UNIT 9 SPECIAL INTEREST TOURISM AND ITS RESOURCES

Structure

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9.0 OBJECTIVES

After reading this Unit you will be able to:

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

9.1 INTRODUCTION

From the history of tourism, it is evident that people used to travel in group for various reasons that include fulfilling of basic needs, expansion of business, safety & security, pilgrimage etc. The motivation to travel also varied from health, relaxation to fun and enjoyment. The purpose of travel had been business, education, religion, medical etc. These purposes developed various types of tourism such as mass tourism, business tourism, religious tourism, social tourism etc. However, information technology,

globalization, conspicuous expenditure pattern, the combination of common interest, fun & enjoyment, curiosity etc. developed a unique type of tourism called *Special Interest Tourism as an alternative to mass tourism*. This term is used to describe recreational travel that is associated with a specific personal interest. Special Interest Tourists search for unique experiences, develop a social network within the niche market, and are the specific target audience for those catering travellers with niche interests, this kind of tourism can be driven by attraction to an activity, or by interest in some feature of a destination (Weiler and Hall 1992).

Lee and Bai 2016, states that Special Interest Tourism refers to specialized tourism involving groups or individuals who want to develop certain interests by visiting sites and place connected with a specific subject. Special interest tourism can be motivated by a desire to immerse oneself in an existing interest (e.g. places related to movie or television series) or the desire to pursue a new interest in a location that might be novel (e.g. place, authenticity) or, indeed, familiar (Swarbrook and Horner1999). In general, Special interest tourism involves seeking customized leisure and recreational experiences (Derrett 2001), as driven by the Specific interest of individuals or groups (e.g. Korean television series fan clubs).

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

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

9.2 TYPES OF SPECIAL INTEREST TOURISM

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

Factors	**Type of SIT**
Geographical Factor	Urban Tourism Environmental Tourism Eco Tourism Mountain Tourism Avitourism
Cultural Factor	Gastronomy Tourism Wine Tourism Gems & Jewellery Tourism Crafts Tourism Textile Tourism Shopping Tourism Gambling Tourism
Social Factor	Historical Tourism Ethnic Tourism Rural Tourism Wedding Tourism Dark Tourism LGBT Tourism Community Based Tourism
Psychological& demographical Factors	Wellness Tourism Medical Tourism Yoga Tourism Sports Tourism Adventure Tourism
Technological Factor	Space Tourism Marine Tourism Virtual Tourism Cinematic Tourism
Economic Factors	Inclusive Tourism Slum Tourism Disaster Tourism

In this section we shall discuss the various types of Special Interest Tourism hereunder:

Gems and Jewellery Tourism

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

Craft Tourism

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

Textile Tourism

This type of tourism has been newly catching up the heights. There are four main sources of textiles such as animals (wool and silk), plant (cotton, jute, bamboo, and flax), mineral (asbestos and glass fibres) and synthetic (nylon, polyester, acrylic and rayon). While Chennai, Tuticorin, Madurai, Salem, Virudhunagar and Tirupur have been major cotton producing centres, on the other hand Bengalure, Kanchipuram, Varanasi, and Chinnalapatti are identified as Silk producing centres of India. India has the unique distinction of being the only country producing all the five kinds of silk namely, **Mulberry**, **Eri**, **Muga**, Tropical **Tasar** and Temperate **Tasar**. Among them, **mulberry silk** is the most popular variety.

Shopping Tourism

Shopping has ever been an inseparable element of tourism. Shopping has become a determinant factor affecting destination choice. While it has been an important component of the overall travel experience, on the other hand, shopping also works as prime travel motivation for some. Therefore,

destinations utilized this immense opportunity as new market trend to influence the tourists by providing them authentic and unique shopping experiences so as to add value to tourist loyalty while reinforcing, and even, defining their tourism brand and positioning. More importantly, shopping, a major area of touristic activities represents a significant source of income to regional and national economy through directly and through supply chain.

Sports Tourism

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

Gastronomy and Wine Tourism

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

Rural Tourism

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

i) low inhabitants in the area,

ii) agricultural and forestry land

iii) traditional social structure and lifestyle

iv) Easily accessible from a popular city / destination

v) Non-requirement of basic infrastructure *(ijresm.com; tourismteacher.com)*.

Mountain Tourism

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

Wedding Tourism

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

Space Tourism

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

- It frees space ambitions from traditional burdens

- It will inspire a new generation of engineers
- The cost of reaching space will go down
- Hypersonic travel could become a possibility
- It will provide a new view of our planet

Space tourism has a number of both benefits and drawbacks. Its advantages include a high public profile, technological innovation and high investor interest. Its disadvantages include a huge initial investment cost and risky operations in a hostile environment. While the only way up to space is via a rocket, there are two ways to come back down: via a winged vehicle, like the space shuttle or Virgin Galactic's Space Ship Two, or via a capsule, like Apollo, Soyuz, and Blue Origin's New Shepard.

Urban Tourism

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

Ethnic Tourism

According to Yang, ethnic tourism is motivated by tourists' search for exotic cultural experiences through interaction with distinctive minority groups and the desire of those groups to use aspects of their culture to create economic opportunities. It provides the chance for tourists to experience aspects of unique cultures, landscapes, and ways of life. It has been widely adopted and promoted as a strategy for economic development and cultural preservation in many countries throughout the world, particularly as many such minority groups are relatively disadvantaged when compared to the majority population and their culture may be viewed as one of their strongest assets. Ethnic tourism signifies the tourists' interests in the customs of the indigenous and exotic people, directly focusing on the local people. In this form of tourism, the tourists visit the residence of local people, observe and

participate in their festivals, dances, rituals and other forms of cultural expressions. Human contacts with the indigenous people become very important in this form of tourism and it involves a study and purchase of local products as well. The importance is given to the special features of local culture as against the control of the homogenizing culture. This inspiration to the locals crops up mainly from the interest of the outsiders in the tradition. Thus, the uniqueness and importance of the heritage are brought before ethnic tourists and, thus, are led to immense in bliss with proud and pride. Consequently,it provides more employment opportunities &income and enhancement in the living standards of local community. Many States of India especially Rajasthan are popular for ethnic tourism.

Dark Tourism

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

Historical Tourism

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

Environmental Tourism

Environmental tourism revolves around visiting unspoiled and relatively undisturbed natural areas, intended as a low impact and often small scale alternative to standard commercial mass tourism. Its purpose may be to educate the travelers, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local Communities. It is also considered to be a step for sustainability of natural resources. Since the 1980s ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience

destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism.

Avitourism

In this type of tourism, tourists would love to visit bird sanctuaries and enjoy watching the activities of birds.

Cinematic Tourism

Travel undertaken with the purpose of visiting the destinations shown in cinemas, movies and reality shows etc is called Cinematic Tourism.

Gambling Tourism

Visiting casino destinations and engaging in gambling activities in the cities visited is called Gambling Tourism.

Photographic Tourism

In this type of tourism, tourists would be interested in taking photographs of natural and cultural elements in the destination visited.

Spa Tourism

Visit to mineral or hot water springs for the purpose of health is called Spa Tourism. It is a year round activity.

Check Your Progress 1

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

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

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

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9.3 FEATURES OF SIT

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

General concepts

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

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

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

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

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

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

Developmental Strategies

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

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

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

Tourist Behaviour

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

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

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

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

9.4 SIGNIFICANCE OF SIT

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

9.5 DEVELOPMENT OF SPECIAL INTEREST TOURISM PRODUCTS

The marketers must study and analyse the market for SIT in two different angles such as tourists' angle and business angle. In the view point of tourists, the special interests of the tourists, their demographical, geographical, cultural, social economical and psychological background must be studied. However, in the view point of business, the marketers must primarily identify the places that meet the requirements of the tourists. Simultaneously, they are bound to consider the political conditions prevailing in the destination, demand of the local investors, legal formalities to be

fulfilled etc. Furthermore, they also have to derive strategies to counter the challenges to be faced at the destination at the execution stage of the program. It is the responsibility of the intermediaries and local stakeholders of the business to make the tourists aware of the obstacles and problems to be faced by the tourists during tour. In nutshell, the following points must be considered while developing products for SIT:

- Tourists' Profile
- Expenditure pattern of tourists
- Motivations of Special Interest Tourists
- Consumption pattern of Tourists
- Expectation and Satisfaction level of Tourists

9.6 DISADVANTAGES OF SIT

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

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

b) It is somehow difficult for TATOs to identify the exact location of the tourists of special interest.

c) Both the TATOs and tourists carry some unavoidable risk.

d) Cost of the itinerary is high.

Check Your Progress - 2

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

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

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9.7 CHARACTERISTICS OF THE SPECIAL INTEREST TOURISTS

The following characteristics may be recognized with special interest tourists:

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

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

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

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

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

9.8 SKILLS REQUIRED TO SPECIAL INTEREST TOURISTS

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

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

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

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

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

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

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

Check Your Progress 3

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

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

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9.9 LATEST TRENDS IN SIT

Current trends in SIT are given as below:

1) **Food Tourism** – travelling to a place with a purpose of tasting and gaining knowledge on different recipes popular at the destination.
2) **Event Tourism (MICE)** – travelling to a place with a purpose of attending meetings, conferences and exhibitions and to enjoy the destination as well.
3) **Wellness Tourism** – undertaking trip to the places with an idea of maintain good health
4) **Medical Tourism** – Travelling to the places with a purpose of getting benefits of world-class diagnosis, medical operations and treatment relatively at a cheaper price
5) **Sports Tourism**–Observation or participation of the tourists in the sports activities, apart from the usual tourist activities at places popular for sports.
6) **Ghost Tourism** – This type of tourism is meant for those tourists seeking ghost hunt & walks and haunted. Though it would not involve any dangerous activities, it would, still, generate a feeling of thrill, fear and haunt.

7) **Volunteer Tourism** – The travel undertaken by the group of people with the objective of improving the living conditions of the places visited. It is also related to disaster tourism and eco-tourism.

8) **Community Based Tourism (CBT)**: Tourism activities undertaken by the local communities at the rural areas with the aim of developing better livelihood in the rural areas with the help of tourism resources available at the rural areas.

9) **Indigenous Tourism**: Travel undertaken by the people with the purpose of attracting others with their indigenous products and services. It is related to cultural tourism.

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

9.10 LET US SUM UP

In this Unit, the evolution of SIT, its advantages, disadvantages, scope, characteristics, features and types are elaborately discussed. Characteristics of special interest tourists include distinctive behaviour, lavishness, exclusive choice, allocentric & adventurous and knowledge oriented. Skills to be possessed by the tourists, such as, conflict management, problem solving, team work, analytical & observational skill and negotiation are elaborated. A study on the factors directly affecting SIT is also made. Light has been thrown on strategy to be applied in developing SIT products. It is also seen that we must consider profile, motivation, expenditure & consumption pattern and expectation & satisfaction of the tourists, while developing strategy. An account of trend present in tourism industry has been appraised.

9.11 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress - 1

1) Refer to Section 9.1
2) Refer to Section 9.2
3) Refer to Section 9.1

Check Your Progress - 2

1) Refer to Section 9.5
2) Refer to Section 9.6

Check Your Progress - 3

1) Refer to Section 9.8
2) Refer to Section 9.7

9.12 FURTHER READINGS

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