Tourism Phenomenon
"Education is a liberating force, and in our age it is also a democratising force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances."

- Indira Gandhi
<table>
<thead>
<tr>
<th>Block 1</th>
<th>TOURISM PHENOMENON</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT 1</td>
<td>Understanding Tourism-1</td>
</tr>
<tr>
<td>UNIT 2</td>
<td>Understanding Tourism-2</td>
</tr>
<tr>
<td>UNIT 3</td>
<td>Historical Evolution and Development</td>
</tr>
<tr>
<td></td>
<td>Some Useful Books For This Block</td>
</tr>
<tr>
<td></td>
<td>Activities For This Block</td>
</tr>
<tr>
<td></td>
<td>Illustrations</td>
</tr>
</tbody>
</table>
### Expert Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
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<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
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<td>Prof. Kapil Kumar</td>
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<table>
<thead>
<tr>
<th>Unit No.</th>
<th>Resource Person</th>
<th>IGNOU Faculty</th>
</tr>
</thead>
<tbody>
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<th>Block Coordinator</th>
<th>Mr. Ajay Mahurkar</th>
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Tourism, both as a phenomenon and as an industry, has made rapid advances in recent years. The growth potential that the Tourism Industry possesses has now been recognised for special attention by both — the Government as well as the Private Sector. It is, however, to be noted that in India the educational system potential of tourism has remained an underdeveloped discipline. Simultaneously, not much effort has gone in creating awareness among the masses about tourism or in promoting research on the various effects of tourism. As a discipline, it has failed to harness human resources and has succeeded only partially in creating mass awareness and local participation. The National Action Plan for Tourism recognises the potential of Tourism Industry by admitting that it is capable of generating employment (direct and indirect) for about 13-14 million persons annually. Significantly, this number has been predicted to touch “double the present level before the turn of the century”. The relevance of training manpower in the diverse areas of Tourism Industry is here for all to see. At the same time it also has to be appreciated that such manpower is not required just at top or middle management levels. All the personnel involved in diverse activities at various levels need an equally professional approach with skills and knowledge to handle the operations at the positions they hold.

Efforts are needed not only to train the local population in destination areas but also to create awareness among them towards tourism and its impact.

The Foundation Course in Tourism (TS-1) is the first step in this direction. The Course has been designed and developed by academics in collaboration with experts from different branches of Tourism Industry. This has been done keeping in view the diversities of the disciplines constituting the area of Tourism Studies. The idea is to:

- familiarise you with varied aspects of tourism,
- create awareness about tourism,
- map out the various skills required for a career in tourism, and
- list simultaneously the career opportunities in this sector.

For those who are already employed, directly or indirectly, in the Tourism System this course offers an opportunity to understand how their actions affect others and how are they, in turn affected by others. Hence, a person working in one area of tourism can acquaint himself with other areas.

The Foundation Course has been divided into nine Blocks having thirty five Units in all. The contents have been so designed as to give you a broad idea of tourism — both as a phenomenon as well as an Industry.

You may note that along with the print material we are also producing some educational audios and videos for this course. For your use they will be available at the study centre.

In case you have any problems/queries please do not hesitate in writing to us.
Scholars keep debating the nature of tourism. Whether tourism is an industry or an activity? Whether it is a system or a phenomenon? Well this is an introductory Block which attempts to familiarise you with the Tourism Phenomenon — something difficult to describe because of the diversities involved.

Unit-1 defines tourism and tourist along with certain other concepts. It also mentions the various forms and types of tourism.

Unit-2 emphasises on the role of motivation in tourism. It discusses the various approaches along with the emerging trends in tourism.

Unit-3 deals with the historical evolution and development of tourism keeping in view the global as well as Indian scenario.

Why is such an information necessary for a tourism professional is another aspect dealt within the Units. At the end of the Block we have:
- a reading list. You may read these books if they are available to you from other sources for further increasing your knowledge.
- given certain activities. You must do them for they not only introduce you to certain skills but will also form part of the assignments.

We hope you are ready to go through the Block.

Acknowledgement: We are thankful to the World Tourism Organisation for providing us with literature on Tourism. We have used this for the benefit of our students. The Department of Tourism, Govt. of India, Haryana Tourism Deptt., Kerala Tourism Deptt., Jammu & K. Tourism Deptt. and the T.C.I. Ltd provided us photographs to be used for the benefit of learners. We are grateful for this cooperation.
UNIT 1 UNDERSTANDING TOURISM

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 infact 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
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 bases 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 extraordinary,
- 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 along with 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 does not lead to permanent residence and is not connected to any earning activity". This definition emphasizes 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 emphasized 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 one's 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 recognize 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:

i) **Inbound**: This refers to tourists entering a country.

ii) **Outbound**: This refers to tourists leaving their country of origin for another.

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**

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<th>Tourist</th>
<th>Inbound</th>
<th>Cuba</th>
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<td>(Returning Home)</td>
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**DOMESTIC TOURISM**

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<th>Tourist</th>
<th>Srinagar</th>
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<tbody>
<tr>
<td>Origin</td>
<td></td>
<td>Destination</td>
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### 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 makeup 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?

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2) Is the tourist product similar to other products?

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

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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. OId 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.
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 rustic class hotel.

Tourism Phenomenon

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.

I WANT TO REST EDUCATION

I WANT TO TOUR CULTURE

BUT WHY?

HEALTH

FREE

SPECIAL INTEREST WILDLIFE BUSINESS LEISURE

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

<table>
<thead>
<tr>
<th>Region</th>
<th>ARRIVALS (thousands)</th>
<th>% Change</th>
<th>RECEIPTS (US $ million)</th>
<th>% Change</th>
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</table>

Source: WTO

TOURIST ACTIVITY FORECASTS 1990-2010
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.
2.0 OBJECTIVES

After reading this Unit, you will be able to:

- outline the reasons for the growth of tourism,
- define the different motivations that determine the increasing diversity of tourism,
- understand the origin and development of Mass Tourism and package holidays,
- analyse the factors that influence the demand for tourism, as well as the decision-making process for individuals, and
- determine the relationship between motivation, destination and tourist products.

2.1 INTRODUCTION

In Unit-1 we discussed about the different types and forms of tourism. Tourism of today is no longer what it was 50 years back and it will change further in the years to come. A crucial role is played by motivation in this process of change.

In fact, motivation or the purposes of a tourist considerably effect the various components of the Tourism Industry. Motivations not only determine tourists' behaviour but are being critically analysed to determine the future needs of tourism. Hence it is necessary for tourism professionals or learners of Tourism Studies to know why people tour/travel. Tied with this is the question why people opt for a particular destination or why a specific destination attracts tourists? This Unit takes into account the various motivations along with the changing trends in tourism.

2.2 THE CHANGING TREND

Tourism had transformed considerably from its earlier motivations, i.e. mainly business and religion, by the 19th century. In Europe and America it is now a part of the life style of not only the aristocracy but also the merchants and the professional class. It has come within the reach of the industrial work force as well.
Between the two World Wars, in the industrialised countries, the mass of the people had higher expectations and greater entitlements. This was because of increasing incomes and holiday entitlements. Technology brought the means of transport (particularly the automobile) within their reach and material conditions of life were much better than the days of depression with the post-war economic boom. In the 1960’s the post-war economic boom began to spread much more widely and international tourism began to reach mass markets around the globe. Such changes were bound to have an impact not only on the nature of tourism but also on the numbers participating in touristic activity.

Mass Tourism, a phenomenon which we can see emerging in India today, was primarily a domestic business up to the 1950’s in most of the countries. International tourism formed about 5% of tourist activity in the 1930’s and 40’s. By the 1970’s foreign holidays accounted for 20% of long vacations by Americans, Britons and Europeans. The focus of Mass Tourism were the seaside resorts and spas in Europe and the National Parks and nature beauty around summer camps in America. Travelling by rail or by car, the middle class tourist used boarding houses or hospitality of friends and relatives or holiday camps to make the budget for the holiday extend.

Private operators provided cheap accommodation, mass catering with a range of amusement and entertainment possibilities at the site. Britain, France and Germany were the leaders in this movement. This early idea of “packaging” soon spread to the up-market hotels that began to include swimming, tennis and dancing in their facilities. Tents, caravans and chalets came up for those who wanted a less regimented and more flexible holiday plan. The Club Mediterranee, a total resort concept that emerged from the need of a group of young French families looking for a complete holiday, soon spread to all regions of the world. A total resort required tremendous commercial ability which the travel trade had acquired by the mid 20th century. As suppliers of the tourist product they expanded their output and sharpened their marketing skills. From the increasingly sophisticated market research emerged the revealing concept of motivation and its diversity or changeability amongst different groups of tourists. Expertise in dealing with motivation led to the development of different types of tourism which involved large numbers of tourists.

A key role in this movement was played by the jet aircraft. By the 1970’s wide bodied jets with a capacity of 400 passengers reduced the cost of air travel and the mass tourist emerged at resorts all over the world.

Countries around the world began to notice the impact of tourism on the national and global economy. Destinations began to make themselves up in the image of a particular market segment. Those destinations that catered to the largest numbers soon became stereotype as “Tourist Ghettos” because they looked alike and offered facilities that were standardised. Today, as new destinations are emerging, the international stereotype is giving way to ethnic types, which has an underlying uniformity with a viewer of local culture and identity.

2.3 PURPOSE OF TOURISM

You may ask the questions What motivates a tourist? Why tourism? Or What is the purpose of tourism? These are pertinent questions and the answers are particularly relevant for those who are or intending to be tourism professionals.

2.3.1 Sun, Sea, Sand and Sex

This is known in American parlance as the 4 S formula. Sea bathing with access to a beach (sandy) and good weather (Sun shine) is an expectation of tourists who want to escape from temperate to tropical climates. New fashion concepts also dictate the craze for a sun tanned skin over the pale complexion. The current health faddism also dictates the use for activity over indolence. Overcrowding, which appeals to those who like to
do things with a crowd, has pushed those who like privacy further away to destinations in Africa and Asia. For example, you may hear such comments at a beach “Oh! how peaceful it is, lovely. I hope it does not become crowded like the one back home”.

Many analysts have described this form (4S) as “Tourism in a Ghetto”. They do so to emphasise the artificiality of a created reservation which is made to measure in the touristic image or touristic gaze. Included in this category are hotel complexes, holiday tours and hill resorts. Natural and scenic beauty is merely a backdrop to playing the same games, reading the same newspaper, watching the same T.V. shows and eating the same food. Local serving personnel are perhaps the only unique ingredient of such tailor made resorts and are considered sufficient to represent the country in which a particular resort is located. The model of such a type is the “club med” which is often described as the most honest touristic formula. Although sneered at by the cultured critic because it incorporates many actual motives and states quite openly that it aims at complete relaxation — “it is the idea of paradise, a garden of Eden, in which people are free and unconstrained and everybody can be happy in (their) own way”. This is real life, and such life is available in the most exclusive regions of the world in enclaves where the tourist can abandon himself to pursue leisure undisturbed. In this holiday theatre based on glamour, glitter, fun, entertainment, sport and buffets, a holiday becomes a reprieve from daily life, which is unreal. The show opens up to lightening views of culture for sight seeing and performances by local women and men. At times these remain meaningless rituals to the tourists. Yet, they expose the performers to a state of corruption that is often justified by the money it earns them.

For example Liz and Stewart join thousands of Western tourists who visit the East every year. They are both 18 and have saved up the whole year for their 2 week vacation. They are determined to enjoy themselves and to relax. They plan to see ancient monuments or visit bazaars to shop and spend lavishly on exotic bargains. They have already spent a good amount on fashionable holiday wardrobes, cameras, personal stereos and designer sun glasses. They are both sociable and chatty and would like to meet young men and women wherever they go. They are excited at the thought that they will be away from family and other social controls. They also want to return with an excellent suntan and lying on a beach or poolside will expose as much bare skin as possible. However, some thing like this is possible. The people at the destinations they visit might be poor, living much harder lives and working longer hours, perhaps in tourism related services to earn a living. Many may be conservative and religious. They may frown at certain activities that Liz and Stewart consider normal holiday behaviour and their dress codes will be different. Many among them may object the freedom of the men and women to socialise together. Yet, they may tolerate it or turn away their eyes because for the local people, hospitality, which was once a source of honour has now become a means of earning a living. They now view the tourist as wealthy and extravagant.

In recent times, the 4 S's formula has been expanded to include golf, a sport which is extremely popular in the more affluent countries of the world, and particularly in Japan. The Japanese have set targets for out bound tourists and in 1993, 15 million Japanese took off for golfing holidays all over the world. Hawaii and Australia are the most favoured destinations, mixing beach and golf facilities. The game is very expensive in Japan and there is the space limitation too. Because of this demand all Asian countries are now multiplying golf courses at every suitable location. Malaysia is setting a target of 122 courses by 1994. Many tourism experts condone golf tourism as being environmentally friendly. However, in Japan itself there have been several studies indicating that golfing greens pollute the underground water facilities. The colouring and chemicals used to maintain the green areas are as harmful as industrial effluents.

Studies in Thailand also indicate that culturally women caddies double as prostitutes to earn an extra income, since most of them are from agricultural communities that are very poor.

2.3.2 Leisure, Touring, Sightseeing, Culture

Such tourists like to wander, not content to remain in one place or complex, but preferring to stay in a different place every night or so. This is a kind of cramming or crash course of notable countries, monuments, people, places and culture. The motivation is both self education and self esteem. The camera is an essential ingredient of such tourists whose “touristic lens” view is considered to be more authentic than
Tourism Phenomenon

reality. Often the framing of the destination via the tourist gaze is the visible pressure that motivates such tourists towards touristic itineraries.

The destinations visited by such tourists are more varied and widespread than the 4 S’s. The linear or modal itineraries also require a much better transport network and capacity and hotels have to provide their best services — particularly check-in/check-out and room services for frequent guest/room changes. Although the interest segments may vary, the demand for services is invariably the same. A tendency develops to create “circuits” on “milk run” routes on the basis of infrastructural strength as well as local support to the daily turnover of tourists. Such tourists therefore also fall into the mass package category.

2.3.3 Visiting Friends and Relations (VFR)

This form is a strong motivation for domestic tourism in India. You see this in every day life. For example Venugopal wants to visit his friend at Delhi. He also decides to see all the tourist attractions in Delhi. He may also utilize a day to go to Agra to meet his classmate Nadim and also see the Taj.

This segment is of great importance to the transport sector. But it is not considered economically significant by the providers of accommodation, food and beverage services. This is so because they stay and eat with their host i.e. a friend or relative. At times when people have none of their own they try to find one through some one. These tourists do not exercise freedom to choose their destinations, but do show an interest in the tourist attractions that the town or city offers.

For example, a visit to a friend in Bombay also offers beaches, amusement parks, pavement cafes, shopping and the Elephant caves.

Gujarat Tourism has made an interesting “Roots” tourism itinerary for NRI Gujaratis on visits to the family or friends. They have linked major cities of the state with the places of interest both in the state as well as in neighbouring states.

The VFR tourist makes use of the surface infrastructure for tourism in much the same way as the business traveller and often participates in linear or modal itineraries along with domestic and international tourists. Tourists often use friends and relations as hosts to visit areas of interest. In India we see an interesting combination of VFR and LTC to subsidise the cost of transport and accommodation so that there will be enough money to spend on sightseeing, leisure, recreation and shopping.

2.3.4 Business and Incentive Travel

Business travellers needs often overlap with those of the holiday maker. The only difference is that business trips are not directed towards touristic centres or resorts, rather their demand is directed to centres of trade and commerce or diplomacy. They may demand special services like communication and secretarial facilities, meeting and convention facilities, car rental and accommodation, with less emphasis on recreational facilities although swimming pools and health clubs are popular services today.

A special area of interest to tourist destinations is conferences, fairs and exhibitions. Today there are many organisations that feel that their executives are more creative and productive in a resort atmosphere. Hence, the number of corporate conferences is on the increase. Public and Private Sector, associations and professional bodies (FHRAI, TAAI and IATO etc.), trade unions and political parties are also customers for convention-cum-tourism complexes.

The needs for communication and specialisation have led to annual meetings of associations and professional bodies not only to meet and discuss new ideas and strategies but also to exhibit new products, new trends or product lines.

Fairs and exhibitions are a reflection of the health of an economy and give an opportunity to the participants to sample some of the local tourism offers. An area of emerging importance to the tourism industry is incentive travel or travel of a touristic nature as a reward for some special achievement or contribution of an employee to the firm. Most employees consider a paid holiday as a desirable perk because their standard of living ensures that there is no consumer durable that they don’t have or can’t have. International travel is however something not more than 10% to 15% can afford.
Secondly, the firm's incentive is always of a higher quality and standard than what an employee can afford on his own budget terms of services, distance and the length of stay at a resort.

Most tour operators find the incentive tour market attractive because it includes up-market rates with people who may not have the discriminating tastes of the upper crust. Such services often overlap with the mass tourists who are directed towards resorts or on the sight seeing circuits. The Indian Association of Tour Operators (IATO) considers the incentive tour market an important segment for a long haul destination like India.

**Check Your Progress 1**

1) What do you understand by a total resort concept?

2) What is the 4S formula?

3) Why is VFR tourist insignificant for the accommodation industry?
2.4 SPECIAL INTEREST

In contemporary culture there is a dissolving of the boundaries between high and low cultures as well as between different cultural forms such as tourism, art, education, photography, T.V., music, sport, shopping and architecture etc. All these forms lend themselves to the area of Special Interest in tourism which deviates from Mass Tourism because it does not consider people within a particular destination to be similar to each other. With shared tastes and characteristics, special interests in the end are to be determined by the providers of services. However, the increasing and changing power of different social classes also determines the importance of these areas of cultural production for Special Interest Tourism. As the collective power of the working class declined and the service and middle classes increased after the post world war period new forms of tourism were generated in the west. The new cultural economy that these classes created related to peoples consciousness, disposition, tastes and dislikes. Special Interest Tourism rejects “natural” enjoyment as coarse, vulgar and servile and replaces it with refined, disinterested and gratuous pleasures that emphasise culture and art as the essence of the difference between the new power-elite and the old rich and the working class.

Studies have shown that such tourists enjoy good work and market conditions as well as educational credentials. They are primarily in the 30 to 40 age group. They share many of the preferences of intellectuals, like an interest in the most legitimate aspects of culture. Their interests include museums and folk art, sport, mountain climbing or walking tours. Many writers describe their taste for “ostentatious poverty” which is seen in their habit of dressing casually, liking bare and homely interiors and a cultivated relationship with nature.

Special interest tourists need not be in the middle salaried category alone. In Media, Advertising and Design areas, they have a very strong commitment of fashion, change and style. Their morality seeks pleasure as an ethic, and as a taste for novelty. They look down on the Candy Floss image of the traditional holiday camp and resort because for them it is in the bad taste. They go towards health food, vegetarianism, heritage and natural pastures like walking, cycling, swimming and fishing. In Britain we have seen a campaign for Real Holidays as against the rise of the package tour. The special interest tourist equates Mass Tourism with mass production in things like beer, bread and ice-cream, instead of real things, and wants a return to the authentic taste and flavour of the individual way of doing things. The essence of the Real Holiday Campaign is that:

a) it involves a visit to a destination well away from the masses like Maldives, Bolivia or Lakshadweep. Thus, it opens up the whole world to the possibility of tourism, and

b) the real tourist will make use of the specialist agent or operator rather than a few major companies who do not promote a discriminating independent form of travel. The small niche product will promote not touristic trips but voyages of discovery.

Special interest tourists have a reading list of useful books on different countries. They look for travel rather than tourism; they stress on individual choice, avoiding the package maker; they need to be educated. They go to the countryside and invoke a deferential past which has been constructed with elements which never perhaps existed together historically. They function according to what could be termed as a Tourism Bill
of Rights, which respects nature, the rights of the host populations and their customs and culture.

For such tourists stately homes, areas or regions are rehabilitated as tourist attractions; factories have been turned into museums; garden festivals and theme parks are created in castles, industrial sites and ecological spheres. Craft demonstrations turn theme/heritage sites into experiences where people can watch, learn and participate in a renaissance activity. In such cases they know that tourism has benefitted or saved what might have otherwise been completely lost. Such tourists also participate in cleaning the environment by holidays spent in clearing waste and debris on beaches and mountain slopes, and protecting wild life.

Niche tour operators can also bring pressure, like their clients, on local governments to insist on conservation. This is done to ensure that mass tourism does not destroy the beauty of the destination, its natural attributes and customs. They promote traditional hand made crafts as souvenirs, accommodation in the vernacular architecture and textiles as well as local food and beverages. However, sometimes special interest tours and tourists can also stereotype what is classified as authentic or real or typical about a destination. For example, Americans visiting Europe often feel like international refugees in a slow queue towards an unseen goal. "Push, push, push. These monuments are all the same. I haven't met a single local person. How can I when we are on this schedule. You'd think we'd have a night off, but no, we have to go to a performance." Such are the phrases commonly heard. Often, in season, crowds are so large that tourists don't get a good view of the spectacle and they really get to see the spectacle in their photographs.

Check Your Progress 2
1) Discuss the requirements of a special interest tourist.

2) Discuss the real holiday concept.

2.5 ALTERNATIVE TOURISM

Alternative tourists like to do things differently. They want to be less with other tourists and more with the living cultures. They aim to avoid using special 'tourist' accommodation, transport and other services. They prefer to use or share the services of the local population. In this way they hope to experience some aspect of their lives.

Many tourists choose alternatives because they are concerned about the negative impact
which Mass Tourism can have on a destination. Tour operators can specialise in such forms by focussing on people and their culture rather than providing created comforts. Such trips can be of an extended duration and can cost less than the traditional two week vacation, but they can also be high priced.

Travel is with "local friends" and the purpose is to come to ones own understanding of political, social and religious traditions. Destinations are out-of-the way villages and tribal hamlets, or palaces of ex-maharajas. Hotels and homes are characterised by friendly atmosphere and cleanliness. Transport is crammed with locals going to market with their wares on camels or donkeys, boats in backwaters or treks in the mountains.

India is a popular alternative destination. It is a “subtle mix of ancient and modern, ritual and urban, filled with local colour and vitality”.

2.6 OTHER DETERMINANTS

Besides the motives mentioned in the earlier sections there are also certain other determinants of tourism.

2.6.1 Psychological

Is tourism desirable? Is it a good thing to have for the tourist and the destination? Is it a justificable means to an end? As a break from work or as a medical need, tourism provides relaxation in an environment that is completely different to the home surrounding. In that sense it is a psychological break. Colleagues, neighbours and friends however, influence our choices and pressure to conform is indeed great.

It is also fashionable to take a holiday at a certain time of the year or to a certain destination. Fashion in tourism is close to fashion in clothes. There can also be security in habitually taking the same holiday to a favourite hill or beach resort. In fact, tourism buying can be as customary as any other brand loyalty.

2.6.2 Socio-Political

Many societies encourage tourism as a form of rejuvenation. Many states give a tourism entitlement to their employees. In some countries trade unions include visits to spas for over-worked or sick workers through a medical insurance scheme. Paid holidays also encourage participation in tourism. The political system also encourages certain preferences for holiday destinations as well as activities. This is done by choosing tourist destinations for holding conventions or conferences. For example Nandi Hills near Bangalore was the venue for SAARC heads meeting.

2.6.3 Economic

An important factor is disposable income or freedom from any money constraint. Tourism is psychologically and socially desirable as a consumer objective and the possession of the requisite means to satisfy the desire for tourism must be there.

In the West, when a person's income rises by one unit, they spend $1.5 units on tourism. This indicates a high propensity to travel. Where incomes are not high and money is concentrated in a few hands, the propensity to travel is likely to be far less. Business and incentive travel is also likely to be constrained by the money constraint which can be affected by economic depressions or recession. Governments can encourage outbound tourism by their tax policies and the permission to take foreign exchange out of the country.

The price of tourism in relation to other consumer expenditures is also an important consideration. Special offers can, along with discounts, often make tourism a more attractive option than staying at home.

2.6.4 Time

Vacations are traditionally linked to tourism activity. Many institutions have increased breaks in the calendar rather than just single holidays so that people can avail the opportunity of free time to participate in leisure activity. These well regulated breaks in
Europe in spring, summer and winter have encouraged people to take not one but perhaps two holidays in a year. In India also this is on the increase. For example people with school going children tour mainly during summer or winter vacations in the schools. The tour taken during the summer vacations may be longer when compared to one during winter. Price and time have a great impact on tourism demand. The tourism industry adjusts its tariffs with the seasons demand to encourage tourism as well as to increase profits.

There are other pressures — business, family, religious, educational and social that motivate tourists. Similarly, conferences and seminars, weddings, funerals or family reunions, or visits to centres of pilgrimage are factors that are supplementary or secondary feeders of tourism.

In India pilgrimage centres are a major attraction for domestic tourists. You must have seen caravans of buses taking them to either Hazur Saheb, Ajmer Sharif or Vaishno Devi.

In many cases facilities like accommodation, catering or special events and discounts etc. also act as “pull factors” to encourage tourism or attract tourists.

Check Your Progress 3

1) Why is Alternative Tourism considered the most positive motivation for tourism?

2) What role can Governments play in encouraging tourism?

3) What is the link between vacations and tourism?
2.7 LET US SUM UP

People travel and tour because of different motivations. People may travel to escape from their daily environment or to seek information. It is possible that one may travel to satisfy many motives at a time rather than any single motive. A change in motivation or say different motivations have brought in new trends in tourism like Special Interest or Alternative Tourism. Knowing the motive/s of tourist helps the tour operator/tourism professional to offer better services to the client and it is always better to ask for motivation and accordingly suggest the destination.

2.8 KEYWORDS

Linear Itineraries: Schedules of tourists which include rapidly changing places of stay, travel and sightseeing.

Niche Tour Operators: Specialised tour operators who share their clients concern for conserving and preserving areas of tourism from the destructive efforts of mass tourism.

Roots Tourism: Tourism which brings people settled abroad to their places of origin.

Tourist Ghettos: Standardised tourist accommodation and accompanying facilities facilitating mass tourism.

2.9 ANSWERS TO CHECK YOUR PROGRESS

**EXERCISES**

Check Your Progress 1

1) See Sec. 2.2. You may expand on the concept of a complete holiday destination, marketed by tourist operators.

2) See Sub-sec. 2.3.1. The formula contains ingredients of an undisturbed tourist enclave.

3) See Sub-sec. 2.3.3.

4) See Sub-sec. 2.3.4. It may bring high budget tourist at company expense.

Check Your Progress 2

1) See Sec. 2.4.

2) See Sec. 2.4. You may like to explain the concept as one which opens up new offbeat areas of visit and interests involving help of specialist tour operators.

Check Your Progress 3

1) See Sec. 2.5. You may like to point out the desire of such tourists to negate the negative impacts of mass tourism.

2) See specially Sub-sec. 2.6.2. You may point out the schemes for tourism offered by the Government.

3) See Sub-sec. 2.6.4.
UNIT 3 HISTORICAL EVOLUTION AND DEVELOPMENT

Structure

3.0 Objectives
3.1 Introduction
3.2 The Need for History of Tourism
3.3 Sources of Data
  3.3.1 Statistical Records
  3.3.2 Secondary Sources
3.4 Periodisation and Concepts
3.5 Ancient Period
  3.5.1 Egyptian Civilisation and Phoenicians
  3.5.2 The Persian Empire
  3.5.3 Greeks
  3.5.4 The Romans
  3.5.5 India
3.6 Early Empires
  3.6.1 Egyptian Civilisation and Phoenicians
  3.6.2 The Persian Empire
  3.6.3 Greeks
  3.6.4 The Romans
  3.6.5 India
3.7 Silk Route
3.8 Pilgrimage
3.9 Grand Tour
3.10 Transition to Modern Tourism
3.11 Modern Tourism in India
3.12 Let Us Sum Up
3.13 Keywords
3.14 Answers to Check Your Progress Exercises

3.0 OBJECTIVES

After reading this Unit you will be able to:
- understand broadly how the history of tourism came to be written,
- familiarise yourself with the main sources used for writing the history of tourism, and
- understand how modern tourism came into existence.

3.1 INTRODUCTION

The moment we mention of history, the general assumption is that we want to know about the past. But few ask this question why we intend to study the past? Well, we study the past because our present has evolved out of it and to plan a better future we have to critically analyse the past as well as the present. However, different methods, approaches and interpretations are involved in this exercise. Ideological leanings and interests also determine the course of history writing. For example, the trend that dominated the European approach to the writing of history, for a long time, emphasised on unique events in the life cycle of a particular region. They were viewed from the point of view of the power controlling the state. Therefore, the history of the world was seen as a history of the rulers, princes and the aristocracy. There came another stage when social scientists tried to re-orient methodology in history by adopting the methods of the physical sciences. Hence, historical methods were challenged to assert that all people have a history and different areas of the world have different histories.
Soon there developed the theory of Historical Materialism to show that history proceeded through an inevitable process of change from lower to higher forms of social organisation. There existed a dialectical relationship between man and nature, and man's use of nature as well as the manner in which he was to produce what he needed for civilising his life. It was, therefore, possible to talk of a history of the people rather than of the ruling class. In the present context the above mentioned methodologies are also being questioned.

Here, we are not going into the debate on various methodologies by passing any value judgements. The idea is to make you aware of the fact that there are different views, methods and trends in history writing.

This Unit deals with the history of tourism over the years. It takes into account the various sources that are used to analyse this history keeping in view the time period i.e., periodisation. The transition from travel to modern tourism has also been dealt with due emphasis on the Indian situation. Why a tourism professional should study the history of tourism is another aspect dealt with in the Unit.

### 3.2 THE NEED FOR HISTORY OF TOURISM

The history of tourism was for a long time the history of European tourism, the assumption being that tourism was most developed in Europe. However, there emerged a school of historians which integrated economics, statistics, scientific methodology, anthropology and sociology to develop an interdisciplinary approach to the history of tourism. Yet, their methodology was limited in time as the statistical study of tourism is of recent origin. But, they have identified sources that can be used to reconstruct the history of a period for which the statistical basis may not exist. As a result we can apply this method to develop the history of tourism on a global as well as national scale.

The main-stream objective to study the history of tourism is to understand the phenomenon in a particular society at a particular time. We do so in order to know the factors that encourage tourism development as well as the factors that discourage the growth of tourism. Moreover, a study of the history of tourism can help us to illustrate a dynamic model of tourism development. We can evaluate the role of tourism as well as establish concepts that help us to understand its impacts.

We, therefore, do not only reconstruct the past or an event of characters but also develop generalisations that are more useful in understanding the present nature of the tourism phenomenon. The history of tourism also helps us in developing the theoretical framework within which the data on tourism can be verified.

To avoid simple generalisations the data for the history of tourism has to be carefully assessed. In early history we have archaeological evidence of inns, hotels, villas and transport but such information is fragmentary and often covering periods of thousands of years. Moreover, inter-disciplinary information was not always available in all periods and in all countries. For example, the French pioneered the history of tourism but looked only at the holiday pattern of the aristocracy. The British looked at key events and factors like standard of living, free time, cheap transport, spas and sea-side resorts and linked them to growth of industry, labour force, social legislation and local customs. But today we look at tourism as a system. In this the physical, economic, technical, environmental, socio-political and cultural factors are studied to understand the links between the past and the present. And all this is used for future development.

The history of tourism has made an important breakthrough in two areas:

1. Identification of sources of data.
2. Use of both written and oral history.

A critical examination of the historical process always highlights new perspectives within which a particular field of interest can be viewed. The establishment of the history of tourism also helps in establishing the credibility of tourism as an academic discipline (which in India is still in infancy).
3.3 SOURCES OF DATA

The sources for the history of tourism are very diverse and related to the time context for their validity. For example, the sources used to know about the ancient period are:

1) Literary records
2) Inscriptions
3) Grafitti
4) Papyras receipts
5) Seals
6) Archaeological evidence including painted pottery
7) Diplomatic records
8) Archives, both private and public
9) Oral history and folk culture, both traditional and personal, etc.

3.3.1 Statistical Records

These are a primary source and are of recent origin. Statistics or numerical data began to be collected only after it was recognised that tourism has an important economic impact. Before 1914 tourism statistics did not exist, although secondary sources like health, safety, police, migration, taxation and census records were used to make assumptions on the development of tourism.

Since 1920 the statistical base of tourism has been increasing. In 1921, Britain began to collect tourism statistics and by 1945 most countries were doing so. In India, statistics of tourism only came into existence after the 1960s. Prior to that tourism statistics relate to the Indian sub-continent as a whole. Colonial rule and the subsequent partition of the sub-continent make it difficult to collate the statistics of tourism prior to 1947.

The volume of tourism statistics grew with the emergence of the International Union of Official Tourism Organisations. The National Tourism Bodies as well as International Tourism Organisations have achieved a great standardisation of the data, although its reliability is often questioned. This is because there are at least 42 definitions of tourism and tourist in use around the world. Prior to 1920 the data base of travel was taken from railway records, postal authorities and wherever possible, passport and visa authorities. From such records it was possible to:

- reconstruct the volume of people who travelled,
- the time of the year they travelled, and
- the places they visited.

The census reports and civil service commissions dealing with paid leave have also contributed to information regarding the holiday pattern of the salaried employees. Thus, there is a range of data from which information regarding tourism can be collected. Since tourism is a multi-disciplinary activity, the sources of data are varied but such data may not be comparable in all cases.

3.3.2 Secondary Sources

Under this category come the:

i) Personal documents that include diaries, journals and letters of educated travellers, academics and intellectuals.

ii) Mass communications which include newspapers, journals, advertisements, guide books, magazines etc. which have been used to inform and persuade the public.

These resources have been studied to form a picture of tourism such as itineraries, important events and holiday patterns. They can be used as cross-referencing material.
Check Your Progress 1

1) What is the importance of statistical records in tourism?

2) Why should we study the past?

3) What is the objective behind studying the history of tourism?

3.4 PERIODISATION AND CONCEPTS

With the passage of time the class of people involved in tourism have changed. As tourism becomes more democratised the nature of the facilities also become more standardised if not universal.

Using the concept of the emergence of the Leisure class, to distinguish tourism from other forms of travel, we can establish six periods in the history of tourism.
1) Ancient Era
2) Imperial Era
3) Pilgrimage
4) The Grand Tour Era
5) The Transition Era
6) The Modern Era

The following concepts were commonly used during all periods:

I. Motivation — the value of new experience and the transformation of travel from survival to an improvement in the quality of life. This includes:
   a) Curiosity — moving from the known to the unknown.
   b) Anticipation — What you hope to find, see and do. To look for something and evaluate every new experience.
   c) Leaving a mark for Posterity — What the world offers and why you have experienced.

II. Holiday: The word has two sources — (a) Religious and (b) Secular
   a) In Europe a day was set aside, at the end of a work cycle, for religious rituals and this day was called a Holy day. In time, saints days and certain other observances were added to the number of holidays when no work was done and everyone celebrated.
   b) The secular tradition was a part of the Imperial system when the state granted public holidays to celebrate Imperial glory. On these holidays no work was done and the people participated in feasting and fun. Public games and spectator sports were the highlights on such occasions.

In time, the religious and secular combined and the day of rest became a part of all societies.

III. Mode of Travel — was the state of the art in terms of transport networks and routes, vehicles, cost of travel, documentation and safe passage, wayside facilities and conveniences to the traveller.

IV. Tourism Impacts — the influence of tourism not only on the life-style of the people but in bringing about changes in consumption and production as well as wealth.

3.5 ANCIENT PERIOD

Inscriptions, seals and cave/rock paintings etc. are evidences of travel in the early period. Such evidences suggest that travel was both difficult and dangerous. There was no concept of a safe return. Overland and sea journeys were undertaken but travel was slow, time consuming and route networks were not well developed. The cost of travel was high because wayside facilities were rarely available. Human beings were still subject to the power of nature and travel was seasonal. Yet, three significant developments encouraged travel:

i) The creation of specific paths and routes used primarily by traders and pilgrims, and perhaps adventurers.

ii) Development of specialised vehicles for travel over land and on the water.

iii) Growth of urban centres and later cities along river banks and coastline. Such centres are known to have been established in Mesopotamia, China and India. The growth of cities indicated the need for political and economic contacts and the role of couriers, carriers and caravans became important.

As travel followed a pattern of networks, resting places and food resources were provided along these routes. Soon we see the outpost growing into a market town or a commercial centre that increased the range and scope of travel to distant parts of the known world. With the increase in contacts between the different parts of the world, the
nature of consumption and travel began to change. As a consequence specialisation began to emerge. For example, wagons for goods and chariots for passengers.

With specialisation in vehicles there was an improvement of paths and routes, with paving and distance markers as well as trees for shade. Better routes led to increased knowledge of the fabled wealth and prosperity of distant lands. The consequence were many, like emergence of wars of conquest or trade and commerce.

Check Your Progress 2

1) How did the concept of holiday emerge?

2) Discuss the developments that emerged in travel.

3.6 EARLY EMPIRES

In the West, tourism became established in the Egyptian empires and reached its zenith in the Roman period. In the East the coastal empire in China and the Mauryan Empire in India were known for providing extensive facilities to the traveller. Road networks and transport were systematised into Imperial highways, secondary roads for trade and village paths. Infrastructure for travel like caravan serais, inns, taverns and panthagar were common. Wells were dug, security pickets were placed at convenient distances and dak chowkis were established.

By this time there was a distinction between travel and the phenomenon of tourism. Whereas facilities along the roads were rough and often provided by the state at no cost, well-to-do travellers enjoyed special facilities. They were accompanied by kitchen staff, servants to look after the luggage of the household, tents, animals, food and other stores, water supply, etc. The evidence of such elaborate arrangements indicates a certain sophistication in the ability to travel in style. The traveller not only enjoyed the journey but had home comforts at the destination. The stranger was known to bring prosperity and consume local services and products. All Asiatic cultures have the tradition of courtesy to the stranger. Folklore, folktales, kathas and a variety of literary works do talk of pardesi or athiti. It is perhaps the earliest reference to the traveller as a guest.
3.6.1 Egyptian Civilisation and Phoenicians

The Egyptian civilisation attracted many tourists. The light house of Alexandria was considered one of the seven wonders of the Ancient world. Here we see the genesis of nascent tourism related to curiosity and pleasure. Herodotous, the Greek traveller, has written about journeys enlivened by women playing on cæstevets and men playing the flute, while the rest of the company sang and clapped together during the voyage. On arrival at the destination there was a celebratory feast, often with a sacrifice for thanks giving. There was a lot of wine drinking and festivity at the end of the journey.

Graffiti and messages on the walls were symbolic of the fame of Egypt's monuments. Between April and November many tourists travelled long distances to see the glorious monuments of Egypt. They returned with souvenirs to show off to friends at home. But tourism was seasonal and travel was taken when the weather was pleasant.

The real adventurers, however, were the Phoenicians who extended the boundaries of the known world to the Atlantic in the West and Africa in the south from 11th century B.C. onwards. They also developed overland facilities and used their maritime skills to bridge rivers and develop trunk routes. They were also the first to use money as a form of exchange, which helped the traveller to lighten his load. No longer was it necessary to carry servants and supplies as it was possible to buy food and services along the way.

3.6.2 The Persian Empire

The Persians improved the travel infrastructure because their empire expanded over a large area. They designed roads and developed carrier wagons with four wheels and covered overhead. Along with merchants, who now travelled all along the Mediterranean, the phenomenon of tourism also became established.

3.6.3 Greeks

New dimensions of tourism were developed by the Greeks who had extended the known world east of Africa. Their maritime expertise was based on the growth of the city states along the sea coast. This was because the mountains in the hinterland were not conducive to the development of land routes. Their contributions to the development of tourism were several:

1) They established the system of currency exchange as the currency of some city states was accepted outside the Greek states.

2) The Greek language became the common language in the Mediterranean.

3) The Greeks hosted festivals to attract travellers from all over the world. One important festival was the Olympic games held to display creative athletic skills in honour of the God Zeus.

4) The Greek theatre was also renowned and people came from far and near to see Greek tragedies and comedies. These were a reflection of the manners and philosophy of the time.

5) Scholars came to Greece to debate with its philosophers and to exchange medical skills with physicians and men of science.

6) The city states became attractions for visitors. Athens was a renowned destination then as now. It had hospitality facilities that provided food, accommodation and entertainment like floor shows, dancing girls and gambling.

7) The Greeks introduced the custom of hiring a proxeuros, a native guide who advised tourists on where to go and how to travel safely.

3.6.4 The Romans

The Romans had a keen admiration for Greek manners and life style. However, they refined most of the new developments introduced by the Greeks through their remarkable sense of organisation. They had under their control (both politically and culturally) the largest empire in the West. For a long period the Roman legions brought peace and prosperity to many lands and people. As a result not only the Roman elite but also the trading middle class began to build villas along the coastline and in the mountains as holiday homes. They were served by a slave economy and had the most luxurious artefacts from various corners of the world.
Tourism Phenomenon

Tourism grew in this period for the following reasons:

1) Roman coins were the official currency all over the empire.

2) The empire was served by an excellent and planned network of roads, called the Appian ways and waterways were also in popular use in all parts of the empire.

3) Greek and Latin became the official languages of the empire which stretched from Scotland in the West to the Euphrates in the East.

4) As the wealth and prosperity of Roman citizens increased they were motivated by pleasure, curiosity as well as an interest in the cultures of the people they brought under their control.

5) They developed spectator sports as a relief from boredom. Games and gladiatorial contests were popular events.

6) Sight-seeing trips and excursions took the tourist to Greek temples, sanctuaries and works of art. Egypt and Asia Minor (modern Turkey) were renowned for their magnificent structures and became popular destinations. Unnamed scholars had created an itinerary of the Seven Wonders of the World to which Roman visitors were attracted.

7) Travel to mineral springs or what today we refer as health tourism, was also an important activity. The springs were closely associated with shrines and drew pilgrims as well.

8) Literary references made certain naturally beautiful places an attraction for the educated travellers.

3.6.5 India

In India, during the early period a sophisticated agricultural economy made the export of cash crops an important trade link. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products. Contemporary Greek and Hebrew scholars have noted the wonder of India and her fabled wealth.

Because of the predominance of trade routes over-land crossing between Asia and Europe, trade tours were an important feature of Indian community life. Caravanserais were therefore an important development in this period. From hymns and epic poems we learn that sporting events and ritual sacrifices were also popular festive occasions. The Mahabharat gives an interesting account of such a fair, the kings who attended it and what offerings were made.

The Arthashastra reflects the protection given to merchants and their high status in Indian society. Insurance and safe passage for goods, regulation of prices, weights and measures and the use of gold, silver and copper as rates of exchange also indicate a well developed mode of trade and travel.

The royal capitals were the urban trading and industrial centres with a network of rural settlements to support them. Trade overland and on inland waterways was well developed. Military roads expedited the fast movement of merchant caravans bringing luxury goods to the Royal Court. Brahmin villages evolved into centres of learning attracting journeymen and scholars. At this time the Buddhist Sangha established the tradition of the pilgrimage, when monks went from village to village and court to court preaching the value of the middle path. Rest houses or panthagars were provided for the mendicant traveller. Monastries also attracted the monk, the merchant and the layman.

Several expeditions crossed from Greece via Persia or Mesopotamia to India. But travellers accounts are few. Greek accounts mention that in India chariot roads were well laid out and horses, elephants and camels were a common mode of transport. Trees for shade, wells, rest houses and security were also well organised.

The Arthashastra details the importance of the travel infrastructure for the state, classification of routes and types of vehicles. This is an indication that there was a well developed mode of travel in India for the military, the commercial traveller and the civilian. Travel on inland waterways was also under state protection and regulation.
In cities, bazaars provided access to goods brought from the hinterland. Foreigners were accommodated in serais at the city gates where all services were provided to them. There was strict control over the movements of travellers. They had to carry a note for safe passage from one territory to another. For their entertainment taverns and dancing halls were allowed, but again inspectors ensured that the conduct of the travellers was not unruly. Gambling was licensed and was a source of revenue for the state.

Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. But such movement attracted all those who had business at the court to move with it from the heat and dust of the cities to the rural calm of the summer retreat. An example worth citing here is that of the Mughal emperors. They had great love for nature and travelled extensively. They contributed towards what today we call resort development. The Shalimar and Nishat bagh at Srinagar are some examples. Infact Jehangir travelled annually to Kashmir and in winter to the trans-Vindhya region.

Even today we can identify the travel culture in India's past by the kos-minars (mile stones), baolis, sarais and a network of roads and paths that make all corners of this vast country accessible.

Check Your Progress 3

1) Discuss the contributions made by Greeks for the development tourism.

2) Which of the following statements are right or wrong? Mark ( ) or ( X).
   i) Greeks hosted festivals to attract tourists.
   ii) The Phoenicians could not learn the skills to bridge rivers.
   iii) The custom of hiring a native guide was first started by Indians.
   iv) Mughal emperors developed destinations.

3) Mention the facilities listed for travellers in the Arthashastra.
3.7 SILK ROUTE

Perhaps the most interesting link in the East/West movement of people was the Silk Route. This began in 2000 B.C. and transformed overtime as modernisation and natural causes dictated. The Silk Route is evidence of the fact that in Inter-continental travel inconveniences are disregarded by travellers.

This is also because travel removes people’s ignorance and superstitions.

The Silk Route is reported in travel records, annals and chronicles written for courts and kings, and in the accounts of pilgrims. Meeting to exchange silk, muslin, fine glass, tea, rice and spices, the participants in the emporium trade also exchanged ideas and transplanted production process in different parts of the world. Like other forms of travel, along the Silk Route:

- Stages of the journey were short.
- Travel was generally in winter because the extreme topography and climate made the route one of the most hazardous and yet in terms of wealth most rewarding.
- Navigation was done by the stars when not following the courses of a stream or river.
- Revenue was collected from the traveller as a resource for the state. Larger states lured travellers with shelter and other facilities and lowered taxes to encourage wealthy people to visit their bases, towns and cities because the traveller brought wealth.
- Besides wealth and ideas new technology also formed its way along this East-West axis. For example, irrigation, plants, flowers, printing, paper and gunpowder were also introduced to different countries via the Silk Route.
- The experience of the traveller indicated a frame of mind which may be described as touristic since it involved seeing new places, people and culture, increase knowledge and feel the novelty of the world.

With the fall of the empires, there was a setback to trade and commerce. The mobility of the individual was also much reduced. However, we find the pilgrim and the artisan on his way to the fair as the travellers. The sea-side resorts, the hill stations and spas that were centres of pleasure and recreation fell into disuse by the early medieval period. Yet, because of the development of touristic activities over the years a complex character of tourism had certainly emerged:

1) Because of the complexity of motivations, needs and satisfaction, tourism emerged as an amalgam of phenomena and practices and their relationships rather than as a single or unique orientation.

2) These inter-relationships arise from the movement of people to and their stay at various destinations which provide the dynamic element in the progress of tourism.

3) That tourism gives rise to activities which are distinct from the resident and working population.

4) That tourist movements are temporary and relatively short term in character, with intention to return to the place of residence after the travel is completed.

5) Destinations are chosen for a particular attraction which could be business, vocational or pleasure related.
3.8 PILGRIMAGE

We have seen that wish-fulfilment was an important catalyst that had historically influenced travel. The human community, despite its highly developed capabilities was always faced with problems that defied human solutions. From anthropological symbols to the development of theology, we see the appeal of the supernatural that has been greater than the laws of nature. The Pilgrimage (tirth yatra) was therefore a journey undertaken for betterment on the spiritual and material plane.

The key elements of the pilgrimage are belief and knowledge within a particular cultural context. In traditional societies, a pilgrimage earned god’s grace and moral leadership in the community because sacred rituals and texts sanctified certain places associated with divine revelation. This was true of all religions.

Oracles housed in hot springs, rivers and tanks, along with a veneration of nature were early forms of the pilgrimage.

Different religions (Christianity, Islam and Judaism) are similarly associated with sanctuaries and relics of their martyrs and saints. Pilgrims visited distant shrines associated with their beliefs. The pilgrimage was a release from poverty, war, sickness, persecution and misery beyond the control of human beings. Pilgrims always travelled in a throng and were on the road for a long period of time. They used the facilities of merchants and sanctified the major fairs which were located close to shrines, sacred rivers and tanks. Monastries also provided refreshment and rest to the pilgrim. In many cases people went on pilgrimage not out of devotion but because they enjoyed travelling through unknown lands in order to experience the novelties on the way.

The pilgrims added to our knowledge of geography, and a knowledge of what the world had to offer. They were often adventurers and explores as well as being men of knowledge and culture.

The pilgrimage continues to have both spiritual and social approval and in countries like India the State continues to provide facilities to the pilgrim whose devotion is matched by the desire to see new places and meet other people in the course of gaining punya (merit). In the age of imperialism many traditional beliefs were undermined, but the pilgrimage provided a resource to those who wanted to preserve their cultural identity.

Political events between the two world wars brought about a new morality which resulted in a secularisation of religion. When religion became a personalised experience, Eastern religious experiences and community identity began to reach out and win believers across the world. India too saw the emergence of cult figures who lead an international group of followers (e.g., Mahesh Yogi, Rajneesh and Satya Sai Baba). Metaphysical thought and meditation became an attraction, along with the tradition of Bhakti and Kirtan (e.g., Hare Krishna movement). This reviewed the missionary thrust.

However, this time it was from the East to the West. This search for meaning by an alienated generation was seen as an early form of adventure rather than self-testing or pilgrimage. This was also because the youth travelled on shoe string budgets across the continents to reach their spiritual house in the East.

Today, sociologists have broadened the concept of the pilgrimage to include non-sacred activities like travel to homes of modern “idols” and opinion leaders (film stars and others) rare eco-systems and environmental or ethnic regions. The search for one’s roots is yet another form of pilgrimage that has inspired many across the world to undertake a journey back home.

In a country like India, where for the mass of the people tourism may be economically unfeasible, the pilgrimage is a vital and living experience. With a higher personal income and better education, there is an increasing secularisation of beliefs and pleasure components are being added to the familiar pilgrim routes and itineraries. Consequently monastries, temples and shrines have now begun to advertise special tours because the economic benefits of pilgrim/tourists have become alluring for these trusts. Melas at sacred shrines are now great attractions, apart from the special Kumbh Melas held in Ujjain, Nasik and Allahabad. Pilgrimage sites have also become important tourist destinations because they are so closely linked with the cultural identity of a destination, like Varanasi or Gangotri.
3.9 GRAND TOUR

The term is popularly understood to describe a circuit of Western Europe undertaken by a wealthy social elite for culture, education and pleasure. It is a frequent reference point in the history of tourism in Europe. Most modern studies have a conventional image of the Tour, without recognising that it was the first extensive movement of tourists for which we have primary sources like letters, journals and diaries of tourists. These sources indicate that any extensive movement of tourists is brought about by a particular social and cultural environment, and each country can develop its own perspective on the nature of the Grand Tour.

The impact of such a tour on art and intellectual life, social and economic history as well as literature indicate that the aristocracy was perhaps most visible. However, it is the middle class, both merchant and scribe, who have recorded the passage of the tourist, while the artisan has passed on his craft and skill in the search for a master. There are several debatable assertions regarding the Grand Tour — that it followed a prescribed route and was leisurely in pace. Now, we have evidence of no set pattern being followed and also travelling as fast as possible. It is also questionable that the Grand Tour was an essential part of a diplomatic training or the rounding off of a spell at Oxford or Cambridge. Was it the result of a secularisation of religion? Was the decline of the tour due to the coming of the Railways or changing cultural values with the increase in the size of the middle class? The idea of the Grand Tour as an extensive itinerary for tourists to follow owes something to all these factors in the course of its development. We can mention the characteristics of the Grand Tour as follows:

1) The Grand Tour can be defined in terms of class, which would determine the places visited and the mode of travel. For example, the nobility would follow the court to
resorts in the hills, near lakes or along the coast. The aristocracy and the high officials would follow suit as well as visit renowned centres of learning.

2) The Grand Tour can be defined by the destinations on the itinerary, but such a definition would limit the classes involved in extensive travel.

3) The Oxford English Dictionary defines the Grand Tour as a tour of the principal cities and places of interest in Europe, formerly said to be an essential part of the education of young men of "good birth" and "fortune". This definition, besides being Euro-centric has class limitations and has been broadened to suggest that the tour was of certain places and cities of Western Europe undertaken primarily, but not exclusively, for education and pleasure.

4) Reasons for undertaking the Grand Tour were also diverse: career; education; culture; literary; health; scientific; business and economic. At different times one or more of these motivations could have been the primary one, depending on the social status, cultural environment and trends in transport and accommodation.

5) The Grand Tour itinerary was closely linked to the availability of tourism resources, both relating to trends in fashion as well as facilitation. The timing was also related to seasonal variations as well as events and activities of the concerned individuals. Similar trends affected the length of stay at different destinations.

6) An emergent tourism industry also began to direct tourism flows in the 19th century as commercial facilities were required to supplement the informal and formal arrangements that merchants, pilgrims and tourists had commonly used in earlier times. Thus, accommodation in inns, taverns and rented rooms became common—particularly in the cities. Regular transport services were established and guidebooks were available. There were guides as well as porters. Cycling and walking tours also gained in popularity. Finally, banking arrangements through exchange notes were made to give added facilities to the tourist. The stage was now set for the emergence of a travel organiser (like Thomas Cook) who provided all these facilities to the tourist on his package tours.

7) The Grand Tour made tourism a family affair and soon women travellers began to travel.

This phase of the history of tourism has an abundance of material. The only problem is of selection and analysis, so that it would be available at one place for any time period or destination.

3.10 TRANSITION TO MODERN TOURISM

In Europe the transition to modern tourism came about principally due to the:

- revolutionary changes in technology,
- rising personal incomes due to rapid industrialisation, and
- enterprise of middle class professionals (like Thomas Cook) who began to organise tours for the inexperienced traveller.

In India, British colonialism reproduced the form of tourism at home in the colony. The hill stations became the destinations for the administrative and commercial elites as summer retreats. Beaches along the east coast like, Puri, Waltair and Marina and Juhu on the West Coast, catered to the desire for sea-side holidays. Adventurers, scientists and merchants took to the mountains to explore and map the distant corners of the expanding British interests in the sub-continent. The Railway system made all the resorts accessible to the British tourist and the Indian elite. Railway hotels and guest houses run by the Anglo-Indian community provided impetus to the growth of resorts.

There was a bifurcation in the form of tourism for the middle class and the elite. The pilgrim centres, located in the hills near spa centres or at the confluence of venerated rivers and temple towns continued to draw visitors. The visitors now began to build second homes in these areas which had a regular clientele. The second home phenomenon was responsible for the growth of hill stations like Manali, Ooty and Darjeeling as well as the beach towns of Puri, Waltair and Juhu.
The institutional pattern of the British Indian administration including schools, colleges, courts etc. encouraged the exodus from the towns and cities of India to resort regions in the vicinity. The well-to-do had country estates which were located in rural areas. Travel-for-a-change had become a well established Indian tradition by the time India became independent.

Sir John Sargent, in 1948, began to look at international aspects of tourism. Europe had a committed number of orientalists who were interested in continuing the Indian connection. Besides, there were many Britishers who were unwilling to return to the grim climate of their home country. They were also completely alienated from social manners and culture at home. They were the hang over from the Raj, people who had devoted their lives to India and were not ready to break these ties. Sargent also indicated the economic advantages of international tourism and recommended the setting up of a tourist traffic cell at Indian embassy’s abroad and in the Ministry of Transport to facilitate tourism to India.

Civil aviation had linked India to Europe in the 1930s. The Railways spanned the length and breadth of the country and the Circuit Houses and Dak Bungalows provided a European standard of accommodation, catering and entertainment to the visitor. The trained manpower also existed, apprenticed to the sahib-log during the long years of the Raj. Recreation of facilities like tennis, cricket and golf clubs, theatres and libraries are common features of such resorts. India was now ready to launch itself on the world tourism scene.

1) What do you understand by the term Grand Tour?

2) Why did Sargent suggest to attract international tourists?
3.11 MODERN TOURISM IN INDIA

The Rail network in India placed the means of recreation within the reach of an increasingly large number of people who had leisure time and the income to enjoy it. Apart from the box wallah and the Babu log, the middle class and the working people were also exposed to a travel culture.

The 9 private airlines were incorporated into the public sector corporation, Indian Airlines, with a view to establishing an air transport network to link the remotest areas of the country.

Domestic Tourism was encouraged by providing the Leave Travel Concession, since the new industrial giants in the public sector now provided employment to people from all parts of the country. Youth and students were also provided concessions to travel and study in different parts of the country.

International Tourism was promoted for its economic benefits, particularly foreign exchange earning, which a newly industrialising country like India needed.

In the early 1960s it was decided to establish the India Tourism Development Corporation (ITDC). The idea was to provide western comforts to international visitors at the major tourist attractions in the country. ITDC was to play the role of a catalyst in developing a modern superstructure (like five star Ashoka Hotel) for international tourists. The government set up the infrastructure to promote tourism by establishing Air India International and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Civil Aviation was upgraded into a department. The private sector was invited to establish luxury facilities for the high spending tourist. The first pioneer in this field was Mohan Singh Oberoi, who began his career in hotelering with the Clarks Hotel in Shimla and the Grand Hotel in Calcutta.

By the late sixties the Ministry of Civil Aviation was bifurcated and the first Director General of Tourism, S.N. Chib, began to formulate India’s Tourism policy. He called in UN experts to identify a modern Indian tourist product that explored resources for tourism that would attract the mass tourist looking for a value for money spent at a holiday destination. As a result the Gulmarg Ski resort and the Kovalam beach resort were established. The private sector was encouraged to develop Goa after its liberation from Portuguese rule. The Golden Triangle of Delhi-Agra-Jaipur still continued to be the main attraction for tourists, who still did not see India as a holiday destination.
However, Kashmir valley with its unique houseboat culture and the religions and history of India continued to draw the orientalist, even though India was not really a competitor in the world market.

By this time the travel trade had come of age. SITA World Travels established by Inder Sharma began to package India tours, and is today a front runner in the field of travel and tours, with offices all over the world. Organisations like the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) etc. also played their role. However, the travel trade till today brings only 20% of international tourists to India. This indicates that tourism in the country still has to come of age.

In the 1970s tourism was separated from the Ministry of Civil Aviation and this indicated the growing importance attached to tourism in India. To strengthen the tourism infrastructure State Tourism Development Corporations were set up to provide accommodation and transport facilities at tourist destinations around the country. Almost every state has a Tourism Department which frames the tourism policy of the state.

By 1980 India’s Tourism Policy established the importance given to the expansion of international tourism, although the target of 1 million tourists was still not achieved. Domestic Tourism, a social objective, was in the meanwhile reaching a much larger dimension, estimated at 40 million. A small attempt was made to start collecting data from the states but domestic tourism was never visualised as the main focus of tourism development. The stress on foreign tourism was because of the frequent balance of payments crises faced by the country in this period.

The 1 million target achieved in 1990 remains a milestone in the development of tourism in India. An ambitious National Action Plan (1992) hopes to double India’s share of the international tourism market from 0.50 to 1%, by doubling hotel capacity in the classified accommodation sector to 80,000 rooms and allowing an open skies policy in air transport, including charters. New markets and diverse products like adventure sports, fairs and festivals and golf along with the traditional cultural attractions are now being developed into circuits which cover the main tourist destinations in the country. 1992 was celebrated as the Tourism year. Tourism has been recognised as an industry and many policy benefits and incentives have been given to the private sector to invest in tourism to encourage its growth.

A new feature of the 1980s was the emphasis on tourism education and training. Apart from the Food Craft and Hotel Management Schools, the Indian Institute of Tourism and Travel Management was set up to train tourism administrators under the Ministry of Tourism (now it is in Gwalior). Many universities also began to introduce vocational education, and tourism education was one of the options offered at certificate, diploma and graduate levels.

Check Your Progress 6

1) Why was the ITDC established?
2) What does the National Action Plan hope to achieve?

3.12 LET US SUM UP

A history of tourism developed mainly through indirect sources in the early period. It was only with the onset of 20th century that statistics and information on tourism began to be directly collected.

Trade and pilgrimage played an important role in tourism traffic in the pre-modern times. However, the growth of modern technology, rising incomes and modernentrepreneurships contributed to the emergence of modern tourism.

3.13 KEYWORDS

Euro Centric: A viewpoint which takes into account only European beliefs, ideas and attitudes etc. as a way for looking at the world.

Hinterlands: Areas outside mainstream of urban activity with which normally the urban trade or industry try to force a link. This is done either for markets or supply of raw materials.

Holiday Patterns: The way in which vacations or holidays are undertaken by different sections of a society.

Ideological Leanings: World view of one kind or the other.

Maritime: Connected with activities on the sea.

3.14 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

1) See Sub-sec. 3.3.1. These records help in computing volume of people who travelled, the time of the year and the places visited in travel.

2) See Sec. 3.1.

3) See Sec. 3.2. You may discuss how it is important to study the phenomenon of tourism in a particular sonet at a particular point of time.
Check Your Progress 2
1) See Sec. 3.4. You may discuss the religions and secular sources of the world.
2) See Sec. 3.5. You may discuss the development with respect to growth of track and pilgrim pathways as well as growth of urban centres along river or sea.

Check Your Progress 3
1) See Sub-sec. 3.6.3. You may discuss development of trade and land routes, currency, festivals, culture, academics and host and guide facilities in this context.
2) i) ✓ ii) X iii) X iv) ✓
3) See Sub-sec. 3.6.5. You could mention the facilities given to treading and the way importance was given and travel infrastructure.

Check Your Progress 4
1) See Sec. 3.8. You could elaborate on how pilgrimage is a journey undertaken for spiritual and material wish fulfilment.
2) See Sec. 3.7. You could discuss how the Silk Route contributed to trade, new ideas and technology and to a touristic frame of mind for the traveller.

Check Your Progress 5
1) See Sub-sec. 3.9. You could discuss how the Grand Tour is a circuit of West Europe undertaken by wealthy for culture, education and pleasure.
2) See Sub-sec. 3.10. You could discuss how an orientalist outlook, hangover from the Raj, etc. of Britisers made Sargent look for the potentialities of international tourism.
3) See Sub-sec. 3.10.

Check Your Progress 6
1) See Sub-sec. 3.11. You could discuss how ITDC was set up to cater to international tourism.
2) See Sub-sec. 3.11. You could mention how the plan sets a target for itself in the international tourist market as well as in the domestic market by setting up tourism as an industry.
SOME USEFUL BOOKS FOR THIS BLOCK

David W. Howell : Passport: An Introduction To The Travel and Tourism, Ohio, 1989
Rob Davidson : Tourism, London, 1993
Robbert Christie Mill : Tourism System, New Jersey, 1992
Suhita Chopra : Tourism Development in India, New Delhi, 1992

ACTIVITIES FOR THIS BLOCK

Note: Discuss the results of Activities with your counsellor.

Activity 1
Going by the definition of Tourist, decide who among the following is a Tourist and of what type. If not why?

1) Damle stays in Poona. However, his place of work is in Bombay. He takes a train (like the Deccan Queen) to Bombay and back every day.

2) Ms Vinneta Menon stays in Kottayam and works in a Private Company. The Company has given her a two week vacation plus travel and accommodation expenses. She uses this offer by visiting Mount Abu.

3) Murthy arrived in Delhi for an official meeting which was delayed by three hours. He utilised this time to do some shopping in Connaught Place.

4) Rahul and his friends went to Tirupati for darshan.

5) Salim stays in Ajmer. He visits the Dargah every evening.

Activity 2
On the leftside are given the motives to travel and on the right are the destinations. Mark the correct destination in relation to the motive:

1) Escape (to wildlife) — beach on west coast
   — national park
   — pilgrimage centre

2) Leisure (sun and sand) — beach resort
   — river bank
   — near tanks/ponds

3) Mountaineering and Trekking — Himachal Hills
   — Rajasthan cities
   — Rann of Kutch

4) Escape (from hot weather) — Desert Resort
   — Hill Resort
   — Museums

5) Pilgrimage and Beach — Jagannath Puri
   — Kovalam
   — Khujaraho

6) To see land of forts and places — Sikkim
   — Tamilnadu
   — Rajasthan

7) All luxury — Five Star Hotel, Casino etc.
   — Visit to Monastery
   — Trekking in Mountains
Activity 3
Mention which of the following is an inbound, outbound or domestic tourist/s.

i) James came to Delhi from England to spend a Holiday.
ii) Jogendra Singh and his family are going to Srinagar for two weeks. Their place of residence is Chandigarh.
iii) Vijaya and her four friends are going to spend a holiday in Nepal though they reside in Madras.
iv) Inayat stays in Hyderabad. He visits Ajmer to see the dargah.
v) Kutty has taken American nationality. He travels from New York to Warangal for a holiday.

Activity 4
There are five tourists mentioned in Activity-3, identify their destinations and origin.

Activity 5
Visit a Railway Platform or a Bus Stand. There must be passengers waiting. Ask a few as to their motive/s of travel; whether they have been in touch with a tour operator? If yes why and if not why? their duration of travel? Whether they have planned it or just left it to their friends or relatives? Do this exercise 2/3 times and compare your findings of each visit and prepare a note on the following:

a) Different motivations for travel.
b) More commonly places to be visited.
c) Percentage of those who go for a planned holiday.

Activity 6
Locate a few of your friends who intend to visit places. Try to know what motivates them and accordingly suggest some destinations.
## Tourist Arrivals in India by Country of Nationality During January to December 1996-1998 (Including Nationals of Pakistan and Bangladesh)

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| **EAST ASIA**           |       |       |       |         |               |
| China (Main)            | 5613  | 7369  | 4312  | 31.3     | -41.5        |
| China (Taiwan)          | 8066  | 5721  | 6754  | -29.1    | 18.1         |
| Hong Kong               | 8560  | 10209 | 9562  | 19.3     | -6.3         |
| Japan                   | 99018 | 99729 | 89565 | 0.7      | -10.2        |
| Korea (South)           | 16173 | 15392 | 16321 | -4.8     | 6.0          |
| Korea (North)           | 6560  | 8259  | 2064  | 25.9     | -75.0        |
| Others                  | 276   | 201   | 788   | -27.2    | 292.0        |
| **Total**               | 144266| 146880| 129366| 1.8      | -11.9        |

| **AUSTRALASIA**         |       |       |       |         |               |
| Australia               | 48755 | 50647 | 57807 | 3.9      | 14.1         |
| New Zealand             | 11289 | 11409 | 14720 | 1.1      | 29.0         |
| Fiji                    | 1584  | 1379  | 1917  | -12.9    | 39.0         |
| Others                  | 1435  | 1952  | 5768  | 36.0     | 195.5        |
| **Total**               | 63063 | 65387 | 80212 | 3.7      | 22.7         |
| Stateless               | 1211  | 647   | 183   | -46.6    | -71.7        |
| **Grand Total**         | 2287860| 2374094| 2358629| 3.8      | -0.7         |

Source: Department of Tourism, Government of India
Residential Cell in Caravansarai

Kos Minar — a medieval milestone
Domestic Tourists

Special Interest Tourists
Kazakh Herdsmen — reminding movement of merchants on the Silk Route
Guide explaining to a Foreign Tourist

Tourists enjoying a Rickshaw ride
Ancient paved road — China

Ashoka Hotel — An ITDC Five Star Hotel at New Delhi
Tourists in front of Lal Qila

All smiles - Domestic and Foreign Tourists at a destination
Oak Bungalow

Surai Bakhtawar Khan — a medieval Caravansarai at Faridabad, Haryana
Elephant Ride in a Jungle