an Entrepreneur

Normally it is assumed that an entrepreneurs sole aim is to earn profit and to expand its business to keep the human beings satisfied and happy by making available purposeful goods and services to meet their needs and wants. However, there are some other elements that play a significant role in motivating an entrepreneur to run and expand its business as mentioned in the box given below

- Ability to accomplish a job within a given period.
- Innovative personality having cherish desire to serve the society.
- Proactive to take up the emerging challenges prevailing in the society.
- Passion to be known as business leader.
- Remained unsuccessful to find out a suitable job.
- Having the vision to introduce Game Changing Products.
- Capacity to lead a business to achieve success.
- Keen to make employees oriented working environment.
- Permitting the employees to work from anywhere.
- Felt suffocated with the service conditions of the corporate sector.

16.2.4 Who is an Intrapreneur?

An intrepreneur is almost like an entrepreneur but he is invited to join a business on mutually acceptable package based on the financial success of the business unit. The intrapreneur is supposed to introduce his business policies to achieve the objectives within the stipulated period and help the company as well as getting due share of the pay package he was invited. The day the company feels that the intrapreneur fails to meet the targets of the company, the intrapreneur

is permitted to leave the organization. There are a number of examples how the known personalities in the corporate sector are invited and given a hefty amount of remuneration and once they feel suffocated on not reaching the business target or the company concerned is not supporting his ideas and philosophies, they leave the company and set up their own ventures.

16.2.5 How an Entrepreneur differs from an Intrapreneur

Intrapreneur is an emerging business promotion concept adopted by most of the entrepreneurs and the following table provides major differences between them.

Entrepreneur	Intrapreneur
Fully independent for creative business set up and profit maximization.	Authorised for creative exercises in an organization to achieve the objectives within a stipulated time frame.

Having qualities for promoting a business unit with innovative practices to achieve the projected goals.	Inherited the skills at par of national and international entrepreneurial standards.
Capacity to remain in the market despite adverse situation.	Qualities to achieve the projected growth in unfavourable situations.
.	
Deeply involved in the overall business promotion.	Involvement is restricted to the project assigned for.
Keeps his identity as a worker in order to receive support from all concerned.	Keeps his identity as professional to inspire fellow workers.
Direct all the business personnel to solve the problems.	Individually responsible to solve the problems.
Having the attitude of imagination to achieve the target of revenue generation and material for profit maximization.	Imagination to achieve the given target of the organization for the professional achievement.
Required assets are to be arranged and hired for the operation of the business unit.	Assets are provided by the Entrepreneur.
To promote the business unit solely for the sake of customers satisfaction.	Intrapreneur is concerned both to the customers and business organization.

16.2.6 What is an Entrepreneurship?

Entrepreneurship is the process to run a business unit or a business organization by offering its products or services through an enterprise in the market to generate profit . Thus, the basic aims and objectives of an entrepreneurship is to set up an enterprise to create such products and services capable to meet the needs and wants of a market. Further, an entrepreneurship is a continuous process under which an entrepreneur is deeply involved in planning , promotion,

development, monitoring , marketing and selling of its goods and services in order to make profits and how an entrepreneurship is connected with an entrepreneur and enterprise, one can easily understand with the help of the following chart.

16.2.7 Difference between Entrepreneur and Entrepreneurship

The following table provides major differences between entrepreneur and entrepreneurship

Parameter	**Entrepreneur**	**Entrepreneurship**
What does it mean?	A visionary person having the capacity to change the opportunity into reality with the strength to sustain the business in adverse situation.	Entrepreneurship is an activity to run a business of such products and services having demand in the market and remain in the competition despite being rejected by customers.
It stands for what?	Having the deep assessment of the emerging trends and issues likely to prevail in the market and get himself involved in business for reward and recognition.	This is a business process through which an entrepreneurship get success by selling its products and services and remain alert to keep its customers satisfied through customised

		products.
What does it represent?	An innovative and visionary leader of the market having the qualities to diagnose the customer preferences.	It is an action to change the vision into reality in order to keep the customers satisfied as well as to get profit.

Check your progress A

1. Should an entrepreneur develop the qualities to diagnose customer preferences or not ?
2. Entrepreneurship is an activity or fun?
3. An entrepreneur should be a visionary person or short-sighted?
4. Does the entrepreneurial procedure start with thought creation or capital collection?

Fill in Blanks

1. Atal Innovation Mission (AIM) set up by NITI Aayog in the year --------.
2. The huge step to promote entrepreneurship was taken by the Government of India in the year ----
3. ---------- also known as the father of the Indian IT sector.
4. The basic aims and objectives of entrepreneurship is to set up an ----------.

16.3 DEFINITION OF SMALL AND MEDIUM ENTERPRISES

Micro, Small and Medium Enterprises (MSME) have been defined in terms of separate Act, i.e., Micro, Small and Medium Enterprises (MSME) Development Act, 2006 and has come into force from 02nd Oct, 2006 under the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India. The office of the Development Commissioner (MSME) functions as the Nodal Development Agency under the Ministry of MSME. It plays a significant role in the economic development of the country as it accounts for 45% of industrial output and 40% of the total country's' exports. As per the data available, SMEs sector generates employment for 60 million people and offers 1.3 million job opportunities every year. In view of this, SMEs sector has become the most significant area to eradicate the problem of unemployment and making the people self-reliant in villages and Tier-1/Tier 2 cities

The central government revised the definition of MSMEs in the Act from time to time. In the MSME Development (Amendment) Bill, 2015, Govt. of India proposed to increase the investment limits for manufacturing and services MSMEs.

Table 1: A comparison of criteria used for defining MSMEs

	2006 Act		2015 Bill		2018 Bill	Cabinet (June 2020)
Criteria	Investment		Investment		Turnover	Investment and Turnover
Type	Manufacturing	Services	Manufacturing	Services	Both	Both
Micro	Up to Rs 25 lakh	Up to Rs 10 lakh	Up to Rs 50 lakh	Up to Rs 20 lakh	Up to Rs 5 crore	Investment: Upto Rs 1 crore Turnover: Upto Rs 5 crore
Small	Rs 25 lakh to Rs 5 crore	Rs 10 lakh to Rs 2 crore	Rs 50 lakh to Rs 10 crore	Rs 20 lakh to Rs 5 crore	Rs 5 crore to Rs 75 crore	Investment: Rs 1 crore to Rs 10 crore Turnover: Rs 5 crore to Rs 50 crore
Medium	Rs 5 crore to Rs 10 crore	Rs 2 crore to Rs 5 crore	Rs 10 crore to Rs 30 crore	Rs 5 crore to Rs 15 crore	Rs 75 crore to Rs 250 crore	Investment: Rs 10 crore to Rs 50 crore Turnover: Rs 50 crore to Rs 250 crore

Sources: MSME Development 2006 Act, MSME Development Amendment Bills 2015 and 2018, PIB update on cabinet approval; PRS.

The MSME Development (Amendment) Bill, 2018 further proposed annual turnover as criteria instead of investment for classification of MSME. This act further scraped the distinction between manufacturing and services, and authorized the central Government to revise the turnover limits. Incidentally the 2018 Bill lapsed with the dissolution of 16th Lok Sabha. However, On 1st June, 2020, Govt. of India again revised the MSME definition and included it a part of the *Atmanirbhar Bharat Abhiyaan* relief package.

16.3.1 Fundamentals of Start ups

A start-up is a business unit started by an individual or a group personnel to produce a product or service to meet the emerging demands of a given market to generate profit with the financial support managed either collectively or with the assistance of financial institutions. To promote a start-up, managing finance is the major challenge. In the early stages as a start-up company before launching its product for sale has to develop, test, and market. In order to generate desired finance, there are several sources to manage finance and it includes small business loans from banks or credit unions, government-sponsored Small Business Administration loans from local banks, and grants made by non-profits organizations and state governments. To frame the conceptual meaning of a start-up unit, the Government of India says that a start-up should be not more than seven years old with an annual turnover of less than 250 million rupees and should be operational in India.

Acknowledging the benefits of the start-ups in generating new opportunities of employment and overall growth of the country, the Government of India has introduced various schemes to support and encourage the start-ups businesses. These schemes of Government of India have focused on ease of establishing a start-up, providing business friendly environment, granting financial help and supporting every new idea with interest to establish new business. The start-ups India initiative launched in year 2016 had given tax benefits to start-ups. Another scheme to support emerging entrepreneurs in rural India is ASPIRE scheme which aims at employment generation and supporting new innovative ideas in rural India. Micro Units Development Refinance Agency (MUDRA) is one another scheme to support start-ups financially by providing credit facility in rural areas.

The small and medium size enterprises (SMEs), emerged as highly vibrant and dynamic sector which provides large number of employment opportunities at lower capital cost. As per the 73rd round (2015-16) of Nation sample survey, SMEs comprises of 63.4 million units and created 111million jobs. Next only to agriculture sector, the small and medium size enterprises (SMEs) sector is contributing significantly towards economic, social, cultural and physical development of the country through fostering entrepreneurship and generating large number of employment opportunities for the youths.

In view of technological advancement in SMEs sector, Ministry of Micro, Small and Medium Enterprises, Government of India has taken several initiatives such as; **MYSMSE** (This is web driven application through which one can submit and track online application under various schemes of Government), **MSME Sambandh** (a single window platform to disseminate all kind of information related to SMEs through http://sambandh.msme.gov.in), **MSME Samadhaan** (it is designed to address, handle and resolve all the issues and grievances related to SMEs i.e. process, payments and registration etc. through https://samadhaan.msme.gov.in) and **Udyog Aadhaar Memorandum** (a user and mobile friendly application for doing registration, payments and downloading certificates etc.).

The ministry is also providing credit support to small and medium entrepreneurs through various schemes such as; Prime Minister's Employment Generation Programme **(PMEGP).** Under this scheme 32,227 Micro Units have received financial assistance. Credit Linked Capital Subsidy

Scheme **(CLCSS)** offers subsidy to small and medium enterprises through Credit Guarantee Trust Fund for Micro and Small Enterprises **(CGTMSE)** scheme.

In order to financial, marketing and technological assistance, infrastructure development, up gradation, enhancing competitiveness and training and skills development, the ministry of MSME runs various schemes and programs such as National Small Industries Corporation **(NSIC),** Entrepreneurship and Skill Development Programme **(ESDP),** Credit Guarantee Trust Fund for MSEs (**CGTMSE**), Credit Linked Capital Subsidy Scheme (**CLCSS**) and Prime Minister's Employment Generation Programme etc. To ensure equitable distribution of benefits to all the demographically and geographically weaker sections of the country, the Ministry has taken various initiatives and established National Monitoring & Implementing Unit **(NMIU**), the National Scheduled Caste and Scheduled Tribe Hub and Building Awareness on Intellectual Property Rights **(IPR**) for proper monitoring and further assistance

16.3.2 Organization and Management of MSME

There are various divisions of Central Ministry of MSME such as Small and Medium size Enterprises (**SMEs),** Integrated Finance (**IF**), Agro and Rural Industry (**ARI**) and Data Analytics and Technical Coordination (**DATC**). The organizational structure of the MSME is drawn in the following chart:

The Organizational Structure of MSMEs

Source: Ministry of Micro, Small and Medium Enterprises, Government of India

The Small, Micro, and Medium Enterprises (SMEs) employ a large number of the population and its share in the country's industrial production and export is around 45%. Its growth rate in the country's GDP is also increasing at a higher rate than the overall GDP growth of the country. There are millions of enterprises in various industries and employ a large number of population of the country. Incidentally, a sizeable share of the work force are women from rural India and have become economically self-reliant on being associated with SMEs since long. Thus, the expanded structure of the SMEs contributed the Indian economy in the following ways:

- Generated employment opportunities both to the skilled and unskilled persons.
- Improved the life standard of involved manpower.
- Increased the purchasing power of family members of the employed persons.
- Enhanced the mass production of goods and services as per the need of the market.
- Reduced the environment pollution level due to the small enterprises.
- Increased the country's exports and contributed in the foreign exchange reserves.
- Accelerated the regional development process located in rural and countryside regions.

- Narrowed down the economic gap between urban and rural India.
- Reduced the country's poverty by offering job opportunities to the people living below the poverty line.

16.3.3 Financial Infrastructure in SMEs

The sector has potential to grow faster but the poor infrastructure is the main challenge in its growth. Insufficient market connections and poor infrastructure can be considered as the leading factors to result in a constrained growth of this sector. The absence of proper and scheduled access to financial resources has been another major challenge. The financing requirements of the SME sector rely on factors like operation size, industry segment of the customers, and the stage of progress. However, in order to promote SMEs, efforts are to be made to increase the inflow of financial services to the MSME sector significantly and it includes proper fiscal support and incentives promoting innovation. The major components of SMEs financial environment include:

- An effective framework of regulatory structure for the financial sector
- Government support to ease of doing business

In order to facilitate the entrepreneurs, Reserve Bank of India has made the provisions on concessions to MSMEs related to one-time loan restructuring. The scheme will ease the stress on SME segment and may further make the sector comfortable while trying to have better access to long term finance including the following:

- Strengthening financial institutions to advise the entrepreneurs
- Development of an online platform for tracking the MSME.
- Credit guarantees to support the MSME finance
- Awareness about the terms and conditions of financial assistance
- Strengthening of the current connections with other financial infrastructure.
- Debt access to the various non-banking finance companies.

16.3.4 Human Resource in SMEs:

Human Resource Management is another sector that need to be monitored carefully. It includes all activities related to the professional competencies of employees, effective communications with the market and local people as the markets of SMEs are usually much more local and compact. Employees of SMEs operate majorly in rural and isolated areas where they remain dependent on the local environment. As on date the SMEs usually do not follow any formal HRM practices. The promoters of SMEs are normally less educated and running the businesses on the basis of acquired experiences. Further, the employed persons are hired without fixing any terms and conditions and are appointed on mutual trust. In view of this, SMEs are unable to attract the right talent to manage the function and most of the professional having expertise in Human Resource Management also do not opt to join SMEs for the ask of their professional career. There is need to create a work-friendly, easygoing environment with an open culture to increase the productivity of employees as well as to have creative interactions with the employees**.** Besides this the SMEs face a number of challenges including the following:

- Lack of capital
- Attracting Competent Manpower
- Below average utilities for business promotion
- No innovative practices
- Lack of ICT enabled promotional approach
- Missing digital marketing environment

16.3.5 Contemporary Business Environment in SMEs

With the implementation of many reforms introduced in 2016 like Public Procurement Policy, *Pradhan Mantri MUDRA Yojana*,Make in India, Start-up India, and Skill India, SMEs of India are likely to become a $5 trillion economy by 2025 .Around 20% of the SMEs are based in rural areas and offered employment opportunities to nearly 40% of the India's labour force. As

per the information available with Reserve Bank of India around 110 million Indians were employed in MSMEs sector in the financial year 2019 whereas there were around 63 million MSMEs units functioning in the same financial year across the country. With regards to the employment ratio Urban employment in MSMEs was significantly higher than in rural areas. However, micro enterprises had the largest share of employment in the country during the measured time period. Barring the saturation that SMEs has faced in 2020 due to COVID-19 , SMEs is aimed to register the growth of manufacturing sector by 12-14% per annum and increase its share of GDP to 25% by 2025.A budget of Rs 3500 million was allocated for 2019-20 for 2 per cent interest subvention for all GST-registered MSMEs for fresh or on incremental loans under the interest subvention scheme for such enterprises. In view of the prevailing situation created by COVID-19 , the Government has announced few schemes under '*Aatmanirbhar Bharat'* i.e., Self-reliant India initiative and classified MSMEs again. Under the revised criterion, Investment in plant and machinery' and 'Turnover' are the major criteria to determine SMEs business as a micro, small or a medium enterprise. The earlier categorization was based only on investment in plant and machinery as well as its operational nature i.e., whether it represents manufacturing sector or the services sector
In order to achieve this target, the government is determined to make financial and technical support people friendly. Further ICT enable technology has opened more avenues of business opportunities especially for B2B ecommerce companies. A large number of SMEs are now dependent on new technology and have enhanced their focus on mobility as against social, resulting in a change from Social-Mobility-Analytics & Cloud (S-M-A-C) to Mobility-Analytics-Cloud & Social (M-A-C-S). With the implementation of GST system, the 'One Nation, one tax' approach will further boost the SMEs business opportunities by exploring new markets with no or low entry barriers across the country. The MSMEs sector is the manufacturer of more than 8000 products and it includes from a variety of traditional products to most preferred products of modern youths. As evident from the MSMEs business profile, it is revealed that MSMEs sector of India produces 80% of the total world production of Coir Fibre.

Check Your Progress B

Fill in the blanks

1. Micro, Small and Medium Enterprises (MSME) has come into force in ……..

2. MSMEs accounts for …… of India's industrial output
3. SMEs sector generates employment for …… million people of the country
4. On 1st June, 2020, Govt. of India again revised the MSME definition and included it a part of the relief package of ……...
5. The start-ups India initiative launched in the year …….
6. ……. is one another scheme to support start-ups financially by providing credit facility in rural areas.
7. SMEs is aimed to register the growth of manufacturing sector by 12-14% per annum and increase its share of GDP to …….. by 2025.

16.4 IMPORTANCE OF SMES IN TOURISM

India's Tourism industry is closely associated to SMEs as it offers budget-oriented products and services making the visiting clientele satisfied. SMEs have majorly come up in the form of Hotels, lodges, Camps, Tour operators, Transporters, Homestay and Wellness and Meditation centres and offer services to needy tourists. Well established organizations in the travel trade have restricted their operations within metros and tier 1 towns whereas a large number of tourists prefer to avail the products and services of SMEs in order to save time and money. The following are some of the SMEs in tourism industry

16.4.1 Ola Cabs Start ups

Founders: Bhavish Agarwal and Ankit Bhati

Sector : Transportation

Founded: December 2010

Parent Company: ANI Technologies Ltd

Competitors: **Uber, Meru Cabs Company, Carzonrent, Zoomcar, Rapido**

Operational revenue in 2019: 2543.63 crores

Shareholders: SoftBank Group (Japanese), Tiger Global (US-based), Tencent (**Chinese**

Venture Capital), Matrix Partners (US-based), and DST Global (Russia)

Employees : 8000

Taxi hailing service industry of India is valued to be close to $12 billion. A lucrative and relatively untapped market is bound to attract a lot of attention from entrepreneurs in India and around the world. Capitalising on this opportunity, Bhavish Aggarwal and Ankit Bhati launched India's very own cab hailing start-up, the taxi aggregator efficiently bridges the gap between cab owners and commuters adding a touch of technology to make lives and transportation easier. The company partners with drivers and cab owners offer a variety of cab services to commuters across India. Leveraging the best of technology and building innovative solutions, the company expanded to reach 125+ cities by 2019. Serving 400,000 rides per day, which roughly translated to 12 million riders per month, the taxi hailing start up grew at a rate of over 80% Annually. In 2018 Ola extended its operation in Australia, and New Zealand and 2019 UK was opted for operation. In February 2020, Ola launched its taxi-hailing services with over 25,000 drivers registered

Offered Business Models:

- Car Rental
- Employee Transfer Services
- Airport Transfer
- Outstation Package

Major issues:

- The availability of clean cabs and well-turned-out chauffeurs

- Manual intervention in mileage mapping and reporting
- The ability of vendors to manage demand spikes Compliance of cabs and chauffeurs as per prevalent rules

Further Opportunities:

- IT solutions to offer a comprehensive tool for monitoring.
- Cross Functional employees to effectively manage demand spikes and ad-hoc requirements.
- Common Quality Assurance teams.
- Common Compliance Department to ensure adherence to prevalent rules.
- Common finance department for timely billing and payment collection.
- Sales and Marketing efforts are also conducted collaboratively.

Ola considers the following factors to create the final bill for the user:

- Base Fare - Charged flat.
- Distance Fare - Charged kilometre-wise (different for different cities).
- Ride Time Fare - Charged on the time taken to travel.
- Peak Pricing - Direct ratio depending on the demand for cabs.
- Service Tax - 5.6%.
- Swachh Bharat Tax - 0.2%.
- Toll Charges - Toll Collection in case you cross toll junctions in the journey

16.4.2 Oyo Rooms Start-up

CEO: Ritesh Agarwal

Year Founded: 2013

Valuation 2019 - $10 Billion

Annual Revenue FY19 - $950 Million

Service: Online room-booking

Competitors: - Treebo Hotels, Fabhotels, Vista Rooms, Keys Hotels, Airbnb

Oyo started as a **hotel aggregator** and used to lease some rooms and sell them under its brand name. However, it changed its business model from **the aggregator to the franchise** model. It involved partnering with hotels, asking them to operate as a franchise, and selling their rooms to customers at modest prices. To become Oyo's partners, every hotel has to meet a set of guidelines for services, pricing, staff quality, features of rooms, security, etc. Oyo has served over 180 million customers in 2019. The customer segments of Oyo include Adventure Travelers, Leisure travelers, Family Travelers, Business Travelers with the following Product value

- Well-designed app
- simple and easy-to-use app for booking
- speed and reliability in finding hotels, bars, theatres
- personalized room features
- Holiday packages & discounts
- Discount membership program
- community and entertainment servicesAmenities

Oyo has self-serve website and app, which is a primary tool for customers to access Oyo services. It has over 10 million+ app downloads so far.

Hotel accommodation Staff – the hotel staffs interacts with customers at the time of check-in and provides hotel services.

Customer Service Support – It maintains 24/7 active customer support to respond to customer queries. Moreover, to ensure customer loyalty and increase their trust, Oyo tracks their Net Promoter Score metric thoroughly. And that's whythe customer repeat rate of Oyo is highest in the industry.

Social Media – It does brilliant digital marketing and social media networking to reach customers.

Additionally, their OYO Rooms mobile app has been downloaded more than 10 million times and more than 5 million bookings have been made till November 2020. The app ranks amongst the best-rated apps on Google Play Store and has also been listed as one of the top three apps in the 'Travel & Local' category.

16.4.3 Zomato Start-up

Zomato initially was named as Foodie bay and started to function in 2008 . Its promoter is Deepinder Goyal. Zomato is a restaurant searching platform and rank the products and services of a restaurant on the basis of customer reviews. However, in November 2010 the start-ups changed its name from the Foodie bay to Zomato in order to have more access with the customers. The major details associated with the start-ups are given in the following box.

- Zomato was founded as Foodie bay by Deepinder Goyal and Pankaj Chadha.
- It is funded by sixteen investors. Kora and Tiger Global Management are the most recent investors
- Zomato has raised a total of US $1.2 billion
- Added components to its business are live events, restaurant reservation, loyalty programmes
- strengthened its presence in Tier 2/3/ metro markets
- set up and operate Zomato Kitchens under different labels
- Its main competitor is Swiggy.

Zomato not only added new places to eat, but decorated many special features in its products including name of special dishes along with the timings of availability. Zomato made further progress by entering into overseas markets and has entered the US, Canada and Australia to leverage local insights with the help of urban spoon, a leading restaurant service providing portal

for US $52 million. The Business Model Diversification of Zomato can be categorised as follows.

- Restaurant Listings / Advertising
- Food Delivery
- Subscription Programmes
- Live Events
- White Label Access
- Zomato Kitchens

16.4.4 Lodg'ing Start-up

The start-up **Lodg'ing** was created by Simon Louvard in March 2018 to promote ecotourism in France, and the idea to form this start-up was based on his personal experiences that he experienced during his visit to Australia, Malaysia, Indonesia, Japan, Taiwan, and Southeast Asia. It offers new forms of accommodation to tourists interested to stay in the surroundings of the nature during their holidays . Lodg'ing offers two types of services:

Destination events

While promoting destination events, the company arranges a Nomadic Lodg'ing village for a short time duration to cater the clients interested in organizing weddings, corporate meetings and other events. To keep such clients satisfied, the company offers a special accommodation experience in the surroundings of the nature to event guests. Besides this the company also made the provision to offer its services to the promoters of traditional accommodation units to make their premises in accordance to the choice of guests interested in nature supported amenities and facilities

Nature destinations

Under this service, the company manages the tents with all other required amenities and facilities in nature-oriented environment. In most of the cases the company first identifies land owners at natural places and then arranges tents with quality services at a special location's potential for a nature experience. Overall, the company aims is to offer such nature of accommodation that may

experience them a comfortable stay in the surroundings of the nature with local food and drinks helpful to increase their immunity and keep them well

16.5 LET US SUM UP

In this unit you have now understood about the conceptual meaning of an entrepreneur who is capable to manage sufficient capital, land, labour and all the essential resources to produce a product that has been targeted to produce with expected benefits and burdens. The unit further elaborated the two major categories of an entrepreneur. The first category includes those entrepreneurs who have the vision to set up a business chain to meet the demand of a wide range of customers whereas the second category entrepreneurs are associated with the small start-ups, meeting the requirements of identified customers of a specific segment. Besides this, it is also described in the unit that a majority of the top national and international entrepreneurs have invested in India on attractive terms and conditions and in periods of time entrepreneurs shown efficiencies and improved the economic condition not only of the region where they have established their business units but the country as a whole. In this unit, one another term named" intrapreneur" is included and its conceptual meaning is almost like an entrepreneur but an intrapreneur invited to join a business unit on a mutually acceptable package which is based on the financial success of the concerned business unit within which the intrapreneur is associated. But how its aims and objectives vary from an entrepreneur have been have been projected clearly in the unit

The unit further describes the Micro, Small and Medium Enterprise (MSME) and how it was initially defined by the Micro, Small and Medium Enterprises (MSME) Development Act, 2006 and further modified by the Govt. of India in 2020,and finally made it a part of the *Atmanirbhar Bharat Abhiyaan* relief package. The unit also described the start-ups India initiative launched in year 2016 and how Government of India had given tax benefits to start-ups. It is further explained that the poor infrastructure as well as absence of proper and scheduled access to financial resources are the main challenges in the growth of country's' SMEs. In view of this SMEs failed to attract the right talent to manage the business units .Thus efforts are to be made to create a work-friendly, easy-going environment with an open culture to increase the

productivity of employees as well as to have creative interactions with the employees' barring the saturation period that SMEs have faced from March to July 2020.

The unit also taken up some case studies from the tourism industry. Nowadays India's Tourism industry is closely associated with SMEs as it offers budget-oriented products and services making the visiting clientele satisfied. In the tourism industry, SMEs have majorly come up in the form of hotels, lodges, camps, tour operators, transporters, homestay and wellness and meditation centres and offer services to tourist arrivals. To make you aware about the role of SMEs in tourism industry , case studies of Ola Cabs Start-ups, Oyo Rooms Start-up, Zomato Start-up, and Lodg'ing Start-up, have been briefly described.

Check Your Progress C

1. What nature of accommodation Lodg'ing Start-ups offer to tourists?
2. On what basis the concept of Lodg'ingStart-ups came into existence?
3. Identify the countries opted by Zomato for overseas business expansion
4. On what type of business model OYO Rooms Start-ups is based?

Fill in the Blanks:

1. ---------- are the most recent investors in Zomato.
2. Lodg'ing Start-ups was created by Simon Louvard in March 2018 to promote ----------.
3. Zomato Start-ups main competitor is -------
4. Ola Cabs Start-ups parent Company name is ----------'
5. Ola Cabs with 400,000 rides per day has been grew at a rate of over --------annually
6. At the initial period of operation, Oyo started as a **hotel aggregator** and used to lease -------

16.6 SUGGESTED BOOKS

1. Make in India: Micro Small and Medium Enterprises (MSMEs) Paperback – 2019

by P. G. Arul & P Sridharan, MJP Publishers (May 28, 2019)

2. A Bird's eye view of Micro, Small & Medium Enterprises (MSMEs) and small & medium practitioners in Indian economy by The Institute of Chartered Accountants of India (Set up by an Act of Parliament) New Delhi, 2019

16.7 KEY WORDS

Entrepreneur: An entrepreneur is an innovator of new ideas and thoughts to start a new business set up and aspire to get success in its mission within stipulated time

Intrapreneur: An intrapreneur is almost like an entrepreneur but he is invited to join a business on remuneration which is based on the financial success of the business unit the intrepreneur is responsible for.

Entrepreneurship: Entrepreneurship is the process to run a business unit or a business organization by offering its products or services through an enterprise in the market to generate profit

Enterprise: A unit of an economic organization or activity especially to run a business organization

MSME: MSMEs will now be called Micro units if they have investments up to Rs 1 crore and turnover of less than Rs 5 crore. The definition earlier was on investment criteria of up to Rs 10 lakh for Service MSMEs earlier and Rs 25 lakh for manufacturing

Start-up: A start-up is a business unit started by an individual or a group personnel to produce a product or service to meet the emerging demands of a given market to generate profit with the financial support managed either collectively or with the assistance of financial institutions.

MYSMSE : This is web driven application through which one can submit and track online application under various schemes of Government

MSME Sambandh : A single window platform to disseminates all kind of information related to SMEs through http://sambandh.msme.gov.in

MSME Samadhaan : It is designed to address, handle and resolve all the issues and grievances related to SMEs i.e., process, payments and registration etc. through https://samadhaan.msme.gov.in

Udyog Aadhaar Memorandum : A user and mobile friendly application for doing registration, payments and downloading certificates etc.

Financial Infrastructure: An effective framework of regulatory structure for the financial sector with Government support to ease of doing business

Human Resource: It includes all activities related to the professional competencies of employees and effective communications with the market and local people

Business Environment: All internal and external factors such as employees, market needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc.

Ola Cabs Start-ups: Ataxi aggregator efficiently bridges the gap between cab owners and commuters adding a touch of technology to make lives and transportation easier

Oyo Rooms Start-up: A **hotel aggregator** and used to lease some rooms and sell them under its brand name. However, it changed its business model from **the aggregator to the franchise** model

Zomato Start-up: One of the largest food markets and a restaurant searching platform providing in-depth details with autonomous reviews and ratings

Lodg'ing Start-up: It offers new forms of accommodation to tourists interested to stay in the surroundings of the nature during their holidays

16.8 ANSWERS/CLUES TO CHECK YOUR PROGRESS

Check Your Progress- A

Q1. Refer sub sections 16.2.7 to 16.2.7

Q2. Refer sub sections 16.2.1 to 16.2.7

Q3. Refer sub sections 16.2.1 to 16.2.7

Q4. Refer sub sections 16.2.1 to 16.2.7

Fill in the blanks

1) 2015 2)2014 3) N.R. Narayans Murthy 4) Enterprise

Check Your Progress- B

Fill in the blanks:

1) 2006 2) 45% 3) 60 4) Atmanirber Bharat Abhiyan 5) 2016 6) MUDRA 7) 25%

Check Your Progress- C

Q1. Refer sub sections 16.4.4

Q2. Refer sub sections 16.4.4

Q3. Refer sub sections 16.4.3

Q4. Refer sub sections 16.4.2

Fill in the blanks:

1) Kora and Tiger Global Management
2) Ecotourism
3) Swiggy
4) ANI technologies Ltd.
5) 80%
6) Some rooms

16.9TERMINAL QUESTIONS

1. Give the definition of MSMEs as per the modification made by the Govt. of India in 2020
2. What are aims and objectives of ASPIRE in employment generation and supporting new innovative ideas in rural India?
3. What is the organization structure of MSMEs? And in what ways SMEs are helpful to promote Indian economy
4. What are the major challengers before the country's SMEs? Briefly review various schemes launched by the Ministry of Micro, Small and Medium Enterprises, Govt. of India for its promotion

5. What is the product value of Oyo? How Oyo become No.1 in the accommodation sector?
6. What are multiple service models offered by Ola Cabs? And explain the major factors to create the final bill for the user by Ola cabs?

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UNIT 17 PRINCIPLES OF RESORT DEVELOPMENT

Structure

17.0 Objectives
17.1 Introduction
17.2 Resort: the Concept
17.3 Types of Resorts
  17.3.1 Location based resorts
  17.3.2 Activity based resorts
  17.3.3 Residential and Lodging Properties
  17.3.4 Other types
17.4 Trends in Resort Industry
17.5 Amenities and Services in a Resort
17.6 Resort: Functions and Departments
17.7 Resort Development Process
17.8 Principles to Follow
17.9 Let Us Sum Up
17.10 Clues to Answer

17.0 OBJECTIVES

After studying this unit, you would be able to:

- Describe the concept of resort
- Identify the types of resorts
- Comprehend the trends in the resort sector
- Recognize the functions and departments in a resort
- Explain the process of resort development
- Describe the sustainability principles to follow while developing a resort.

17.1 INTRODUCTION

Tourism is an amalgam of industries, which are of diverse kinds. In each industry, there are subsectors having different products and characteristics. Hospitality is a major component in the tourism sector, and in the modern tourism, the significance of hospitality is on the increase. It has an undeniable contribution in the tourist experience. The quality of the service delivered, the professionalism in customer handling, the level of facilities and services, etc. do matter in satisfying the tourist. Hospitality itself is a diverse sector which consists of a number of types of accommodation sectors. Among those, hotels and resorts constitute the major categories. Destination, the ultimate reason why a tourist travel for visiting, is another major component in the tourism spectrum. Some of the destinations are also called resorts. Therefore, let us go through the concept resort in detail, from different perspectives, and learn various aspects of it in depth.

17.2 RESORT: THE CONCEPT

Although there were many attempts to define the term 'resort', an unambiguous definition is yet to generate. Based on different subject perspectives, different viewpoints are there on defining resorts. The term resort is usually used to represent an accommodation unit that is more of self-contained in nature which will have the facilities and services to cater to the requirements of the tourists, including those related to stay, entertainment and recreation, food, beverage and shopping. Many of the resorts are usually presented and marketed focusing on a chosen theme. However, resort is also used to refer to destinations, rather smaller in size, which is exclusively meant for leisure tourism.Therefore, it is important to note that resort can be an entire destination or simply an individual commercial accommodation establishment. For instances, some small islands are there in which tourism is the primary economic activity and consists of facilities and services targeting tourists to enjoy their holidays, and they are also called as resorts.The terms such as resort town, resort island and resort destination representing destinations instead of accommodation units are there in tourism literature. In this perspective, resort is a geographic location where many people go for rest, relaxation and to enjoy their vacation. Such location may have evolved or developed to provide recreation, entertainment, and accommodation targeting the holiday seekers. The prime focus of those locations is to ensure the facilities and services for satisfying the needs of tourists who visit over there for holidays. The following are some of the major resort types based on the above perspective.

Resort Towns: These are rather small urban locations which have tourism as the primary economic activity, and the host community depends primarily on tourism. Tourism or vacationing is certainly a major part of local activity. Resort cities are seen across the world. In the US, that trend emerged earlier. According to Robert Christie Mill "America's first resort city was Atlantic City. Developed in the late 1800s, it attracted the middle as well as the upper classes. It built the first boardwalk to accommodate those seeking the health benefits of sunshine and fresh air, the first amusement pier that extended over the Atlantic, and the Observation Roundabout—later renamed the Ferris wheel. The railroad brought day trippers; other guests stayed for the season in boardinghouses and resort hotels." (Mill, 2008)

Resort Island: There are some islands known primarily for holidaying. Tourism is the cardinal economic activity over there and they will have accommodation units, and other facilities and service to ensure that location as an attractive tourism domain. Seychelles is a resort island that depends primarily on tourism.

The following discussion on resort is based on the perspective of it from an accommodation unit. According to Walker, (2017), the term resort is usually used to represent a hotel property that provides an array of amenities and services; most of them provide entertainment and recreational activities.Resort is distinguished from a hotel in terms of the recreation and entertainment option. Eric T. Brey could provide a more comprehensive definition, and according to him a resort "is a

full-service lodging facility that providesaccess to or offers a range of amenities and recreation facilities to emphasize a leisure experience. Resorts serve as the primary provider of the guests' experience, often provideservices for business or meetings, and are characteristicallylocated in vacation-oriented settings" (Brey, 2011). In this definition, it is pointed out that a resort should be capable enough to provide almost all facilities and services that are required by a tourist as part of their visit. A tourist usually have a range 'needs' while on a tour and it may include the facilities and services for safe and comfortable stay, food, entertainments and recreation. Moreover, a tourist seeks very pleasant and attractive premises, good ambience and eye pleasing environment in and around a resort. Certainly resort has distinctiveness compared to hotels primarily based on the signatory provisions they can provide to the tourists. For instance a sports resort may provide exclusive sport facilities and services targeting that particular sports lovers and the resort may be attractive to tourists based on those features, instead of accommodation facilities and services alone. Ski resort, in addition to the hospitality facilities and services, will provide the facilities and amenities for experiencing Skiing activities comfortably. ,

The following features make these types of accommodation units unique:

- One signature amenity which is a prime feature of that resort, or a linking or associating feature which can make a resort special.
- Minimum five secondary recreation, leisure, or entertainment experiences
- Encompasses at least one full-service food and beverage outlet
- Provision for short-term or overnight lodging facility
- Availability of a minimum of twenty-five rooms or other accommodations, generally.
- Aims to provide leisure or retreat-environment experience (Brey, 2011).

17.3 TYPES OF RESORTS

The realm of global tourism comprises of a wide range of resorts, which can be classified on a diverse basis. Varied categorization is seen in the tourism literature and the most commonly seen classification consists of it based on the location of the resort, the target focus activities offered within the resorts, nature of operation and the like. Some of the major types are introduced below.

- According to Location
  - Mountain/Hill resorts
  - Beach resorts
  - Island Resorts
  - Forest Resorts
- According to Activity Offered
  - Tennis and Golf Resorts
  - Diving Resort
  - Fishing Resort

- Ski Resort
- Health/Ayurveda Resort
- Spa Resort
- Gaming Resort

- Residential and Lodging Properties
  - Traditional lodging
  - Timeshare or vacation ownership
  - Condominium hotels
  - Destination clubs
- Other types
  - Integrated Resorts
  - All-inclusive Resort
  - Eco-Resorts
  - City/Urban resorts
  - Others

17.3.1 Location Based Resorts

Location based resorts are so significant in the global tourism sector. The locational advantage is that what makes these resorts very attractive. Most of them are situated at remote locations that are less populated. The scenic view and the beauty around provide fabulous experience for the tourists. Mountain resorts are situated on mountains, hills and hill stations that offer ideal location for offering hospitality and tourism services. Leisure tourists prefer to stay, usually extended stays, in such location to experience the feel of being on the top and branches of mountains. Ski resorts are also classified under mountain resort category. The attractiveness of mountain resort is influenced by the climate, altitude, snow conditions (in the case of ski resort), vegetation and other geographical features, scope of viewing scenery, etc. Himalayan mountain ranges accommodate a number of resorts, of which many are situated within the territory in India. Darjeeling, Ooty, Kodaikanal, Shimla, Mussoorie, Nainital, Munnar, etc., the popular mountain/hill based tourist locations in India, have a number of resorts that can be called mountain resorts.

Coastal resorts are another major category. Beach resort, along with the provision of complete facilities services of a quality resort, usually has access to a private beach as well. The beach is the primary focus for tourists. A beach resort offers a wide range of services and amenities, and typically includes a variety of entertainment and recreational activities. Many of the beaches have high quality resorts. Other coastal areas also have similar resorts and other type of accommodation units. Varied water sports and recreational activities are clubbed with beach resorts. Islands with tourism activities do have resorts of varied kinds. Some of the island resorts are beach resorts as they are located on the beaches. In India, beaches in Goa, Kerala, Maharashtra, Tamil Nadu, Andhra Pradesh, Odisha and Karnataka have beach resorts of international standards. According to Trpadvisor, world's leading travel recommendation portal,

the top ten beach resorts in India includes W Goa, Taj Exotica Resort & Spa Goa, JW Marriott Mumbai Juhu, Colonia Santa Maria Goa, Radisson BLU Resort Temple Bay Mamallapuram (Tamil Nadu), SeaShell, Neil (Andaman), Whispering Palms Beach Resort Goa, Caravela Beach Resort Goa, and Azaya Beach Resort Goa. You can visit the websites of the above and other beach resorts in order to understand the features and facilities within them. Andaman Nicobar islands are famous for some exquisite island/beach resorts.

Forest resorts are another interesting category of accommodation units which are equipped with almost all facilities and services needed for tourists to enjoy their stay in the wilderness. The environment around the resort would provide the tourists lasting memorable experience. Many of the protected areas, like wildlife sanctuaries and national parks and other forest regions have resorts that are situated on the outskirts of the forests.

17.3.2 Activity Based Resorts

Offering facilities and services for enjoying certain special interest activities becomes prime focus of some of the resorts, and thus they will be branded using those activities accordingly. Some of those resorts offer sport holiday packages and are with adequate facilities for playing those sports. Tennis resort is of that category. They are with quality tennis playing fields, facilities, services and training options. Golf resorts provide services for those who wish to take part in playing Golf and provide access to one or more golf courses and/or a clubhouse. Usually they provide golf tour packages that may include the sport access and facilities, along with accommodations and meals.Golf has been a popular recreational activity among the upper class population in India for a long time. During the British era, a number of Golf courses were created on ideal scenic locationsacross the country. Some of them are in urban regions as well. Most of them are now preserved well. Some of those courses are now being used as part of resorts. The US is one of the leading locations for Golf tourism, and the countries like Portugal, the UAE, Scotland, Spain, France, South Africa, Scotland, Britain, Morocco, and Ireland are there in the forefront of golf tourism. Diving resorts are usually coastal resorts and they provide the services and facilities for the diving-interested people to engage in that activity. Scuba diving is the prominent recreational activity offered, and they offer convenient package holidays for those who prefer organized trips. Same is the case with fishing resorts as well. Fishing is an increasingly popular special interest tourism category. Some locations are known for fishing of exotic varieties. Resorts that focus on fishing activity are also gaining increasing significance.

Ski resorts are very popular and they are a type of mountain resorts as well. The prime focus of ski resorts is ensuring the arrangements for those who are interested in skiing on snowy mountains. Skiing is basically gliding or moving over snow on wood, plastic, or metal curved upward in the front, attached to shoes or boots. Along with Skiing, Ski resorts also entertain snowboarding, and other winter sports. World over, plenty of ski-resorts are there that provide downhill, heli-skiing as well as cross-country ski trails.In Europe and North America, this term represents towns and villages in ski areas, with support services for skiing such as hotels and

chalets, equipment rental, ski training centers and ski lifts. Though our country has immense potential for skiing, Skiing resorts are not that popular in India. Gulmarg (Jammu & Kashmir), Solang Valley (Himachal Pradesh) and Auli (Uttarakhand) are some examples where skiing can be done well and with good ski resorts.

Health resorts are getting increasing significance now a days. The concept of people's movement for health related reasons is highly relevant. Different types of health resorts can be seen. Ayurveda resort is a category in this. It is more of a wellness tourism activity. Suchresorts offer Ayurveda health packages. Treatments as well as rejuvenation therapy packages are there. Spa resort is a popular one. Traditionally Spas represent places where people could experience healing and medicinal baths in mineral-rich spring or seawater. This practice existed several centuries ago as well. The concept of Spa resort was also started centuries ago where medical water based bath, etc. were performed. Currently Spa resorts not only provides luxurious spa facilities, but offer other wellness activities like massages, facials and body treatments; and facilities like steam, sauna, fitness facilities and swimming pools. They are expected to provide wet and dry treatments and take care of the health, fitness, and beauty aspects. Gaming represents the recreational activities that can be grouped under gambling. Gaming resorts combine luxurious lodging and gambling facilities. The gambling forms can include slot machines, table games, and sports betting. Casino resort constitute a type of gaming resort.

17.3.3 Residential and Lodging Properties

These are different business models seen in the resort segment of the hospitality sector. All of them have significant relevance in the global tourism sector. Traditional lodging type of accommodation units are common types of resorts located with good accessibility and moderate aesthetics, facilities and service offerings. Business tourists may be the prime target group for them. Timeshare or vacation ownership is a type of resorts based on a concept of ownership of rooms on specific timings every year. A number of people are there as owners for the resort, but their right for the accommodation over there is for specific period of time every year allotted at the time of making agreement. For example, some resorts provide time share packages on weekly basis. An year is divided into different weeks. The interested people can purchase the ownership of specific weeks and they can use it every year. In India, Sterling, Club Mahindra, Dalmia and Karma are some of the leading brands in time share resort sector. Condominium hotels are large apartment like buildings and run as hospitality service provider. They are also referred to as Condo resorts. Destination club is also like a time share concept, where fractional ownership is possible. These provide the space and privacy of private homes as well as all the services that come with staying at a luxury resort. The owners gets a share of the homes in a resort and can access the amenities and facilities as part of their recreation activities.

17.3.4 Other Types

Integrated Resorts is one category in this which tells about a comprehensive resort concept which consists of almost every facility and service a tourist require as part of the visit over there. This is

developed in order to ensure as a location for both gaming and non-gaming travel services. Accommodation unit is essentially part of it. Different types of food and beverage options are inevitable. Recreation and entertainment options, commercial facilities for shopping, sports facilities, meeting and conventions facilities, etc. are usually part of integrated resorts. Beautiful ambience and landscape make it more attractive. All-inclusive resort provides most of the services at a single price. Accommodation, food, drinks, sports activities and variety of recreation options are included in the price. Eco-Resorts are ideal locations for enjoying the tourism in the beautiful locations having exquisite natural attractions. Conceptually, they are designed adhering to ecotourism principles and thus promote eco-friendliness in construction as well as in ensuring services. The tourism over there is supposed to generate minimal impact on the local environment. Urban areas too have the scope for resorts and there are some locations in major cities where resorts are established. Retreat resorts are also there which are smaller in size compared to common resorts; through they offer high quality services.

Check Your Progress A

1. Elucidate the concept of resort.

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2. 'Resorts can be classified on the basis of activities offered'. Comment upon the statement

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3. Write the scope of golf tourism in India

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4. Differentiate between time share and condominium resorts.

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17.4 TRENDS IN RESORT INDUSTRY

Resort sector has been facing innovations which lead to increased attractiveness to the sector. Some of the major trends that can be seen in the realm of resorts are introduced below.

Call for Sustainability

There has been a trend of having increased eco-friendliness in the resorts now a days. Energy management practices and use of renewable energy sources, scientific management of waste, minimum impacts on the nature, use of eco-friendly materials for constructions, etc. are widely demanded in the resort sector.

Health and well-being focus

The tourists are now increasingly interested in wellness and fitness aspects. Resorts are now forced to ensure facilities that can entertain the guest for practicing wellness and fitness activities. These can include health Spas, Yoga centers, fitness centers, in-room exercise equipment, etc. Moreover, healthy food options, air purification and vitamin-infused shower water are some other examples that are offered now.

Technology integration

Information and communication technology integration is taking place in resorts sector as well. The guests would like to have latest technology enabled facilities and services. Resorts need to have seamless connectivity and use of artificial intelligence, virtual reality, etc. can enhance tourism experience.

Requirement for Activities

The tourists would like to have more activitiesduring their stay in resorts. They want to engage in varied activities of diverse kinds. Simple and soft adventures are also increasingly significant for resorts now.

Authentic experiences and indigenous varieties

The quest for authenticity is on the increase and the tourists would like to have authentic local varieties to be experienced, including the food, entertainment and recreational options.

17.5 AMENITIES AND SERVICES IN A RESORT

Of late, resorts encompass a wide variety of amenities and service. Swimming pools are an integrated part of resorts now. Usually variety of swimming pools is provided. For women and kids, separate swimming pools are provided. Private heated swimming pool is also a trend. Certainly wellness facilities and fitness room, Spas, massage services and facial treatments, etc. are inevitable components of resorts. Spa and fitness centers need to be of high quality. In beach resorts, private area on the beach with personal sunbeds and umbrella are needed. Private garden, outdoor lounge and dining area, barbeque facilities, etc. constitute something interesting for

contemporary leisure tourists. Modern hospitalitydemand facilities for physically challenged people, and disabled people friendly services as well. Quality concierge is a necessity in resort. Banquette facilities too are important. Some resorts will have large conference facilities as well. Complimentary luggage storage is offered by some resorts. Pets stay facilities are also there in many resorts.

Resort rooms should have quality amenities and services. The interior has to be exciting. The bed arrangements, bed size, quality of mattresses, etc. are significant in resorts. The bathrooms should be spacious with good lighting and interior. Toiletries (shampoo, lotion, etc.) and personal care (combs, shaving cream, razor, shower cap and hair dryer) are inevitable. Coffee Kit consisting of coffeemaker, coffee powder, creamer and sugar varieties are essential. Kitchenette (or a combination of fridge, microwave, and coffee maker) is a trend now a days.Let the room has comfortable and modern looking tables. It should have the space for laptop use. Let the guest get all needed information on table itself, like room service menus and guestroom tablet apps. Also the space for gadgets plugged in and electronics charged is a necessity. Mini bar is an important part of modern hotel rooms. Luxuriously stocked mini-bars can enhance customer satisfaction. Let it have beverages, drinking water and other snacks, etc. Room Purification is a need. Iron and ironing board and laundry bag are also part of rooms. USB charger ports and universal plug in power are also needed. Smart TV with Complimentary Movie Library or Netflixcould would help the guest to use the programme of their wish. Keyless entry system with RFID (Radio Frequency Identification) and Welcome Gift and Local flavor Gifts are part of modern hospitality. Kid-friendly bathroom and bath essentials, Baby cribs and child cots, and kids' food options are important if the guest arrives with kids. Safe deposit box is also part of resort rooms.

Technology integration is a trend indeed. There can be "Smart Room" by which the services needed by guests can be controlled and adjusted by using a mobile application (App) or a device that controls all of these services from the room itself. Lighting shades. room temperature, curtain arrangements, etc. can also be managed through this. Now Robots are also used for room service by some upmarket resorts. Personal working desk with iMac Desktop and complimentary Wi-Fi Internet can enhance customer experience.

Along with varied restaurants which are common in hotels, advanced services like 24-Hour In-Villa Dining and Private chef and butler service are also provided. Sports facilities are important for resorts. Courts and facilities for different sports, and soft adventurous activities are part of resorts. Chauffer service, VIP and Security services, car hire, secretarial service and private helicopter and jet services are also provided by some major resorts.

Some resorts offer entertainment programmes on evenings, which have a mixture of international and local flavours. Live bands, dancing, karaoke, culinary displays and many others are part of the entertainments options provided.

The above are the common amenities and services that are provided in resorts. Other amenities and facilities vary according to the type of resorts. Ski resorts will have the exclusive type of amenities and equipment needed to enable the guest to enjoy the skiing. On the other hand, beach resort will have amenities, facilities and services for the guest to enjoy water sports. Some may like scuba diving and the needed equipment are to be ready and assistance is also to be provided. Eco-resorts would entertain trekking, wild watching, etc. Golf resort should have golf filed of different types in order to experience playing the sport. Casino type of resorts are with adequate facilities for the enjoying the same like sports betting facilities such as racetracks, and VLTs; and machines like slot machines, Pachinkos, Video lottery terminals, and Video poker.

17.6 RESORT: FUNCTIONS AND DEPARTMENTS

A resort includes different departments with separate functions. All the departments have interrelatedness and efficient coordination is a determinant in the smooth functioning and success of the resort. Let us have a peep through the major departments in a resort. Front Office department is the nerve centre of the resort. Other departments in the resort get information from this department for performing their functions. The major functions in this department includes guest welcome, reservation, reception, guest check-in, registration, room assignment, settlement of billsand ensuring smooth guest check-out. Housekeepingdepartments takes care of the guest rooms and public spaces, ensures the cleanliness and proper maintenance and looks after the aesthetic upkeep of rooms andother areas public areas of the resort. Food and Beverage Service is another significant function. This department looks after the service of food and drinks to guests.Food production takes place at the F&B Production department (kitchen). Engineering and Maintenance department deals with the installation, maintenance and upgrading of all equipment, furniture, and other fittings. Back office of the resort primarily consists of different departments such as accounting and finance, human resource management and sales and marketing departments. Accounting and finance department manage all the financial aspects of the resort and takes input from other departments like front office and room service for their functioning. Resort security is an important concern now a days. There is usually a security department which is responsible for the overall security of the resort, guests, staff, and their belongings.Human resource/personnel management department is vested with the task of planning the human resource requirements, compensation management,acquisition, utilization, training and development of the personnel. Sales and Marketing is a crucial function and the business of resort and the profit depends upon the efforts of this department. Aggressive marketing, efficient sales and convenient distribution are inevitable for the resorts to remain competitive.

The above are the common departments and functions of resorts and hotels. Unlike Hotels, resorts may have some other departmentsas well depending upon the type of the resort. Aspects related to recreation and entertainment are to be dealt with seriously and exclusive departments may be there in resorts. Wellness related centers need special attention and that have to be

matched with latest trends in the resorts sector. All these functions are dealt by personnel having specializations in respective areas.

17.7 RESORT DEVELOPMENT PROCESS

Resort, as a destination, needs scientific planning while developing. Tourism development in any regions needs scientific approach since haphazard development can cause severe consequences on nature, culture and society. According to Patrick Phillips(1986), There are three stages in the development of a resort, such as:

- feasibility analysis and planning
- Construction
- Operations/management.

While moving ahead with resort development, the need recognition is imminent before proceeding further. The economic viability and feasibility of the project needs to be thoroughly analyzed. It determines whether the project is economically justified and whether it meets social, environmental, political and legal requirements. If found good to proceed, the initial stages can be begun.Prior to the commencement of planning, the need for developing tourism in a place has to be clear. Planning may not be possible without specifying objectives. A tourism development plan should have a clear understanding of the objectives that are to be achieved by the development. Countries go for tourism development with a clear economic agenda. Considering the sustainability aspects, it is inevitable to undertake a research as well. As part of the research environmental impact assessment (EIA) also to be considered. Moreover, tourism potentials, resource depletion issues, etc. need a thorough analysis. A situational analysis and market analysis need to be incorporated to get a clearer picture of the future potentials and scope of establishing. Based on all these, draft policy and plan formulation can be done. The policy should be able to make clear the direction of the development and the plan has to comprehend the ways to achieve those objectives using the set policy. The plan should start to make clear the detailed nature of the facilities, events, activities and programmes that will deliver the unique and quality destination experience that can enhance the competitiveness of the destination with target market segments. This stage includes the planning and provision of transportation, accommodation, visitor activities and all services required for visitors and employees. The draft plan has to be reviewed by the representatives of all the stakeholders concerned. Once the suggestions are gathered, analyze them and consider the required for modification of the plan. By the time the policy should be final. The plan should have design, layout and constructions details. It can be finalized taking into account of all the aspects and views, and the recommendations can be added along with it. The preferred plan that has been selected, having now been completed in detail, is submitted to the authorities for approval.

The next stage is the implementation of the plan, which is intimated as construction in the stages intimated above. At this stage, the plan will be executed taking care of the necessary precautions.

The recommendations in the plan are also to be taken care while implementing the plan. While constructing, it is important to consider the environmental aspects. Prefer to use eco-friendly materials. This process needs to be monitored and evaluated periodically and if any modification is needed, it has to be implemented. Once it is ready for operations, the project moves into the operations stage. Marketing also has to be commenced in between. Managing manpower requirements, legal aspects, etc. too have to be taken care well. Quality and expertise of the manpower has a great role in the success of the resort. During the operations stages as well, it is important to follow environmental auditing and environmental management practices, and to make necessary adaptations as and when required.

17.8 PRINCIPLES TO FOLLOW

Resort development follows sustainability principles now a days. Brundtland report of World Commission on Environment and Development (WECD) defines sustainable development as "development which meets the needs of current generations without compromising the ability of future generations to meet their own needs". Here resource consumption is given utmost significance and demands development at a minimum level so that the natural resources and other features may remain for the future as well. Tourism provides immense socio-economic benefits. Yet, tourism is a social process that leads to a number of negative impacts on the society, culture, nature and the economy as well. Hence, there has been continuous demand for sustainable development in the tourism sector. Some of the relevant aspects, according to the World Tourism Organization, a specialized agency of the UN, in resort development are given below (UNWTO/UNEP, 2005).

- Make optimal use of natural resources, maintain essential ecological processes and help in conserving natural resources and biodiversity.
- Respect the socio-cultural features of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
- Ensure possible participation of all relevant stakeholders in the development process.
- Ensure a high level of tourist satisfaction and thus a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.
- Make sure the following
    - Economic viability
    - Local prosperity
    - Employment quality
    - Social equity

- Visitor fulfillment
- Community well-being
- Enhancing the cultural richness
- Physical integrity
- Biological diversity
- Resource efficiency
- Environmental purity

According to Robert Christie Mill (2008), the following principles/options are to follow in order to achieve a sustainable resort development.

- Scientific planning, design, and construction
- Efficient Operations
- Energy conservation and clean energy
- Scientific waste management
- Conserve the fish and wildlife
- Quality forest and vegetative management
- Preserve the wetlands and riparian areas
- Good air quality and Visual quality
- Efficient and environment friendly transportation
- Education and outreach

As discussed above, resort development needs a proper planned approach considering the sustainability principles and strategies. Designing physical infrastructure needs to take care of the environmental fragility. Let the ecological balances remain intact. Design of the building may match with the natural and cultural features of the place. Eco-friendly materials may be used for the construction. Moreover, care needs to take in the use of depleting resources.Environmental principles and practices may be applied while doing operations. Energy conservation is of utmost significance. Try to use the renewable energy sources for the energy needs of the resorts. Moreover, let the buildings have energy management systems in order to avoid wastage of energy. Waste management is another important area. Scientific approach is a necessity in eliminating the waste. “Reuse, recycle and reduce’ principles need to be followed to minimize waste production. Biodegradable waste can be used for making biofuel that can be consumed for cooking, lighting of street lights, etc.

Proper measures need to be taken for protecting the flora and fauna over there. Having a biodiversity index would be ideal to have a review periodically. It is important to preserve the forest areas, wetlands, riparian areas, and put in place the required vegetative management practices. Limiting the scope of air pollution throughout the resort area is inevitable. Air quality is a determinant in successful destinations. Moreover, destinations need to preserve the

prevailing natural beauty of the place. Let there may not be 'aesthetic pollution' of any sort. Planned transportation network and infrastructure is a necessity. Proper parking space, good connectivity and limited land consumption are significant with regard to transportation in a resort. Moreover, the resort destination needs quality interpretation options targeting the visitors in providing the right information and in modifying the tourist behaviors matching with the sustainability principles. The host community also needs to be educated in ensuring their involvement in the resort development and management.

1. List out the essential services to offered in a resort

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2. Comprehend the principles to be followed in resort development

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3. Identify the trends in the resort sector

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17.9 LET US SUM UP

Tourism is a set of industries consisting of varied sectors, which include hospitality and destinations as two fundamental components. The term resort is used for indicating a component in the hospitality as well as a type of destination. Resorts, as accommodation units, have significant distinction with hotels as the former gives more emphasis onto recreation and entertainment provisions as well. They can be classified on different basis, and the location based and activities based are two prominent groups having diverse elements within each of them. Sustainability and information technology integration, among a few others, constitutesome emerging trends in the resort sector. Resorts have all the functions and activities that are there in hotels and in addition, they provide more recreation and entertainment options depending upon

the type of resorts. Resort development passes through a series of stages and scientific planning is inevitable for the same. Moreover, resort development needs to adhere to sustainable development principles in order to minimize the impacts of tourism over there.

17.10 ANSWERS TO CHECK YOUR ANSWER

Check your progress A

1. Resort represents both a leisure tourism destination as well as an accommodation unit with much recreational options. More details can be from 1.2
2. Different basis can be used for classifying resorts. These are dealt with in 1.3.1, 1.3.2, 1.3.3 and 1.3.4
3. There is ample scope for golf tourism in the country. The details can be from 1.3.2
4. Time share concept gives ownership of resort/or rooms in it for a specific period of time in a year, and that will continue every year as well. Condominium is a different hospitality concept. It is given in 1.3.3

Check your progress B

1. All the hospitality services along with recreation and entertainment options are provided by resorts. Get the details from 1.5
2. All essential aspects of sustainable tourism development have to be followed by resort development as well. The details can be from 1.7 and 1.8
3. A number of trends can be identified and the major of them are introduced in 1.4

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ACTIVITY

Identify a leading resort in your region/state and make a visit to identify the recreation and entertainment options provided by it. Moreover, visit the website of it to learn more about the products and services offered by it.

Visit a location near your place that has tourism potentials and create a framework for developing it as a resort, without compromising the sustainable development principles.

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UNIT18 EXPERIENTIAL TOURISM

Structure

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18.0 OBJECTIVES

After studying this unit, you should be able to:

- identify the meaning of experience economy
- differentiate between service-based economy and experience-based economy
- understand creative tourism and experiential tourism
- classify different forms of experiential tourism
- explain the concept of experiential tourism and self-actualization

18.1 INTRODUCTION

There is a change in the economic offering and consumers priorities & mindset. Experiential economy concept can be very well referred into the tourism business which is primarily a service business. The term experiential tourism was described as a rapidly emerging trend in tourism industry. The world has witnessed the evolution of more experienced based travel. Corporate world of travel and tourism business is exploring new avenues to provide distinct experiences to the new travelers and tourists. Today's tourist becomes more demanding and he wishes to share his experiences with his friends and relatives through word of mouth and social media. Cruise &Aviation sectors are spending heavily on creativity and innovation. However, under this segment all the stakeholders including tour operators, travel agents, hotel & restaurants,

shopping and tour guides they all are devising new methods and techniques to provide a unique experience to the tourists to convert him as a satisfied and repeated customer. In this unit we will learn about various aspects concerning the experiential tourism.

18.2 HISTORICAL OVERVIEW AND MEANING: EXPERIENCE ECONOMY

It has been observed in the recent past that globally the growth of service sector is much higher than the manufacturing sector. In India, people have witnessed the same. Even the job opportunities are increasing day by day in the service sector therefore public and private sector both are coming with new strategies for the proficiency of the services suitable to the customers. FMCG sector is also trying to find out new ways in this regard. Experiential economy provides reasons for better satisfaction to the customer consuming the services based upon the experiences customers are able to rate the services provided by different service providers. Tourism and Travel is an integral part of service economy. However, paradigm shift from services to experience economy has affected tourism and travel services across the globe. Travel agents and tour operators along with event managers are working hard for transforming their services with unique experiences to the tourist visiting different destinations and participating events. Consultants are exploring new ways to provide unforgettable memories to the tourists. However, due to cut throat competition in the market, experience becomes an important phenomenon and this on-going shift evidences itself not only with consumers but occurs in the business to business realm as well. Time is the currency of experiences. People value two forms of time, time well saved and time well spent. The entire history of economic progress can be segregated into four parts: *agrarian, industrial, service, experience*. Accordingly, the nature of offering and key attributes along with the method of supply and factors of demand can also be classified. It was B. Joseph Pine II and James H. Gilmore who described the term experience economy in an article during 1998.

The experience economy is defined as “an economy in which many goods or services are sold by emphasizing the effect they can have on people's lives.” Experiences have their own category, just like “goods” and “services.” Generally speaking, it's a combination of goods or services to make an experience possible.

Experiences have emerged as the next step in what we call the *progression of economic value*.

Source: *Welcome to the experience economy by Pine II & Gilmore*

An experience is not an amorphous construct; it is as real an offering as any service, good, or commodity. In today's service economy, many companies simply wrap experiences around their traditional offerings to sell them better.An experience occurs when an organization uses services as the stage, and goods to support for engaging customers to create a memorable event. As per, Pine and Gilmore, Commodities are fungible, goods tangible, services intangible, and experiences *memorable*. While prior economic offerings—commodities, goods, and services—are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. An economy is the large set of interrelated production and consumption activities that aid in determining how scarce resources are allocated. As such in an experiential economy, the production and consumption of goods and services are used to fulfill the needs of those living and operating within this economic system. Under the economic cycle, customers and companies are preferring experiences. A customer is keen to have shopping experience than merely shopping the goods and commodities. Similarly, while admitting in a hospital the overall experience of health facilities for a patient is more important than merely the services of ambulance and doctor rendered by the hospital. For a tourist who is poor in time but rich in money also wishes to visit a destination not only for sightseeing rather for the overall experience of the destination which include the local population, food, art, dance and music etc.

18.3 DIFFERENCE BETWEEN SERVICE-BASED ECONOMY AND EXPERIENCE-BASED ECONOMY

A service economy is an economy where the primary economic activity is the provision of services rather than the production of goods. In the recent years, global economic scenario has

witnessed a drastic change where service sector is emerging as a strong pillar of economy. Some of the important services like transportation, insurance, banking, finance, educational, health, tourism and hospitality etc. have contributed a significant share in the global economy. Indian economy has also witnessed the same. Even the growth of services compared to manufacturing sector is much higher. Customers are also keen to utilize more services than the products. Even for the consumption of products, consumer needs service support.

Source: *Welcome to the experience economy by Pine II & Gilmore*

The experience economy offers four realms of experiential value. The four Es consist of educational, esthetic, escapist and entertainment experiences to the business. As per an estimate by 2023, experience economy will be of worth 12 Billion USD. Experiences, like goods and services, have to meet a customer need; they have to work; and they have to be deliverable. Just as goods and services result from an iterative process of research, design, and development, experiences derive from an iterative process of exploration, scripting, and staging—capabilities that aspiring experience merchants will need to master.

The major points for differentiation between service and experience economy can be economic functions like in service economy it is considered as the delivery part whereas in the experiences economy it is considered as the stage. The nature of offering is also different as services are intangible whereas experiences are memorable. Further the key attributes for services is customized whereas in experiences it is personalized. Method of supply is also different in the services it is considered delivered on demand whereas in experiences it is revealed over duration. The seller-buyers concept is also different in services. Sellers are called providers and buyers are called clients whereas in experiences they are called as stager and guest. The other factors of demand are considered as benefits and for experiences it is sensations. Experience has necessarily emerged to create new value to the services.

Economic Distinctions				
Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Service	Experience
Economic Function	Extract	Make	Deliver	Stage
Nature of Offering	Fungible	Tangible	Intangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of Demand	Characteristics	Features	Benefits	Sensations

Source: *Welcome to the experience economy by Pine II & Gilmore*

Kingdom of dreams in Gurgaon is basically an entertainment theme park which provides different services to the visitors however, the entry ticket also includes the other related facilities like cafeteria, rides, exhibitions etc provides an experience to the visitors and this experience may vary from person to person. Similarly, Ramoji Film City of Hyderabad and Imagica Waterpark of Pune and Essel World of Mumbai along with Delhi Haat whereby after purchasing the entry ticket visitors experience the services being provided and it resulted the mental and emotional satisfaction to the guests. Thus the hallmark of the service economy is measured in "Time- saved" for the customer and the hallmark of the experience economy is "Time-well-spent" for the customer. The service sector is the third sector of the economy, after raw materials production and manufacturing. The service sector includes a wide variety of tangible and intangible services from office cleaning to rock concerts to brain surgery. The service sector is the largest sector of the global economy in terms of value-added and is especially important in more advanced economies.

18.4 EXPERIENTIAL TOURISM – CREATIVE TOURISM

“Experiential tourism” has become a popular term for travel marketers, but it can mean different things to different people. For some, experiential travel means doing *anything* that falls outside of a standard sightseeing, museum-going itinerary. For others, it is defined by interactions with locals or by going to places that might not be considered tourist attractions at all. Over the past two decades, tourists have become increasingly more sophisticated and educated, leading to a shift in what they desire/expect from their vacation destinations. Although it is still considered the “norm” for holiday makers to arrive in their destination and relax on a beach in their resort for the duration of their vacation, many tourists have begun to venture outside of the four walls of their all-inclusive hotels to gain a greater knowledge of their host destination’s people and culture. This new type of tourist requires the stimulation that is offered to them in the relatively

new concept of "Experiential Tourism." Cohen (1972) stated that this type of tourist looks for authentic experiences.

"*Experiential tourism is the opposite of mass tourism that traditionally focused on package tours and vacations with low levels of personal involvement. Experiential tourism shows rather than describes. It encourages visitors to actively participate in the experience and promotes activities that draw people outdoors, and into cultures and communities. In this sense it is very personal and individual. Essentially, experiential tourism must engage all the five senses of a traveller."*

Experiential travel means blending in and really feeling (experiencing) a place – the sights, the sounds, the smells, the food, the people, their way of life, their language and culture not as a tourist with a digital camera, but by taking the time to explore and engage. Even if at first it feels uncomfortable, you'll come away with an experience of a lifetime, not just some pretty pictures." ~ Rob Shortland, CEO, whl.travel.

"*Experiential Tourism engages visitors in a series of authentic, memorable travel activities, revealed over time, that engage the senses, are inherently personal and make connections on a physical, emotional, spiritual, intellectual or social level."* ~ Nancy Arsenault (2004).

"Experiential travel is that which moves you, connects you with the people and the culture of that place such that it enriches you and changes you; and has a positive impact on how you perceive your environment and interact with your loved ones even after you have returned" ~Panache World.

Krippendorf (1987) stated that the change would not be in tourism but in the tourists themselves, stating that this change would require "time, patience and education." He believed that the development of "tourist needs" coincided with those of human needs. Krippendorf used the Hierarchy of Needs Pyramid by psychologist A. H. Maslow to demonstrate that after the tourists' needs for physical recreation (eating, drinking and sleeping) were met they would seek out 'emotional recreation' with self-realisation and self-development in the form of experiences, human interactions and creative activities. "Experiential travel" is the idea that expresses the concept of "more immersive, local, authentic and/or active travel." Persons who see their peer groups achieve their travel goals are inspired to purchase a travel experience of their own. "It's about how we experience those places viscerally and how they change us". Davar (2012) recommends that Experiential Tourism programmes should be structured with an established itinerary in order for visitors to know where they will be and at what time. However, in order to maintain spontaneity, he suggests that the visitors should not be given details of exactly what they will be partaking in until they have arrived at the venue. "You'll experience each person, location, and encounter with a fresh set of eyes, a spirit of adventure, and without any preconceptions or expectations." These were adopted as "an immediate response to the need for consistency" and person who have visited Kevadia Tourism Circuit recently inaugurated in Gujarat are urged to evaluate their experience using these essentials.

- **Well themed** – Experience matches a distinguishing theme or brand (should match one of the core experiences). The remaining Eleven Essentials stem from the success of the theme
- **An emotional trigger** – The experience causes an emotional reaction
- **Authentic** – Real versus contrived

- **Accessible** – Ease of access to: a) product information, b) purchase, c) site location, and d) mobility at the site
- **Enriching** – The experience leaves the customer changed
- **Educational** – Experience provides a unique learning opportunity
- **Entertaining** – The experiences evoke sharing, joy, laughter and fun
- **Essence ofKevadia Tourism Circuit**- Embodies the scenery
- **Hands On** – Customers participate versus a spectator
- **Sense of Place**- Significance of location is relayed to the visitor
- **Value added** – Experiences deliver over and above the promise; has an element of surprise
- **Exceeds Expectations** – The experiences should have a "Wow!" factor

Travel PEI (2012) emphasizes that experiential tourism products should be personal, unique and intimate as well as authentic and participatory and the use of these senses enhances the visitor's experience and allows them to associate a particular smell, sound etc. with the memory of that unique destination. For example, Sarwan Bhawan South Indian Dosa

✓**Smell** –of the ingredients

✓**Sight** –Neat & Clean

✓**Touch** –the feel of crispy dosa

✓**Sound** –of the south Indian music

✓**Taste -** taste of masala dosa

Social media has played a part in the rise of culinary tourism. Whole social accounts are based on nothing but pictures of raw ingredients and beautifully plated dishes. At a recent tourism event, the head of marketing for the Rajasthan pointed out that the process of taking images to post on social media can be beneficial for experiential travelers if the images are authentic. "An authentic image can tell a very complex story in a very simple way. These simple images are shared by travelers on a day to day basis."Is it possible to be overzealous in this pursuit of experiences? In Bodhgaya, an historic city and UNESCO World Heritage Site in Bihar, one tradition has become quite popular with tourists. The practice of donating food to feed the city's monks occurs every morning. Local people congregate at the roadside and put food into the monks' bowls as they walk past. Tourists began coming early in the morning to photograph the procession-like practice. Some even take part, raising concerns that this once quiet, solemn religious affair has descended into a noisy spectacle.

Explorer's Edge: Experience PEI (2012) offered the following experiential elements:

a. Learn something by doing something with someone who lives here.

- If you keep this statement in mind whenever considering a potential experience you should be able to easily decide whether it is an experience or a presentation.

- a presentation is passive - you listen to someone showing you what they do

- an experience is active –learning boating/fishing

b. Authenticity

- The experience provider is a local person who is sharing what they do with the visitor. It is authentic because it is real.

- A traditional presentation is usually done by someone who is delivering a prepared script. They have memorized a story and are simply repeating it.

- An experience provider is telling their own story or re-enacting an historical story and inviting visitors to become personally involved in the story.
- Example – Mudpot making

c. Touching the Senses

- An experience should engage all or most of the senses of sight, smell, hearing, feel and taste.

- Memories are created by activities that touch us personally. The more senses engaged, the more memorable the experience.

- The more memorable the experience the higher the perceived value and the willingness to pay a higher price.
- Example – Preparation of Indian food

d. Uniqueness

- What makes your community unique? There are lots of places with beaches, restaurants, museums, trails, etc. Look at what you have to offer that is different.

- If you are a potential experience provider, what can you create that showcases your own personal uniqueness?

- Partner with someone in your community who can provide a unique experience...an artist, blacksmith, potter, fisherman, jewelry maker, etc.

e. Exclusive Access

- Experiential travel is all about getting access to places most people hardly ever get to see....going behind the scenes. When visitors feel we are being provided with privileged access they are willing to pay a higher fee.

- By involving local experience in a home stay provider who invite visitors into their homes or places of work to participate in a hands-on activity, we are saying... you are special and we want to share something special with you.

f. Take Aways

- Ensure that at the end of the experience the visitor takes something away with them. It's either something they made themselves or something you give them. When they get home, every time they see the item, they will remember what a great experience they had in the Evangeline/Acadian region of PEI.

- Including a take away also enhances the value of the experience and allows for a higher price point

- Consider opportunities to provide retail items for sale thereby creating the opportunity for increased revenue generation.
- Example – visit to a tea garden, pluck tea leaves and take away

6 P’s for marketing experiential tourism; Rajasthan and Kerala are the live examples

a. **Place:** infrastructure and landscapes are to be improved, such as building more bathroom and rest facilities, information centers with telephone/internet services, ATM machines, post offices, roads, direction signs as well as boards telling the history of the communities or products, parking areas with shuttle vehicles (may be carts or bicycles) from the parking areas to tourism sites.

b. **Products** and services are to be diversified and elevated standards such as demonstrating producing process, folk cultural performance, delivery services, massage and much more.

c. **People**: human resources are to be developed such as increasing skills in working, language, product design, work safety, providing services, administration in finance, marketing, environment.

d. **Planning** and management systematic planning clear targets and indicators, integrated implementation among governmental, non-governmental organizations, residents, private businesses and local authorities should be developed.

e. **Presentation**: legends of villages and products are to be presented, displaying product designs and packaging, in an atmosphere of traditional ways of life.

f. **Promotion** marketing such as public relations on tourism sites, promotion to attract tourists to purchase more through travel agents or tourists themselves or even through advertisement.

The issue of sustainability might be important to travelers, but it might not always be practical to travel in a sustainable way and to support the preservation of local culture and ecosystems. This is especially true in mainstream tourist destinations.Experiential tourism, on the other hand, can make sustainability more practical when it comes to both culture and the environment.Uniqueness is one of the biggest assets that a place can have when it comes to experiential tourism. Ideally, tourists who are interested in this kind of travel would reward a destination for preserving its nature, culture, historic architecture and other aspects of their destination by spending their travel budget there.“Consumers want to have life-fulfilling experiences when they travel, and they are seeking travel experiences that closely align to their own personal values,” Travel Manitoba (2012) provided several worksheets and checklists for entrepreneurs in the in “Experiential Tourism” business to follow and measure their product against. One such worksheet if “Ingredients of a Well-Crafted Travel Experience” which lists twelve (12) ingredients

Experiential Travel Programme Ingredient	*The Benefits and Value*
1. Authentic people and their stories are at the heart of any well-crafted experience.	Authentic, local people provide stories from their experiences, real history, and accurate information about local traditions and culture. These people are often seniors or elders in your community, who have a passion for sharing their stories and are credible. Shared stories bring out the magic and the memories of experiences.

2. The experience is supported by positive cues.	Positive cues are things you do to help the experience be congruent with the place where it occurs. E.g. In a park; in a museum; at a community historic building; at a picnic shelter. Doing this leaves indelible impressions in the minds of travelers.
3. Multiple Interactive methods and tools are used to assist in the learning process.	Daily activities or traditions (berry-picking, wood-carving, ranching, restoring streams, cooking with local foods, monitoring bison ecology, applying science to prescribed fire, catering good food for local events, making pottery) used to create an experience whereby guests can actually take part in activities – not merely watching a demonstration.
4. Carefully thought out program themes and title that intrigue the visitors are very important.	Travelers are seeking unique themes and uncommon experiences: - Lighthouse Picnics, walking out to a headland by a lighthouse to have a picnic - Morning Tea withsunrise in Kanyakumari or Tiger Hills in Darjeeling
5. Use of as many of the senses as possible will lead to better immersion and intensity for the traveler.	It is easy to look and see; it takes more creativity to find innovative and inexpensive ways to incorporate other senses. The more senses, the more memorable, and the more justification for a higher price point. "See, Smell, Hear, Taste, and Touch"
6. Smaller groups provide better enrichment and hands-on learning.	Small groups provide better opportunities for: stories to be told, enriched and authentic learning to take place, close contact with the experience provider (more intimate), and often involve a higher price point because it tends to be more exclusive and have more preparation (labor cost) in preparing the program.
7. Experiences involve a shift from dependence on a guide's knowledge, to facilitation by the interpreter or resource specialist so that travelers are more dependent on themselves for their own learning	As in teaching, this is a shift from the framework of an interpreter or resource specialist being "a sage on the stage", to being "a guide on the side". Travelers feel a greater sense of ownership of the experience and have their own authentic stories of learning as a result of taking part in the experience.

8. Relevant takeaways (memorabilia) are provided during the experience. They are tangible reminders of the experience.	Takeaways increase the value (and therefore price point) of an experience. They become the basis for personal pride and "word of mouth" marketing after the experience.
9. Simple activities, carefully planned, that focus on one or two main activities for travelers to take part in, are best.	Simple activities provide better retention of learning, and they provide more opportunities for travelers to have conversations with the experience provider.
10. Techniques that tap into the different learning styles and multiple intelligences provide for deeper learning and a much more engaged participant.	Howard Gardner's categories of multiple intelligences includes: visual, kinaesthetic, interpersonal, verbal-linguistic, intra-personal (reflection), visual-spatial, musical, and naturalistic. Providing different methods for learning create more opportunities for engaged, active travelers. In the end, one or more of these learning methods for each guest may be triggered, creating a better memory
11. Develop and enhance with WOW aspects - Integrate regional foods, a remarkable vista or place, talented storytellers, and interactive learning - together, they have a combined effect.	Increases the overall price point of the experience; intensifies the experience. This type of experience crafting helps to meet the multiple interests, motivations and needs that travelers have. Additional community partners are involved in delivering the entire experience.
12. Personalization or customization of the experience leaves travelers with a feeling of deep appreciation.	Make your tourism experience personal and relevant for each group or visitor that arrives. They appreciate and value attention-to-details and being responsive to "their interests", and will pay a higher price because of the higher perceived value. They will recognize the special efforts you made, and are more likely to recommend the experience to others.

Another aspect of experiential tourism involves immersing oneself in something that one is truly passionate about. For some, simply getting beyond the tourist trail and seeing the real culture of a destination is the ultimate example of experiential tourism. This has always been a popular option for youth travelers or so-called "gap-year" tourists. Tour packages offering such experiences often have an educational angle (studying abroad or participating in a language immersion program). Some involve homestays or volunteering on development projects while living abroad. The demand for air travel is expected to double in the next two decades. Tourism is growing at a steady rate. Despite criticisms and drawbacks, the growth of experiential tourism

could allow smaller players in the tourism industry to benefit from this growth without having to sacrifice their culture, sell their land to developers or change the way that they live.

Check Your Progress I

1. What do you mean by experience economy?
   ……
   ……
   ……

2. List the differences between service based economy and experience based economy?
   ……
   ……
   ……

3. What are the four Realms of an experience?
   ……
   ……
   ……

4. How experiential tourism is associated with the creativity?
   ……
   ……
   ……

18.4.1 CREATIVE TOURISM

Creative Tourism is a new way of discovering art & culture by experiencing it has been growing for the last decade. Nowadays, tourists no longer want to attend traditional sightseeing tours, they need to feel involved into the destination's daily life and to co-create signature experiences with the locals. This requires managing the tourism sector in a more creative way, which implies to overcome these new challenges by converting them into new opportunities and creating a value chain for the territories. As per Crispin Raymond & Greg Richards -"Tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken". –

Creative tourism has been stimulated as new form of tourism by more skilled forms of tourism activities, by the growth of new consumption patterns, and by changes in the production of tourism products. It
can solve that problems experienced by tourists in the conventional tourism. Creativity can be located in four areas, and they are: creative person, creative product, creative process, and

creative environment. Creativity means "the production of novel and useful ideas in any domain", which refers to the generation of ideas. Today, creativity becomes as a strategy that promoting individual skill development and innovation, this strategy has been followed by many cities and regions around the world in order to obtain the growth throughout commodification, knowledge development, globalization and increasing competition. Creativity can play a significant role in the mainstream tourism experiences that can be added to the places' atmosphere, creativity is considered as an attractive policy for stimulating other creative activities and outcomes of social, economic and cultural through spilling knowledge and networking. Indeed, creativity can impact tourism in many ways such as: tourism itself as a creative area, tourism products, skills development and performance development. Thus, the important role of creativity in tourism has been incarcerated in many trends. More specific creative tourism has been initiated in many places such as artistic havens in rural regions and major cities. Creative tourism can be considered as one of development tools in tourism, it is also an alternative of conventional tourism and more specifically mass tourism. Creative tourism consists of a number of creative practices including place, production and consumption. Thus, creative tourism involves the creative interactions of policy makers, producers, landscapes and consumers in order to build creativity in tourism experiences.

18.5 DIFFERENT FORMS OF EXPERIENTIAL TOURISM

- **Community Based Tourism**

  Local communities are involved, it is a form of sustainable tourism that allows travelers to connect closely to the local community and benefits of visit passes to the local community or local residence. Sikkim has several success stories of community tourism.

- **Volunteerism**

  Tourist visiting a particular place with a mission to help out on a particular project. In India during the clamities and crisis some tourist visits to the places for helping the needy people.

- **Rural &Agro Tourism**

  Kila Raipur village in Punjab, Lochan village in Sikkim, Samode village in Rajasthanand Hodka village are live example of rural tourism in India. Agro tourism is basically related to the agriculture where tourist interacts with the farmers and the benefit passes to the farmer.

- **Adventure & Aqua Based Tourism**

  There are different type of adventure tourism in India specially land based, water based (aqua), sky based, hard and soft adventure tourism activity are being held in the mountain area/ costal area/ river side.

- **Wellness and Spiritual Tourism**

Travel for the purpose of promoting health and well- being through physical, psychological or spiritual activities. 'Ananda Spa' in Himalaya is a hot place for wellness tourism.

- **Culinary & Gastronomy Tourism**

It is consider as the food tourism also visit to explore culinary/food are the basic objective to visit the destination. This includes culinary trails, cooking classes, food guide, cook books etc.

- **Heritage and Cultural Tourism**

The basic objective is to visit heritage sites and encounter with the culture. Most of the foreign tourist are visiting India for heritage and cultural tourism.

- **Religious & Pilgrimage Tourism**

It is a type of tourism where the tourists are visiting a destination for viewing the religious monuments. Char Dham yatra and 52 Jyotirlingas Yatras are examplesfor Hindus.

- **Film Tourism**

It refers to the growing interest and demands for the location which becomes popular due to the films and television serials. Mumbai Film City and Ramoji Film City Hyderabad are important examples for film tourism in India.

- **Wine Tourism**

It refers visiting sights where the tourist can enjoy wine testing, farming, consumption and purchase of wine at or near the source. Nasik is an upcoming destination popular for wine tourism in India.

- **Wildlife Tourism, Safaris & Bird Watching**

Wildlife Tourism is an element which is focused on observation and interaction with local animals and plant life in their natural habitats. Visit to the National Parks and Wildlife Centauries are important for Wildlife Tourism.

- **Fairs & Festivals**

India is known for its diversity each state and religion have their fairs and festivals and large number of tourist are participating in these fairs and festivals.

- **Pro-Poor & Slum Tourism**

Pro-Pure Tourism defines as tourism that can provide real benefits for poor people with a aim

to reduce poverty at a destination therefore Pro-Poor policies are important in this regard.

- **Nature Based, Eco & Sustainable Tourism**

  Tourism towards exotic, often threatened, Natural Environments, intended to support conservation efforts and observe the nature, visit to Western Ghats is becoming popular under this segment.

- **Ayurveda, Yoga, Wellness & Spa**

  Ayurveda and Yoga can be considered as a part of wellness tourism, Massaging with the help of essential oils an effective procedure of Ayurveda in order to relieve tension and anxiety. Rishikesh is known as Yoga capital of India and Kerala is an upcoming Ayurveda Tourism destination.

- **Cruise Tourism**

  It is a luxurious form of traveling on a cruise ship forat least 48 hours with a specific itinerary. Mumbai-Goa, Andaman, Lakshyadweeep are prominently known for cruise tourism as India has a rich costal line.

- **Sports Tourism etc**

  Sports Tourism refers to travel to a destination for observation or participation in sporting event. Olympic, Common wealth games, Asiad and IPL are some of the important sport events which encourages tourist to visit places of these events.

18.6 EXPERIENTIAL TOURISM AS NICHE MARKET

Niche Tourism introduces how a specific tourism aspect can be tailored to meet the needs of a market segment, which is interested in something particular or distinct. The concept focuses on how experiences of tourists can be customized to meet the needs and be more personalized for the different types of audience in the market. The idea can be perceived as a response to an increase in the number of more modern tourists demanding tailored tourism products. Under this setup, the destinations can direct their offerings to distinguish their tourism products and compete in an increasingly competitive and cluttered industry environment.

"Niche and experiential tourism is all about engaging travellers with activities, learning and of course sustainability all put together. The growth has been phenomenal in the last decade, as travellers want to, by choice, engage in experiential travel and not just simple 'travel' to put in the spotlight is adventure activities, active holidays, cruises, expedition cruises, MICE, incentives, wellness, Ayurveda, among others.

18.6.1 CASE STUDIES

a) Rural Sports

Every winter, Kila Raipur, a village in Punjab that is about 19 kms from Ludhiana, hosts India's one-of-its kind Rural Olympics, formally called Kila Raipur Sports Festival. The sports festival, which is a four-day affair, was first started by Inder Singh Grewal, a noted philanthropist, in 1933. The main reason for starting this tournament was to give an opportunity to the farmers of the village to test their stamina and strength. This tournament features participants from different age groups. There is a race organised especially for senior citizens. Local farmers also try their luck in this competition along with professional athletes. The main attraction of the tournament is the bullock cart race. Due to new regulations by the Animal Welfare Board, the bullocks were replaced by horses. There was also a special show in which Punjab police jawans showed off their balancing skills on motorcycles.Other unconventional sports showcased include like tractor tyre racing, GilliDanda, Gatka (a north-west Indian form of martial art), and tug-of-war. In addition, special events like Tirinjen are organised for women. Tirinjen is a form of entertainment for young girls and women in Punjab in which they spin wheels and sing songs that express their sorrows and happiness. After conventional games like wrestling, acrobatics, hockey, football and weight-lifting have taken place, a music contest is organised after sunset. This tournament witnesses a large number of tourists, including foreigners, every year.

b) Gowardhan Eco Village

Expanded over 100 acres of area, Govardhan Ecovillage is a project of the International Society for Krishna Consciousness.The project is owned and managed by ISKCON Wada. Situated in the beautiful mountain ranges of Sahyadri, Govardhan Eco Village is on a mission to spread the message of Krishna and bring his wisdom to the people. The eco- village is a testament to the powers of Ayurveda, Yoga and Meditation to bring about transformative change. We are led by the principles of humility and sustainability and our mission is to serve and propagate the benefits of India's age old traditions to the whole world. It is the result of an ardent desire of Radhanatha Swami to fulfill the dream of his beloved guru, His Divine Grace A. C. Bhaktivedanta Swami Prabhupada - "To erect for the members and society at large, a holy place of transcendental pastimes, dedicated to the personality of Krishna." "Eco-friendly," Radhanatha Swami explained, meant: Living in harmony with nature and according to the way Krishna wants us to live on a material level and spiritual level. Living with respect for Mother Earth, Bhumi-devi, who is the consort of Lord Varahadeva, Lakshmi herself and honoring her and living in ways that replenish her resources rather than exploit her resources, and then utilize whatever resources she gives us, by her grace, for the service of Lord Vishnu. Govardhan Ecovillage is not an overnight establishment, but shape formed over a century of toil, hardship and the constant passion of many. Govardhan Ecovillage is a place that houses several eco-friendly initiatives. Govardhan Ecovillage is implementing several rural development initiatives in many villages nearby with the help of Sri Chaitanya Seva Trust.

C) Ramoji Film City

Ramoji Film City is an integrated film studio complex located in Hyderabad, India. Spread over 1666 acres, it is the largest integrated film city in the world and as such has been certified by the Guinness World Records as the largest studio complex in the world. It was built by Telugu film producer Ramoji Rao in 1996. The Guardian described Ramoji Film City as "city within a city." It is also a popular tourism and recreation centre, containing natural and artificial

attractions including an amusement park. Around 1.5 million tourists visit the place every year.The film city is the brainchild of film producer Ramoji Rao, who wanted to build a studio similar to the ones in Hollywood. On procuring the land, he signed art director Nitish Roy to design the complex. According to an executive, the builders kept the land, which at that time consisted of jungles and mountainous terrain, intact, without removing one tree or mountain.The studio has a central kitchen for the various film units shooting at any given point in time.People can visit the film sets, theme parks, amusement rides, etc. The film city also has two hotels inside it, 47 sound stages and permanent sets ranging from railway stations to temples.

D) **Hodka Village- Gujarat**

Shaam-E-Sarhad is an eco-resort built in a Kutchi village-style setting using locally sourced materials and crafts of the region. It is owned and managed by the Hodka village community and is open only from October to March. The resort promotes Endogenous Tourism where one travels not just for pleasure, but also to appreciate local community and their life in rural Gujarat. "The Endogenous Tourism Project in Hodka village seeks to promote local culture and craft based tourism for sustainable livelihoods and integrated rural development. Its aim is to improve the local people's quality of life, by creating more livelihood options, while preserving and allowing the community to develop their unique culture and share it with visitor."~ The use of local architectural style, the intricate art & crafts is very evident as soon as one enters Shaam-E-Sarhad (translated 'Sunset at the border'). Hodka village is not very far from the Rann of Kutch region which shares the border with Pakistan.

Check Your Progress II

1. What do you understand by creative tourism?
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2. List the different forms of experiential tourism?
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3. What is niche market ?
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   ……
4. Write short note on (*any one*)
   (a) Gowardhan Eco Village
   (b) Hodka village Gujarat
   (c) Ramoji Film City

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18.7 EXPERIENTIAL TOURISM AND SELF ACTUALIZATION

Self-actualization is the final stage of development in Abraham Maslow's hierarchy of needs. This stage occurs when a person is able to take full advantage of their talents while still being mindful of their limitations. As per Maslow, self-actualization describes the desire that leads to the realization of one's full potential: A self-actualizer is a person who has reached the apex of human existence. In other words, that person has become everything they're capable of becoming. This realization of potential can occur in many ways but generally includes the achievement of sound psychological health and a strong sense of fulfillment. Travelers today are increasingly looking for travel experiences that help set the stage for self-actualization and personal transformation and growth. This idea of "transformative travel" — or a travel experience that empowers people to make meaningful, lasting changes in their lives, whether big or small — is taking hold across all segments of the industry and catching the imagination of travelers of all stripes. This shift toward self-actualization and personal transformation is a reflection of a broader movement within the global economy, and certain sectors are particularly well-positioned to take advantage of the global trend toward self-actualization. The industry is in an opportune place to engage with this new reality, especially considering that travel is already a prime source of life-altering experiences. The term is also used colloquially to refer to an enlightened maturity characterized by the achievement of goals, acceptance of oneself, and an ability to self-assess in a realistic and positive way. Self-actualization can be explored in therapy. Self-actualization is thought to be best conceptualized as the sum of its parts rather than as traits viewed in isolation. For example, a person who has a creative spirit, which is one trait of self-actualization, may still not be fully self-actualized. Some experts say the theory of self-actualization is more about how open a person is to growth and health rather than about achieving ideals such as perfection, success, or happiness.'

18.8 LET US SUM UP

Today's traveler does not want to visit only tourist attractions or confined himself to sightseeing rather he wishes to have experiences. Experiences & services have a closed linkage. During the above discussion, the concept of experience economy with the historical background was discussed. Further the difference between experience and service economy was also discussed. The detailed understanding of experiential tourism has classified and it is associated with creativity and there can be different types of experiential tourism for a tourist. As a Tour Operator, we should provide experiences as per the choice of the tourist. In fact, it serves the niche market. Maslow has further correlated it with self-actualization under the categorization of need hierarchy.

18.9 KEY WORDS

Experience - Practical contact with and observation of facts or events.

Experience Economy - An economy in which many goods or services are sold by emphasizing the effect they can have on people's lives." Experiences are their own category, just like "goods" and "services."

Experiential Tourism - Experiential travel, also known as immersion travel, is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment. It can often be transformative.

Services- Services are the non-physical, intangible parts of our economy, as opposed to goods, which we can touch or handle. Services, such as banking, education, medical treatment, tourism and transportation make up the majority of the economies of the rich nations.

Self-actualization - complete realization of one's potential, and the full development of one's abilities and appreciation for life. This concept is at the top of the Maslow hierarchy of needs, so not every human being reaches it.

Niche Market - a small, specialized market for a particular product or service.

18.10 SOME USEFUL BOOKS& REFERENCES

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18.11TERMINAL QUESTIONS

1. What is the experience economy? Why do we need to think about it creatively?
2. Write the difference between service-based economy and experience-based economy.
3. What do you understand by creative tourism?
4. Write the different forms of experiential tourism for a tourist.
5. Explain the concept of experiential tourism and self-actualization.

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