

# TOURISM

# HISTORICAL DEVELOPMENT

- ❖ TOURISM IS AN AGE OLD ACTIVITY
- ❖ TRAVEL HAS FASCINATED MAN SINCE TIME IMMEMORIAL
- ❖ MASS TOURISM GROWTH STARTED FROM 1950 IN THE MEDITERRANEAN REGION.
- ❖ TOURISM IN EUROPE STARTED DURING INDUSTRIAL REVOLUTION PERIOD.
- ❖ MONOTONY IN LIFE GAVE RISE TO MODERN TOURISM.

# STAGES OF TOURISM DEVELOPMENT

1. THE EMPIRE ERA (BC TO 5TH CENTURY )
2. THE MIDDLE AGE ERA (5TH TO 14TH CENTURY)
3. THE RENAISSANCE ERA (14TH TO 16TH CENTURY)
4. THE GRAND TOUR ERA (1613 TO 1785 A.D)
5. THE MOBILITY ERA (1800 TO 1944 )
6. THE MODERN ERA (1945 TO PRESENT )

# X DEFINITIONS

- X** Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations.
- X** Tourism is a pleasure activity in which money earned in one's normal domicile is spent in the places visited.
- X** Tourism is a stay of one or more nights away from home for holidays, visits to friends and relatives, business conferences or any other purpose except such things as boarding, education, or semi-permanent employment.
- X** According to UN " A tourist is a temporary visitor to a country other than the one in which he usually resides, for any reason other than following an occupation remunerated from within the country visited."

X FROM THESE DEFINITIONS FOLLOWING POINTS EMERGE :

X TOURISM IS A TEMPORARY MOVEMENT OF PEOPLE

X IT IS A PLEASURE ACTIVITY

X IT'S A MULTI SEGMENT INDUSTRY

# x WHO ARE TOURISTS?

x Tourists are

1. persons travelling for pleasure, domestic reasons and health
2. person travelling to a convention
3. person travelling for business purposes, and
4. person on sea cruise

# X WHO ARE NOT TOURISTS?

1. Students in boarding
2. person passing through a country without stopping
3. persons arriving with or without a work to take up an occupation
4. person domiciled in one country and working in an adjoining country
5. persons coming to establish a residence in the country

Following are some of the factors which contribute to the growth of mass tourism

## A. DEMAND FACTORS

- i. Rise in income
- ii. Incentives like paid holidays by employers to employees
- iii. Development of new tourist areas and overseas areas
- iv. Increase in number of tourists.

## B. SUPPLY FACTORS

- i. Wider choice for tourists to choose places across the world
- ii. Increase in the number of hotels
- iii. Cost factors is taken care of to suit the budget of tourists of all income categories

## C. INTERMEDIATE LINKING FACTORS

- i. development of transport and communication
- ii. easy payment in international banking ,credit cards facility etc.
- iii. political stability in general
- iv. high growth of tour operators and tour conductors

## ELEMENTS OF TOURISM INDUSTRY

### A. TOURISM RESOURCES

- i. Natural resources: it refers to valleys, mountain, lakes, landforms etc.
- ii. Human resources : Manpower resources to run the tourism industry

### B. GENERAL AND TOURISM INFRASTRUCTURE:

- i. Communication facilities: there should be good development of communication network.
- ii. Minimum installations: it refers to banking facility, hospitals, places of worship, police station etc.

### C. RECEPTIVE FACILITIES

- i. Hotels guesthouse homestay etc .
- ii. Complementary residences
- iii. Centers for food and beverages

## D. ENTERTAINMENT FACILITIES

- i. Recreational and cultural centres
- ii. Sports and games centre

## E. OFFICE SERVICES

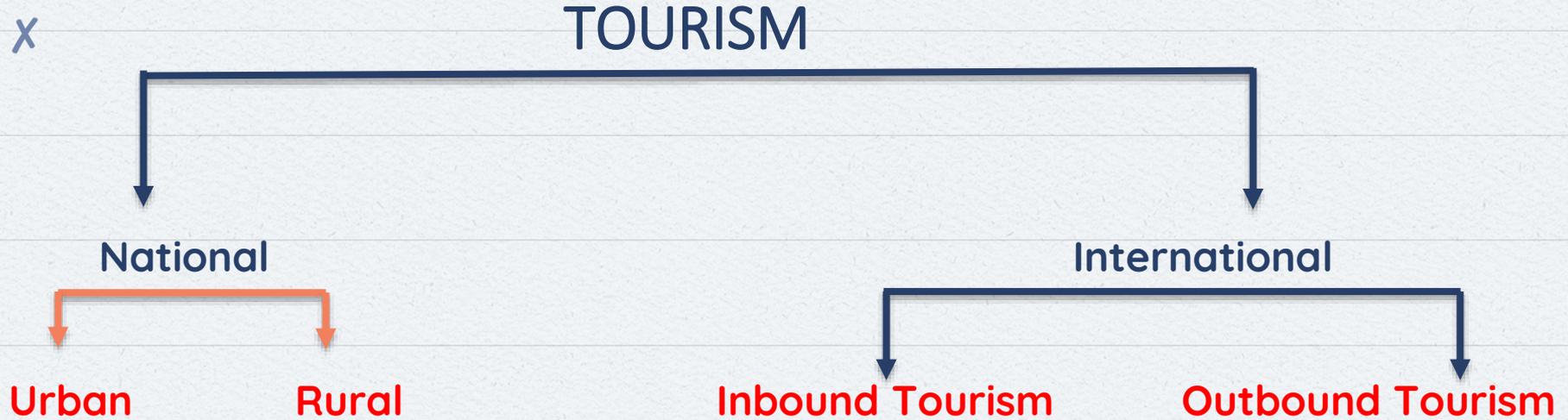
- i. Car hire
- ii. Guides
- iii. Tour operators

# MOTIVES BEHIND TRAVEL

There are many motives behind travel. People travel to gain knowledge, to see places, to get pleasure and many more reasons which influence man to travel. following are the different motives behind travel:

1. **Physical motives** that is to break the monotony, it is essential for one to go for a change to some other place. Travel for health reasons.
2. **Social motives**: People go to religious place, holy places or to attend cultural functions.
3. **Psychological motives** : to see parents, grandparents, relatives, friends.
4. **Other motives** like mountaineering, hiking, river rafting etc.

# CLASSIFICATION OF TOURISM



# TYPOLGY OF TOURISM

## (A) TOURISM ON THE BASIS OF PURPOSE



## (B) TOURISM ON THE BASIS OF REGION



## (C) ON THE BASIS OF NUMBER



## (D) ON THE BASIS OF ARRANGEMENTS



# TYPES OF TOURISM

X 1 ECOTOURISM

X 2. RELIGIOUS TOURISM

X 3. ADVENTURE /SPORTS TOURISM

X 4. CULTURAL TOURISM

X 5. BEACH TOURISM

X 6. WILDLIFE /NATURE TOURISM

X 7. MEDICAL TOURISM

X 8. EDUCATIONAL TOURISM

X 9. RURAL TOURISM

X 10. INDUSTRIAL TOURISM

X 11. FASHION TOURISM

X 12 . DARK TOURISM

X 13. SLUM TOURISM

X 14. YOGA TOURISM

X 15. BUSINESS TOURISM

# ENVIRONMENTAL BASE OF TOURISM

- X 1. LOCATION AND ACCESSIBILITY :
- X 2. SPACE :refers to the geographical area which depends on location .
- X 3. SCENERY :Natural
- X 4. CLIMATIC CONDITIONS :
- X 5. ANIMAL LIFE :
- X 6. SETTLEMENT FEATURES :
- X 7. BIODIVERSITY :

# CHALLENGES FACED BY TOURISM

- X 1. LACK OF INFRASTRUCTURE
- X 2. OVERPOPULATION AND PRESSURE ON RESOURCES
- X 3. POLITICAL INSTABILITY
- X 4. GOVERNMENT POLICIES
- X 5. LACK OF SKILLED LABOURS
- X 6. LACK OF TOURISM MARKETING



# TOURISM POLICY

- X The **Indian Tourism Development Corporation** in the year 1966.
- X Similarly at the state level **Tourism Development Corporations** were developed.
- X The first Tourism Policy was presented in 1982 With the hosting of **Asian Games** .
- X **Following were the objectives:**
- X Becomes a unifying force nationally and internationally fostering better understanding .
- X Bring socioeconomic benefits in terms of employment, income generation, revenue generation foreign exchange etc.
- X Helps preserving Indian heritage culture and projecting the same to the world .
- X Gives direction and opportunity the youth of the country to understand the aspirations and viewpoint of others and helps in greater national integration

# THE NEW TOURISM POLICY 2002

X Announcement of National tourism policy 2002 by the Government of India is a mile stone in tourism planning in India. This tourism policy 2002 is based on a multi faced approach, which includes faster or speedy implementation of tourism project development of integrated tourism circuits, capacity building in the hospitality sector and new marketing strategies. Main aim of National tourism policy 2002 is to position tourism as a major driver of economic growth. Government tries to achieve this aim by promoting domestic and international inbound tourism, developing tourist infrastructure, developing new destinations, promoting of agro rural tourism, new tourist circuits, and public private partnership.

# OBJECTIVES

1. Placing tourism as a main economic growth engine.

2. Harnessing multiplier effects of tourism besides direct effect for generating employment, development of economy providing momentum to rural tourism.

3. More focus is being laid on domestic tourism.

4. private sector's critical role is acknowledged with administration working as a catalyst and proactive

5. Developing and creating integrated circuits of tourism on the basis of heritage, culture an unique civilization in India in partnership with private sector, States and other agencies .

6. Ensure that tourists coming to India Get mentally rejuvenated, physically invigorated ,spiritually elevated culturally enriched and feel India from within ,

# 7 KEYS

1. SWAGAT (WELCOME )
2. SOOCHANA (INFORMATION )
3. SUVIDHA (FACILITATION )
4. SURAKSHAA (SAFETY )
5. SAHYOG (CORPORATION )
6. SAMRACHNA (INFRASTRUCTURE DEVELOPMENT )
7. SAFAI (CLEANLINESS )

# ECONOMIC IMPACT OF TOURISM-POSITIVE

- X 1. Increase in GDP directly or indirectly via multiplier effect.
- X 2. Major sources of revenue for the government by way of taxes.
- X 3. Increases foreign exchange earning.
- X 4. Promotes both skilled and unskilled employment.
- X 5. Development of infrastructure.
- X 6. Help in revival of local art craft, cottage and small scale industries, horticulture and floriculture.

# ECONOMIC IMPACT OF TOURISM-NEGATIVE

- X 1. Fund sometimes diverted to promote tourism.
- X 2. High dependency on outside agencies.
- X 3. Overemphasis laid on the development of infrastructure.
- X 4. Development concentrates in pockets, regional inequalities increase between tourists developed and not developed areas.
- X 5. Diversion of labour and resources from the non tourist centres to tourist centres.
- X 6. adjoining of peripheral areas are worst affected as out migration is high from these areas.
- X 7. Dominance of outsiders at the managerial level and non inclusion of locals for such jobs.

# SOCIAL IMPACT OF TOURISM-POSITIVE

1. Cultural exchange sometime reduces the prejudices which otherwise exist between the tourist and the local population.
2. Tourism encourages education in a given host population.
3. It also encourages travel, mobility and social integration between the host and the visiting population.

# SOCIAL IMPACT OF TOURISM-NEGATIVE

1. Causes economic disparity between the tourist centres and adjoining areas that adjoining areas are deprived of economic development.
2. Generally the tourism promotes greater materialism among the host population.

1. It's almost all tourist centres the gap widens between the old generation, this happens because of fancy generation tries to imitate the culture .
2. Petty crime increases like flesh trade, prostitution burglary etc

# ENVIRONMENTAL IMPACT OF TOURISM-POSITIVE

1. Environmental laws are more effectively implemented to protect the environment.
2. National parks wildlife sanctuaries etc get established and are protected .
3. Cleanliness is maintained.
4. Natural environment is maintained

# ENVIRONMENTAL IMPACT OF TOURISM-NEGATIVE

- X 1. For providing excessive infrastructure, destruction of natural environment takes place.
- X 2. Wildlife habitat and the coastal marine ecosystem gets damaged.
- X 3. Pollution of air water and noise.
- X 4. Depletion of groundwater.