
UNIT 11 SUBSIDIARY SERVICES: CATEGORIES AND ROLES

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11.0 OBJECTIVES

In this Unit the intention is to familiarise you with certain such services that are needed to back up the tourism system i.e., the subsidiary services. After reading this Unit you should be able to know about the:

- categories of some of the subsidiary services and the role played by each one of them in tourism,
- avenues available for subsidiary services,
- opportunities available for self enterprise in the area,
- shortcomings of the subsidiary services, and
- problems in the nature of the jobs thrown open by tourism.

11.1 INTRODUCTION

Tourism, as we have mentioned earlier, is an activity that is serviced by an increasing number of personnel through various types of services. Besides providing direct employment it also stimulates the need for a number of services that are subsidiary in nature. This, in turn, provides indirect employment and also has an impact on the local economy. However, the type of subsidiary services required depend on the form of tourism promoted. For example:

- luxury foreign tourists demand services that are vastly different from the demand of low budget tourists or domestic tourists, and
- services required at adventure tourism destinations would be different from those required at pilgrim destinations, etc.

In Unit 10, we had discussed the importance of informal services. This Unit takes into account services like tourist police, link transport, performing arts, communications, etc. Certain other categories like photography, publishing tourism related literature, etc. have also been discussed.

The information provided in this Unit is of help for tourism professionals in many ways. For example, while marketing a destination some of these services can be offered in the package; a tourist can be advised on what is available and cautioned as to what will not be there. Similarly those who want to start small-scale enterprises can look into these services and choose as per the requirements in their areas etc.

11.2 COMMON SERVICES

Subsidiary services develop naturally in the process of urbanisation. It is a curious feature of tourism that as it **opens up remote places** (which are often attractive because they are underdeveloped), **it creates the demand for services which are generally not required by local residents**. For example an air-conditioned taxi will not be the demand of locals.

Certain subsidiary services are common to practically all destinations. Of course, in some cases their nature may change or vary depending on the type of destinations.

11.2.1 Link Transport Needs

Tourist movements at the destination and nearby attractions give demand to local transport needs. This demand first emerges from the very point where the tourist disembarks from the main transport i.e. Railway station, Airport or Bus stand. Different agencies cater to this demand. For example, take the case from an airport:

- government transport corporations ply their buses to different routes, to a specific point in the city or connecting the airport with Bus stand and Railway station,
- Airlines ply their coaches up to certain points in the city.

However, besides these there are other popular modes to cater to this service. For example:

- taxis on hire are available for local transportation as well as long routes. There are separate counters for local prepaid taxis and long route taxis,
- auto rickshaws are also available, and
- at the Railway stations and Bus stops one finds other services also like, rickshaws and tongas.

Taxi operators get a special chance with the growth of tourism in a region — particularly when the tourists visiting the area are high-budget luxury tourists. They need private transport to complete their travel as speedily as possible during their brief holiday.

To cite an example from Goa, some local unemployed youth often with the help of loans from nationalised banks, run 'motorcycle taxi' services. For a fee — which is naturally lower than four-wheeler taxi rates — the commuter is transported to some destinations, whether in the state's small towns, or to villages beyond.

Such motorcycle 'pilots' as they are locally called used to ply on state roads even before the current tourism boom. But, the influx of tourists to some parts of the state has given a fillip to their 'business'. These motorcycle taxis are treated as legal 'taxis' and the idea seems to be catching on in a few other pockets of the country. In some areas two wheelers are also given on hire to tourists.

Some luxury hotels prefer to run their own luxury-bus or transport service. This in turn cuts down on the employment potential available to taxi-operators.

The Taxidriver: must know the city well; should be polite; have correct metres; follow traffic rules, try to learn more languages, etc.

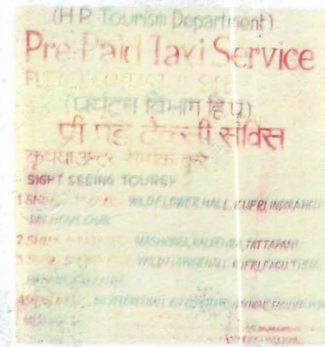
11.2.2 Eating Joints and Bars

Different types of eating joints cater to the tourists. These range from Restaurants and tea stalls to **dhabas** and fast food counters. Many small entrepreneurs with little capital can go in for small business in this area. Here one has to keep in mind that perfect hygiene conditions are maintained.

Local cuisine is generally popular with tourists. One should not just initiate western foods or joints but also give due importance to local foods and customs related with it.

11.2.3 Entertainment and Recreation

Entertainment is an essential component in tourism. On an average foreign tourists in India spend about 10 per cent of their total expenditure on entertainment. Mostly it is during the





evening or night that tourists look for or are provided entertainment through various means. This may include dance, theatre, movie, theme dinner, musical evening etc. At many destinations this has provided employment to local artists and performers. For example the Goa Tourism Development Corporation provides evening and night cruise on river Mandovi. Local dances, music and songs form a part of the cruise. Similarly many hotels organise musical nights or dance performances during the tourist season.

Another recent development is the organising of short duration entertainment festivals by some State Tourism Departments like the **Qutab festival** in Delhi or **Taj festival** at Agra. However, **sincere efforts are needed to attract tourists to these performances and they should not just be for the entertainment of bureaucrats or politicians.**

Certain countries offer gambling, casinos and night clubs as entertainment but this is not the case with India. This is perhaps one reason that those who demand such services find entertainment very dull in India.

At many destinations the **poor**, with the help of family labour or child labour attempt to provide entertainment to tourists for the sake of money. Children doing acrobatics, snake charmers, tribal dances, puppet shows, etc. are some examples.



Snake Charmer





Using animals for entertainment



Children earning a living



Tourists wearing local costume for getting photographed



11.2.4 Tourist Police

In states like Goa and Kerela we now have tourist police and the idea is picking up. The concept is rather new and unusual. The nature of work does not include crime detection or traffic control. Rather a smartly attired tourist policeman is supposed to guide tourists politely regarding their needs and to answer queries. Besides he also takes care of their security needs with special concern, if needed.

11.2.5 Communications

It has been mentioned earlier that tourism involves being away from home and work environment. But at the same time while away the tourist does want to occasionally communicate back home with family members and friends or parcel a gift. Writing their own experience, feelings, etc. are common features. Hence, communication services like Post Offices, and Public Call Booths are there at the destinations or in the nearby towns etc. In recent years the number of STD/ISD booths has gone up to take care of such a demand. At the same time a tourism professional must inform the would be tourists about the availability of such services at a destination. You can imagine the fate of a tourist who wanted to ring his friends but it is only at the destination that he comes to know about non-availability of ISD. Had he known earlier he could have rung from the airport itself.



11.2.6 Book Shops and Libraries

Take for example the Kovalam beach. A quick walk and you will see that a number of tourists are busy reading books.

Similar scenes are there in airport lounges or at railway station platforms. A book stall is also there. Many small entrepreneurs start library services where novels and magazines are provided on rent. But here one must remember the interest and tastes of the tourists.

11.2.7 Photography

One of the most popular services at destinations is that of photographers. Tourists not only like to have photographs in the surroundings but also in the costume and attire of the region they visit. Take for example Kufri, a destination near Shimla. Many photographers there keep the Himachali dress and tourists change into that attire for a snap (see illustrations). This is very popular with domestic tourists. Besides catering to the needs of those who have their own cameras, film rolls, camera batteries etc. are also sold.

Check Your Progress 1

- 1) Discuss the role of link transport in tourism.

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- 2) What kind of entertainment can be provided to tourists?

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3) Why do tourists require the services of photographers?

11.3 DESTINATION SPECIFIC SERVICES

There are certain services which are specific to a destination or to the type of tourism. For example:

- life guards are needed at beaches,
- services related to water sports (See Unit 13 Block 4, TS-2)
- renting out tents, sleeping bags, sports shoes, rain coats, sticks, trekking and rock climbing equipment etc. at hill stations,
- coolies and porters as per requirements,
- hawkers selling different items, e.g. mats at beaches, photocards, cold drinks, etc.
- joy rides on ponies, horses, camels and elephants as per the availability at a destination,
- massage clinics or individual masseurs,
- fishing kits for angling at beaches or water side resorts, providing binoculars, and
- guides, pathfinders etc. as per requirements (see Unit 15 of TS-1 and Block-2 of TS-2)

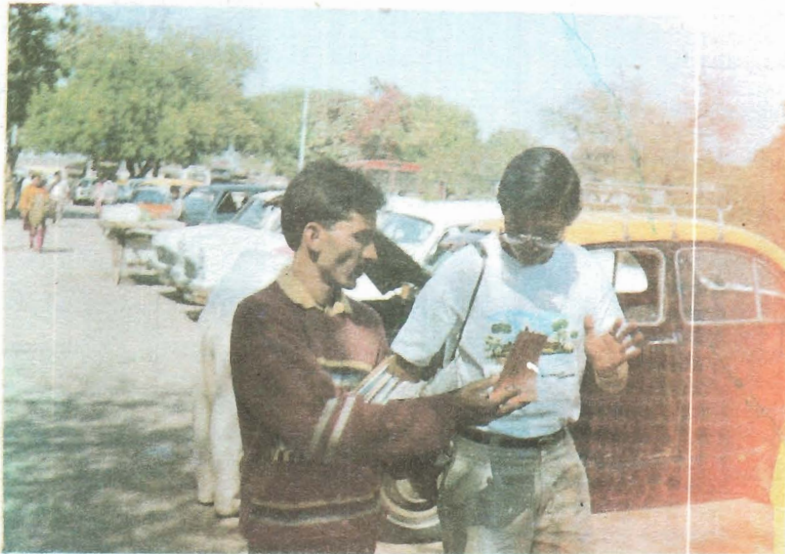
Besides these there are many other services like boating, ride in a tomtom, byscope, theatre, cinema, etc.

In case of pilgrim centres one finds the mushrooming of flower and garland sellers, shops with coconuts, prasad, agarbatis, brass idols and utensils, religious cassettes, chaddars, tabigs, etc. In fact these cater to all rituals etc. as per the religion.





Running after Tourist



Trying to convince a tourist



Hope — still someone will buy



Yak ride



Putting Mehandi



Massage



Outside a Temple



Waiting for passengers, Shimla

Seasonal Employment at Hills



11.4 CATERING TO DIVERSE NEEDS

The subsidiary or informal services both build up a demand for providing further services to back them up. For example, maintenance of larger and smaller hotel projects would also require the services of a number of skilled and unskilled persons. Plumbers, electricians, waiters, cooks, watchmen, washermen, laundrymen, etc. will be required. Similarly for eating joints vegetable, mutton, etc. are required so some one has to provide it. For transport drivers, mechanics, petrol pumps and servicing stations are a must. And so goes on the chain. But how often such services would be required and the type of employment offered would also depend on the size and number of services required.

11.5 THE ARGUMENT OF JOBS

One argument in favour of promoting tourism is that it demands services and thus creates many more jobs. In fact the demand for subsidiary services differs significantly depending on the type of tourists visiting an area:

- In case they are high budget tourists the demand will be higher because of their capacity to pay and the fact that they are used to a certain amount of facilities.
- In contrast low budget tourists would go for simpler and less costly services.

Hence, there would always be a fluctuation in the demand of services. The vagaries and uncertainties of the tourist season adds to these fluctuations. The earnings by the local population also depend on the unpredictable external factors on which the local people have no control. For example civil unrest, war, etc. can affect tourist arrivals at a destination (see Unit 35). This demonstrates the vulnerability of international tourism and unemployment at a destination. This also leads to migration of a number of persons to other parts.

A critical view that is gaining ground, and not without substance, is that where tourism is controlled chiefly by outside interest management the upper level personnel are usually outsiders. The bulk positions occupied by locals tend to be of lower status and pay. This dichotomy has to be taken care of for a healthy and sustainable development of tourism.

Check Your Progress 2

- 1) Mention five services as per their specific destinations.

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- 2) Discuss the link services that will be required in relation to taxi operators.

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3) Why does the demand for services in tourism fluctuate?

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11.6 LET US SUM UP

Subsidiary services emerge because of the demand created by tourism. Because of their dependence on tourism they remain seasonal in nature. There are certain services that are common to all destinations whereas certain services are specific to a destination. The demand for one service often leads to another service that is needed as a backup.

11.7 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

- 1) Base your answer on Sub-sec. 11.2.1 keeping in view the need for mobility at a destination.
- 2) Different approaches can be there in this regard ranging from music, dance, cinema, T.V. sports to horse races etc. See Sub-sec 11.2.3.
- 3) Read Sub-sec 11.2.7 for your answer.

Check Your Progress 2

- 1) These can be: (a) life guard at a beach, (b) fishing kits, (c) boating at a lake, (d) trekking equipment at hill stations, (e) paying guest accommodations where there are no hotels, etc. See Sec. 11.3.
- 2) Taxi drivers, car mechanic, petrol pump attendant etc.
- 3) The factors responsible for this have been discussed in Sec. 11.5.