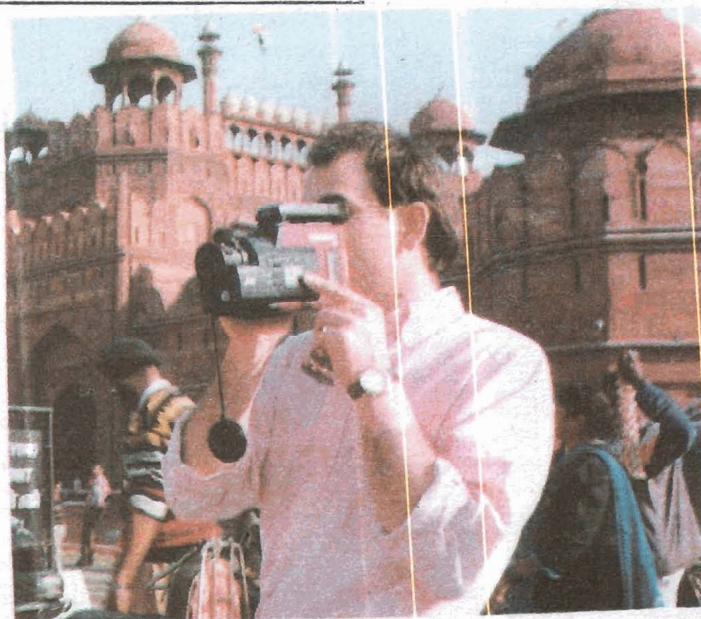

UNIT 1 UNDERSTANDING TOURISM-1

Structure

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



1.0 OBJECTIVES

After reading this Unit you will be able to:

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

1.1 INTRODUCTION

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

1.2 TOURISM PHENOMENON

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

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

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

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

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

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

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

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

1.3 WHAT IS TOURISM?

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

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

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

The tourist’s gaze is directed towards a landscape, a town or an event by pointing out those features that separate it from everyday life. Whilst many features are viewed

W T O
is
World Tourism
Organisation
based at
Madrid, Spain

because they are out of the ordinary, there is much more emphasis on the visual elements because we have seen it before through photographs, post cards, films etc. Infact, we recapture the site through personal experience. Tourism, therefore, also involves the recognition and collection of signs that represent a reality of another time and another place. For example camel rides in the desert for a person who resides in the hills.

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

Finally, tourism has also become a status symbol in modern society and thought to be necessary to ones health. Today 40% of free time is devoted to travel in developed countries. 429 million tourists spent U.S. \$ 429 billion in 1990 and by the year 2000 tourism services will probably be the largest sources of employment in the world. These statistics reflect the fact that many new tourist sites are opening all over the world and tourism is now a global phenomena.

Check Your Progress 1

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

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

1.4 CONCEPTS

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

yet it is engaged in reproducing the familiar (like hotels etc.) which insulate the tourist from the strangeness of the destination or the host environment.

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

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

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

1.4.1 Defining Tourism

Over the years the definition of tourism has undergone a change alongwith the historical changes. According to Hunziker and Krapf tourism is “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as it do not lead to permanent residence and is not connected to any earning activity”. This definition emphasises travel and stay, but excludes day trips, business trips etc., and the overlapping of these boundaries with other practices.

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

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

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

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

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

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

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

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

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

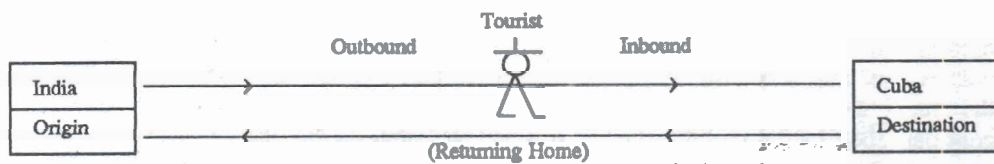
- International Tourism, when the travel is from one country to another, and
- Domestic Tourism, when the travel is within the country i.e. trips taken by a tourist within his/her own country or where the origin and destination are in the same country.

In International Tourism you will come across two other terms:

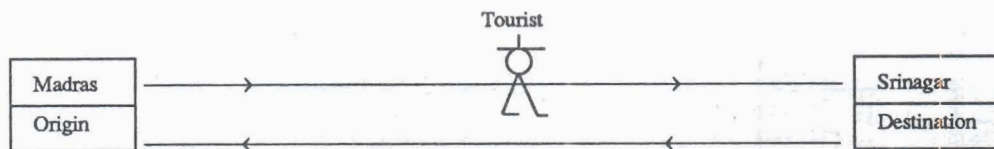
- Inbound:** This refers to tourists entering a country.
- Outbound:** This refers to tourists leaving their country of origin for an other.

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

INTERNATIONAL TOURISM



DOMESTIC TOURISM



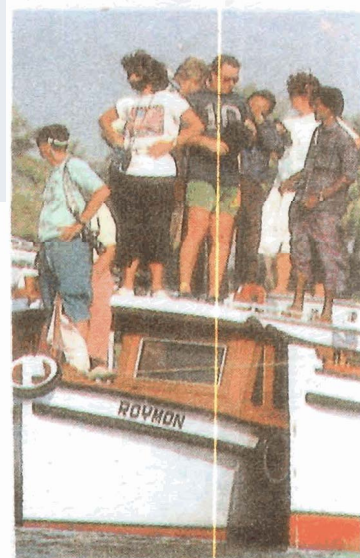
1.4.2 Tourism Products and Services

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

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

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

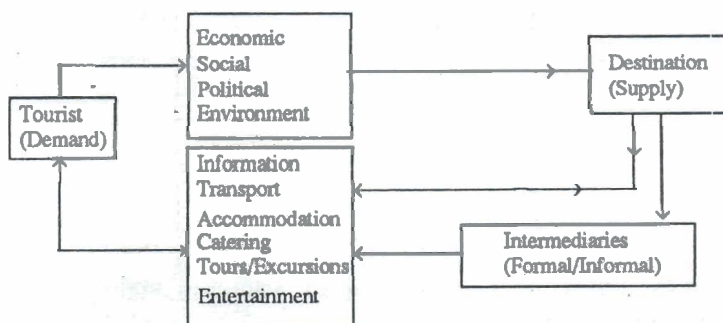
For the producer of the service there are also risks. Travel services are consumed en route and at the destination. They cannot be tested, seen, sampled or compared in advance.



They depend on a reputation earned by the satisfaction of previous users and on advertising. Services are also created in a particular historical and social context and are affected by a work culture. Moreover, the supply of services is fixed and created in advance and the risk of underconsumption has to be borne by the producer because travel services cannot be stored. For example, an unused aircraft seat or an empty hotel room cannot be carried over to another day or time or place. It has a value where and when it is offered for use. Thus, the carrying capacity and demand for a service have to be carefully assessed and estimated. For example, it is often claimed that one of the constraints for tourist movement in India is the shortage of airline seats. To make up for this air taxis were introduced. However, they have displaced 20 per cent of Indian Airlines traffic rather than meeting the shortage or generating new demand. This creates a crisis situation for both, Indian Airlines as well as air taxi operators along with a loss of 6.5 crores in foreign exchange.

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

In developing countries the risks cannot be carried from one tourist season to another. Apart from the demand-supply constraints and socio-political factors, operators and providers of service are also affected by weather conditions (like hot weather and the monsoons). They are also constrained by a lack of capital to invest in marketing. In many cases they depend to a large extent on the informal sector or what is termed as the tout or broker. The tourist views the activities of such persons with suspicion and considers their method a harassment. However, the small scale operator depends heavily on the oral application and direct contact of the informal services of touts and brokers for his profitability.



1.4.3 Tours

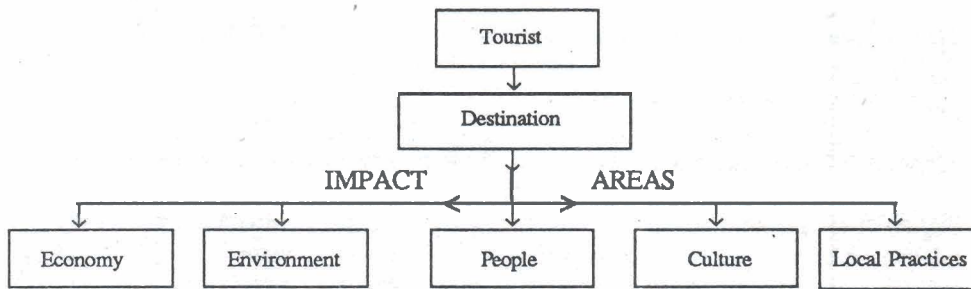
Tours and their characteristics is closely linked to the motivation (See Unit 2) of the tourist. Motivation or purpose of a visit is usually:

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

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

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

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



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

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

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

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

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

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

1.4.4 Tourists

The tourist, apart from being a holiday maker or businessman, can also be in terms of region, nationality, socio-economic class, age and sex. Behavioural aspects like stage in the life cycle, personality and educational levels also help the producer of services to design products that fit specific target groups or market segments. This is termed as profiling the tourist (See TS-2 Block-1). Such a definitional refinement helps us to collect data on what the tourist is really looking for at the destination. Such data also

helps us to understand tourism and to see how travel and tourism related practices differ between different markets. Such information helps the industry to design products and develop strategies appropriate to the needs of the market. Such data also enables activists, who may be local activists or networking with international groups to control the form of tourism being developed at a particular destination and to:

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

1.4.5 The Tourist Destination

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

Destinations can be spread over a wide geographical area. The attraction to a destination lies in the image it has or the attractions it offers. (You will read in detail about destinations in Unit 18).

Check Your Progress 2



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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

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

.....

.....

.....

1.5 TOURISM: FORMS AND TYPES

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

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

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

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

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

- 1) Create a holiday mood by emphasising informality, abandonment, serenity, freedom, pleasure.

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

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

1. Rest and Recuperation

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

2. Escape

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

3. Communication

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

4. Culture and Education

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

5. Freedom

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

6. Health

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

7. Special Interest Tours

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

8. Adventure and Wild Life

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

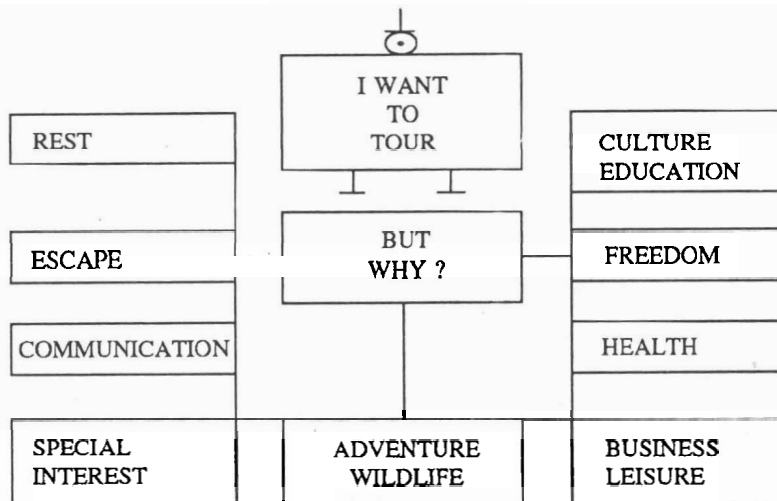
9. Convention Tourism

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

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

- 1) The ridiculous tourist who is dressed in funny clothes and views everything through the lens of a camera.
- 2) The naive tourist who is inexperienced in travel, always asks unnecessary questions and has no language skills.
- 3) The organised tourist who feels at home with a guide and a group of fellow tourists.
- 4) The ugly tourist who behaves as if he owns the world.

- 5) The uncultured tourist who is a beach bum and spends his time lazing and eating.
- 6) The rich tourist who can afford anything, likes to show prosperity and enjoys being waited upon.
- 7) The exploiting tourist who spends a holiday at the cost of people and takes advantage of their culture, hospitality and poverty.
- 8) The polluting tourist who demands that for his comfort everything can be flattened or destroyed.
- 9) The alternative tourist who explores the few untouched corners of the world thus opening the way to mass tourism.



1.6 FUTURE TRENDS

A recent B.B.C. programme entitled "Wish you weren't here" underlines the concern today at what the Golden Hordes have done to the world environment and fragile communities and cultures. There was a time when the UN promoted tourism because of its economic benefits, because:

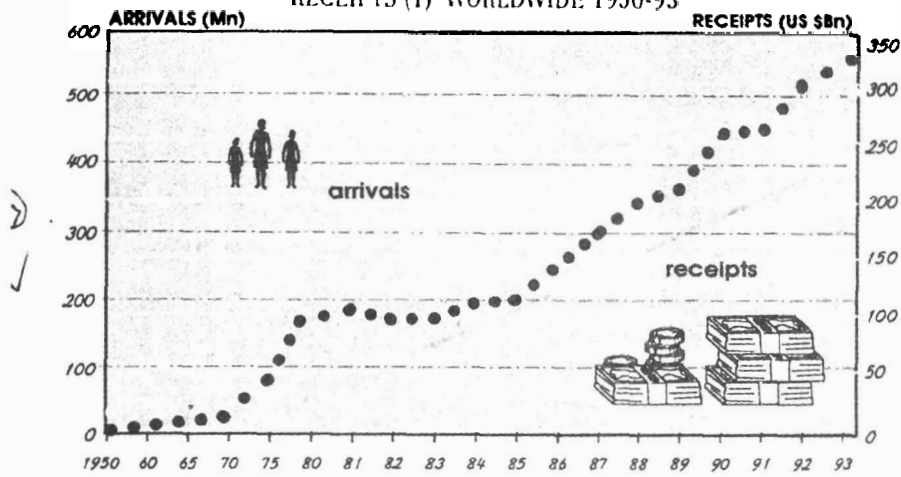
- 1) A transfer of wealth from the rich to the poor was possible.
- 2) Regional imbalances could be overcome in areas where there were no other developmental resources.
- 3) Provide employment to people with low educational and skill levels.
- 4) Give rise to economic growth with the circulation of the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

After four decades of organised Mass Tourism, today the option for the future is Sustainable Tourism, or tourism controlled by the local people at their pace and in answer to their needs. The essential aspect of Sustainable Tourism is the concept of carrying capacity, that is, a control on the number of tourists as well as the type of tourism to be developed. Carrying capacity is a concept that has to keep in mind the needs of:

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

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

DEVELOPMENT OF INTERNATIONAL TOURISM ARRIVALS AND RECEIPTS (1) WORLDWIDE 1950-93



(1) Excluding international fare receipts
Source: WTO

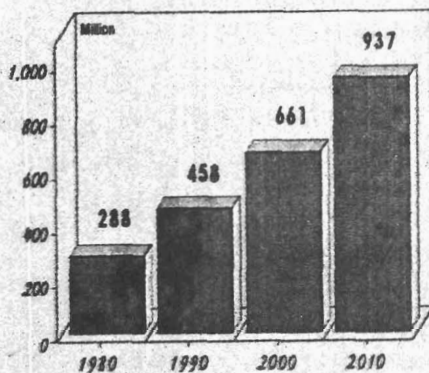
FINAL RESULTS OF INTERNATIONAL TOURISM IN 1992

	ARRIVALS (thousands)		% CHANGE		RECEIPTS (US \$ million)		% CHANGE	
	1992	1991	92/91	91/90	1992	1991	92/91	91/90
AFRICA	17,552	15,842	10.8	5.7	5,855	4,830	21.2	-7.8
AMERICAS	101,086	96,947	4.3	3.7	83,595	74,056	12.9	10.2
EAST ASIA / PACIFIC	61,306	53,924	13.7	3.2	45,636	39,634	15.1	2.6
EUROPE	290,304	279,836	3.7	-2.4	153,815	135,768	13.3	-2.8
MIDDLE EAST	7,921	6,674	18.7	-10.3	5,398	4,279	26.2	-16.5
SOUTH ASIA	3,509	3,279	7.0	3.1	2,076	1,968	5.5	-1.1

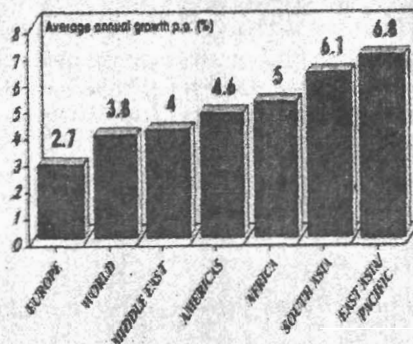
Source: WTO

TOURIST ACTIVITY FORECASTS 1990-2010

TOURIST ARRIVALS WORLDWIDE



TOURIST ARRIVALS REGIONAL GROWTH RATES 1990-2000



Check Your Progress 3

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2) Differentiate between different forms of tourism and link them to impacts on the environment and culture.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

3) What is Alternative Tourism?

.....

.....

.....

.....

.....

.....

.....

4) What is Sustainable Tourism?

.....

.....

1.7 LET US SUM UP

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

1.8 KEYWORDS

Environmental Bubble: Isolated situation in which a tourist is placed e.g., in an air-conditioned bus or a car tour where local weather conditions do not affect him/her.

Golden Hordes: The mass of tourists with money to spend.

Itinerary: Schedule.

Phenomenon: Happening encompassing different sectors of a group.

Psuedo-events: Happenings especially conjured up to meet the tourists preconceptions e.g. creating an image that India is basically a land of fakirs and snake-charmers for foreign tourist.

Tourist Gaze: The way a tourist sees his/her tourist site.

Tourist Season: The time of the year when arrivals of tourists at a particular destination are at a peak.

1.9 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

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

Check Your Progress 2

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

Check Your Progress 3

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