

**E-Content: Travel & Tourism Management, Semester 1- 2020-21**

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## **Unit I**

### **Tourism: Concept and Definitions**

Tourism is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is the act of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act. According to the World Tourism Organization, tourists are people who "travel and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Tourism, however long its incident duration, has become an extremely popular, global activity. In 2019, there were over 1.4 billion international tourist arrivals. One of the earliest definitions of tourism was provided by the Austrian economist Hermann Von Schullard in 1910, who defined it as, "sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

### **Three Basic Forms of Tourism**

United Nations classified 3 forms of tourism in 1994 in its Recommendations on Tourism Statistics as follows:

1. *Domestic tourism*, involving residents of the given country traveling only within this country;
2. *Inbound tourism*, involving non-residents traveling in the given country;
3. *Outbound tourism*, involving residents traveling in another country.

UN also derived different categories of tourism by combining the 3 basic forms of tourism:

1. *Internal tourism*, which comprises domestic tourism and inbound tourism;
2. *National tourism*, which comprises domestic tourism and outbound tourism;
3. *International tourism*, which consists of inbound tourism and outbound tourism.

### **Basics Definitions in Tourism**

**Travel:** Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration.

**Visitor:** A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors.

**Trip:** A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns: it thus refers to a round trip. A trip is made up of visits to different places.

**Excursion:** An excursion is a day-trip to a place outside one's normal place of residence for a period less than 24 hours, not involving an overnight stay at the place of visit.

### **Basic Elements/Components of Tourism**

There are three basic components which constitute tourism practice. These are:

Attractions

Accessibility

Accommodation

Amenities

*Attractions*

Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourists to visit one particular destination rather than another. The attractions could be places, like countries, cities, and hill stations; cultural, like sites and areas of archaeological interest; historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks; or events like trade fairs, exhibitions, arts and music festivals, games, etc.

### *Accessibility*

It is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. A tourist in order to get to his destination needs some mode of transport. This mode may be a motor car, a coach, a plane, a ship or a train which enables him to reach his predetermined destination. If tourist destinations are located at places where no transport can reach or where there are inadequate transport facilities, they become of little value. The tourist attractions, which are located near the tourist-generating markets and are linked by a network of efficient means of transport, receive the maximum number of tourists.

### *Accommodation*

The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations. World Tourism Organization in its definition of a tourist has stated that he must spend at least one night in the destination visited, to qualify as a tourist. This presupposes availability of some kind of accommodation. The demand for accommodation away from one's home is met by a variety of facilities like hotels, resorts, hostels, lodges, houseboats, tents etc.

Accommodation may in itself be an important tourist attraction. In fact, a large number of tourists visit a particular destination or town simply because there is a first class luxury hotel or resort which provides excellent services and facilities.

### *Amenities*

Facilities are a necessary aid to the tourist centre. For a sea-side resort, facilities like swimming, boating, yachting, surf-riding, and other facilities like dancing, recreation and other amusements are important for every tourist centre. Amenities can be of two types; natural, e.g. beaches, sea-bathing, possibilities of fishing, opportunities for climbing, trekking, viewing, etc., and man-made, e.g. various types of entertainment and facilities which cater to the special needs of the tourists. Excellent sandy beaches, sheltered from sunshine with palm and coconut trees and offering good bathing conditions form very good tourist attractions. Certain other natural amenities

such as spacious waters for the purpose of sailing or the opportunities for fishing and hunting are also very important.

### **Historical Development of Tourism**

Theobald (1994) suggested that “etymologically, the word tour is derived from the Latin, ‘tornare’ and the Greek, ‘tornos’, meaning ‘a lathe or circle; the movement around a central point or axis’. This meaning changed in modern English to represent ‘one’s turn’. The suffix –ism is defined as ‘an action or process; typical behaviour or quality’, while the suffix, –ist denotes ‘one that performs a given action’. When the word tour and the suffixes –ism and –ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.”

#### *Prehistoric Travel*

In the beginning travel was largely unconscious and a simple affair. People travelled by foot over paths, open fields as also forests. Movement across the landscape was tough adventure requiring great skills and endurance. There were no travel procedures and formalities as there were no frontiers. All human activity focused upon day to day survival. The early hunters were keeping themselves busy in search of basic necessities like food, water and shelter. This often meant difficult and dangerous travel for entire communities. Around 4000 B.C. sailing vessels were built in Egypt. It was also during this period that animals were domesticated and trained to carry and transport community members, tools and agriculture supplies. Invention of the wheel during this period was also an important landmark which made movement of people to distant lands possible. The Sumerians invented the wheel around 3500 B.C. Invention of the wheel had considerably reduced the burdens of travel as also distance. The primary motive for which the travel was undertaken was related to trade, exchange of goods, commerce and the activities associated with it. The traveller in the ancient past was thus a trader and a merchant looking for merchandise and engaging in trade and commerce. There was, however, another type of traveller, whose motive was other than engaging in trade and commerce. This traveller was pilgrim, a scholar in search of ancient texts and a curious wayfarer looking forward to new and exciting experiences. Seeking knowledge was his primary purpose for undertaking travel.

#### *Early Travel Motivations and Knowledge*

The early travel motivation was associated with trade, commerce and knowledge. Throughout history, traders and merchants have travelled to far-off lands in order to trade with other regions and

communities. Some of the earliest travellers probably were the Phoenicians. They were probably the first real travellers in the modern sense. These were also the people who were credited with the invention of money. The invention of money and the development of trade and commerce beginning about 3000 B.C. perhaps can be said to be the most significant development of the time which paved the way for the development and organisation of travel. Early travel in the orient, particularly in India and in China, was also largely based on trade and commerce. Both India and China enjoyed the reputation of being countries of fabulous wealth where trade and commerce flourished. The urge for exploring new lands and to seek new knowledge in ancient and distant lands was yet another motive of travellers in subsequent periods. Although trade and commerce continued to be the strong force for many travellers to undertake journeys to distant lands, seeking new knowledge and exploring the unexplored lands was becoming a strong urge in ancient times. Homer's great work 'Odyssey' records the wanderlust of the ancient Greeks and Romans.

#### *Travel for Religious Purposes*

Travel for religious purposes assumed a significant importance during the middle ages and became a well established custom in many parts of the world. By the end of the Middle Ages, a large number of pilgrims were travelling to the main shrines in Europe and elsewhere. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the holy land. The pilgrimages also provided the necessary impetus for a 'stay at-home' agrarian society to break out of its narrow geographical confines and visit places associated with religion. The powerful influences of a crusading religion that slowly penetrated a foreign land, such as Christianity in Europe and later in America and Islam in Eurasia and Africa allowed an assimilation and perpetuation of very distinctive languages, literature, art, architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

#### *Early Pleasure Travel*

The purpose for travel shifted to pleasure from that of trade, knowledge and religion on the turn of the world from Before Christ (BC) to Anno Domini (A.D). The all powerful Roman Empire (3BC to 3AD) was of great help for this. Romans probably were the first pleasure travellers. Travel received a great stimulus from the good communication system and security of the Roman Empire. There existed a fine network of roads and new roads were built increasingly wherever the Romans went. Travel literature was published extensively giving routes, the names of the roads, distances between places and time required in travelling to them. The Romans were able to travel over a hundred miles in a day using relays of horses. They journeyed primarily to see famous temples in the

Mediterranean areas, particularly the monuments and the famous Egyptian pyramids. The Romans travelled during the holiday occasions, particularly the famous Olympic Games. Spas and seaside resorts which developed during this period may be associated with pleasure travel. Medicinal baths and seaside resorts which were later named as spas were popular with the Romans. The inland spa had its origin in a belief in the efficacy of its mineral waters for medicinal purposes, either by drinking the water or by immersing in it. Subsequent development of spas, after their original use for recreational purposes by the Romans, played a big role in the development of pleasure travel in many counties in Europe. Development of various seaside resorts is also linked with the latter half of the eighteenth century, when people started realising the possible curative effects of sea water. Sea bathing also became very popular and many believed that bathing in sea water was more beneficial than inland spas. The sea side resorts began to appear as an alternative to the original inland spas. This development was a result of a demand for vacation travel. However, the use of these resorts was still confined to those with considerable means.

### *The Grand Tour of Europe*

The Renaissance marked the next important stage in the history of travel. The reappearance of tourism in Europe follows the Italian Renaissance and the development on a full scale urban system and network of roads. By the end of the fifteenth century Italy itself became the object of attention. At this time Italy was Europe's economic and cultural leader. It was, however, totally disunited politically. Wars were fought on Italian soil. These wars played an important part in the dissemination of the Renaissance and the subsequent development of the 'grand tour'. The aristocracy and intelligentsia of north-west Europe represented both the classical heritage and all the latest ideas and inventions. A growing number of young noblemen were being sent abroad to complete their education in France and Italy. The development of the Grand tourism followed a shift in the focus of culture and of economic and political power. The wealthy and educated, of states whose position of dominance in the world was comparatively new, visited counties that had passed their peak of prestige but were still venerated for historical and cultural reasons. Thus Romans visited Greece and the eastern Mediterranean; the English, from sixteenth century onwards, visited Italy. The Grand tourist respected the learning, antiquities and social refinements of the world. The eighteenth century is conventionally considered, the golden age of the Grand Tour, especially the thirty years between 1763 and 1793. With the new wealth of the English bourgeoisie the number of tourists had multiplied. The Grand Tour was no longer an aristocratic preserve. It had been invaded by the bourgeoisie. During this period a great many poets, authors and intellectuals visited Italy and other countries nearby with a view to broaden their knowledge and learn new arts and crafts. The Grand tourists paved the way for the popular tourism of the nineteenth and twentieth century's.

### *The Great Travellers*

A list of some of the great travelers of the world is listed below. Perhaps the earliest travellers from distant lands to the Indian soil were the trading Persians. Evidence of caravans of Persians visiting India lies engraved in the inscriptions dating to the Persian king Darius. There are also references of many known Persians, who visited the Indian soil for commerce and trade. There is also a mention of cultural exchanges between Persia and India. Reference has also been made to the influence of Persian customs in the court of Chandragupta Maurya. Great travellers from various faraway lands visited India. Probably the greatest traveller remembered from distant past is Hieun-tsang. A devout Chinese Buddhist, he made the perilous journey to India around A.D. 633. His main mission was to collect and translate ancient Buddhist scriptures. Some other travellers whose names need special mention are Alexander the Great, Marco Polo, Benjamin of Tudela, Ibn Batutah, Francisco Frair, Alfonso D'Albuquerque and Mark Twain

### *The Concept of Annual Holiday*

The introduction of Annual Holiday in Europe was yet another important landmark which enabled many people to undertake travel in large numbers during the eighteenth century. The annual holiday was the forerunner to the 'paid holiday' which later on was responsible for an extraordinary growth of tourism during the twentieth century. The term holiday derives from holy days associated with religious observances. In the present day parlance it is used generally in a secular sense meaning a respite from the routine of daily workday life and a time for leisure, recreation and amusement. A feature of ancient Rome, Holy days were among the most enjoyable events of the period. These holy days where no regular work was made turned to be called as holidays. There were, however, no general public holidays until the time of the Industrial Revolution. The concept of modern annual paid holiday is very largely an outcome of the post industrial Revolution.

### *Paid Holidays and Tourism*

The concept of modern tourism emerged along with the introduction of holiday with pay. It was in the last quarter of the nineteenth century that increasing attention was paid to the desirability of holidays with pay and at least of cheap holidays for working class people. During this period a few factories gave paid holidays to their workers in some countries in the West. The introduction of annual paid holidays was very largely of English origin and this had important repercussions on the development of mass tourism. The annual paid holiday was established during the interwar period as a reality of a considerable part of the working population. By the year 1939, in UK some eleven million people were covered by the Holidays with Pay Act (1938). Introduction of paid holiday had led to the great mobility of the population, created new industries, resulted in the creation and

growth of many towns of distinctive function and broadened the horizons of millions of people. In fact, the introduction of paid holidays can truly be associated with the development of modern mass tourism.

Modern tourism really got underway in the year 1936 when, at the instigation of its trade union representatives, the International Labour Organisation (ILO) adopted the first convention that was to support serious movements to promote paid holidays and in turn, tourism. The convention on paid holidays was an innovation well ahead of time, when only fourteen countries, mostly European, had enacted general legislation on paid holidays. Soon afterwards tourism experienced an extra ordinary growth. Paid holidays are now established all over the world, and in most countries minimum duration of one to three weeks is specified either by law or by collective agreement between the employer and the workers.

#### *Travel in the Twentieth Century*

By the turn of the twentieth century all the main characteristics of modern tourism were evident in embryo. Changes in mental attitudes towards pleasure seeking, the recognised value of travel for education, increase in material wealth coupled with social prestige, a growing need to find relief from working routine, improvements in passenger transport systems- all these factors produced a fertile ground for the development of excursion traffic on a large scale. Pleasure travel continued to expand in the beginning of the century. However up to the first quarter of the twentieth century, travel including pleasure travel as essentially a luxury commodity within the reach of the privileged sections of the society having both free time and considerable purchasing power. The pleasure tourism had by now assumed a class and a charm of its own associated as it was elegant luxurious quarters, Pullman coaches, prestigious nostalgic long distance trains such as the 'Orient Express' and 'Blue Riband' and Trans Atlantic Liners like the 'Queen Mary'.



## UNIT - II

### Six A's of Tourism

In order for tourism to take place both as a pleasure activity and a business practices certain essential prerequisites must exist, which are grouped together as six A's of tourism:

- *Attractions*: a place or places of visit
- *Accessibility*: means of transport
- *Accommodation*: places of overnight stay
- *Amenities*: available facilities at the destination
- *Activities*: what different things tourists can do at a destination.
- *Affordability*: if the visit is affordable economically and socio-psychologically

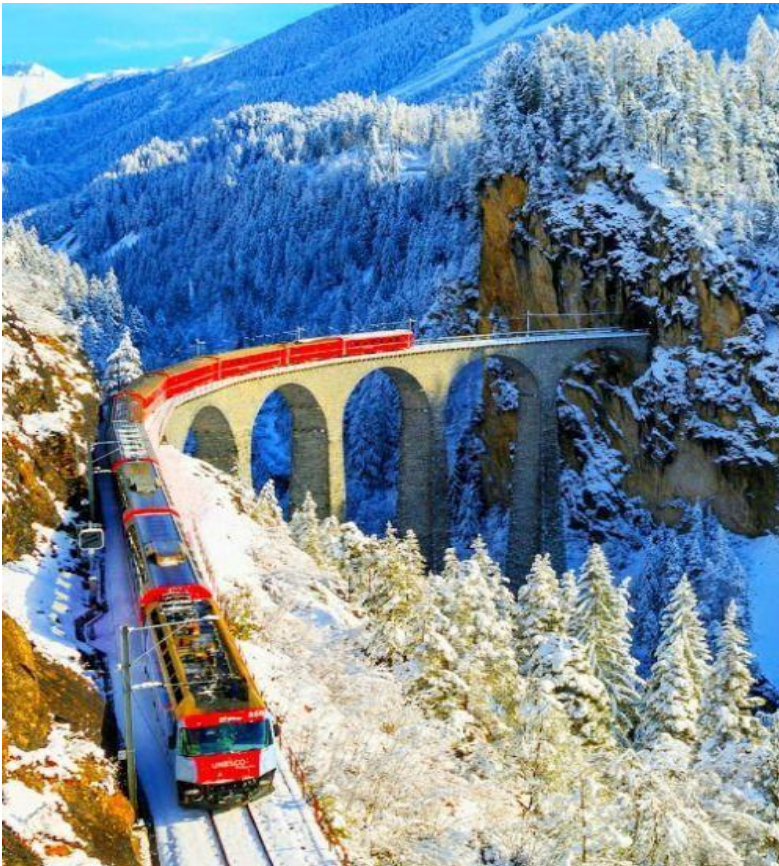
#### *Attractions*

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accommodation away from one's home is met by a variety of facilities like hotels, resorts, hostels, lodges, houseboats, tents etc.

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### *Activities*

People take a break because they want to see and do different things. Some like an active holiday and would like to go for water sports, fishing, nature trails, trekking etc. Others might want to experience local culture and ways of life like visiting a local handloom, having dinner with a local family. Still other would like to visit a theatre, watch an opera, or go to a local museum, while some would rather just sit back and relax, do a sauna, cool off in a swimming pool. A number of activities may be available at the destination to suit various age groups and social backgrounds. Tourists may be attracted to a destination for any one or more of the above activities or attractions located there.





### *Affordability*

This is the sixth 'A' but nonetheless very important to attract tourists to the destination. Tourists should be able to afford the trip in terms of transport costs, accommodation charges, entrance fees at attractions and the number of days, which need to be spent for travel and stay; i.e. they should be able to afford the holiday in terms of time and money. Tour operators prepare package tours keeping affordability in mind. These group tours work out cheaper than individuals booking their own tickets and making itineraries for themselves.



## **UNIT III: TOURISM IMPACTS**

### **Introduction:**

Tourism has become second largest industry in the world in terms of creating employment and generating income. For more than 60 countries, it is the main source of foreign exchange earner. The economy of many countries mainly depends on international

tourism. Tourism contributes a very high percentage of GDP of those countries. For example, Maldives mainly depend on international tourism. There are no industries and nothing is grown there. Tourism contributes about 94% of its GDP. The significance of tourism has been recognized both in developed and developing countries. There is wide spread optimism that tourism might become a powerful and beneficial agent of both economic and social change. Indeed tourism has really stimulated both investment and employment. The tremendous growth of tourism has prompted perceptive observers about the social and environmental desirability of encouraging further expansion of tourism. How far the expenditure on tourists really benefits the locals in the long run?. Does tourism rejuvenate the traditional art and craft of the host community? Should the government give priorities to satisfy the need of tourist rather than local community? Are there saturation levels beyond which further growth in tourism will have negative impact?

The unprecedented growth in tourism in some regions / countries has prompted a host of such questions. As tourism continue to expand, questions regarding economic, social, cultural and environmental aspects of tourism have started emerging and both government and concerned people have started finding answers for such questions. Research on tourism has been highly fragmented. There have to be a systematic study on different aspect of tourism on the life of local community. Until recently, attention was concentrated only on economic impact, with little consideration on socio-cultural, and ecological and environmental impact of modern tourism growth. Recognition of negative impact of tourism on local community has given serious consideration by both government and environmentalists. Evaluation of negative impact of tourism has forced many governments to pass legislation to protect the environmental degradation from tourism project.

### ***The Economic Impact of Tourism***

#### *Tourism and Economy in general*

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism consumption, its economic impact is felt widely in

other production sectors, contributing in each case toward achieving the aims of accelerated development.

A major difficulty in defining the boundaries of the tourism sector is to ascertain what investment costs should be ascribed to the development of tourism. Although heretofore not treated by international agencies as a “sector” in national accounting terms, tourism entails a collection of goods and services that are provided specifically for visitors and would not have been provided otherwise. Because of its interdependence with other sectors of the economy, it is difficult to analyze and plan for tourism. The lack of reliable statistical data hampers identification of the mechanisms by which tourism generates growth, as well as its potential for development. Yet, in those instances where analysis has been carried out and research has preceded planning, tourism’s priority in competing for scarce investment funds has been established. In these cases, long-term programs for tourism development have been designed.

Nature and heritage tourism development has investment needs that differ, in certain respects, from traditional tourist hotel development. There may be a greater need to improve access to the attraction site or facility, and for a mode of development that does not interfere with a sensitive habitat or historic area.

Much of the literature focuses on economic and social benefits of tourism. The positive effects are commonly accepted as increase in total income for the local community, direct and indirect employments and increased foreign exchange earnings. Social benefits include educational, scientific and aesthetic advantage of cross culture contacts. During the last two decades, there have been considerable debates on the social and cultural impact of tourism. While there are specific methods to measure the economic impact but it is very difficult to measure socio-cultural impact. In assessing the socio-cultural impact of tourism, the nature and value system of local community have to be considered.

All countries have agreed that tourism is good for their economic development. That is the major reason that they aggressively promote tourism. Simple method of measuring the impact of tourism is counting international arrivals and foreign exchange receipts. The economic impact of tourism may broadly be classified into direct and indirect. These effects are most intensively researched area of tourism analysis. Most of the research study is concentrated on local area and mainly in developed countries. But, in general, the findings are applicable to most of the countries both developed and developing. There are some of the important factors that influence directly the economic activity in the country.

- a. How much do tourist spends in the area ?. The expenditure by foreign visitors becomes export for the host country.
- b. How many additional jobs are created through the tourist’s expenditure ?.

*Many forms of tourism economic impact:*

Tourists contribute to sales, profits, new jobs, revenue to government and overall economic development of the area. The most direct effect occur within the primary tourism sectors like accommodation, sale of food & beverages, transportation, recreations, amusements, retail trade, and other related tourism service industry. The secondary effect is that the tourism affects most sectors of the economy. An economic impact analysis of tourism activity focuses on changes in sales, employment, income, in a region resulting from tourism activities.

*Direct, Indirect and Induced Effects:*

A standard economic impact analysis traces flow of money from tourism spending first to business and government agencies and then to other sectors of economy. The Economists distinguishes between direct, indirect and induced economic effects. The direct effect is called, as primary effect while indirect and induced effects are called secondary effects. The total economic impact of tourism is the sum total of both primary and secondary effects within a region. Any of these impacts may be measured, as gross output or sales.

Direct effects are reflected in production changes associated with the immediate effect of changes in tourism expenditure. For example, an increase in the number of tourists staying overnight in hotel would directly yield increased sales in the hotel sector. The additional hotel sales and associated payment for wages, salaries, taxes and for other services are the direct effect of tourist spending. Indirect effects are the production changes resulting from various rounds of re-spending by the primary beneficiaries. For example, change in the sales in the linen supply industries, represents indirect effect of changes in the hotel sales. Business supplying materials and services to the linen industries represents another round of indirect effects.

Induced effects are the changes in economic activities from household spending of income earned directly or indirectly as a result of tourism spending. For example, hotel and linen supply employees supported directly or indirectly by tourism, spend their income in the local region for their various needs like food, clothing, transportation, etc. The sales, income and additional jobs that results from household spending of additional income of workers are induced effects. By means of indirect and induced effects, changes in tourism spending can impact, virtually every sector of the economy in one way or the other.

*Measurement of Economic Impact of Tourism:*

Several standard types of economic measurement are made in tourism. But in many countries tourism is not listed as a separate sector in national economy but it is included in the



service sector. The UNWTO has developed the standard international classification of tourism activities, which has been approved by the United Nations Statistical Commission. There are some standard sets approved by the commission.

- Income generated by tourism activities and contributed to national income or GDP.
- Foreign Exchange earned from international tourism.
- Local employment generated by tourism activities. This includes both direct and indirect. People employed in travel agencies, tour operators, hotels, restaurants, retail business, handicrafts, artistes, paintings and other related tourism business. Indirect employments in supporting industries like infrastructure, roads, buildings, bridges etc.
- The multiplier effect: This refers to the stimulus that an external source of income has on the economy. It is the number of rounds of spending in the local economy of the initial tourist's spending. This measures the way in which tourists expenditure filters through the economy and generate multiple economic activities.
- Contribution to government revenue. This includes among others various types of taxes paid by tourists.
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### **Negative Impacts of Tourism**

While tourism helps the economy and society, it also creates a number of social problems. In some developing countries, premature exposure to western ideas and technologies has created a variety of social problems. The introduction of tourism to new region inevitably altered the routine life of the people. In certain country rapid tourism development contributed to high crime rate. The following are the important socio-cultural problems created by tourism growth.

- Land Use: when tourism has to be expanded, naturally more land is required. The farmers refuse to give their cultivable land for developing new destinations. For example, in Karnataka, for developing a new Air port near Bellary, the farmers refuse to surrender their cultivable land. Similarly, in Haryana, the government wanted to develop a new destination on the Disneyland model for which it wanted 1000 acres of agricultural land. The Haryana farmers went on agitation and finally the government dropped the idea of new project.
- Conflict between tourist and local community:  
The hostility between tourist and local community may arise because of ethnic problems, traditions, language, dress, social practices, cultural traditions etc. This may strain the relation between the locals and tourists particularly in developing countries. Resentment to tourists may also grow because of limited use of resources and infrastructure facilities to be shared between locals and tourists.

- Change in the social habits:  
There will be sudden change, particularly among the younger generations in terms of dress, social behavior, and to some extent even vulgarization in their conduct.
- Dislocation of traditional jobs:  
There can also be extensive dislocation of lifelong individual economic activity. The earliest documented example was on the impact of life of Mexican farming and fishing community whose lands were acquired for tourism development. This resulted in the local community depending totally on the income from tourism. In order to get quick money, the local residents may give up their traditional jobs and work in the tourism industry to get easy money. Tourism in Ladakh has seriously affected agriculture. Fishing in the coastal area of Goa is also affected due to influx of large number of tourists.
- Unethical activity:  
Tourism also brought with it all the modern style of massage centers, gambling, theft, robbery, and even prostitutions. This is very much visible in Thailand. Although prostitution is an ancient phenomenon and this service catering to travelers date back to centuries, but today it has reached a stage where services are fully packed and sold. For example, in 2005, more than one million Japanese tourists visited Thailand, Philippines, South Korea and Hongkong on tours called "Trips for men only". Prostitution resulting from tourism has reached crisis level in countries like Thailand, Nepal, Vietnam, Caribbean Island and parts of East Africa. It has taken a shape of organized industry. Unfortunately, in some countries, even the government encourages sex tourism because of foreign exchange.
- Decay of local culture:  
Tourism has undoubtedly contributed much to the widening of mental horizon, particularly in Europe. Very little cross-cultural fertilization have been achieved. There is visible evidence in some South Asian and ASEAN countries, where tourism has had a negative impact on local culture. It is impossible to ignore the political implications of tourism, which creates neo-colonialism. Tourism has made culture as a commercial commodity. Music, dance, ceremonies, rituals and traditions have become marketable commodity and lose relevance to the local people. This may result in lowering the dignity of the local community and watering down their customs and traditions.
- Rift in the Family:  
Because of tourism, the younger generations may get easy money. It may result in spending more money on undesirable purpose. The younger people may not listen to

the advice of the elders. This leads to more misunderstanding and rift in the family.

- **Tourism and Crime:**

It is apprehended that tourism generates crime. Many researchers have perceived a positive correlation between tourism and crime. In underdeveloped and developing countries, where unemployment is high, the younger generation finds it more lucrative to rob the tourist in different ways. In many African countries, the tourists are robbed at knife point, in beaches or in other destinations even during the day time. Another important aspect of crime is related to illegal poaching of animals. The ivory of elephant, claws tiger and skin of tiger and other animals are in great demand. The locals may smuggle these items and sell it tourist for a very good price.

***Ecological and Environmental Impact:***

Tourism development has experienced tremendous expansion in the last two decades. The growth of tourism development has brought a wide variety of impacts ranging from economic, social, cultural, ecological and environmental problems. While the overall environmental impact is probably less than that of most of other manufacturing industries developed on a smaller scale, still its negative impact has to be seriously viewed and stopped. Massive and intensive development of tourism in some countries is ringing an alarm bell. Unless we decide and take up corrective steps in the beginning stage only, it may lead to disastrous consequences. Environment, whether natural or manmade is essential component of tourism. Modifications are inevitable for a tourism development. But these modifications shall be done aesthetically and within the permissible limit. We can use all resources at present, making full provision for future use by our next generations.

As tourism moves into twenty first century, the enterprise will have to make the protection and conservation of ecology and environment top priority. Because of fast development, the tourism is occupying a center place in the planning and development many countries of the world. Tourism is not only a powerful economic force but a force in the physical environment as well. Projects that are economically beneficial but environmentally not desirable may not be taken up. Profitability in tourism depends upon maintaining the sustainability of attraction of the destination. It is being recognized that tourism must preserve and protect the environment so that people will continue to travel and enjoy the destination for a long time.

Tourism has the power to enhance the environment, to provide funds for conservation, to preserve culture and historical monuments and to protect natural attractions. At the same time, if tourism is not properly planned and developed, it can also destroy vegetation, create over crowd little tracking areas, pollute beaches, eliminate open space, create sewage problems

and result in catastrophic consequences. Therefore, more and more emphasis is being placed upon proper planning in destination development. Countries and regions have started seeking protection of their environment and values from influx of mass tourism. It does not mean that we should stop the development of tourism. But basically it means that a proper balance has to be maintained between the growth of tourism and protection of ecology and environment.

It is being recognized all over the world that tourism must preserve, conserve and protect ecology and environment and natural attraction to make it sustainable. Many countries have developed new concept such as Eco-Tourism, Nature Tourism, Responsible Tourism, Carryingcapacity concept of tourism development etc. The “World Travel and Tourism Council” has issued a position statement in which it has examined various negative aspect of tourism and focused on its seriousness. It mainly stressed on global warming, depletion of Ozone layer and pollution.

## **UNIT IV: TOURISM ORGANISATIONS**

### *Introduction:*

For any industry or discipline to develop, an organization is an essential prerequisite as it plays a vital role in its proper planning, development and growth. Organization consists of individuals, whose primary role is achievements of objectives for which it has been set up. To

achieve the objectives, the group action is more effective than individual action. It becomes easy to obtain cooperation from private people and from public authorities for an organization than for an individual. Tourism industry has a complex function to perform. In order to make it develop on a sustainable basis, a number of guidelines have to be followed. To frame these guidelines and to ensure their implementation, a number of organizations have been established at regional, national and international levels. These organizations perform the catalyst, planning, development and promotional functions within the destinations. These functions have to be carried out with high degree of cooperation between the public and private sectors at all levels of destination hierarchy. The destination hierarchy provides a geographical classification and sub- classification of the world. There are a number of organizations, which help the tourism industry to grow on a sustainable basis. The following are the important organizations at the international levels.

***United Nations World Tourism Organization (UNWTO):***

The UNWTO is the most recognized and leading international organization in travel and tourism industry all over the world. It serves as a global forum for tourism policy, issues and a practical source of tourism know-how. It has 150 member countries and more than 500 affiliate members representing local government, tourism associations, educational institutions, and private sectors like airlines organizations, hotel groups, tour operators, etc. UNWTO is a specialized agency of the United Nations, with its head quarters at Madrid, Spain. UN specialized status entitles UNWTO to participate as a full member in all the activities of United Nation. The organization's participation will enable it to highlight the role of tourism in the socio-economic development of the nations.

The UNWTO is a specialized agency, with an autonomous status, has its own charter, budget, governing board, staff, and carries on its routine administration. They make annual report to the economic-social council. The general assembly can review the functioning of UNWTO. The UNWTO is vested by the UN with a central and decisive role in promoting the development of responsible and sustainable tourism development. It also has to bring international understanding and world peace. In pursuing this goal, the UNWTO has to give particular attention to the development of sustainable tourism.

The United Nations World Tourism Organization was started as "The international Union of official tourist publicity organization" in the year 1925 in Hague. It was renamed as "The international Union of Official Tourism" in 1945, after the second world war. Its head quarter was shifted to Geneva. In the general assembly meeting in May 1975, it was again renamed as "United Nations World Tourism Organization (UNWTO). The secretariat was

established with a huge campus in Madrid, Spain which the Spanish government provided freely. It also decided to celebrate 27<sup>th</sup> September of each year as the “World Tourism Day from 1980. It has been playing a pivotal role in the field of travel and tourism at the international level. It is acting as an umbrella organization and plays an important role as a catalyst in promoting tourism, technological transfers and international cooperation in stimulating sustainable tourism development. It also helps in developing public-private partnership (PPP) in tourism development.

The UNWTO plays a central and decisive role in promoting the development of responsible sustainable and universally accessible tourism with giving special attention to the needs of developing countries. The UNWTO encourages the implementation of the Global Code of Conduct for tourism with a view to ensuring those member countries, tourists’ destination and tourism business maximizes the positive economic, social and cultural effects of tourism and fully reaps its benefits while minimizing its negative effects.

*Aims and Objectives of UNWTO:* The following are the important aims and objectives of the UNWTO.

1. The fundamental aim of the organization shall be the promotion of and development of tourism with a view to contributing to the economic development, peace, prosperity, and universal respect for and observance of human rights and fundamental freedoms for all without discrimination as to the race, sex, language, caste, creed, or religion. The organization shall take all appropriate action to attain this objective.
2. In pursuing this aim, the organization shall pay particular attention to the interest of developing countries in the field of tourism.
3. In order to establish its central role in the field of tourism, the organization shall establish and maintain effective collaboration with appropriate organs of the United Nations and its specialized agencies. In this connection, the organization shall seek a cooperative relationship with and participation in the activities of the United Nations Development programme, as a participating and executing agency.

*Membership to the UNWTO:* There are three types of members namely:

- Full members: This type of membership is open to all sovereign states.
- Associate Members: This type of membership is open to all territories or groups of territories which are not responsible for their external relation. Territories or group of territories may become associate members of the organization, if their candidature has the prior approval of Member States which assume responsibilities for their relations. Such candidature must be approved by the General Assembly through voting by two-third majority of the full members present.
- Affiliate Members: It shall be open to international bodies, both governmental and non-governmental which are concerned with specialized interest in tourism. It includes a wide range of companies and organizations working directly in tourism and related sectors like, Airlines, Cruises, Hotels and Resorts, transport company, travel agents and tour operators.

*Organizational Structure:*

- General Assembly: It is the supreme body of the organization. All the full members and associate members can participate in the meeting and vote. But the affiliate members can participate in the meeting but they do not enjoy voting rights.
- Executive Council: It is the governing body of the organization which carries on routine administration. It consists of 27 members elected in General assembly and meets twice a year. The members hold the office for a period of four years.
- Regional Commission: To address the regional problems effectively, the organization has established six regional centers- Africa, America, East Asia, and the Specific, Europe, the Middle East and South Asia. Each region receives special attention from its regional representatives who are the full and associate members from the particular region. These members discuss the regional problems and try to find solution either locally or bringing it to the notice of the head office.

The UNWTO is engaged in many activities relating to the development of tourism on a sustainable basis all over the world. The transfer of "Tourism-know how" to developing countries is a major challenging task. The UNWTO projects on tourism are based on the policy of sustainability, ensuring that economic benefits of tourism development shall not affect the social-cultural, ecological and environmental balances. It is also well known for research and statistical information which has set an international standard for tourism measurement. It measures the tourism impact on economy, prepares the forecast, and makes the result available on its web-sites. Human resources development is another goal of the UNWTO. It sets standard for tourism education, training and accreditation program for research institution. The UNWTO attempts to facilitate world travel through elimination or reduction of governmental restrictions for international travel. It also takes up measures for

standardization of Passport, VISA, and other travel formalities. It also tries to improve the quality of tourism education, safety and security of tourists.

***World Travel and Tourism Council: (WTTC)***

It is the forum for world business leaders in travel and tourism. Chief Executives of more than one hundred of the world leading travel and tourism companies are its members. These members include CEO's from accommodation, Catering, Cruises, Entertainments, Recreations, Transportation, and other travel and tourism related services. WTTC is the only international body representing the private sectors engaged in tourism from all parts of the globe. Its daily operations are carried in in London office. It has 19 Executive members which meet twice in a year. WTTC has a unique mandate and overview on all matters related to travel and tourism. it works towards raising awareness among all the stakeholders of tourism sectors all over the world about the importance of tourism as an engine for economic development.

*Origin and Growth:* In the late 1980's a group of CEO's led by James Robinson, the chairman and CEO of American Express came to realization that, although travel and tourism was the largest industry in the world and the biggest job provider, suitable recognition has not been received from both government and public. The voice of the industry has not been heard and there is a need for consolidated data for presentation to policy makers. This realization has led to the first meeting of many leaders from travel and tourism industries at Paris in 1989. This resulted in the establishment of "World Travel and Tourism Council" in 1990. The first AGM was held in 1991 with 32 members in Washington D.C which deliberated the following issues.

- Promoting awareness about travel and tourism.
- The economic contribution of travel and tourism industry to World GDP.
- Expanding market in harmony with environment.
- Reducing barriers to growth.



*Economic Growth:* By 1993, the membership increased to 68 and WTTC was focusing on developing its economic research with its partner Wharton Economic Forecast Association. The newly developed tourism Satellite Account (TSA) offered its members the facility of substantiating their message with concrete figures, which have become widely recognized as a highly credible resource. In 1999 the TSA was recognized by the United Nations Statistical Commission at the world conference on the measurement of economic impact of tourism. It should be noted that with its current partner “Oxford Economics”, WTTC produces economic impact studies and forecasts for over 180 countries around the world.

The WTTC expanded its activities during the later part of 1990’s to include tourism education and training, sustainable development of tourism industry particularly in tourism.

*Mission:* WTTC is a forum for business leaders in the travel and tourism industries. With more than one hundred CEO’s of world’s leading travel and tourism companies as its members, WTTC has a unique mandate and overview on all matters relating to travel and tourism.

*Roadmap for New tourism:* In 2003, WTTC published its milestone blueprint for new tourism, providing a new strategic framework to ensure that travel and tourism works for everyone in future. It advocated promoting travel and tourism as a partnership, fusing the efforts of both public and private sectors, delivering the results that match the economic needs of local community. The roadmap included:

- The government should recognize the importance of travel and tourism and giving it top priority.
- The travel and tourism business should balance the economics, culture and environmental aspects properly.
- The benefit of growth and prosperity should be shared by all the stakeholders.

The WTTC has been working for a sustainable development of travel and tourism all over the world, with special emphasis on developing countries. Its high quality and authoritative research in the travel and tourism industries have helped many countries to adopt sustainable plan for tourism development. The rich experience of its members in tourism and its willingness to collaborate with member countries to plan for its growth of travel and tourism industries all over the world. WTTC mission is to maximize the sustainable potential of travel and tourism which should ensure the benefits to all stakeholders in the industry. The overall

activities of WTTC may be summarized under the following three broad themes.

***Pacific Asia Travel Association: (PATA).***

PATA was founded in the year 1951 as a non-profit corporation to stimulate interest in Pacific region as a vacation land and to develop, promote and to facilitate travel to and among many Pacific destinations. The association had 44 members in the beginning. Its aim was to bring together government, airlines, steamship companies, hoteliers, tour operators, travel agents and a wide range of other tourism related organizations. Today, PATA is the global leader in Pacific Asian countries. Members exchange ideas, seek solution to problems and participate sharing the benefits of travel and tourism in Asia and Pacific areas. At present it has more than 2000 organizations as members as its members worldwide. The association has become an important source of information in the field tourism market, destination development, tourism education, sustainability and other travel related activities.

As a nonprofit organization, PATA was set up with the objective of developing, promoting, and facilitating travel to and within the Pacific area and south east Asian region. It primarily operates in United States of America market which is the world's largest travel market. The association provides the meeting point for the people involved in all types of travel trade from its member countries. It focuses attention on travel opportunities in member countries, builds up greater awareness and specific contracts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire tourism industry must work together to develop an ever increasing flow of pleasure travel from which each member will derive a fair share of the total business.

*PATA Activities:* The future of tourism industry depends on protecting the region's environmental, heritage, and cultural resources. The PATA develops the industry by taking a lot of initiatives and sponsors conservation conferences to ensure sustainable growth. It helps the upcoming destinations to bring a sustainable development of tourism by building a good infrastructure and providing expertise knowledge in different areas through its research, development, education and marketing councils. PATA serves as a central source, supporting its members in all aspects of travel and tourism. The promotional activities are a major function of PATA. It brings out a number of research publications which gives a wide range

of information on all aspects of tourism.

***International Air Transport Association (IATA):***

In the post second world period, passenger air traffic increased considerably all over the world. A need for controlling and regulating the air traffic was felt. The president of USA, Franklin D. Roosevelt, called an international convention in November 1944 at Chicago. The convention agreed to establish an international agency to control, coordinate and regulate air traffic all over the world. As a result IATA was founded in 1945 by airlines of several countries to regulate the civil air transport all over the world. It is the successor to the international air transport association founded at Hague in 1919. As a non-governmental organization, it drew its legal existence by an Act of Canadian Parliament in 1945. The IATA is a voluntary, non-governmental organization and its membership is open to any operating airlines, which has been licensed to provide scheduled air services by the government. The following are the objectives of the IATA:

- To ensure safe, regular and economical air transport for the benefit of people all over the world.
- To provide means for collaboration among different airlines.
- To prevent economic waste caused by unreasonable competition among the airlines all over the world.
- To promote and develop sustainable international tourism.
- To provide a common platform for travel agencies and tour operators for interaction and finding solution for their problem.
- To provide education and training for its members.
- To cooperate with international civil aviation organization and other international and national organizations concerned with civil aviation.

***Membership:*** There are two types of members:

1. Active Member: Any airline which has been licensed to operate a scheduled air services by the appropriate authority between territories of two countries are eligible to become active members. At present there are more than 250 active members from 200 countries.

2. Associate Members: This type of membership is open to any other organization / enterprises which is operating in transport, hotels, resorts, travel trade and directly or indirectly involved in any tourism activities.

*The Activities:*

The IATA's main object is to ensure that all airline traffic all over the world moves with the greatest possible speed, safety, convenience, with efficiency and economy. For airlines, IATA provides machinery for finding joint solutions to problems beyond the resources of any single company. It has become a means by which they knit their individual routes and traffic handling practices into a worldwide public service system, despite differences between languages, currencies, laws, and customs. It is a pool of experience and information which can be shared by all the members.

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