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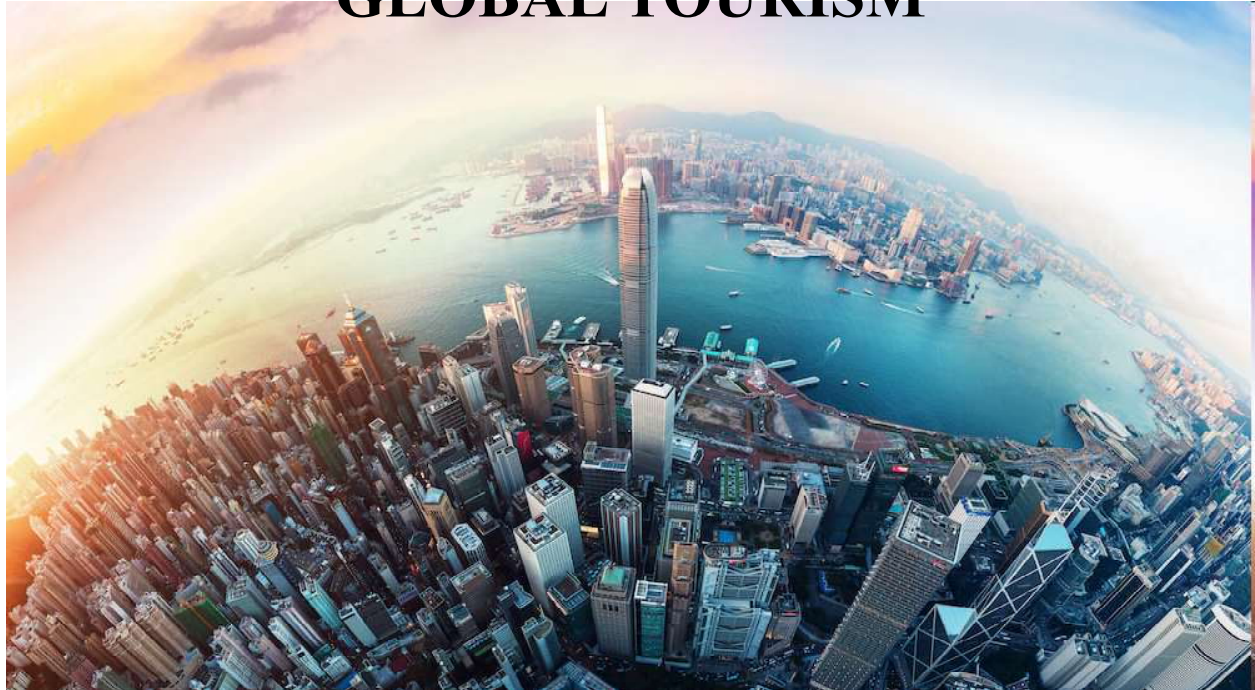


**OPEN UNIVERSITY**

**MUKTHAGANGOTRI, MYSURU- 570 006**



**MBA IV SEMESTER  
GLOBAL TOURISM**



**Department of Studies and Research in  
Management**

**MBSC - 3.3 E**

**Block - 1 to 4**

**DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT**

**M.B.A IV SEMESTER**

**COURSE - MBSC - 4.3 E**

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**GLOBAL TOURISM**

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Printed and Published on behalf of Karnataka State Open University. Mysuru-570006 by  
**Registrar (Administration)-2022**

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## **BLOCK 1: GLOBAL TOURISM**

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### **UNIT-1: INTRODUCTION**

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#### **STRUCTURE:**

- 1.0 OBJECTIVES
- 1.1 INTRODUCTION
- 1.2 TOURISM PRODUCTS AND SERVICES
- 1.3 TOURS
- 1.4 TOURISM: FORMS AND TYPES
- 1.5 THE CHANGING TRENDS IN TOURISM
- 1.6 SUMMARY
- 1.7 KEY WORDS
- 1.8 CHECK YOUR PROGRESS
- 1.9 KEY TO CHECK YOUR PROGRESS
- 1.10 REFERENCE

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## 1.0 OBJECTIVES

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### To study the induction of global tourism:

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

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## 1.1 INTRODUCTION

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### Defining Tourism

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

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

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

(I) Tourism - the activity of temporary visitors staying at least 24 hours for leisure, business, family, mission or meeting.

(ii) Excursion - the activity of a temporary visitor staying less than 24 hours but excluding people in transit.

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

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

day visits and excursions."

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

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

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

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

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

**In International Tourism you will come across two other terms:**

- (i) Inbound: This refers to tourists entering a country.
- (ii) Outbound: This refers to tourists leaving their country of origin for another.

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

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## **1.2 TOURISM PRODUCTS AND SERVICES**

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

The purchase of a tour is a speculative investment by the tourist, who anticipates the pleasure the consumption of such a product will result in. Tourist consumption and anticipation are related to services that after the basic necessities and comforts are provided, leisure activities are also organised.



However, it has often been said that selling tours is similar to selling dreams. For example, a tour is more than buying a mere collection of services like an aircraft seat, a hotel bed, meals and the opportunity to see the Taj Mahal. The tourist is buying, temporarily, a strange environment including unique climatic and geographical features and intangible benefits like bargain, luxury service, hospitality, atmosphere, a culture and heritage.

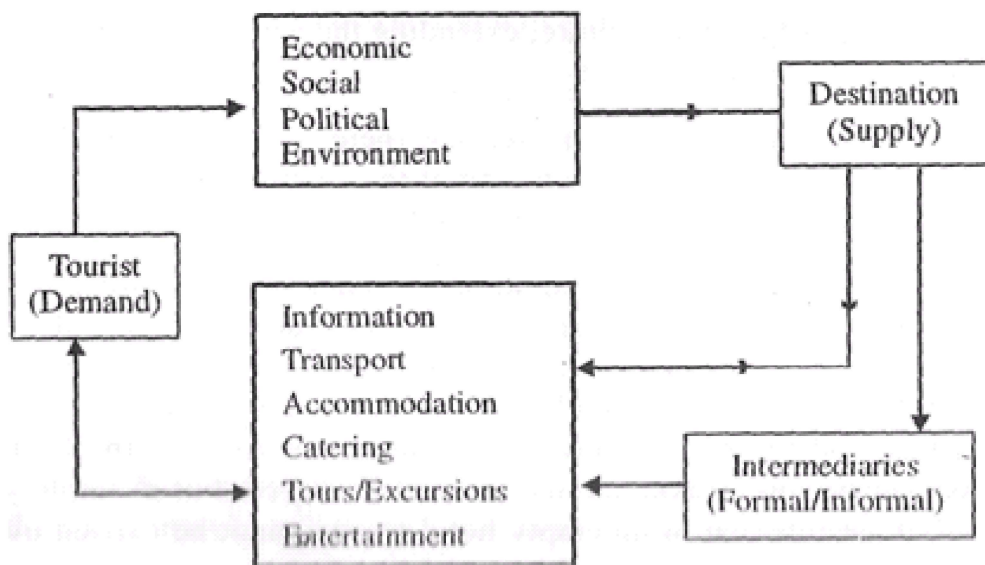
The tourist product is, therefore, both, a physical as well as a psychological construction which is challenged to transform dreams into reality. The problem in meeting such a challenge is that different cultures have different priorities and codes but the global tourism professional requires a universal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

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

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

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

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




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### 1.3 TOURS

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

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

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

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

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

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

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

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

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

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

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

### **Tourists**

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

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## **1.4 TOURISM: FORMS AND TYPES**

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

Forms and types of tourism emerge within the context of changing social values. For example, in modern society, the value of 'being' has been superseded by the value of 'having'. Possession,

property, wealth, egoism and consumption have become more important than community, tolerance, moderation, sensibility and modesty. As a result, in all parts of the world:

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

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

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

- (1) Create a holiday mood by emphasising informality, abandonment, serenity, freedom, pleasure.
- (2) Show lime, standing still, romanticism and relaxation, peace and space.
- (3) Show something beautiful that is not available at home. And typical holiday symbols like the sun, a beach umbrella, a palm fringed coastline, etc.
- (4) Show people from other cultures, always beaming, happy, friendly and idle.

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

### **1. Rest and Recuperation**

Taking a rest from everyday life; relieve the stress of societies that have shifted from manual to

sedentary work. Tourism as diversion or compensation to holiday destinations is what may be called holiday or vacation travel which is focused on resorts and beach holidays, both domestic and international.

## **2. Escape**

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

## **3. Communication**

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

## **4. Culture and Education**

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

## **5. Freedom**

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

## **6. Health**

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

## **7. Special Interest Tours**

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

## **8. Adventure and Wild Life**

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

## **9. Convention Tourism**

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

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

(1) The ridiculous tourist who is dressed in funny clothes and views everything through the lens

of a camera.

(2) The naive tourist who is inexperienced in travel, always asks unnecessary questions and has no language skills.

(3) The organised tourist who feels at home with a guide and a group of fellow tourists.

(4) The ugly tourist who behaves as if he owns the world.

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## **1.5 THE CHANGING TREND IN TOURISM**

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Tourism had transformed considerably from its earlier motivations, i.e., mainly business and religion, by the 19th century. In Europe and America it is now a part of the life style of not only the aristocracy but also the merchants and the professional class. It has come within the reach of the industrial work force as well.

Between the two World Wars, in the industrialised countries, the mass of the people has higher expectations and greater entitlements. This was because of increasing incomes and holiday entitlements. Technology brought the means of transport (particularly the automobile) within their reach and material conditions of life were much better than the days of depression with the postwar economic boom. In the 1960's the postwar economic boom began to spread much more widely and international tourism began to reach mass markets around the globe. Such changes were bound to have an impact not only on the nature of tourism but also on the numbers participating in touristic activity.

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## **1.6 SUMMARY**

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Over the years the definition of tourism has undergone a change along with the historical changes. The purchase of a tour is a speculative investment by the tourist, who anticipates the pleasure the consumption of such a product will result in. Tourist consumption and anticipation are related to services that after the basic necessities and comforts are provided, leisure activities are also organised. Tours can fee within national boundaries or in any place in the world. Such a decision will have an impact on the economy of both, the- country of origin and the tourists' destination site. Taking a rest from everyday life; relieve the stress of societies that have shifted from manual to sedentary work.

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## **1.7 KEY WORDS**

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1. Tourist
2. Tourism Product
3. Accommodation
4. Convention

---

**1.8 CHECK YOUR PROGRESS**

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- 1) Explain in brief tourism products and series.
- 2) Explain the characteristics motivation of a tourist.
- 3) Discuss the various forms and types of tourism
- 4) Write a short notes on changing trend in tourism.

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**1.9 KEY TO CHECK YOUR PROGRESS**

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1. Refer Section 1.2 and 1.3
2. Refer Section 1.3
3. Refer Section 1.4
4. Refer Section 1.5

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**1.10 REFERENCE**

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
3. International Tourism - Jag Mohan Negi
4. International Tourism - Babu P.George
5. Global Tourism - B.S.Badan

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## **UNIT-2: GLOBAL TOURISM TOWARDS AN INTEGRATED APPROACH**

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### **STRUCTURE:**

- 2.0 OBJECTIVE
- 2.1 INTRODUCTION
- 2.2 PRIME CAUSE OF ENVIRONMENTAL DAMAGE
- 2.3 GOVERNMENT INVOLVEMENT
- 2.4 COMMUNITY APPROACH
- 2.5 SUMMARY
- 2.6 KEYS WORDS
- 2.7 CHECK YOUR PROGRESS
- 2.8 KEY TO CHECK YOUR PROGRESS
- 2.9 REFERENCES

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## **2.0 OBJECTIVE**

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To study the integrated approach of global tourism.

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## **2.1 INTRODUCTION**

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The development of tourism is occasionally undertaken in such haste and without proper planning that it simply outstrips the local infrastructure and resource base, resulting in unexpected costs which further reduce its overall economic benefit to the community. The problem here is tourism's diverse and uncoordinated structure, with numerous individual entrepreneurs striving to make a profit within their own short-term horizons:

Examples include the construction of hotels on Majorca without proper transport and sewage linkages, the continued construction on both Ibiza and Majorca despite clear warnings of insufficient water, and the rapid and heedless construction of hotels on the coast of Kenya, which now struggle to reach 50 per cent occupancy owing to the unforeseen coincidence of the European tourist season and monsoon rains in Kenya.

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## **2.2 PRIME CAUSE OF ENVIRONMENTAL DAMAGE**

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Elsewhere the tourists themselves are the prime cause of environmental damage, although the destruction is usually unintended because most visitors come to admire a scene or event and the businessman's prosperity depends on an amenity's survival. Sochor (1976) reports more than 300 mountaineering expeditions since 1949 have caused widespread deforestation, pasture destruction, and serious accumulation of litter on the slopes of Mt. Everest and other peaks in the Himalayas. Stonehenge has been placed behind a perimeter fence to protect it from the pressure of countless feet which were compacting the soil around the stones and threatening to tilt and topple the remaining lintels.

It becomes evident from this short review that tourism, as an agent of transformation, can change the social, economic, and physical relationships of communities where it has been adopted. These changes are often slow to emerge or to be appreciated because they can be both desirable and detrimental, so when the net balance is finally determined it is often too late to reverse or redirect the development process. In fact a good simile for the modern tourism industry would be that of a household fire. When the fire is contained and managed within the hearth it offers beauty and comfort to the household. When it runs out of control it can destroy the very household it was designed to support.

To maximize the benefits and minimize the disadvantages of tourism's power to transform resources and host communities, it is necessary to formulate clear planning and management policies.

A logical source for such planning would be the government, because "the reasoning prevails that the environment and its resources belong to the people who inhabit an area. Given this outlook, responsibility and accountability for tourism management lie with the government empowered to represent the people" (Kaiser and Helber, 1978, 12). Government involvement, however, has been slow to emerge in the laissez-faire economies of the West, and has only come to the fore with the development of mass tourism and its consequences on national trade accounts.

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### **2.3 GOVERNMENT INVOLVEMENT**

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Government interest in tourism stemmed from concern over its economic significance, particularly its sources of revenue. According to Lickerish and Kershaw, as quoted by Middleton, this alone was sufficient reason for government intervention in the development of tourism:

Justification of such intervention is the tremendous financial stake, taxes paid by various enterprises, indirect taxes paid by visitors and the employment provided in areas where alternative ways of earning a living are not usually available (Middleton, 1974, 11).

Thus, it comes as no surprise that the governments at national and regional levels have been actively promoting tourism and aiding facility development through the provision of grants and subsidies. Britain's Development of Tourism Act (1969) inaugurated that government's formal involvement with tourism planning in response to a growing travel deficit. Its goals were to provide more effective promotion abroad (British Tourist Authority) and at home (Tourist Boards on a regional basis), to encourage hotel construction and to direct development to economically depressed areas. Likewise, the more recent Travel Industry Development Subsidiary Agreements (TIDSA), signed between the Canadian federal government and various provinces, were conceived as a partial response to Canada's growing travel deficit—a deficit which had reached \$1.8 billion by 1978. In all these federal-provincial development plans the prime goal was to develop the attractiveness of a province and make it more appealing to foreigners, especially United States visitors, and Canadians alike. The United States government formally joined in the promotion and stimulation of tourism with its 1981 National Tourism Policy Act, although there had been considerable local and state promotion beforehand. The newly created United States Travel and Tourism Administration's basic mission is "to promote US inbound tourism as an export" (Edgell, 1983, 429), in an attempt to reduce its traditional travel budget deficit that has become an increasing burden as traditional visible exports have declined.

The most remarkable case of government involvement in tourism or economic development purposes occurred in Spain. Tourism development and promotion was used as the main financing force for the 1964 Spanish Economic and Social Development Plan. By that time tourism was the

largest export sector in the country within the Rocky Mountain chain where increasing user pressures have forced them to consider multiple-use and self-sustaining management strategies. Such government policies are needed if the recreation and tourist demands of a growing urban population for lake and ski resorts can be balanced with increased demands for power (hydro-electric, coal, oil sands), the needs of traditional users (forestry, fisheries), and their responsibilities to future generations (land reserves, including national and state/provincial parks).

In Europe, the scale of tourism movement and more intensively developed landscape has forced governments to integrate tourism into local land-use patterns and lifestyles, or even become directly involved in its development. The British national parks encompass productive farmland and urban areas of considerable size, so their growing popularity as tourist destinations requires careful integration of the leisure industry into an existing economic and social system. In 1974 the Sandford Report of the National Parks Policies Review Committee recommended, and the government accepted, that landscape conservation should take precedence over recreation use. This included a duty to pay heed to the needs of agriculture and forestry, and the socio-economic well-being of local communities. Subsequent management plans of the ten National Park Authorities attempted to meet these requirements. However, not all successive governments have been whole-hearted in their support for a conservation priority, and retention of traditional landscapes has come under intense pressure from the growing agri-business farming methods. .

In France the desire to develop a new area of the Mediterranean coast for tourism, to reduce the pressures on the Cote d'Azur and utilize the tourism potential of nearby coastal areas, has led the government to initiate the Languedoc-Roussillon project. Among the multiple purposes of this massive regional development plan (US\$18.5 billion invested by 1979) was the creation of five tourist units. The purpose was to raise the income and employment levels of \_ this depressed area, to provide new recreation and amenity facilities for local residents as well as visitors, and to provide an increased opportunity for social tourism projects (Willis, 1977; Clarke, 1981). The early experiences of the Languedoc-Roussillon project have not been as positive as first hoped, especially in terms of stimulating regional employment and economic growth, and now the French government seems to be adopting the view that it takes time for an underdeveloped region to become an established tourist Mecca.

One problem which the French and other governments have come to appreciate is that a major obstacle to development and planning in tourism is the fragmentation of the industry. For many small businessmen tourism is the last bastion of free enterprise, where with relatively little capital but with good timing and good ideas fortunes can still be made. In this sort of atmosphere, to decide on a public policy is one thing, to communicate this goal to all the companies, businessmen,

and communities affected, and coordinate their actions is another. The overall fragmentation of the industry makes it easier for development conflicts to arise and facilitates a situation where the final outcome of individual decisions can place a great strain on the 'natural and human resources of destination areas. As Gunn sums it up: the evidence of fragmentation of tourism development is mounting. As the volume of tourism expands and as development increases, many segments of tourism are running on collision courses with growing frequency. These conflicts appear to be expressed in reduced satisfactions to visitors, reduced rewards to owner-managers and erosion of basic resource assets (Gunn, 1977, 92).

Acceptance of this fact has compounded government involvement with tourism, for it alone possesses the necessary financial resources and legislative power to redirect and coordinate the industry along more desirable courses of action. Government response to this fragmented growth industry, its numerous resource demands and various impacts, has been the gradual creation of tourism departments and ministries and an evolution of policy. In earnings covered 82 per cent of the commercial balance deficit, financed about 40 per cent of all imports and equalled 93 per cent of the total value of Spanish exports. Little wonder that a prominent banking concern has likened tourism to "manna falling from heaven, impelled by the favourable winds of stabilization" (Naylon, 1967, 33).

Using the momentum of mass tourism during the 1960s, Spain invested large amounts of public and private capital in tourism infrastructure and facilities to provide employment and raise living standards in various regions. These included established tourist destinations in the Balearic Islands and Costa Brava and new developments in underutilized areas such as the Costa de la Luz and Canary Islands. The timing of this investment programme was perfect. The 1960s and early 1970s were the prime growth period of international tourism, when many northern European holiday makers ventured from the fickle weather of their traditional home resorts to seek the sun and novelty of package tours in the south. By 1971, 26 million visitors were -leaving \$2.2 billion in foreign currency in Spain, and the industry was employing 1.4 million people or 11 per cent of the labour force (Parsons, 1973).

Spain's example of tourism-induced economic development has been emulated by Yugoslavia on its Adriatic coast. Three five-year economic and social development plans between 1955 and 1970 specified that tourism be treated as "an activity of special importance for the development of the country in general" (Mihovilovic, 1980, 111). Accordingly, facilities were developed for tourists along the Adriatic coast at sites with tourism potential and charter links with western Europe encouraged. According to Mihovilovic, by 1980 it was expected that foreign currency earnings from tourism would amount to \$1.2 billion (at 1975 prices).

Over time, government involvement with the industry has extended beyond economic concerns and revenue generation because with its growth came increasing evidence of its physical and social ramifications. First among these is the fact that tourism, like any other economic activity, competes for resources. Government agencies needed to accommodate tourism's growing needs with the demands of more traditional resource sectors like fishing, forestry, and agriculture. Furthermore, such concerns over resource allocation had to be accommodated in an era of environmental preservation, brought about by a growing awareness of the world's resource limitations and interrelated ecosystem. In North America's western states and provinces conflicting demands for resource exploitation and recreation have become a major issue for government (Hammond and Andrus, 1979; Ingram, 1981; Newsweek, 1983). Federal and state/provincial governments own considerable tracts of land most Western governments tourism agencies have been linked with trade and commerce ministries, reflecting its business orientation in legislative minds.

In a few national and state/provincial governments where tourism has grown into a major economic activity, often within the top three activities in terms of employment or revenue, it has been accorded its own ministry. The initial goal of many agencies was to assist in the creation of an attractive and competitive tourist product. This involved co-operation with the industry and related government departments to stimulate business and supplement facilities through promotion and physical planning. Millions of dollars were spent on the promotion of traditional and new destinations in the belief that the economic return on such "investment" would be justified. New facilities were encouraged through subsidies, tax incentives, or outright grants, especially in areas of high unemployment. This economic and plant inventory emphasis, however, has gradually been replaced by a more comprehensive planning approach as the complexity and impacts of the industry have become apparent.

Fragmentation of the industry, which has been viewed as a barrier to comprehensive development and maximization of revenue, still retains some merit if it forms the basis for local diversity and character. The joy of travel includes noting regional variations in landscape and culture, as reflected in local architecture, customs and food. Memorable visits can be made by the personal touch of individual owners and operators. Therefore, the problems of fragmentation must not be confused with, or transposed into, the boredom of conformity and mass production.

Mings considers the tourist industry's development prospects are at a crossroads and government involvement will play a major role in its future. As he sees it:

Rapid growth of any industry requires considerable study and planning in order to maximize its potential assets and minimize its potential liabilities. Commonly, tourism has not received the benefits

of sufficient research to enable proper planning. Consequently, development in most places falls short of achieving optimum impacts. Simply, too many countries have plunged headlong into an activity with inadequate and, occasionally naive understandings (Mings, 1978, 2).

Governments, according to Mings, have three options in the face of this situation. First, there is the "no change" option, which consists of ignoring those problems and protests associated with the industry. Such a "hands off" approach is likely to be hazardous for both tourism and the government because the industry depends on local support and no elected government can disregard unpopular and unsuccessful activities for long. Second is the alternative course of action of withdrawing public support for tourism and even attempting to curb private promotion of tourism. In this case a danger exists that government officials under attack may react prematurely, without the benefit of adequate investigations. It may be the case that 'whereas at one stage a few years ago officials jumped on to the tourism bandwagon with unwarranted haste, many are now in danger of jumping off in much the same unreasoned fashion (Mings, 1978, 3). The third option is to pursue rationalization of the industry so as to render it more beneficial. This involves an assessment of the industry's problems and prospects, followed by a plan of action to remedy weaknesses and direct the industry toward long-term goals. Underlying this third option Mings outlines two major issues:

1. Can the various objectives to tourism be remedied satisfactorily? And if the answer appears to be yes:
2. Will the contributions (economic, social and environmental) of the surviving industry be of a sufficient magnitude to warrant public support? (Mings, 1978, 3).

As Mings notes, none of these three options exist in their pure form, but "most countries have borrowed some characteristics from all three options." The rapid and inadequately planned growth has created a myriad of unexpected and undesirable problems, placing tourism development at a crossroads. Either the industry's shortcomings will be attacked and its potential benefits realized, or the necessary public support will be redirected to other areas of social and economic investment.

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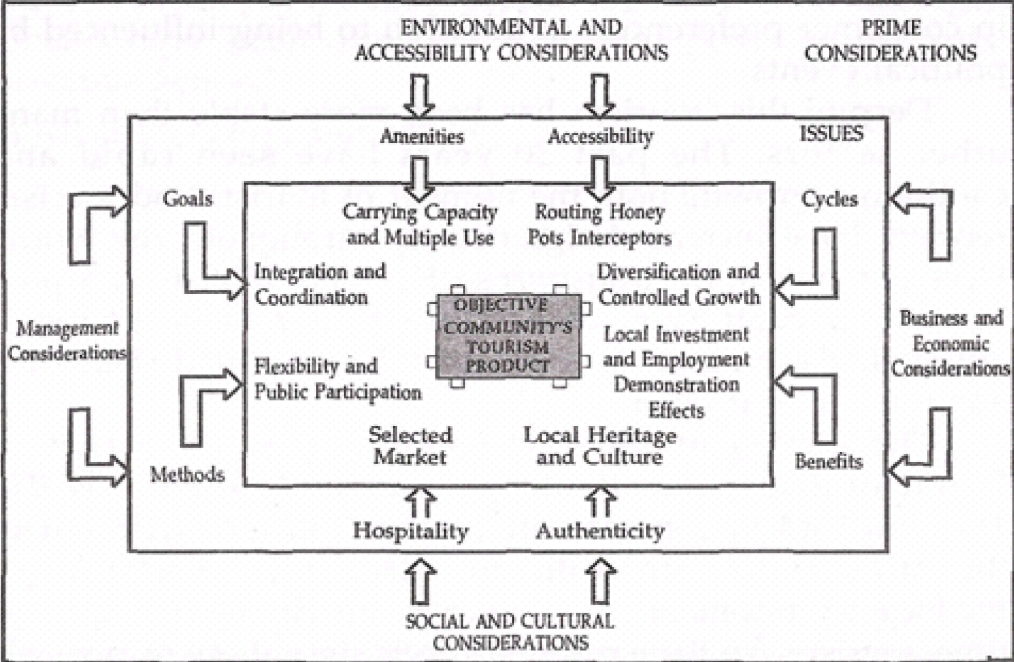
## **2.4 COMMUNITY APPROACH**

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The purpose of this unit is to examine the two issues raised by Mings and offer a method by which the industry's contribution can be directed toward community goals, and thereby warrant public support. The industry possesses great potential for social and economic benefits if planning can be redirected from a pure business and development approach to a more open and community-oriented approach which views tourism as a local resource. The management of this resource for the common good and future generations should become the goal and criterion by which the industry is judged. This will involve focusing on the ecological and human qualities of a destination area in

addition to business considerations.

A community approach to tourism management requires a complex combination of interlocking parts, leading to a general goal that can be identified and measured. Figure 2.1 is an attempt to outline the major components of a community-oriented tourism management strategy. The objective of this strategy is to produce a "Community Tourism Product," which like the traditional tourist product will be an amalgam of the destination's resources and facilities; but in this case it is one which the community, as a whole, wishes to present to the tourism market. To research this goal three separate stages are identified and discussed.



**Major components for a community-oriented tourism strategy.**

The prime consideration in any planning or management scheme is what components to consider. In this case environmental and accessibility considerations have been selected first because of the industry's dependence on its resource base and connectivity with tourist-generating areas. The presence of resources and a potential market, however, do not necessarily make a viable industry, so business and economic considerations need to be considered next. In addition the fact that tourism is so dependent on local hospitality makes it mandatory that development proceeds in accord with the desires and customs of local people, thus social and cultural considerations need to be included. Finally, management of a community product provides a range of options. By placing tourism in a community perspective it becomes only one of several functions and opportunities for



an area, and must be planned in accordance with its relative importance and contribution.

Within each of the four consideration areas, identified in Figure 2.1, certain major issues have been selected to illustrate the relevance of a community approach to this activity. They are not intended to represent all the issues within each area, but from past experience they are general problems and ones which have persisted under the old laissez-faire or elementary planning strategies. These represent the objections to tourism, which Mings referred to, and need to be remedied if tourism is to have a future.

To ascertain if the problem areas can be rectified, various response strategies have been examined. They have been selected in terms of a community relevance, to demonstrate the feasibility of using this approach. Again the list is not meant to be all-inclusive but has been based on community-oriented response strategies used around the world.

The emergence of tourism as a major industry is one of the most remarkable changes to have taken place in economic activity in the years since Second World War. It is sizeable and complex service industry, governed by the laws of supply and demand. It exhibits strong seasonality of demand in most areas and can be affected by relatively unpredictable changes in consumer preferences, in addition to being influenced by political events.

Despite this, tourism has been more stable than many other sectors. The past 30 years have seen rapid and continuous growth: both the number of tourists and tourism receipts have increased significantly throughout the world. Developments in the transport sector, especially air transport, have significantly improved access to tourist destinations, although these same developments have created their own environmental problems.

The quality of the environment, or some particular feature of it, is frequently the primary attraction for tourists. This can lead to considerable pressure on the environment that attracted tourists in the first place and in particular on the local environment where tourists are staying. At the same time, tourism can have positive effects since those responsible for tourism development have an interest in working with those who are concerned with protection of the environment. Income from tourism can also assist in the development and improvement of facilities or permanent residents as well as for tourists—such as better water-supply systems, sewerage services and the like.

Because of its financial benefits to individuals as well as to national and regional economies, the desirability of tourism has seldom been questioned by governments, but it has drawn criticism in recent years from those concerned about the adverse environmental impacts of some inadequately controlled tourism developments, as well as from local communities whose way of life have been

adversely affected by them. The tourism industry generally does not question the need for appropriate environmental standards and controls for the protection of those environmental assets that support tourism. Accordingly, maximizing the positive impacts and minimizing or avoiding the negative impacts must be a major goal of any tourism development strategy. In effect, the concept of sustainable development must be applied to tourism. Consequently, where tourism has already caused environmental damage, policies have been directed, whenever possible, towards corrective action.

### **Tourism Development 1972-92**

In most countries since the late 1970s, tourism has grown from being a marginal aspect of national economic life to an important socio-economic asset. At present, tourism is the second largest item in world trade, surpassed only by oil. It is, moreover, one of the fastest growing sectors of economic activity.

In 1970 there were about 160 million International tourist arrivals. International arrivals are defined as individual international travel events involving a temporary absence from home with a duration greater than 24 hours. By 1980 the number had increased to about 285 million, and by 1990 to about 439 million. Forty years ago, there were only 25 million international travellers-about six per cent of the present number. However, to understand the potential impact of tourism on the environment, it is necessary also to take account of domestic tourism which, in some developed countries, increases the number two or three fold.

The amount of money spent is a more reliable indicator of the level of international tourist activity than travel or border-crossing statistics, since the latter includes much non-tourist travel. The international tourism receipts have increased almost eleven fold since 1972, to a sum close US\$260.

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## **2.5 SUMMARY**

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The development of tourism is occasionally undertaken in such haste and without proper planning that it simply outstrips the local infrastructure and resource base, resulting in unexpected costs which further reduce its overall economic benefit to the community. Elsewhere the tourists themselves are the prime cause of environmental damage, although the destruction is usually unintended because most visitors come to admire a scene or event and the businessman's prosperity depends on an amenity's survival. Government interest in tourism stemmed from concern over its economic significance, particularly its sources of revenue. The purpose of this unit is to examine the two issues raised by Mings and offer a method by which the industry's contribution can be directed toward community goals, and thereby warrant public support.

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**2.6 KEYS WORDS**

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1. Integrated approach
2. Carrying capacity
3. Community approach
4. Demonstration effect

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**2.7 CHECK YOUR PROGRESS**

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1. Explain the government role in development of global tourism
2. Discuss the community approach towards tourism sustainability.
3. Draw a diagram and explain the importance of community approach in tourism development.

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**2.8 KEY TO CHECK YOUR PROGRESS**

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1. Refer section 2.3
2. Refer section 2.4
3. Refer section 2.4

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**2.9 REFERENCES**

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## **UNIT : 3 - ROLE OF ETHICS IN GLOBAL TOURISM**

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### **STRUCTURE:**

3.0 OBJECTIVE

3.1 INTRODUCTION

3.2 ENVIRONMENTAL IMPACT OF TOURISM DEVELOPMENT

3.3 RESPONSE

3.4 PRINCIPLES AND ACTIONS

3.5 SUMMARY

3.6 KEYS WORDS

3.7 CHECK YOUR PROGRESS

3.8 KEY TO CHECK YOUR PROGRESS

3.9 REFERENCE

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### **3.0 OBJECTIVE**

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To study the role of ethics in global tourism

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### **3.1 INTRODUCTION**

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For many countries, tourism is a source of much-needed foreign exchange as well as contributing significantly to gross domestic product. Tourism employment can be important, especially at the local level. Tourism of all sorts earned developing countries an impressive US\$55 billion in 1988. Nature tourism's share of this ranged from an estimated US\$2 billion to US\$12 billion. The relative impact can be much larger than these figures suggest. For instance, in some parts of the Caribbean and in countries such as Kenya, Rwanda, Costa Rica, Ecuador and Nepal, nature tourism is a leading foreign exchange earner. Caribbean marine areas bring in close to US\$ 1 billion a year from scuba divers alone. Tourism generates about 30 per cent of Kenya's foreign exchange, more than either coffee or tea. In Rwanda, 'gorilla tourism' in the Parc National des Volcans brings in roughly US\$ 1 million a year in entrance fees and generate up to US\$ 9 million indirectly. Nepal earned roughly US\$45 million in 1983 from visitors attracted primarily by Himalayan geography and culture.

However, recent studies have shown that in some developing countries, a significant part of the foreign exchange earned is used to pay for the cost of the imported goods and services demanded by tourists, as well as repaying the cost of capital investment in tourism facilities. Consequently the balance of foreign exchange accruing to those countries may be relatively small

Industry experts expect tourist demand to remain firm for a number of reasons. General tourism, currently growing at four per cent annually, will continue to expand as population, leisure time and discretionary income levels increase while the real cost of travel decreases. Nature tourism and other forms of specialized tourism are expected to grow faster than general tourism, as people become more environment-conscious and tire of crowded beaches and urban destinations. Some observers estimate that specialized tourism will grow 10 to 15 per cent per year over the next five years.

However, when considering tourist potential for an individual country, possible threats to the continuity of demand have to be born in mind. Political instability and natural and environmental catastrophes are examples of factors affecting tourist demand. The impact on tourism world-wide of the 1991 war over Kuwait was dramatic and long-lasting. Nevertheless, these risks should always be compared with the uncertainties that affect other sectors. In Kenya, for example, the value of coffee exports rose rapidly between 1975 and 1978, but crashed between 1978 and 1980. Tourism 'exports' grew more slowly, but more steadily.

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### **3.2 ENVIRONMENTAL IMPACT OF TOURISM DEVELOPMENT**

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The World Tourism Organization's Manila Declaration (WTO, 1980) stated that, 'Tourism development at both the national and international level can make a positive contribution to the life of the nation provided the supply is well planned and of a high standard and protects and respects the cultural heritage, the values of tourism and the natural, social and human environment.'

Unspoiled nature (especially the outstanding scenery often associated with the coast, islands, lakes, rivers and mountainous regions) and historical sites and monuments, constitute the stock of natural and man-made resources on which the tourism industry is largely based. Until recently, the availability and permanence of such resources were taken for granted. During the 1970s, however, it became increasingly apparent that these resources can be quite fragile, with limited resilience and carrying capacity.

While the concept of 'carrying capacity' has its origins in livestock husbandry, it has been adapted by conservation biologists as a measure of the ability of ecosystems to sustain populations of particular species that live within them and it is equally applicable to the capacity of natural areas to withstand human use. The concept has been further extended in relation to tourism to cover the capacity of particular societies to 'carry' tourist impact without adverse social consequences. Box 1 illustrates the use of the concept in managing Canadian National Parks.

The environmental impact of tourism depends on how the developments and activities are managed. Regrettably there are numerous examples of environmentally destructive tourism development, resulting in such problems as the depletion of groundwater reserves, destabilization, erosion and salinization of soils, the despoliation of scenic vistas, and the destruction of natural areas and habitat, even to the extent that survival of some species has been threatened. Sensitive ecosystems and landscapes as well as buildings of character and distinction have in some cases been destroyed because they did not suit tourist needs. The transport systems associated with tourism, especially roads and airports, can give rise to noise and air pollution, while inadequate sewage and waste disposal facilities can cause surface-water, ground water and coastal pollution.

The environmental short- and long-term impacts of tourism or its excesses can be classified as follows (OECD, 1980):

**(a) Effects of Pollution**

1. Air pollution mainly due to motor traffic and to the production and use of energy.
2. Water pollution (sea, lakes, rivers, springs), due to:
  - discharge of untreated waste water due to the absence or malfunction of sewage treatment

plants;

- discharge of solid waste from pleasure boats;
- discharge of hydrocarbons from motor-boats.

3. Pollution of sites by littering (picnics, etc.) and the absence or inadequacy of waste disposal facilities (mainly household waste).

4. Noise pollution, due mainly to motor traffic or the use of certain vehicles used for recreational purposes (snow-mobiles, cross-country motor cycles, motor-boats, private planes, etc.), but also to the crowds of tourists themselves and the entertainment provided for them (publicity stands, beach contests, etc).

### **(b) Loss of Natural Landscape: Agricultural and Pastoral Lands**

1. The growth of tourism brings with it the construction of housing facilities and infrastructure for tourists which inevitably encroach on previously open spaces, i.e. natural landscape or agricultural or pastoral lands.

2. Some valuable natural sites (beaches, forests) are often barred to public because they privately owned by hotels or individuals.

### **(c) Destruction of Flora and Fauna**

1. The various kinds of pollution mentioned above, together with loss of natural landscape and agricultural and pastoral lands, are responsible for the disappearance of some of the local flora and fauna.

2. Excessive access to and use of natural sites also result in the disappearance of various plant and animal species, owing to tourist behavior (trampling, excessive picking of fruit or flowers, carelessness, vandalism, or the kind of thoughtless conduct sometimes leading to forest fires, for example).

### **(d) Degradation of Landscape and of Historic Sites and Monuments**

1. The installation of modern tourist-related facilities and infrastructure often leads to aesthetic degradation of the landscape or sites: the style and architecture of such new installations may not always be in harmony or on a scale with traditional buildings; moreover tourist facility development is often disorderly and scattered, giving the landscape a 'moth-eaten' look.

2. An excessive number of visitors to historical or exceptional natural sites may also result in degradation (graffiti, pilfering etc).

### **(e) Effects of Congestion**

1. The concentration in time and space of tourists on holiday leads to congestion of beaches, ski slopes, resorts etc. and overloading of tourist amenities and infrastructure, thus causing considerable harm to the environment and detracting from the quality of life.

2. One major consequence is traffic congestion on roads at week-ends and at the beginning and end of peak holiday periods, leading to loss of leisure time, high fuel consumption, and heavier air and noise pollution.

### **(f) Effects of Conflict**

During the tourist season, the resident population not only has to put up with the effects of such congestion, unknown during the rest of the year, but often has to change its way of life completely (faster work pace, an extra occupation, etc.) and to live cheek by jowl with people of a different, largely urban kind in search of leisure pursuits. This 'coexistence' is by no means always easy, and social tensions may occur, particularly in places where there are many tourists.

### **(g) Effects of Competition**

Since the development of tourism uses up a great deal of space and siphons off a fairly large proportion of local labour, competition is bound to occur, usually to the detriment of traditional activities, (for instance, less manpower and less land under cultivation means less agriculture).

Competition of this kind generally tends to result in the exclusive practice of tourist-related activities, which may be economically undesirable to the regions concerned.

In some regions, the sheer volume of tourists is alone sufficient to generate massive environmental problems, and when these combine with the impacts arising from the resident population and their normal urban and industrial activities the environment can be seriously endangered.

Among the environmentally-sensitive areas that have been most affected by tourism are the high mountains and especially the Austrian Alps. Austria has the highest tourist intensity in the world, with 123 million guest/nights in 1989-90 on a land area of only 84,000 square kilometres, compared with about 10 million guest/nights in 1950 when the industry was less demanding of resources such as land for housing, skiing facilities and roads, water and energy. It is estimated that the resource-use intensity of tourism is now about 50 times what it was in 1950 (Breiling, 1991). -

High-mountain tourism directly impacts on both the traditional agricultural way of life and on the alpine ecosystems which are especially sensitive to disturbance so that erosion sets in quickly (Briand et al, 1989). A modelling study of the village of Obergurgl in the Austrian Tyrol indicated



that in the absence of any controls, growth of recreation (in the face of essentially infinite potential demand) has been limited by the rate of local population growth, but that the amount of safe land for development is disappearing rapidly while the demand for building sites continues to grow. As land is developed, prime agricultural land is lost and environmental quality decreases. Recreational demand may begin to decrease if environmental quality deteriorates further. The study examined a number of control scenarios that might be used, but concluded that the ecological implications could not be clarified because of the inadequacy of the ecological data base. Nevertheless it was suggested that present recreational use may already be more than the sensitive meadows can tolerate, yet doubling of the recreational use is not unlikely, and may be disastrous (Rolling, 1978). Recent studies suggest that these alpine systems will be further stressed by global climate change and that the alpine tourism industry should take this into account in its strategic planning (Nilsson and Pitt, 1991).

The introduction of mass tourism to places such as Antarctica or to the more remote islands of the Pacific and Indian Oceans could bring with it new pressures on wildlife and, where there are local human communities, place severe stress on them. Roszak (1988) noted that at least 7,000 tourists visited Antarctica in the summer of 1988. IUCN's Strategy for Antarctic Conservation recognizes that there can be benefits as well as threats from Antarctic tourism, and that while there are no grounds for opposing people's desire to visit the Far South, careful revision of tourism regulations under the Antarctic Treaty is urgently required. Management guidelines are needed which should aim to encourage responsible and safe tourism practices, avoid conflict between tourist and other uses of the region and minimize harmful environmental impacts (IUCN, 1991). The social and ecological consequences of introducing tourism to new areas are not always easy to foresee, and cost-benefit analyses are not only extremely difficult to do but are unlikely to reveal such possibilities in any case. The need for careful environmental management of any tourism development in these areas is obvious.

In the broader environmental context, tourism can at times adversely affect the quality of life of the community in the place where it occurs, as a result of social and economic disruptions. For example, tourism may lead to changes in social structure as a result of the introduction of foreign values and higher wages for some, or to prostitution, crime and health problems for the local people as well as the tourists (Pasini, 1988). Moreover, competition for resources can have disruptive effects on the structure of the local economy through reducing the supply of labour available to other sectors, and can lead to excessive dependence on this one form of economic activity (European Community, 1990).

A recent study of the impact of tourism on the island of Bali, Indonesia (which increased enormously following the construction of an international airport in the late 1960s) concluded that 'the conflicts within the host society are pervasive and largely tied to the swarming in and out of tourists of the 'mass tourism' sort. The momentum of mass tourism at present is such that little can be done to amend, or improve, the situation, let alone put the brakes on it (Francillon, 1991). The study noted that some land owners are engaged in building small-scale accommodation for a less affluent and structured tourism, but observed that this trend towards small scale operations better adapted to local conditions amounts to very little in terms of tourist carrying capacity since Bali's limits have probably already been passed.

In many areas, National Park management excludes local people from grazing and hunting lands to which they once had free access, and penalizes those who poach wild animals for meat or other products. Furthermore, because such local people often derive little benefit from tourism development (most of the profits of which go to tour operators and hotel owners) they feel alienated from it and may even become antagonistic and in the case of National Parks, tempted to break the law.

The health aspects of tourism can be complex. In the search for new and unusual environments, tourists are likely to enter areas where diseases such as malaria and leishmaniasis are endemic and the risk of infection is high. In some destinations, tourists may be exposed to sewage-contaminated waters leading to increased rates of diarrhoea and other intestinal diseases. Because of the speed of modern-day transport, these diseases can spread rapidly to other countries: for example the intestinal parasite *Giardia* appears recently to have reached the back-country of New Zealand (New Zealand Department of Conservation, 1991).

Conversely, tourism can be a very positive environmental force. It can provide a commercial rationale for conserving buildings and environments which otherwise might be destroyed. For example, the protection of monuments and natural areas, the establishment of National Parks, the provision of attractive pedestrian areas and the conservation of historic buildings can be, and often are, justified on the basis that the long-term interests of the tourist economy demand that these resources be maintained (European Community, 1990). Tourism can also lead to increased knowledge and appreciation of other cultures and thus to greater understanding between peoples.

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### **3.3 RESPONSES**

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In various parts of the world there have been successful responses to the challenge of managing tourism on a sustainable basis. One of the best examples is to be found in Australia's Great Barrier Reef Marine Park, which was established by federal legislation in 1975 and now covers N virtually

the entire Great Barrier Reef region, an area of some 3,44,000 square kilometres. A single management authority, involving the governments of both the State of Queensland and the Commonwealth of Australia, is responsible for planning the region to allow reasonable use while conserving the reef and its environment. Tourism is the major industry in the region and works in close co-operation with the Great Barrier Reef Marine Park Authority.

A major achievement of the last 20 years is that many countries now require that proposed major new developments are subject to some form of environmental impact assessment which can also extend to consideration of impacts on the social and cultural environment. Combined with appropriate economic analysis, the information obtained should enable wise decisions to be made on such projects, and experience suggests that well done environmental impact studies do result in the avoidance or minimization of environmental damage, and in some cases even to the abandonment or disallowance of projects.

Mitigation policies and other management practices have met with some success. In 1973 the Amboseli National Park in Kenya was expected to reach its carrying capacity at 70,000 to 80,000 visitors a year. However, under improved management practices, it was estimated that the park's annual capacity could exceed 2,50,000 visitors with no greater social or ecological impact than would have been caused by a smaller number of unregulated tourists (Western, 1986). Similarly, to combat deforestation in Nepal, which has been aggravated by the fuel needs of trekkers, the Annapurna Conservation Area Project sets guidelines for fuel use. Fuel-efficient water heaters have been introduced, and trekking groups now cook with kerosene. This switch to kerosene alone is expected to save over 1,600 kilograms of wood per day (Lindberg, 1991).

New plans for protected area management are increasingly being worked out in dialogue with local people so that they can be involved in the management of the area, gain employment, and receive a share of the economic benefits from the associated tourism. In Nepal's Royal Chitwan National Park, for example the local people are now allowed into the Park for two weeks each year to harvest grass for thatching, which is worth about US\$ 1 million a year to the 59,000 villagers who take part. At Khao Yai Park in Thailand, which had suffered severely from poaching and the encroachment of cultivators, villagers have been enlisted as guides and porters for groups of tourists hiking in the mountains; the wages were some three times those of normal village labour and demonstrated to the villagers that tourism brought economic benefits (McNeely, 1990).

Tourist areas in the industrialized countries are not immune from the need for action. According to a study that considered the potential environmental impacts of the forthcoming Single Market within the European Community (European Community, 1990), tourism has been identified as an

economic activity of considerable significance. In particular, the situation for Greece was analysed. The study indicated that there would not be a large increase in tourist numbers, but that the type of tourism product supplied was likely to shift in the direction of large scale, relatively self-contained complexes, located in areas of striking beauty. Such developments will require very stringent controls if they are to be relatively benign environmentally. Conversely, if the environmental aspects are not well planned and managed, the overall effects will almost certainly be negative.

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### **3.4 PRINCIPLES AND ACTIONS**

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Some guidelines have been developed, based on work carried out by several organizations including OECD, WTO and UNEP which set out the principles and identify actions that would help to improve the tourism-environment relationship.

#### **Principles and Actions that Would Improve Tourism-environment Relationships**

- Tourism development plans should be fully integrated with regional land-use and development plans; they should pay particular attention to environmental considerations, especially with respect to the quality of air, water (both for human consumption and for recreation), soil conservation, the protection of natural and cultural heritage and the quality of life in associated human settlements.
- Environmental impact assessments should be undertaken for all major tourism developments, to evaluate the potential damage to the environment in the light of forecast tourism growth and peak demand. Alternative sites for development should be considered, taking into account local constraints and the limits of environmental carrying capacity. This capacity includes physical, ecological, social, cultural and psychological factors.
- Planning authorities should seek out and take into account the views of their communities on the environmental and social impact of tourism projects.
- Decisions should be based on the fullest available information concerning the environmental implications of development proposals. Where essential information is lacking, decisions should be deferred until it becomes available.
- Adequate environmental measures at all levels of planning should be defined and implemented. Particular attention should be paid to peak demand and its consequences for sewerage, solid waste disposal, noise pollution, and to building and traffic density control. Developments should be as energy efficient as possible, minimizing their contribution to energy consumption through appropriate choice of equipment and the encouragement of access by public transport.
- In the most endangered zones, comprehensive improvement programmes should be formulated and implemented. Powers should be used to limit developments in sensitive areas and

secure legislation should protect rare, endangered and sensitive environments.

- The principle that 'pollution prevention pays' is applicable to tourism, as is the 'polluter pays principle.' However it should be remembered that payment does not help if the polluter has destroyed the resource.

- Major incentive actions should be taken in both the public and the private sectors to spread tourism demand over time and space in order to use accommodation and other tourism facilities efficiently.

- All components of the tourism industry-host communities, tourists, travel agents, tourist operators, developers, owners and planning authorities-need to educate themselves on the mechanisms and benefits of an environmental perspective. Government and industry should share the responsibility for providing the necessary information programmes.

Clearly, the concept of sustainable development can and should be applied to tourism throughout the world. It will help to protect the often sensitive environments on which the tourism industry depends and without which it cannot thrive. Involvement of all the stakeholders-governments, the industry at large, the local communities affected by it, and the travelling public-in 'safeguarding and ensuring the continued use of the tourism resource is essential if sustainable tourism is to be achieved.

Managing the environmental threats likely to be caused by increasing tourism will be possible only with adequate planning and co-ordination. For countries that already have tourist industries or the potential to develop them, special governmental tourism boards or-similar agencies may be required. Although the primary planning initiative must rest with national governments, because tourism is a world-wide industry and involves ecosystems of global concern, collaboration on a regional and even a global scale is generally necessary if the appropriate relationship between tourism and environmental protection is to be developed and maintained.

Apart from good planning and management of the tourist resorts themselves, the primary means of limiting the impact of tourism on the environmental quality of an area is by limiting the number of visitors, but good management should also involve the use of strategies to mitigate potential damage. Any strategy will be highly site-specific but some generalizations can be made. Ecological damage caused by tourism infrastructure can be reduced if facilities are sited carefully and appropriate visitor management techniques are used. For example, by diversified siting of viewing trails and varying the timing of visits, natural area managers can reduce both visitor congestion and the disturbance of flora and fauna.

A key principle for dealing with many tourist-related environmental problems is achieving the right relationship between the type and scale of the tourist activity and the carrying capacity of the different ecosystems likely to be affected. Furthermore, the ecological carrying capacity has to be complemented by consideration of other factors such as the carrying capacity of the social community into which the tourists are being introduced. Assessment of these capacities and adjusting the level of tourist activity to stay within them has to be seen as crucial to the prevention of future environmental and societal damage.

The development of a standard set of environmental indicators for use in areas where tourism is important could be a useful measure in helping governments, tourism operators, the tourists themselves and local people to assess

the impact of tourism on the particular environment affected, and could provide an early warning of system overload. Such indicators would need to be agreed on an international basis and methods for their objective measurement established.

Education can also play an important role, by informing tourists of what is acceptable behaviour in relation to plants and animals and perhaps even by influencing their desire to see or get close to certain species. For example, if it is explained that human presence decreases the cheetah's hunting success, some tourists may be willing to forgo cheetah viewing. Similarly, educating visitors about the damage that can be done to fragile ecosystems by off-road driving may help, to reduce its incidence.

Environmental authorities should regularly monitor the state of the environment in tourist areas and take steps, in co-operation with local officials and the tourism operators, to counter any adverse effects that may be emerging. There should also be close integration, at the national level, of tourism and environmental policies in order to pre-empt the possibility of conflict between tourism development and the maintenance of environmental quality.

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### **3.5 SUMMARY**

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For many countries, tourism is a source of much-needed foreign exchange as well as contributing significantly to gross domestic product. Industry experts expect tourist demand to remain firm for a number of reasons. General tourism, currently growing at four per cent annually, will continue to expand as population, leisure time and discretionary income levels increase while the real cost of travel decreases. The World Tourism Organization's Manila Declaration (WTO, 1980) stated that, 'Tourism development at both the national and international level can make a positive contribution to the life of the nation provided the supply is well planned and of a high standard and protects and respects the cultural heritage, the values of tourism and the natural, social and human environment.'

In various parts of the world there have been successful responses to the challenge of managing tourism on a sustainable basis.

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### **3.6 KEYS WORDS**

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1. Environmental Impact
2. pollution
3. Environmental force
4. Sustainable development

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### **3.7 CHECK YOUR PROGRESS**

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1. Discuss the environmental impacts of tourism development.
2. Explain the responses to improve the environment for tourism sustainability.
3. What are the principles and actions need to take tourism environment?

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### **3.8 KEY TO CHECK YOUR PROGRESS**

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1. Refer section 3.2
2. Refer section 3.3
3. Refer section 3.4

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### **3.9 REFERENCE**

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
3. International Tourism - Jag Mohan Negi
4. International Tourism - Babu P.George
5. Global Tourism - B.S.Badan

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## **UNIT: 4 - HOW INDIA CAN BECOME GLOBAL TOURIST DESTINATION**

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### **STRUCTURE:**

- 4.0 OBJECTIVE
- 4.1 INTRODUCTION
- 4.2 TOURISM INFRASTRUCTURE
- 4.3 TOURIST ARRIVALS
- 4.4 TRENDS IN TOURIST ARRIVALS
- 4.5 SUMMARY
- 4.6 KEY WORDS
- 4.7 CHECK YOUR PROGRESS
- 4.8 KEY TO CHECK YOUR PROGRESS
- 4.9 REFERENCE



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## **4.0 OBJECTIVE**

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**To study how to make India a global tourist destination**

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## **4.1 INTRODUCTION**

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**Tourism history in modern terms is not very old in India.**

Peoples movement from one part of the country to other parts was primarily governed for the search of jobs and to visit traditional pilgrim centres. It is only after colonial occupation, so called tourist destinations and some tourist infrastructures were created. Hill Stations, Railways, Road networks, circuithouse, PWD banglows, Forest banglows, Inspect banglows, Jungle Safari, etc., were all contributions of colonial rulers.

Before that, and other pilgrim centres, we were having couple of old forts, monuments, (Taj, Qutubminar, Khiljiminar, etc.) and Ajanta, Elora, etc., on basic tourist products. From the colonial era all these monuments etc. were looked after by Archeological Society of India established by the British Rulers. Till date all our historical monuments, etc., are being looked after by the same Departments.

After independence in 1947, Tourism did not find any significant importance in our National Planning for quite some time. It is only recently planners realied the importance of Tourism as an important factor for economic development, Foreign exchange earner, national integration, Global goodwill, etc., and accordingly substantial financial support was proposed in through State and Central Govt. Agencies. A separate Ministry for Tourism also came into existence in Govt. of India, New Delhi. According to Indian contribution, tourism is still with concurrent list, i.e., both Central Govt. and various state governments are party to tourism promotion and development.

Of late, various state and Central Govt. agencies aggressively started promoting tourism in India and Abroad. Most recently the Govt. of India's aggressive promotional campaign "Incredible India" has drawn very good response.

India, since ancient time somehow remained an important destination be it for exploration, exploitation, trade or for 'modern tourism.

Himalaya foothills, valley, towns, bazars, historical monuments, its people culture, food, wild life etc. all are responsible for drawing people from far and near with disposal income and exposure to modern day ways of life the visit to places away from home became habit specially to urban

population.

Economically weaker population find the pleasure of tourism mainly through fairs and festivals Kumbha Mela, Sagar Mela, etc. Political rallies bring lot of people from rural areas to different venues also encourages a kind of restricted tourism for them. It is an established fact now that tourism is providing money and pleasure to both provider of products and the end user or consumers.

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## **4.2 TOURISM INFRASTRUCTURE**

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### **Value addition in Indian Tourism Infrastructure**

During last two three decades, lot of hotel rooms in different categories have been added. Convention halls, exhibition grounds, amusement parks have also been added all over the country. Institute for having manpower for Tourism and hotel Industry have come up and India is fully prepared to handle large number of inbound tourists. But, for some reasons or other the expected number of tourists are still lacking.

Hence, vigorous overseas marketing of our destinations have been started and desired results are seen. National Highway Authority has taken up road buildings - alongside hotels, food plazas, autogrills are coming up to earlier growing number of domestic as well as package tours.

Indian Railways, and their part had introduced special tourist packages, new railway lines revamping of retiring rooms, food places, safe drinking (portable water), toilet facilities etc. which are very positive actions for promoting tourism. Special trains like palace on wheel etc. were introduced specially to attract tourist and promoting tourism.

Light and sound shows, Laser shows at some of our historical monuments are recent tourist attractions keeping with demand and contemporary development.

### **Inhibitory factors for Tourism promotion**

The general awareness and social, cultural, economic benefits of tourism were not very well understood by Indians for long years. It is only recently we started understanding the benefits.

We are generally very apathetic and casual towards tourism. Our habits, general livings etc. were not conducive towards tourism development. Our hygienic and aesthetic standards in general remained for below the level of desired expectations.

However, because of aggressive campaign through "Incredible India" in print and electronic media, recently people are getting interested. Many local govt. bodies, NGOs have started tourism related projects which will surely provide results.

Tourism is not only visit to Himalayas, or to beaches or to museum only. The total environment and surroundings in Bazars, Rail stations, Airports, Ports and City squares etc. are very important to provide right massages for positive tourism environment of a country. We will have to go a long way to achieve this goal and this is possible with participation of all categories of people in our society.

In the following papers we have tried to compile and present same recent relevant tourism statistics for the readers.

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### **4.3 TOURIST ARRIVALS**

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International tourist arrivals in the country in 2004 were 3457477 as compared to 2726214 in 2003, registering an increase of 26.8 percent. Arrivals from different regions as well as from different countries in South Asia are indicated.

#### **2. Time of Visit**

Tourist arrivals during 2004 were the highest during the month of December and lowest during May. Maximum number of Tourist arrived during the months of October to December, constituting 32.1 per cent, followed by January to March constituting 27.8 per cent, July to September constituting 21.8 per cent and April to June constituting 18.3 per cent.

Arrivals during the winter months of 2004 comprising January to March and October to December were 59.9% during 2004 compared to 59.6% during 2003.

#### **3. Mode of Transport**

Air continued to be the predominant mode of travel for the tourists coming to India during 2004 and constituted 85.6 per cent of the total traffic. Arrivals by sea were negligible and the share of arrivals through land routes was 13.9 per cent comprising Bangladesh, Pakistan and Nepal.

#### **4. Port of Entry**

Delhi continued to be the major port of entry during 2004 with 32.2% tourists disembarking followed by Mumbai with 25.1%. The

arrivals at Chennai, Dabolim, Bangalore and Kolkata air ports constituted 10.3' percent, 4.1 per cent and 3.3 percent respectively. Haridaspur a land check post accounted for 9.1 percent

#### **5. Age Distribution**

Tourists in the age-group of 35-44 years dominated the arrivals during the year 2004 (21.3 per cent) followed by those in the age-group of 45-54 years (19.4 percent) and 25-34 years (18.8 per

cent).

## **6. Distribution of Tourists by Gender**

Of the total tourist arrivals during 2004, 11.2 per cent did not report their gender. Of the remaining 88.8 per cent, while 54.9 per cent were male, 33.9 per cent were female.

## **7. Length of Stay**

The estimated average length of stay of foreign tourist as per the International Passenger Survey 2003 is 16 days. The total tourist days are estimated to be 55319632 during 2004 as compared to 43619424 during 2003 showing a growth of 27 per cent.

## **8. Region-wise Arrivals**

During the year 2004, Maximum number of tourists arrived from Western Europe constituting 32.6 per cent followed by South Asia (22.9 per cent). North America (19.1 per cent). South East Asia (6.0 per cent). East Asia (5.8 per cent), West Asia (3.6 per cent), Africa

case of Germany (51.8 per cent), followed by Spain (40.4 per cent), Italy (39.8 per cent), Australia (39.0 per cent), France (35.0 per cent), Korea(s) (34.4 per cent), UK (29.0 per cent), USA (28.1 per cent), Canada & Netherlands (26.2 per cent each), Singapore (25.5 per cent). Japan (24.2 per cent each), Nepal (20.5 per cent), Malaysia (19.3 per cent), and Sri Lanka (18.0 per cent).

(3.3 per cent), Australia (2.9 per cent), Eastern Europe (2.4 per cent) and Central and South America (0.8 per cent).

## **9. Nationality-wise Arrivals**

United Kingdom nationals continued to occupy the- top position with 555907 tourist arrivals in India during 2004, and accounted for 16.1 per cent of the total tourist arrivals. This was followed by USA with 526120 tourist arrivals constituting 15.2 per cent. Tourists from Canada, France, Sri Lanka, Germany, Japan,

Malaysia, Australia, Italy, Singapore, Nepal, Netherlands. Korea (s), and Spain each constituted between 3.9 and 1.2 per cent of the total tourist traffic during 2004.

## **10. Top Fifteen Markets for India**

During 2004, all the fifteen tourist generating countries, registered positive growth. Maximum

Country of Nationality	Tourist Arrivals	% to the Nationality	Country of total 2004	Tourist Arrivals	%to the total 2003	%change 2004/2003
UK	430917	15.8	UK	555907	16.1	29.0
USA	410803	15.1	USA	526120	15.2	28.1
CANADA	107671	3.9	CANADA	135884	3.9	26.2
FRANCE	97654	3.6	FRANCE	131824	3.8	35.0
SRI LANKA	109098	4.0	SRI LANKA	128711	3.7	18.0
GERMANY	76868	2.8	GERMANY	116679	3.4	51.8
JAPAN	77996	2.9	JAPAN	96851	2.8	24.2
MALAYSIA	70750	2.6	MALAYSIA	84390	2.4	19.3
AUSTRALIA	58730	2.2	AUSTRALIA	81608	2.4	39.0
ITALY	46908	1.7	ITALY	65561	1.9	39.8
SINGAPORE	48368	1.8	SINGAPORE	60710	1.8	25.5
NEPAL	42771	1.6	NEPAL	51534	1.5	20.5
NETHERLANDS	40565	1.5	NETHERLANDS	51211	1.5	26.2
KOREA(S)	35584	1.3	KOREA(S)	47835	1.4	34.4
SPAIN	30551	1.1	SPAIN	42895	1.2	40.4

increase was registered in the

Source:- Bureau of Immigration

#### 4.4 TRENDS IN TOURIST ARRIVALS COUNTRY WISE ANALYSIS

The Foreign tourist arrival to India, which was 1.22 million in 1981 has reached a level of 3.46 million during 2004 showing an average annual growth of 4.3 percent. Following graph presents the trend for the last 20 years. Trend of tourist arrivals for the top 15 countries for the year 2004 for the period 1981 to 2004 is given at p. 356 and also presented nationality-wise below:

##### 1. United Kingdom

United Kingdom remained on the top of all tourist generating countries for India with 555907 tourist arrivals during the year 2004. As compared to 116684 arrivals during 1981, the average compound rate of growth was 7.0 per cent per annum from 1981 to 2004. Year-wise tourist arrivals from UK are given at the end of this chapter in Annexure. The following graph exhibits yearly trends in the tourist arrivals from this country.

During the year 2004, about 98.6 per cent of the U.K. nationals came by air and 0.7 per cent through land routes. So far as port of disembarkation is concerned maximum number (34.3 per

cent) disembarked at Mumbai airport followed by Delhi (30.7 per cent), Chennai (4.8 per cent) and Kolkata (2.5 percent).

Of the total U.K. nationals who arrived in India, 10.8 per cent have not reported their gender while 50.9 per cent were male and 38.3 percent female. The most predominant age group was 45-54 with 20.7 per cent of the tourists followed by the age groups 35-44 and 55-64 with 18.3 per cent and 15.7 per cent tourists respectively.

The maximum number of arrivals were recorded during winter months of October to December (34.5) and January to March (32.9 per cent) respectively.

While 97.6 per cent of the U.K. nationals visited India for the purposes of "tourism & others", 1.9 per cent came for business.

## **2. United States of America**

United States of America is presently the second largest market for India, though it occupied the top position till 1973. The arrivals grew from 82052 in 1981 to 526120 in 2004 at a compound growth rate of 8.2 per cent per annum. The following graph shows the yearly trends in the tourist arrivals from this country.

During 2004, about 98.9 per cent of the American tourists came by air and 0.5 per cent by land. As far as port of disembarkation is concerned maximum number (35.7 per cent) disembarked at Mumbai airport followed by Delhi (31.9 per cent), Chennai (8.4 per cent) and Kolkata (2.8 per cent).

Of the total American nationals who arrived in India, 11.2 per cent did not report their gender while 51.3 per cent were male and 37.5 per cent female. The dominant age-group among them was 45-54 years (18.9 per cent) followed by the age-group 0-14 years (18.3 per cent) and 35-44 years (17.9 per cent) respectively.

The maximum number of tourists arrived during October to December which accounted for 34.0 per cent of the total tourist arrivals from USA, followed by January-March (25.9 percent).

While 96.8 per cent of US nationals visited India for "tourism & other" purposes, 2.6 per cent came for business.

## **3. Canada**

Canada occupied the third position among the tourist generating countries for India in 2004 improving over its 4th position in 2003. The tourist traffic to India from Canada has grown since 1981 at a compound growth rate of 7.6 per cent per annum. The arrivals from this country during

2004 were 135884 as compared to 25358 during 1981. The year 2004 witnessed an increase of 26.2 per cent over 2003. Year-wise arrivals from Canada are given at p.350. The following graph shows the yearly trends in the tourist arrivals from this country.

About 98.7 per cent of the Canadian tourists visited India by air and 0.6 per cent by land during 2004. So far as port of disembarkation is concerned, maximum number (62.5 per cent) disembarked at Delhi airport followed by Mumbai(20.1 percent), Chennai(6.3 per cent) and Kolkata (2.2 per cent).

Of the total Canadian nationals who arrived in India, 24.1 per cent did not report their gender while 42.8 per cent were male and 33.1 per cent female. The predominant age-group was 35-44 years with 16.9 per cent, followed by the age group 45-54 years (16.8 per cent), and 0-14 years (15.5 percent)

The period October-December 2004 accounted for 37.8 per cent of the arrivals, followed by the period January to March with 32.2 percent.

Of the total tourists from Canada 97.9 per cent visited India for "tourism & other" purposes, and 1.5 per cent for business.

#### **4. France**

France occupied the 4th position among the tourist generating countries for India in 2004 improving over its 3rd position in 2003 and constituted about 3.8 per cent of the foreign tourist arrivals in India during 2004. The arrivals grew from 57272 in 1981 to 131824 in 2004 at a compound growth rate of 3.7 percent. Year-wise arrivals from France at p.356. The following graph shows the trend since 1981.

During 2004, about 98.8 per cent of the French tourists used air route to visit India and 1.0 per cent used land route. So far as port of disembarkation is concerned, maximum number (47.7 per cent) disembarked at Delhi, airport followed by Chennai (21.6 per cent), Mumbai (21.2 per cent) and Kolkata (1.5 per cent).

Of the total French nationals who arrived in India, 15.8 per cent did not report their gender while 46.6 per cent were male and 37.6 per cent female. The age group 45-54 years accounted for 21.3 per cent followed by age group 35-44 with 18.5 per cent, and age groups 25-34 & 55-64 years with 18.2 per cent each.

The periods October to December and January to March were the most popular period of visit for the French tourists, constituting 29.7per cent, and 29.5 per cent arrivals respectively.

97.4 per cent of French nationals visited India for "tourism & other" purposes, and 2.2 per cent came for business.

## **5. Sri Lanka**

Sri Lanka occupied the 5th position among the tourist generating countries for India in 2004 moving down from 3rd position in 2003 and constituted about 3.7 per cent of the total tourist arrivals during 2004. Arrivals from Sri Lanka which were 75842 in 1981 grew upto 128711 in 2004 at a compound growth rate of 2.3 per cent per annum. Year-wise arrivals are given at p.356. The following graph shows the yearly trends since 1981 in the tourist arrivals from this country.

The peak period of Sri Lankan tourists visiting India was the third quarter from July to September constituting 30.1 per cent, followed by the fourth quarter from October to December with 25.8 per cent during 2004. About 99.3 per cent of the tourists traveled by air and 0.6 per cent came to India by land. So far as port of disembarkation is concerned, maximum number (65.1 per cent) disembarked at Chennai airport followed by Delhi (4.2 per cent), Mumbai (3.9 per cent) and Kolkata (0.2 per cent).

Out of the total Sri Lankans who arrived in India, 1.6 per cent did not report their gender while 60.0 per cent were male and 38.4 per cent female. The dominant age-group was 35-44 years with 20.4 per cent followed by the age-groups 45-54 years and 25-34 years (18.2 per cent each).

98.3 per cent of Sri Lanka nationals visited India for "tourism and other" purposes and about 1.2 per cent came for business.

## **6. Germany**

Germany occupied the sixth position amongst the tourist generating countries for India in 2004 improving over its seventh position in 2003 and constituted about 3.4 per cent of the foreign.

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## **4.5 SUMMARY**

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People's movement from one part of the country to other parts was primarily governed for the search of jobs and to visit traditional pilgrim centres. During last two three decades, lot of hotel rooms in different categories have been added. Convention halls, exhibition grounds, amusement parks have also been added all over the country. International tourist arrivals in the country in 2004 were 3457477 as compared to 2726214 in 2003, registering an increase of 26.8 percent. Arrivals from different regions as well as from different countries in South Asia are indicated. The Foreign tourist arrival to India, which was 1.22 million in 2001 has reached a level of 3.46 million during 2009 showing an average annual growth of 4.3 percent.



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**4.6 KEY WORDS**

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- 1) Tourist destination
- 2) Tourism infrastructure
- 3) Tourist Arrivals
- 4) Analysis

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**4.7 CHECK YOUR PROGRESS**

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- 1) Discuss in brief how India can become a Global Tourist destination.
- 2) Write the need for good infrastructure for Tourism Development.
- 3) Give details of Tourist arrivals from leading countries.

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**4.8 KEY TO CHECK YOUR PROGRESS**

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- 1) Refer Section 4.1, 4.2 & 4.3
- 2) Refer Section 4.2
- 3) Refer Section 4.3
- 4) Refer Section 4.4

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**4.9 REFERENCE**

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
3. International Tourism - Jag Mohan Negi
4. International Tourism - Babu P.George
5. Global Tourism - B.S.Badan

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## **BLOCK 2: GROWTH OF GLOBAL TOURISM**

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### **UNIT:5 - TOURISM GROWTH AND TRENDS**

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#### **STRUCTURE:**

- 5.0 OBJECTIVE
- 5.1 INTRODUCTION
- 5.2 INTERNATIONAL TOURISM TRENDS
- 5.3 INTERNATIONAL TOURIST FLOWS
- 5.4 CONCENTRATION RATIOS
- 5.5 SUMMARY
- 5.6 KEY WORDS
- 5.7 CHECK YOUR PROGRESS
- 5.8 KEY TO CHECK YOUR PROGRESS
- 5.9 REFERENCES

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## 5.0 OBJECTIVE

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*To study the tourism growth trends.*

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## 5.1 INTRODUCTION

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### **Current Status of Tourism**

The tourism industry is currently highly fragmented, with many different participants, ranging from one-person operations selling home-made souvenirs or offering guided tours, to large multi-billion dollar airlines. Thus although establishing an airline requires substantial capital, entering the tourism business can be as easy as renting out a spare room to travellers or guiding visitors around for a small fee. The low barriers to entry, and its labour intensity make this industry attractive to governments and development agencies alike.

*Several trends in tourism can be discerned, as outlined below.*

Continued growth of tourism: It is estimated that throughout the 1990s the average annual arrivals growth rate will be around 7 per cent (when compared with that of the 1950-1989 period) (WTO, 1990). Total international tourist arrivals of 515 and 637 million are forecast for 1995 and 2000, respectively. Global receipts from international tourism are expected to rise by almost 9 per cent a year, and to exceed US\$ 527 billion in the year 2000. Domestic tourism will also rise dramatically. It is anticipated that it will account for US\$ 2,195 billion by 1997 (WTO, 1991).

This growth in both domestic and international tourism is determined by market forces and exogenous variables (that is, factors not directly related to tourism but which influence the extent and form of tourist activity). Exogenous variables that influence tourism growth include:

- demographic and social change (aging of the population, increase in the number of working women and dual-income households, growing proportion of single adults, trend towards later marriage)
- relaxation of immigration restrictions increased paid leave and more flexible working time
- earlier retirement
- improved educational levels and increased awareness of travel possibilities
- economic and financial developments (growth of GNP, travel cost increases remaining consistently below inflation)
- political, legislative and regulatory changes (political changes in Eastern Europe, liberalization of air travel, reduced visa requirements)

- technological developments (in aeronautical engineering, electronic data systems for booking)
- enlarged transport infrastructure improved travel safety
- political instability
- international currency fluctuations.

Higher than average growth in numbers of international arrivals in Asia/Oceania, the Americas and Africa: This growth will be at the expense of Europe, whose share is expected to fall from 62 per cent of international arrivals in 1989 to 53 per cent by the year 2000. Asia/Oceania will probably receive more international arrivals than any other region. Their share of international tourist arrivals is expected to rise from 14.7 per cent in 1989 to 21.9 per cent in 2000. (Their increase in receipts will probably be even more marked—from 19.5 per cent to 30.5 per cent). But for the African region, although the share of arrivals is expected to increase from 3-8 per cent to 5 per cent, it is predicted that its share of global tourist receipts will fall from 3.2 per cent to 2.7 per cent (WTO, 1990).

Diversification of tourism: Tourists will become increasingly specialized, as is indicated by the Specially Travel Index. This directory of special interest travel published periodically by the American Society of Travel Agents Inc. (ASTA), listed a total of 236 activity categories in its September 2002 issue, illustrating the exceedingly broad range of activities undertaken by tourists.

Increased interest in travelling to more natural settings and less disturbed areas as a result of increased interest world-wide in environmental matters and nature: For this reason, Europe— with its predominantly post-industrial landscape—is becoming proportionately less significant as a tourist destination. Conversely, areas such as South-East Asia and tropical America that all still contain large tracts of virgin land and wilderness, are becoming more popular. Visits (both domestic and foreign) to national parks are generally on the increase around the world. Hopefully, this enthusiasm for the preservation of the environment will also nourish improved tourist behaviour in natural areas. At any rate, protected areas managers will have to prepare themselves to receive growing numbers of visitors.

Increased interest in "activity" holidays: The beach holiday shows no sign of losing popularity, but the old style passive beach holiday appears to be going out of fashion. The beach is no longer merely a place to be in the sun, but it and the surrounding sea are seen rather as a kind of outdoor gymnasium for surfing, windsurfing, canoeing, paragliding, sailing, snorkeling, scuba diving and so on. Mountaineering, backpacking, bike travel, bird watching, white-water rafting and so on, are

also attracting more and more participants.

Increased interest in developed countries in "exotic" cultures and locations as a result of TV documentaries, books and magazines: This trend is also being stimulated by the growing interest in learning foreign languages.

#### Global Patterns of International Tourism

Tables 5.1 and 5.2, which portray the major generating and receiving countries, provide a useful starting point for trying to order international tourist flows throughout the world.

## 5.2 INTERNATIONAL TOURISM TRENDS

Table 5.1

Major Markets: World's Top Fifteen International Tourism Spenders, 2002

<i>Rank 2002</i>	<i>Country</i>	<i>Tourism Expenditure (US\$ million)</i>	<i>Share of expenditure world-wide</i>	<i>Cumulative</i>
1	(1) USA	39,872	14.68	14.48
2	(2) Germany	37,309	13.55	28.03
3	(4) Japan	26,837	9.75	37.78
4	(3) UK	19,831	7.20	44.98
5	(10) Italy	16,617	6.04	51.02
6	(5) France	13,910	5.05	56.07
7	(6) Canada	11,265	4.09	60.16
8	(?) Netherlands	9,330	3.39	63.55
9	(14) Taiwan	7,098	2.58	66.13
10	(8) Austria	6,895	2.50	68.63
11	(13) Sweden	6,794	2.47	71.10
12	(12) Belgium	6,603	2.40	73.50
13	(a) Mexico	6,108	2.22	75.72
14	(9) Switzerland	6,068	2.20	77.92
15	(15) Spain	5,542	2.01	79.93

Note.:\* International transport excluded. Data source: WTO.

Given the limitations in recording outbound flows noted above, the World Tourist Organization now depicts major markets; in terms of expenditure on international tourism rather than departures.

Table 5.1 indicates that over half of all international tourism expenditure in 2002 was generated by just five countries, in order: the US, Germany, Japan, the United Kingdom and Italy. Japan's third ranking is in large part a function of heavy expenditure per tourist rather than the absolute number of departures (11 million in 1990). The leading fifteen world spenders accounted for 80 per cent of expenditure world-wide; all but two of these countries (Japan and Taiwan) are located in Europe or North America.

**Table 5.2 World Top Fifteen Destinations, 2002**

Note: " International transport excluded. Data source: WTO.

<i>International tourist arrivals</i>					
<i>Rank</i>		<i>Country</i>	<i>Tourist</i>	<i>Share of arrivals</i>	<i>Cumulative</i>
<i>2002</i>			<i>arrivals</i>	<i>Worldwide (%)</i>	<i>%</i>
1	(1)	France	5,55,90,000	12.37	12.37
2	(3)	USA	4,46,47,000	9.27	21.64
3	(2)	Spain	3,96,38,000	8.23	29.87
4	(4)	Italy	2,61,13,000	5.42	35.29
5	(11)	Hungary	2,01,88,000	4.19	39.48
6	(5)	Austria	1,90,98,000	3.96	44.44
7	(6)	UK	1,85,35,000	3.85	47.29
8	(9)	Mexico	1,72,71,000	3.59	50.88
9	(12)	China	1,65,12,000	3.43	54.31
10	(8)	Germany	1,51,47,000	3.14	57.45
11	(7)	Canada	1,47,41,000	3.06	60.51
12	(10)	Switzerland	1,28,00,000	2.66	63.17
13	(13)	Greece	93,31,000	1.94	65.11
14	(14)	Portugal	89,21,000	1.85	66.96
15	(15)	Czechoslovakia	80,00,000	1.66	68.62
<i>International Tourism Receipts</i>					
<i>Rank</i>		<i>Country</i>	<i>Tourism receipts"</i>	<i>Share of receipts</i>	<i>Cumulative</i>
<i>2002</i>	<i>(1985)</i>		<i>(US\$ million)</i>	<i>world-wide %</i>	<i>%</i>
1	(1)	USA	53,861	13.45	13.45
2	(4)	France	25,000	12.59	26.04
3	(3)	Spain	22,181	9.06	35.10
4	(2)	Italy	21,577	6.69	41.79
5	(5)	UK	13,683	5.61	47.40
6	(6)	Austria	13,250	4.69	52.09
7	(7)	Germany	10,982	3.80	55.89
8	(8)	Switzerland	7,650	3.15	59.04
9	(11)	Hong Kong	6,037	2.39	61.43
10	(10)	Mexico	5,977	2.33	63.76
11	(9)	Canada	5,679	2.29	66.05
12	(14)	Singapore	5,204	2.23	68.28
13	(13)	Netherlands	5,004	2.06	70.34
14	(15)	Thailand	4,829	2.05	72.39
15	(12)	Belgium	4,053	1.87	74.26

In terms of destinations, international tourism, whether measured by arrivals or receipts, exhibits a slightly more dispersed pattern, but one which remains nevertheless highly concentrated. Table 5.2 shows that the fifteen leading destinations accounted for 69 per cent of arrivals and 74.3 per cent of expenditure world-wide. The top eight countries received over 50 per cent of arrivals; the first six accounted for over half of the receipts. The relative rankings of the leaders may change depending on the measure used: France and the USA alternate for first and second places and lower down the table, destinations come and go. Some, such as Hungary and former Czechoslovakia, receive large numbers of visitors who appear to spend relatively small amounts, others, such as Hong Kong and Singapore, attract smaller volumes of large spenders. Overall, the table reinforces the broader regional patterns identified, namely the prominence of Europe and North America and the emergence of certain Asian destinations, while also highlighting the concentration in particular countries within these regions.

While the leading fifteen destinations' share of all tourist arrivals remained unchanged over the period 1985-92 (around 89 per cent), increased concentration occurred in terms of the leaders' share of world-wide receipts (relates to the income received by the receiving countries) (66.2 per cent in 1985; 74.3 per cent in 1992) and expenditure (relates to the spending by the generating countries) (75.4 per cent to 79.9 per cent).

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### **5.3 INTERNATIONAL TOURIST FLOWS**

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Tables 5.1 and 5.2 have identified the major international tourist markets and destinations throughout the world. A next step is to establish global patterns of flows between generating and receiving countries. This can be attempted using several different approaches.

Table 5.3 depicts the ten largest individual flows throughout the world using comparable, available WTO figures. Table 2.3 shows that the single largest exchanges in the world occur across the Canadian-United States border, the flow from north to south being by far the greatest. With the exception of the Mexican flow into the United States, the other largest flows are between neighbouring countries in Europe, with Italy and France being the major recipients. The difficulties of recording accurately large volumes of traffic in these should be noted, but Table 5.3 appears nevertheless to provide a good indication of where the major flows do occur.

**Table 5.3 World's Top Ten International Tourist Flows 2000**

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Canada → USA	1,72,62,000
USA → Canada	1,22,67,000
Germany → France	1,20,97,000
Germany → Italy	1,06,76,000
Switzerland → Italy	1,03,31,000
Portugal → Spain	1,01,06,000
France → Italy	92,19,000
Mexico → USA	74,50,000
UK → France	73,46,000
Belgium → France	72,10,000

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*Data source: WTO.*

A more comprehensive global picture might be established by identifying dominant flows, that is first- and second-order flows, towards each destination throughout the world. Portray these flows for each of the 134 destinations in 2000 for which appropriate data are available from the WTO (some destinations had to be excluded as their major markets were not disaggregated to a country level).

On this basis, United States visitors are clearly the most dominant group, constituting the major market and generating first-order flows for 38 destinations, or one-quarter of those portrayed, while ranking second at a further 20 destinations. Three-quarters of the destinations where the United States constitutes the leading market are found in the Americas, the inclusion of a number of small Caribbean states clearly affecting the overall importance of the country on this increase. At the same time, United States visitors generate first-order flows to a range of other destinations including the United Kingdom, Germany and Israel. In addition to generating the single largest flow-to the USA-Canada takes second place to its larger neighbour in half a dozen Caribbean destinations and is the dominant. Market for Cuba, from which Americans are excluded by their foreign policy.

Germany (12 first-order flows, 12 second-order flows), France (14, 9) and the United Kingdom (5, 12) constitute an important set of major European markets. Many of these flows are intra-European but longer-haul traffic is also evident, particularly to former colonies and overseas territories in the cases of France and the United Kingdom. Japan (7, 6), Australia (5, 4) and South Africa (4, 1) and Argentina (4, 0), are the only other countries to constitute the dominant market for four or



more destinations. Each of these constitutes a secondary regional source in Asia, the South Pacific and southern Africa and South America respectively, regions which are more remote from and thus less influenced by the major markets of the United States and Europe. Virtually all the other first-order flows are between pairs of neighbouring countries, for example Spain and Portugal, India and Bangladesh.

The overall impression to emerge from this brief examination of first- and second-order flows is thus one of comparatively short movement between countries in the same region of the globe. Distance clearly plays a major role in shaping international tourist flows. On top of this general pattern are superimposed some more selective longer-haul flows, particularly from the United States with its large and relatively affluent population. Africa stands out as a continent less frequented by American visitors but one where flows are influenced by former colonial ties and selective charter tourism from Western Europe.

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#### **5.4 CONCENTRATION RATIOS**

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Clearly an analysis of first- and second-order flows does not bring out all the complexities of global patterns of tourist travel. It is important to note, however, that market-wise international tourist flows are more often highly concentrated than dispersed. A straightforward measure of concentration applied in the manufacturing industry, the concentration ratio, might usefully be employed here. In manufacturing, the concentration ratio simply expresses the share of any sector controlled by the largest few enterprises in that sector, for example by the top three (Ellis, 1976), and is commonly measured in terms of gross output or employment. In the case of tourism, the concentration ratio might be used to express the percentage of a region's market, as measured by the number of visitors coming from say the three largest markets, or the percentage of the total number of visitors from one country who go to the three most favoured destinations. Calculation of such ratios is limited in some countries where the published data aggregate individual national markets into, for example, 'Europe' or 'Africa.'

Table 5.4 represents the concentration ratios of 129 WTO destinations, the majority of which are based on tourist arrivals at frontiers for 2000, together with comparable data for 1979 where available. The general pattern is one of dependence on a small number of markets. In 2000 two-thirds of all the destinations derived half or more of their traffic from only three markets, while 45 per cent received 60 per cent or more of their visitors from just three countries. Some deconcentration occurred over the period shown; for the 102 destinations for which data were available in 1979 as well as 2000, three-quarters had a concentration ratio of 50 or more and 47 per cent of 60 or greater. However, little systematic variation could be found in these changes and only a weak

relationship with absolute growth over the period existed.

In 2000, 11 destinations had a concentration ratio in excess of 90, most of which were Caribbean destinations heavily dependent on the United States markets. Other high-ranking destinations such as San Marino and Lesotho are small enclaves surrounded by their major markets. Top ranked Mongolia is scarcely a major tourist destination (1,24,000 arrivals) but one which is located between two of the world's largest countries, China and Russia-. At the other end of the scale, the 20 destinations having a concentration ratio of 40 or less, with the notable exception of Germany, are all developing countries, many of which have a small total volume of visitors. Overall, however, there is no correlation between the concentration ratio and the size of the tourist traffic.

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## **5.5 SUMMARY**

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The tourism industry is currently highly fragmented, with many different participants, ranging from one-person operations selling home-made souvenirs or offering guided tours, to large multi-billion dollar airlines. The World Tourist Organization now depicts major markets; in terms of expenditure on international tourism rather than departures. The overall impression to emerge from this brief examination of first- and second-order flows is thus one of comparatively short movement between countries in the same region of the globe.

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## **5.6 KEY WORDS**

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1. Tourism Industry
2. Technological developments
3. International Tourist Market

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## **5.7 CHECK YOUR PROGRESS**

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1. Discuss the current status of International tourism.
2. Write in brief about International Tourism trends
3. Explain International tourist flows.
4. Write short notes on concentration patrons.

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## **5.8 KEY TO CHECK YOUR PROGRESS**

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1. Refer section 5.1
2. Refer section 5.2
3. Refer section 5.3
4. Refer section 5.4

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## **UNIT-6 : TOURISM MARKETING - GLOBAL TOURISM**

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### **STRUCTURE:**

- 6.0 OBJECTIVE
- 6.1 INTRODUCTION
- 6.2 TOURISM MARKETING CHARACTERISTICS
- 6.3 TOURIST DEMAND AND TOURIST PRODUCT
- 6.4 SPECIAL FEATURES OF TOURISM MARKETING
- 6.5 ANALYSIS AND SELECTION OF MARKET
- 6.6 RESEARCH TECHNIQUE
- 6.7 3A'S OF TOURISM
- 6.8 SUMMARY
- 6.9 KEY WORDS
- 6.10 ANSWER KEY
- 6.11 CHECK YOUR PROGRESS
- 6.12 REFERENCE

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## 6.0 OBJECTIVE

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*To Study tourism marketing with reference to Global Tourism*

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## 6.1 INTRODUCTION

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### Market

The Institute of Marketing has defined Marketing as "the creative management function which promotes trade and employment by assessing consumer needs and initiating research and development to meet them. It coordinates the resources of production and distribution of goods and services; determines and directs the nature and scale of the total effort required to sell profitably the maximum production to the ultimate user."

### Benefits of Marketing Concept

1. Application of the marketing concept has certain important benefits. The management using this concept realise that customer needs are more basic than particular products. This provides a more reliable and enduring base to the operations of such management,

2. The focus on the customer needs helps the management to spot new product opportunities more speedily.

3. Merchandising becomes more effective under this concept. This is because managements view their tasks as that of meeting customer satisfaction rather than creating demand for its products among the customers. The physical product is only a part of the satisfaction sought by the buyer because the wants, in addition convenience, service and certain other symbolic values.

4. The managements are able to create more harmony between their own interests and those of the society because the market orientation under this concept means that the managements build their profits through seeking better ways to satisfy customer needs.

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## 6.2 TOURISM MARKETING CHARACTERISTICS

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1. It is a well-known fact that as long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel, in order to see new sights and experience new things, and to live under different environments, will always grow.

2. It may be presumed that such being the case, marketing in the (tourism industry is greatly simplified as part of the process has already been completed by the desire for travel in people. The best example would be that a person may or may not choose a tangible product which has been introduced by a manufacturer in the market, solely depending on his ability to afford it or his likes and dislikes.

3. On the other hand, without exception, all human-beings will always nurture a desire to travel in order to see places.

4. Tourism is a very complex industry because of its multi-faceted activities which together produce the 'tourist product'. It is also complex because of various sub-sectors that are in themselves complete industries, if considered independently (lodging, transport, etc.)

5. Its complexity, furthermore, lies in the fact that tourism promotion in its various forms has to be directed at large numbers of people in various lands of different socio-economic structures, having different needs, tastes, attitudes, expectations and behaviour patterns.

6. It is only efficient: marketing strategy that will help understand people's tastes and preference; for travel. And hence the need for marketing in tourism.

### **Definition**

*Tourism marketing is defined in a number of ways.*

1. It is defined as the "systematics and coordinated efforts exerted by the National Tourists Organisations and/or the tourist enterprises at international, national and local levels to optimise the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth."

2. According to Krippendorf, J., marketing in tourism means "systematic and coordinated execution of business policy by tourist undertaking whether private or state owned at local regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return."

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## **6.3 TOURIST DEMAND AND TOURIST PRODUCT**

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Tourism marketing and marketing in general both emphasis consumer orientation and satisfactions. The concept of consumer orientation, however, makes it necessary to understand the components of the tourist product from the point of view of the consumer. The product for the tourist covers the complete experience from the time he leaves home to the time he returns.

Availability of a product is the prerequisite in the marketing function. Unless there is a certain product, be it tangible or intangible or a service, marketing is not possible. A product may be defined as the 'Sum of the physical and psychological satisfactions it provides to the buyer. 'Marketing' by definition is the development of a product to meet the needs of the consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumer. In the case of tourism product, the basic raw materials would be the country's natural beauty, climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication and other essentials. In

other words the tourists product can be seen as a composite product, as the sum-total of a country's tourist attractions, transport, accommodation and entertainment which hopefully result in consumer satisfaction. The tourist product can be entirely a man-made one or nature's creation improved upon by man. Each of these components of a tourist product is supplied by individual providers of services like hotel companies, airlines or other suppliers, and is offered directly to the tourist by them. A consumer can combine these individual tourist products through a large number of ways, There would be many possible destinations, each with a number of hotels, each to be reached by more than one airline. Thus the potential choice facing the consumer is very large.

A number of tourist destinations have placed at the disposal of a tourist a large variety of tourist products in abundant quantity from a large number of competing destinations. This, eventually has led to the adoption of the new concept, i.e. the marketing concept in tourism by various countries promoting tourism. The important point about marketing is that it is applied to situations where the choice can be limited to a relatively small number of brands giving the consumer a reasonable choice. The process of selection thus becomes easier. In the field of tourism this process is taking place by the increasing use of 'packing tours'. A package tour is a travel plan which includes most elements of vacation, such as transportation, accommodation, sightseeing and entertainment. The tourist product is a composite product, whether it is sold as a package or assembled by the individual tourist himself or his travel agent.

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#### **6.4 SPECIAL FEATURES OF TOURISM MARKETING**

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Marketing of tourist product has certain peculiar characteristics. Although general principles of marketing of products of other industries could be applicable to marketing of tourist product, there are certain differences in approach. Among the peculiarities of the tourist product are:

##### **Tourism is an Intangible, Non-material Product**

No transfer of ownership of goods is involved as compared to a tangible product, say for example, a motor car. In tourism, instead, certain facilities, installations, items of equipment are made available for a specified time and for a journey from one point to another or a booking in a hotel through a travel agent are carried out for a customer or services such as information and advice are provided.

##### **Production and Consumption of Tourist Services are Closely Interrelated**

The travel agent or tour operator who sells his product cannot store it. Production can only take place or can only be completed if the customer is actually present. There is a close link between production and consumption of tourist services. Most tourist services cannot be consumed

incrementally. In other words, consumption, once begun, cannot be stopped, interrupted or modified at all. As a result, risk and uncertainty for the customer are higher, and his need for reliable pre-purchase information is stronger. The potential customer's decision-risk and dependence on accurate information is further increased because he cannot see, inspect, compare or try out tourist services before deciding to use them.

### **Multiplicity of Producers**

The tourist product cannot be provided by a single enterprise. Each of the components of a tourist product is highly specialised and together make the final product. This is not so in the case of other tangible products where one manufacturer produces a total product. In tourism on the other hand, and airline consider 'seats flown' a travel agent 'bookings', a theatre and museum or an archaeological site measures its 'production' in number of visitors. In the tourist's view, however, the product he buys covers the complete experience of his visit to a particular place. In other words the tourist product is not an airline or a rail seat, or a hotel bed or a theatre ticket, but rather an amalgam of many components which together make a complete product. Because of these peculiar characteristics, coordination in marketing efforts is very crucial.

### **Highly Unstable Demand**

The demand is influenced by factors such as seasonal, economic political, etc. The seasonal changes greatly affect the demand. Seasonality means that tourism plant is frequently used for a limited part of the year and therefore uneconomic. Many tourist areas have a short season - often as little as three months. A corollary of this seasonal usage is the seasonal unemployment, which is a serious problem. Some of the developing countries which have recently established tourist industries suffer particularly from seasonality. Seasonality also places strains on the transport system and other services. Thus seasonality presents a problem not only in relation to employment but also in relation to investment. On the other hand political unrest and economic instability caused by currency fluctuations and inflation, etc., greatly affect tourism demand.

### **Dominant Role of intermediaries**

In most industries, manufacturers have predominant control over product design; distribution and promotion and pricing. On the other hand in tourism, sales intermediaries like tour operators, travel agents, reservation services and hotel brokers play a very dominant role and enjoy superior marketing strength. From the standpoint of tourism marketing, this strong position of the travel trade has significant implications. The travel trade determines to a large extent which services will be sold and to whom. The type of services to be offered as well as the pricing policies and promotion strategies to be adopted by tourist enterprises, are, therefore, determined not only by the needs



and preferences of the customers but also by those expressed by travel sales intermediaries.

### **Motivations**

It is comparatively simple to determine why people buy a certain make of refrigerator, smoke certain brands of cigarettes, use certain brands of toothpaste or prefer a certain type of packaged food. The subjective and objective reasons, expectations and desires which influence tourists' choice for a certain holiday destination, type of accommodation and vacation activities are far less evident. Very often two people make exactly the same choices for entirely different and sometimes even mutually exclusive reasons. Travel motivations unlike motivations for buying a tangible article like a refrigerator, are heterogeneous - composed of diverse elements.

Marketing in tourism, due to the various factors mentioned above, as compared to marketing in other industries therefore needs a somewhat different approach. Tourism marketing to a considerable extent depends on various market factors mentioned above.

### **Levels of Marketing**

Unlike the normal consumer product or services, the tourist product is marketed at two levels.

(i) The national or regional tourist organisation will be engaged in a marketing campaign to persuade the potential tourist to visit the country or region for which it is responsible. In view of the fragmentation of supply, the complementarity of tourist services, the predominance of many small and medium sized enterprises and importance of tourism to an economy, the official tourist organisations have important functions in tourism marketing. The official tourist organisation will however not sell a tourist product directly to customers. It will have two major objectives. In the first place, it will seek to create knowledge of its country in tourist-generating markets and persuade visitors in these markets to visit that country. Secondly it will seek to create an image of its country's tourist attractions in the best possible manner in tourist-generating markets so that the potential visitors are attracted.

(ii) The various individual firms providing tourist services can market their own components of the total tourist product after the national tourist organisations have launched marketing campaigns to persuade the potential tourist to visit the country or region for which it is responsible,

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## **6.5 ANALYSIS AND SELECTION OF MARKET**

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The focus of marketing centres around a customer. Professor Kotler in his definition has also emphasised this fact and stated that achievement of organisational goals depends on determining the needs of target markets (customers) and delivering the desired satisfaction more effectively and efficiently.

From the above it follows that organisations, before achieving their desired goals, have to go through series of marketing functions; and specific understanding of both marketing functions and specific marketing tasks becomes very crucial to grasp the subject of marketing. In this chapter we would discuss the marketing function which can be considered as a system where interaction occurs between an organisation and a customer.

The main marketing functions and the tasks these functions set for themselves are as follows :

- (a) Market Research
- (b) Product formulation and development
- (c) Analysis and selection of target markets (segmentation)
- (d) Distribution networks
- (e) Product Promotion

### **Market Research**

Identifying the customer needs especially in a tourism industry which has very high service base content is very important. This is possible only through systematic market research and analysis. This is basic for successful marketing. It relates to providing answers to various questions pertaining to the marketing activities. Market research can be defined as the "Systematic collection of information relating to supply and demand for a product or a proposed product in such a way that the information may be used by the organisation to formulate informed decisions about its policies and its objectives." The marketing process in fact starts by finding out answers to questions like who are the potential tourists, where do they come from, what are their likes and dislikes, etc.

1. Research Quarks: In order to formulate any marketing strategy it is very essential for a national tourist organisation and others engaged in marketing a tourist product to know the answers to the following questions:

- (i) Who are the persons who engage in tourism and where do they live?
- (ii) Who are the potential customers and where do they come from?
- (iii) What are their likes and dislikes?
- (iv) What are their travel preferences and interest?
- (v) What do they buy and where do they stay?
- (vi) What mode of transport do they use?
- (vii) What are their entertainment preferences?

(viii) What are the trends in competition?

(ix) What type of marketing programmes would be needed?

Answers to all the above questions are obtainable only through research. A tourist-organisation promotion effort, without appropriate answers to the above questions will go waste. To make the overall marketing efforts effective and successful, the tourist organisation has to be totally aware of the trends in the travel habits, vacation habits and most important of all, the reasons attributed to the better success of a competing destination. A marketing manager cannot visualise successful marketing strategy without having an up-to-date knowledge of their markets in general. It is very important to have detailed information on all the aspects of a market. Results of such research will work as guidelines for launching a successful marketing programme.

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## **6.6 RESEARCH TECHNIQUES**

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Market research is a continuous process. Among the variety of methods used, some seem to be widely resorted to because of their advantages over others. Research techniques can be grouped as: (i) desk research (ii) field research (iii) sample surveys (iv) motivation research

(i) Desk Research: Desk research includes the collection and analysis of all available data, statistics and published information on tourist trends and markets. In tourism much of the basic information about tourist trends and markets is available from existing sources. These are a number of international organisations like United Nations, WTO, EC, OECD, IATA, WTTC, ICAO, etc., which publish certain statistical information. Other data and statistics may be obtained from national tourist organisations, trade associations, carriers hotel companies, etc. This information proves very useful in helping national tourist organisations to identify their markets and determine the objectives. This published information is of particular use of these countries which do not possess resources enough to undertake independent market research.

(ii) Field Research: On the other hand, is the research work carried out in the tourist -generating markets itself. The special investigations in the field are to be carried out with a view to know more details of the market situation. Field research includes many methods among which the most common are the sample surveys and the motivation research.

(iii) Sample Survey: Sample survey could be defined as the study of a given population through only a part or a fraction thereof. Much marketing information is obtained through the use of samples. In this method the population or "Universe" for which information is required is defined, for example, all households in a country might be the universe or population under investigation. Then, a statistically valid sample of the population is drawn and information is obtained from the sample. Sampling

techniques consist of personal interviews of tourists, travel agents, carriers and hotel managers, etc., by way of personal interviews with the help of prepared, questionnaires, by mailing questionnaires or through telephone contacts. These are certain advantages of this method. Lower cost is the major reason why data are collected by sampling in place of complete enumeration. The actual obtaining of information from the sample units (i.e. households in this case) is done by way of use of interviews and questionnaires. The questionnaire is administered to the sample population and various data obtained. The sampling place could be anywhere Interviews may take place at homes or office, at the place of arrival departure or temporary stay. In many countries there are a number of specialised firms which carry out sample survey enquiries, as well as government agencies similarly equipped.

The survey investigation can be classified by reference to the kind of information they seek to provide. There are surveys of market behaviour which record the holiday habits of the population, cross analysed by socio-economic, and other characteristics. The trends in holiday-making over many years may be seen and inferences made about the motives of holidaymakers. Furthermore, surveys may be undertaken to monitor the conduct of marketing campaigns.

(iv) Motivation Research: Motivation research on the other hand attempts to describe and forecast the motives of the population under investigation, by use of techniques originally used in psychology. Assuming that every individual Knows what he wants, motivation research is oriented to discover the needs of potential tourists in order to adopt the tourist supply accordingly and thus be able to satisfy them. In other words motivation research is the investigation into the motives behind travel. It concerns itself to answering the 'why' of human behaviour in contrast to answering the 'how' which is subject to sampling surveys. It analyses rather than describes the attitudes of both actual and potential tourists to travelling in general and to the tourist product offered in particular Motivation research provides answers to very important questions. Research in the past has shown that people from some countries, are traditional good travellers (the French, the Germans, the American and the British), while others have become a nation of travellers only recently: The most important techniques used in motivation research is the depth interview method. The questionnaire to be used for this method needs to be carefully designed, as motivation research aims at discovering the deep, subconscious and even unconscious of human beings. An ill-designed questionnaire is likely to reach no deeper than the conscious level where rational factors prevail. Other techniques used are the projective methods like word association tests, sentence completion test and pictorial tests, etc. and observations. Means have been devised to record the reactions of a person and to understand his motives.

## **Product Formulation and Development**

Having identified the consumers and the markets through the method of market research, the next step is the product formulation and development. The concept of consumer orientation makes it necessary to understand the various components of the tourist product from the point of view of the consumer. In the tourism industry product is what gives the consumer the various benefits they are seeking and its production and delivery. The formulation and development of a product involves factors like service, quality range of different products offered in the market, the features and benefits it offers, and the brand name.

Availability of a 'product' is the prerequisite in the marketing function. Unless there is a certain 'product' be it tangible or intangible or a service, marketing is not possible. A 'product' may be defined as the 'Sum of the physical and psychological satisfactions it provides to the buyer. 'Marketing' by definition is the development of a product to meet the needs of the consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumer.

In the case of tourism product, the basic raw materials would be the country's natural beauty climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication and other essentials. In other words the tourist product can be seen as a composite product, the sum-total of a country's tourist attractions, transport, accommodation and entertainment which hopefully result in consumer satisfaction. The tourist Product can be entirely a manmade one or nature's creation improved upon by man. Each of these components of a tourist product is supplied by individual providers of services like retail travel agents, tour operators, hotel companies, airlines or other suppliers, and is offered directly to the tourist by them. A consumer can combine these individual tourist products through a large number of ways. There would be many possible destinations, each with a number of hotels, each to be reached by more than one airline. Thus the potential choice facing the consumer is very large.

A number of enterprises have placed at the disposal of a tourist a large variety of tourist products in abundant quantity from a large number of competing destinations. This eventually has led to the adoption of the new concept, i.e., the marketing concept in tourism by various enterprises marketing tourism. The important point about marketing is that it applies to situations where the choice can be limited to a relatively small number of brands giving the consumer a reasonable choice. The process of selection thus becomes easier. In the field of tourism this process is taking place by the increasing use of package tours. A package tour is a travel plan which includes most elements of vacation, such as transportation, accommodation, sightseeing and entertainment. The tourist product is a

composite product, whether it is sold as a package or assembled by the individual tourist himself or his travel agent.

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## **6.7 3 A'S OF TOURISM**

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The tourist product can, therefore, be analysed in terms of ;

(i) Attractions

(ii) Facilities / Amenities

(iii) Accessibility

### **Attractions**

Tourist attraction is a very important element. Unless these are there, the tourists will not be motivated to go to a particular place. Attractions are those elements in the tourist product which determine the choice of a particular tourist to visit one particular destination rather than another. The attractions could be cultural likes sites and areas of archaeological interest, historical buildings and monuments or scenic like flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Facilities are those elements in the tourist product which are a necessary aid to the tourist centre.

### **Facilities / Amenities**

The facilities complement the attractions. These include accommodation, various types of entertainments, picnic sites, recreation and so on. These are indeed important for every tourist centre.

### **Accessibility**

Accessibility is another important component in the tourist product. 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. If the tourist attractions are located at places where no means of transport can reach, or where there are inadequate transport facilities, these becomes of little value. The tourist attractions which are located near to the tourist-generating markets and are linked by a network of efficient transport, receive the maximum number of tourists.

### **Segmentation**

Market segmentation is one of the important functions of marketing. The technique of market segmentation has been used by organisations to effectively target selected groups in the market with specially designed products and services. Market segmentation can be denned as "the process

whereby producers organise their knowledge of current and potential customer groups and select for particular attention those whose needs and wants they are best able to supply with their products. According to Dibb, Simlaim, Pride and Ferrell Market Segmentation are defined as:

"The process of dividing a total market into groups of people with relatively similar product needs, for the purpose of designing a marketing mix (or mixes) that precisely match the needs of individuals in a selected segment (or segments)."

From the above definition it emerges that the market segmentation is the process of identifying groups of buyers of a total market with different buying desires or requirements. It identifies and analyses the socio-economic, life styles and motivational characteristics of potential buyers into useful categories and thereby launching advertising and promotional campaigns for these selected groups. The identification of segment of a total market is therefore of crucial importance. Due to manpower and financial constraints, it is not possible for an organisation to reach the entire market. Segmentation of the market is therefore made in order to achieve the most efficient use of marketing resources.

### **Objectives**

***The main objectives of the market segmentation, therefore, are:***

- (a) Developing new markets for product variations or new products; .
- (b) Developing defence against competitors by differentiating one's own product from theirs and matching it more closely to the requirements of a particular segment of the market;
- (c) Achieving maximum effects for given expenditure on marketing activities, particularly communication activities;
- (d) Developing marketing programmes and budgets on the basis of a clearer idea of the response characteristic of specific segments.

### **Assistance**

***The following information on the tourist markets will assist in segmentation ;***

- (i) Income distribution of overseas travellers and particularly correlation between income and distance travelled and travel expenditure.
- (ii) Travel expenditure data, i.e. distribution of per head expenditure on travel;
- (iii) Discretionary income of households, correlated with other characteristics enabling targets to be identified closely;

(iv) Historical trends in travel in different socio-economic categories; (v) Survey data on attitudes to and motivations for overseas travel; (vi) Geographical dispersion of potential customers within the market; (vii) Membership of clubs and associations associated with other characteristics which identify

particular groups as potential customers; (viii) Influence of intermediaries (travel agents, tour operators, wholesalers, carriers etc.) on destination choice in particular markets; (ix) Relative importance of different intermediaries in particular market (e.g., is all relevant type of travel business concentrated among relatively few intermediaries or it is dispersed throughout the market?).

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## **6.8 SUMMARY**

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The Institute of Marketing has defined Marketing as "the creative management function which promotes trade and employment by assessing consumer needs and initiating research and development to meet them. It is a well-known fact that as long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel, in order to see new sights and experience new things, and to live under different environments, will always grow. Tourism marketing and marketing in general both emphasis consumer orientation and satisfactions. The concept of consumer orientation, however, makes it necessary to understand the components of the tourist product from the point of view of the consumer. Marketing of tourist product has certain peculiar characteristics. Although general principles of marketing of products of other industries could be applicable to marketing of tourist product, there are certain differences in approach.

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## **6.9 KEY WORDS**

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1. Tourist Demand
2. Motivation
3. Market Research
4. Segmentation
5. Marketing concept

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## **6.10 CHECK YOUR PROGRESS**

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1. Define tourism marketing and explain.
2. Explain in brief about tourist demand and tourist product.
3. What are the special features of tourism marketing. Explain.
4. Write short notes on analysis and selection of market.
5. Write short notes of research technique in tourism marketing.



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**6.11 ANSWER KEY**

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1. Refer section 6.2
2. Refer section 6.3
3. Refer section 6.4
4. Refer section 6.5
5. Refer section 6.6

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**6.12 REFERENCE**

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## **UNIT :7 - INTERNATIONAL TOURISM AND SUSTAINABLE DEVELOPMENT**

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### **STRUCTURE:**

- 7.0 OBJECTIVES
- 7.1 INTRODUCTION
- 7.2 PRESERVATION AND CONSERVATION OF HERITAGE ENVIRONMENT
- 7.3 INVENTORY OF NATIONAL TOURIST RESOURCES
- 7.4 GUIDELINES FOR ENVIRONMENT PROTECTIONS
- 7.5 CARRYING CAPACITY
- 7.6 SUSTAINABILITY
- 7.7 SUMMARY
- 7.8 KEY WORDS
- 7.9 CHECK YOUR PROGRESS
- 7.10 KEY TO CHECK YOUR PROGRESS
- 7.11 REFERENCES

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## **7.0 OBJECTIVES**

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*To Study about international tourism and sustainable development*

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## **7.1 INTRODUCTION**

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Tourism is receiving ever-increasing attention from national governments and from international developmental agencies. It can generate the much needed foreign exchange for financing other sectors of the economy of a developing country and also for bridging the trade gap. In its broadest sense, tourism can do more to develop understanding among people, generate employment and raise the living standards than any other economic force known. There is unlimited potential for tourism development. If properly conceived and executed such development will prove not only to be financially viable but will also prove to be of immense benefit to a country. Inadequate planning and development on the other hand, can increase probabilities of failure resulting in great loss.

It is perhaps much easier to have planned development in countries where there is potential which is only just beginning to be realised. However even in these countries with a long established and a highly developed tourist industry, some measure of planning is essential. Planning is essential for three main reasons:

1. Most countries, to a lesser or greater degree have planned economies and if tourism development is to be part and parcel of national economic development, then this sector of economy also should be subjected to planning.

2. The success of tourism development depends very largely upon appropriate facilities being available in the right place and at the right time and these can only be provided by adequate research into national tourist assets and markets. Research has a very important part to play in the future planning of tourism development.

3. Planning is required to ensure that the natural and man-made assets are conserved and protected to maintain tourist appeal, for lack of care and coordinated development may impair and even ruin those assets upon which the tourist industry is founded.

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## **7.2 PRESERVATION AND CONSERVATION OF HERITAGE ENVIRONMENT**

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### **Dimensions**

A High quality of environment is basic for tourism development. When hundreds of thousands of tourists visit a destination, their impact is bound to be felt on the host areas. The environment has to be examined in terms of its physical characteristics - vegetation, climate, soil, fauna and flora and the dynamic of the relationships between these.

1. The key elements of environmental change connected with tourism development mainly focus on issues of land and landscape both in man-made or built and natural environment. These physical impacts tend to be most visually apparent because tourism development, like any other development activity, will certainly have impact on physical location to a certain extent wherever that location exists.

2. Mass movement of tourists may be responsible for both protecting as well as destroying the environment of a destination area.

3. A destination's environment in all its forms is a major motivating factor for the initial visitor interest in an host area. If there is any deterioration in the environment of a host area or if the quality of the environment is threatened by visitors or by tourist development itself, the very reason for tourism development may be defeated.

4. There has been a growing concern over the years regarding environmental protection and conservation. A growing concern for the protection of the environment and the individual's quality of life is being felt. It is within this context that the relationship between tourism and the environment has been receiving a growing level of attention from both the public and private sector organisations in various countries in the world.

5. Various international bodies have cooperated in the preparation of a host of studies, plans, programmes and activities on tourism and environment. At every leading platform where tourism is discussed, environmental protection receives attention.

6. The concern for environmental protection in the field of tourism can, however, be traced back to much earlier. The International Union of Official Travel Organisations (IUOTO), the predecessor of World Tourism Organisation (WTO), was one of the first organizations to come to the defence of environmental protection as early as 1950 having, as one of its main objectives, the study and development of natural tourist resources.

7. In the year 1954, the study of environmental questions became institutionalised in the activities of IUOTO and the protection of tourist heritage was included on the agenda of each IUOTO Assembly.

8. The tourism boom which characterised the 1960s as a result of the introduction of jet travel was also responsible for the advancements in the development of statistical measurements and evaluation of tourism.

9. More and more governments realising the importance of tourism to their country's economies started collecting and compiling the basis tourist statistics to determine the benefits and also to plan

for future developments. Some evaluation studies of qualitative aspects of tourist movements were also undertaken.

10. Various surveys conducted showed that natural tourist resources were the primary factor that attracted tourists even in countries rich in cultural heritage. There were large movements from urban areas to beaches, mountains and other natural resources for rest and recreation.

11. The great increase in number of visitors to these areas resulted in rapid, unplanned construction of hotels and other dwellings for use of tourists and for migratory service employees. This unplanned growth threatened to destroy the very environment that was the tourist attraction in the first place. There appeared an environmental threat both aesthetic and ecological from overcrowding of particularly attractive areas.

12. The need for what began to be described as an 'integrated approach' to the tourism development was felt by both governments, international agencies and the public in general.

13. Increased interest began to be generated in what was termed as the 'ecological impact of tourism.

14. Awareness and also the recognition of 'ecological threat' led KIOTO to recommend to world governments that they implement a resolution adopted in 1960 by its Fifteenth General Assembly in the following terms:

(a) "The General Assembly, considering that nature in its most noble and unchanging aspects constitutes and will continue increasingly in the future to constitute one of the essential elements of the national or world tourist heritage"

(b) "Believes that the time has come for it to deal with the problems raised by the dangers threatening certain aspects of nature..."

(c) "Decides consequently to recommend to all IUOTO member countries to exercise increased vigilance regarding the attacks made on their natural tourist resources."

### **Environmental Policy for Tourists**

Implementation of the above resolution required the adoption of a tourist environmental policy. A policy was set forth by IUOTO in a research paper entitled "Study on human environment" which was submitted to the Twenty-Second General Assembly held at Ankara, Turkey, in the year 1971. The Tourist Environmental policy had the following highlights :

(a) Recognition that protection of the environment, which is at the very basis of the development of tourism, has often been neglected in physical planning policies. This entailed promoting an

awareness that the real interests of tourism did not lie in the immediate profitability of plan but in a rational utilisation of tourist natural resources which, far from damaging them, would contribute to their development. Accordingly, it was seen as essential to base development policies on long term prospects and on the basic needs of tourists;

(b) Recognition that as tourism was largely international in nature offering the natural resources | to individuals of another country for their cultural enrichment and well being, the protection of the tourist capital was in the interest of everyone and must be dealt with at world level Underlying this recommendation was an awareness that close international cooperation was necessary so that no region would be at a disadvantage as a result of having adoptee high-quality environmental protection measures;

(c) Recognition of a lack of uniformity in the way in which environmental protection was handled at national level. In many cases there were no provisions to ensure that tourism interests were represented within bodies with responsibility for the environment and physical planning. It was therefore seen as necessary to establish or strengthen collaboration between all bodies dealing with the problems of nature protection. The need was also seen to set up a special body at national level responsible for coordinating steps to protect nature, a proposal. that was subsequently to be adopted by the United Nations Conference on the Human Environment at Stockholm ;

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### **7.3 INVENTORY OF NATURAL TOURIST RESOURCES**

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Central to such a policy was seen to be the establishment of an inventory of natural tourist resources with a view to identifying in particular.

(i) Protected areas or natural reserves where attempts at the very least should be made to conserve or re-establish the natural balance (national parks, forest reserves, etc.);

(ii) Areas reserved primarily for tourism because of their natural attractions and from which industries would be excluded (beaches, mountain resorts, etc.);

(iii) Mixed natural areas in which the establishment of industry must be so planned as to safeguard the main tourist resources.

Implicit in the above policy directives was the concept of classification or zoning, whereby areas with a particularly sensitive or fragile environment would not be developed for tourism or at least where tourism access would not be 'severely restricted'. In areas where tourism development was to be permitted on a larger scale, planning measures were seen as essential if the growth of tourism itself were not to produce adverse environmental effects; the pollution of bathing water, for example. Legislation was seen as playing a key role in the implementation to the tourist environmental

policy. It was needed not only in national parks or nature reserves but also in tourist areas in general so as to prevent anarchic construction of dwellings, dirty camping grounds or beaches, forest fire or the proliferation of advertising hoardings outside of towns.

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#### **7.4 GUIDELINES FOR ENVIRONMENT PROTECTION**

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The establishment of guidelines for the development of new tourist resorts was a key feature of the new tourist environment policy. It suggested that new developments should conform to a definite plan drawn up by a multidisciplinary team of experts in legislation, tourism and ecology. According to these guidelines,.

1. If the conception of the plan was the responsibility of regional or local authorities, account should be taken of the developments in neighbouring areas or localities so as to achieve coordination of measures necessary to protect natural surroundings.

2. It was also considered desirable to establish suitable reception capacity at the resort in order to plan the communication and transport infrastructure and the distribution of areas for building a recreational plant thus avoiding traffic problems, air pollution and noise congestion, etc.

3. Architecture and the general aspect of buildings and the location of sports facilities or camping sites should be so designed as to ensure harmony with natural surroundings and vegetation.

4. For planning parks, forests or even the countryside, the competent authorities should also ensure that ecological principles were applied and prevent the destruction of trees, flora and fauna by determining the areas to be set aside for the construction of buildings and by creating paths and other means of access which were not harmful to the beauty of the sites.

5. The pollution of water and beaches was recognised as a serious threat to main tourist areas and it was recommended that specific measure be taken to limit or prevent these effects.

#### **UN Conference**

The United Nations some years back organised a conference in Stockholm on Human Environment. This conference symbolised the growing importance that the people of the world attach to maintaining and improving the quality of human life and to enrich the human environment. It is a fact that, all over the world, man has been using natural resources without any thought of the future. It is the wrong use of these resources which causes problems. Today environmental pollution poses a serious threat to life-on earth and this is true not only of the areas where there is a great concentration of industries but also where there is a great concentration of tourists.

### **Motion of Maltres D' Hotel**

The negative impacts of haphazard and unplanned development of tourism are well illustrated by many areas in North America and Western Europe and also to a greater or lesser extent throughout large parts of Asia's tourism circuit. Yugoslavia's Adriatic coast and the Seychelles are other examples. Many of the beaches of North America and Western Europe bear a mute testimony to the havoc that can be wrought by uncontrolled development of tourism. Destinations once noted for their particular character are reduced to unattractive showpieces as many countries endeavour to keep pace with the visitor inflow. Despite a measure of governmental control during the development, the great increase in number of visitors to these areas resulted in rapid, unplanned construction of hotels and dwellings for tourists and for migratory service employees. These expansions threatened to destroy the very environment that is the tourist attraction. A prominent leader in the Seychelles objected to seeing his country become a "nation of maitres d' hotel". These example underline environmental threat, both aesthetic and biological, from overcrowding of particularly attractive areas.

### **Resource Exploitation**

Tourism development brings in special ecological problems not encountered in other types of economic activity. The environmental resources 'exploited' for tourism attract tourists because of their outstanding beauty, recreational possibilities or educational and cultural interest. The modern tourism's most paradoxical trait is its capacity to destroy those attributes which attracted the visitor in the first place. The well known economic analyst and futuroiologist, Herman kahn, described the rapidly expanding tourism as "...next only to atomic power in its potential for environmental destruction ...". Mass tourism has brought in its wake certain ecological and environmental pollution problems.

### **Environmental Amenities**

The environmental amenities which attract tourists have tended to be taken for granted. Preservation of their quality has only recently begun to concern tourism development planner. For tourism the quality of the environment is the basis for attracting visitors and needs to be conserved. Tourism development can become a positive factor for improving the environment, if certain amount of intelligent basic planning is done. In fact the quality of the tourism product depends upon a high quality natural environment.



### **Contribution of Tourism in Preservation**

It has been seen that major social benefits accrue to tourists themselves. But tourism also has valuable spillover benefits for tourist receiving countries. Notable among these is the contribution of tourism to the preservation of historic sites and cultural values. Careful cleaning and beautifying ancient monuments, clearing the areas around the monuments and improving them, for tourism purposes is a case in point. Through tourism development, the environment is not degraded but in fact can be improved. So great has been the national and international demand for tourism and recreational facilities that government have increasingly to face up to the choice between extending public access and availability of sites, and conservation and protection against over-development. Governments are increasingly aware that future growth of the industry will necessitate careful management and avoiding over development of regions of natural beauty. Moreover, saturation in principal destination areas will require a more active policy of diversification and redistribution of tourist flow.

### **Regional Planning Considerations**

The potential of a region for tourism may be so great that its development will be central to economic goals and plans. However, regional planning for tourism more often will be considered as a separate and distinct planning effort, aimed primarily at determining the best location of facilities like hotels, resort facilities and transportation networks. Such planning views tourism primarily as a source of foreign exchange earnings. This approach would recommend development to accommodate maximum possible number of projected visitors and to design facilities to generate die maximum possible spending by the tourists. However, this approach of profit maximising in .ourism development can result in deterioration of fragile environment and attractive landscapes through over-building and excessive number of visitors. The aim is conserving the environment amenities of a region and advancing regional development through interdependence. The more the local people benefit from tourism the more they will benefit from a commitment to preserve the environmental features which attract tourism. Consideration of the region's ecological characteristics ire essential to providing adequate criteria for the development of facilities and viable plans for the use and management of resources for tourism.

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## **7.5 CARRYING CAPACITY**

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Carrying capacity is closely linked with environment. Every tourist region has a carrying capacity for tourists as well as for any other type of use. This capacity varies with' the fragility of the area concerned and the nature of the tourist activity contemplated. For example, an island rainforest is a very fragile environment which could be easily endangered by excessive number of tourists using it.

By contrast, a recreational beach is not easily damaged by large number of tourists. Planning facilities for tourist development in the case of the island rainforest would require limitations on hotel and similar other installations in order not to encourage excessive number of tourists. In the second case that of recreational beach, high density accommodation and other installations for tourism might well be tolerated carrying capacity of a place or a region may however alter or change over time. Technological advances for instance may increase the amount of sewage which may be treated properly, thereby increasing the carrying capacity. Similarly improvements in infrastructure designs and developments, modes of transports etc. may also increase carrying capacity over time. An important point to recognise, however, is that the overall carrying capacity of a destination is often determined by just one factor. This one factor becomes the limiting factor beyond which carrying capacity can not be altered or changed. For example, there may be enough hotel rooms to cater for, say, 10,000 tourists per night, but if the sewage system is meant to cope with only 5,000 tourist per night, in that case carrying capacity will be 5,000 tourists.

### **Definitions**

1. "Carrying capacity can be defined as the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of experience gained by visitors." Mathieson and Wall, *Tourism: Economic, and Social Physical Impact*,

2. The concept of maintaining a level of development and use that will not result in serious environmental deterioration, socio-cultural or economic problems, or be perceived by tourists as depreciating their enjoyment and appreciation of the area. "WTO, *National and Regional Tourism Planning*."

3. "That level of tourist presence which creates impacts on the host community, environment and economy that are acceptable to both tourists and hosts, and sustainable over future time periods." Cooper et al, *Tourism Principles and Practice*.

### **Type of carrying capacity**

#### **1. Physical/Ecological**

- (a) Acceptable levels of visual impact and congestion.
- (b) Point at which ecological systems are maintained before damage occurs.
- (c) Conservation of wildlife and natural vegetation of both the land and marine environments.
- (d) Acceptable levels of air; water and noise pollution.

## **2. Economic**

(a) Extent of tourism that provides optimum overall economic benefits without economic distortions or inflation.

(b) Level of tourism employment suited to the local community.

## **3. Socio-cultural**

(a) Extent of tourism development that can be absorbed without detriment to the life styles and activities of the local community.

(b) Level of tourism that will help maintain historic and cultural monuments, arts, crafts, belief systems, customs and traditions without detrimental effects.

## **4. Infrastructure**

(a) Adequate availability of transportation facilities and services.

(b) Adequate availability of utility facilities and services of water supply, electric power, sewage and solid waste disposal and telecommunication.

(c) Adequate availability of other community facilities and services such as those related to health, and safety, and of housing for employees in tourism sector.

## **5. Psychological**

Crowding and the psychological impact of being with too many other people for comfort/enjoyment.

Factors affecting carrying capacity

Major factors usually include: 1. Alien Factors

(a) The volume and characteristic of the tourist ; mass tourism will have a greater impact than independent/explorer type tourism.

(b) The length of stay.

(c) Geographical concentration of visitors.

(d) The degree of seasonality.

(e) The type of tourism activity.

(f) Educational level, purpose of visit, age of visitors, etc will all affect the impact. This is very closely linked to the volume and characteristics of the tourism.

(g) The degree of exposure to other forces of technological, social and economic change e.g. the effect of television, may have a greater than tourism.

## **2. Local Factors**

(a) The fragility of the local environment: sand dunes, marine environment etc. are more fragile than Trafalgar Square in London or Wall Street in New York.

(b) The social structure of the host economy: the more developed a country is, the less vulnerable to the influence of the tourist.

(c) The economic structure: developing countries are less likely to be able to reap the same benefits as a developed country due to the fact that are likely to have to import more goods to cater for the needs of the tourist because these are not produced locally. They may also be dependent on foreign investment for development-the profits generated from these development will be repatriated (or at least some will be).

(d) The political structure: government may encourage or discourage tourism. This will be reflected in the resources and support made available to cope with the impact of tourism.

(e) Availability of local resources: the greater the local resources, the lower will be the need for imports and the greater the benefit for the local community. Natural resources will also serve as an attraction for tourists.

(f) The policies adopted with regard to tourist dispersal.

## **3. Combined Factors**

(a) The difference between the tourist and host: the greater the difference the greater the impact. This applies to both differences in wealth and differences in culture.

(b) The amount of contact: fleeting contact will be less likely to allow hosts/tourist to learn about the other's culture. Segregation of the tourist reduces what is called the 'demonstration effect'.

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## **7.6 SUSTAINABILITY**

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The term sustainability is linked very closely to carrying capacity. Both are related to the concept of maintaining a level of tourism which does not cause irreversible damage and which allows tourism in a given destination to continue into the future. What has happened in a lot of cases, and the south coast of Spain is a good example, is that tourism grew too fast and growth was uncontrolled. Resorts became too crowded. They became less popular/fashionable and the number of tourists had fallen off.

## **Definition**

According to the WTO the term sustainability may be defined as:

"The underlying approach now applied to tourism planning, as well as to other types of development, is that of achieving sustainable development."

## **The Sustainable Development Approach**

It implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. The concept of sustainable development has received much emphasis internationally since the early 1980's, although tourism plans prepared even before that period often were concerned with conservation to tourism resources.

"The sustainable development approach to planning tourism is acutely important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. More generally, most tourists seek destinations that have a high level of environmental quality-they like to visit places that are attractive, clean and neither polluted nor congested. It is also essential that residents of the tourism area should not have to suffer from a deteriorated environment and social problems."

## **Co-ordinated Approach**

Because of the nature of the tourism industry, i.e. it is fragmented with many players, problems have arisen because of conflicting interests. Venice is a good example of where co-ordinated overall planning has proved difficult. There is no one government department that has responsibility for planning and conflicts have arisen between the needs of the locals and the needs of the tourists. Everyone should take responsibility for achieving sustainable development. Government is usually involved, for instance in terms of granting planning permission. Developers are involved, but do not always have long-term objectives, particularly if they come from outside the community in which the development is taking place. The local community have a vested interest in ensuring that their "home" is not spoilt, but often there are conflicts between hotel owners (or any who benefit from tourism) and those who only "suffer" the tourists (eg. traffic jams etc). Tour operators-and travel agents have started to take a more responsible stance-in their brochures they try and "educate" the tourists to be more aware of local customs involved.

## **Sustainable Approach of WTO**

According to WTO two approaches to responsible planning for sustainable development are possible.

1, A top down approach, with plans prepared by a central authority, (central or regional, government), or.

2. A bottom-up approach, driven by the community. Often a combination of the two approaches the best results.

### **Steps in Achieving Sustainability**

#### **1. At Macro level**

(a) Creation or development of popular resorts in one area, as a way to relieve pressure from another area of a more sensitive nature.

(b) Dispersion policy: the use of resorts may cause the depletion of resources in one area, and the exclusion of the rest of the population of an area from the financial benefits of tourism. To prevent this, a policy of dispersing tourist resorts across a region or country may be adopted. In West Indies each region has been allowed to develop one beach resort-thereby spreading the benefits across the island.

(c) Zoning: this is the division or categorisation of land-permitting only certain kinds of use on it. This may also be applied to lakes e.g. some lakes may be zoned for water skiing or fishing.

(d) The encouragement of green policies: this is when green policies are adopted to protect and restore the environment or offset an environmental problem, and at the same time indirectly improve recreational resources. An example of this is the growth of urban forests by the City Authorities which could in turn lead to these sites being used for recreation.

(e) The provision of urban tourist facilities: if there is provision of tourist or recreational facilities like urban forms, water splash parks or access to existing facilities like rivers and lakes, it removes pressure from ecologically sensitive areas as the impact of tourism in urban areas is less. It fulfils the need of the tourists by finding a use for their leisure income that would have been spent elsewhere. It also reduces the social and environmental cost of travelling to and from a tourist destination and also in a way substantially removes the desire for a holiday by reducing the demand for travel.

(f) Create environmental awareness: making people aware of the effects of tourism. Providing tourists with information on scarcity of natural resources can do this. Information relating to culture difference and advice regarding acceptable behaviour may also be considered.

#### **2. At Micro Level**

(a) Restrictive entry: this is where access is controlled by the use of various means.

(b) Barriers across entrance points.

(c) Quotas for visitors during the year.

(d) Use of price mechanism: to reduce the number of tourists high prices may be charged. This will create an image of "exclusivity" which in turn helps to justify the high price.

(e) Site management signposting: by providing visitors with information and by the creation of signposted walks, behaviour may be modified and tourists may be kept away from sensitive areas. Signposting can be used in conjunction with information provision.

(f) Protecting footpaths: the sustained use of footpaths can lead to problems such as soil erosion or the widening of paths. In order to prevent this, care has to be taken in planning footpaths and also consideration of what materials should be used in order to create a state of naturalness which also sustains high levels of pedestrian flow.

(g) Control of access points: similar to the first point. The location and size of car parks, roads or hotels in relation to areas of a sensitive nature can reduce the number and impact of tourists.

### **Recreational Preferences**

International tourism by definition draws persons from diverse cultures. Regional resource inventories and evaluation for the development of tourism should, therefore, attempt to take into account diverse recreational preferences. The travel preferences of tourists from different cultures should also be considered in the layout and design of tourist facilities. Particular attention is needed for cultural preferences in the total environment destined for tourism use. Such consideration will again assist in assigning specific values to different landscapes and natural resources.

### **Archaeological Sites and Wildlife**

Tourism has the greatest need to protect the environment of the places of natural and cultural importance be it a monument, a beach resort, national park, recreational area or a wildlife sanctuary. The planners must consider the environmental process wherever large investment are made in tourism development. The tourist has a strong desire to see and experience places of wonder and beauty in areas where nature remains essentially unspoiled. Destinations noted for their particular character and beauty should not be reduced to innocuous urban jungles in order to keep pace with the visitor inflow. Wildlife which is deteriorating and vanishing so rapidly can be safeguarded. The environment in which various animals live can be properly preserved. Similarly, many other tourist areas can be safeguarded against forces which are responsible for their degeneration. Tourism must be used as a positive factor in environmental improvement.

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## **7.7 SUMMARY**

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Tourism is receiving ever-increasing attention from national governments and from international developmental agencies. A High quality of environment is basic for tourism development. When hundreds of thousands of tourists visit a destination, their impact is bound to be felt on the host areas. Protected areas or natural reserves where attempts at the very least should be made to conserve or re-establish the natural balance (national parks, forest reserves, etc.). The establishment of guidelines for the development of new tourist resorts was a key feature of the new tourist environment policy.

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## **7.8 KEY WORDS**

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1. Heritage environment
2. Tourist Resources
3. Environment protection
4. Carrying capacity
5. Development Approach

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## **7.9 CHECK YOUR PROGRESS**

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1. Explain the importance of preservation and conservation of Heritage environment.
2. Write short notes on Natural Tourist Resources.
3. What are the guidelines for environment protection
4. Define carrying capacity? Explain its types and factors affecting carrying capacity.
5. How sustainability is linked with carrying capacity? Write the steps in achieving carrying capacity.

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## **7.10 KEY TO CHECK YOUR PROGRESS**

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1. Refer section 7.2
2. Refer section 7.3
3. Refer section 7.4
4. Refer section 7.5
5. Refer section 7.6



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## 7.11 REFERENCES

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
3. International Tourism - Jag Mohan Negi
4. International Tourism - Babu P.George
5. Global Tourism - B.S.Badan

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## **UNIT:8 - TOURISM IN DEVELOPING COUNTRIES**

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### **Structure:**

- 8.0 OBJECTIVE
- 8.1 INTRODUCTION
- 8.2 TOURISM IN DEVELOPING COUNTRIES
- 8.3 GROWTH TRENDS IN GLOBAL TOURISM
- 8.4 TOURISM PLANNING
- 8.5 MANAGEMENT OF TOURISM
- 8.6 SUMMARY
- 8.7 KEY WORDS
- 8.8 CHECK YOUR PROGRESS
- 8.9 KEY TO CHECK YOUR PROGRESS
- 8.10 REFERENCES

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## **8.0 OBJECTIVE**

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*To study about tourism in developing countries.*

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## **8.1 INTRODUCTION**

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### **Development Concepts and Goals**

The very concept of development has widened and undergone a change during the last several years. De Kadt states: "Dominant development concerns have changed over the past three decades. With much oversimplification, it may perhaps be said that an earlier simple faith in the merits of economic growth as such has given way to questions about the balance of that growth and the distribution of material benefits. Also, the very definition of development is being challenged, not only in its economic interpretation but in its social, political, and human dimensions as well. Since 1970 a series of UNESCO-sponsored Inter-governmental Conferences on Cultural Policies has stressed the importance of cultural development as an essential component of the general development of countries. Even so, the cultural and non-material aspects of development are widely neglected by those responsible for making the crucial policy decisions both nationally and internationally."

Development specialists have identified new goals of development. The first of these relates to the alleviation of poverty. There is a very large number of people in the developing countries who live in dire poverty. The developed community is searching for new ways and means so that they could be provided with productive work to enable them to satisfy their basic needs. Large scale planned development of tourism is seen as having the potential to meet the goal to some extent. A second goal of development concerns the lessening of world-wide economic inequality and the establishment of a new International Economic Order. The restrictionist approach of the developed countries in areas like trade, investment etc. does not allow the developing nations to attain their development aims. Unlike other items of world trade, which are believed to affect the domestic industries of developed countries, particularly employment, tourism as an export industry has the possibility of finding greater acceptance in the adjustment of economic relations with those countries. The realisation of a third goal, that of 'one world' can also be facilitated, in the opinion of some, through the medium of tourism.

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## **8.2 TOURISM IN DEVELOPING COUNTRIES**

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Certain writers have expressed reservations on the subject of the widely accepted view that tourism is a factor in national development, particularly in developing countries. According to them, tourism is only very exceptionally a significant factor leading to growth, as it is seldom developed on an adequate scale. In addition, tourism cannot make a major contribution to integrated national

development as it is a factor concerned with the import of luxury goods and is more or less isolated. The critics have also pointed to the adverse effects and social strains caused by tourism in some developing countries.

On the other hand, the proponents of tourism expansion in developing countries refer to the foreign exchange earnings and to its impact on the gross domestic product both directly and through the operation of the expenditure multiplier. They claim that, in certain circumstances, tourism is a component of growth, particularly by its net contribution to foreign currency. These conditions essentially mean that tourism should be included in national development plans. Writers like Michael Peters have emphasized the importance of the income brought by international travel, in the form of foreign exchange, which is so essential for major investment in developing countries, and the "potential benefits" for them. According to Peters, there are at least five potential benefits from tourism for any developing country. These are:

- (i) A contribution to the balance of payments as an earner of hard currency,
- (ii) the dispersion of development to non-industrial regions;
- (iii) the creation of employment opportunities;
- (iv) the effect on general economic development through the multiplier effect, and
- (v) the social benefits arising from "a widening of people's interest generally in world affairs and to a new understanding of 'foreigners' and foreigner's tastes."

The actual and potential benefits to be derived from the export of travel services by developing countries has also been stressed by Gray. Following Prebish, some writers expressed the view that in their efforts to increase foreign exchange earnings, which are so essential for development and increasing economic growth rates, the developing nations must accept evermore adverse terms of trade. But, according to Gray, "the travel industry has special attributes in its role as a counter to the despondency of the Prebish hypothesis because of its ability to attract foreign capital and its relative freedom from some of the constraints which tend to delimit or restrict the exportation of commodities. The expectation of a high income elasticity of demand for travel services by developed nations from developing nations counters the forecast inevitability of ever-worsening terms of trade for developing nations."

Gray further states: "Provided the citizens of the developing country are willing to welcome the foreigner, his affluence and his potential objectionableness, and provided the demand for travel export services exist in fact, travel exports may be a valuable engine of growth."

In its resolution proclaiming 1967 as the International Tourist Year, the UN General Assembly recognised that "international tourism can and does make a vital contribution to the economic growth of developing countries," in addition to its value as a force promoting international understanding.

In a study of the development of tourism in the Commonwealth Caribbean Islands, which have many features in common with other developing countries, Bryden has examined some of the issues related to its economic and social impacts. 'In his view it is necessary to understand the interrelationship between economic and social impacts of tourism in order to correctly appreciate tourism effects on the people. A distinction is, therefore, made between the "pecuniary" or "material" and "non-pecuniary" or "transcendental" costs and benefits in order to avoid the misunderstanding caused by the use of the term "social costs" by economists and other disciplines. For the economist "social costs" mean in general the opportunity cost to society at large; for other disciplines it usually connotes those costs (or benefits) which are not normally measured or analysed by the economists. Generally, the benefits are described in pecuniary terms while costs are expressed in non-pecuniary terms. For assessing tourism impacts, this kind of analytical framework is both inadequate and confusing.

Bryden has pointed out the inadequacy of the methodological approaches on the economic and social impact of tourism in developing countries which are based primarily on the tourist multiplier concept. In his view, the cost-benefit techniques used by him in the case of the Caribbean provide a better approach to the measurement of tourism impacts. There are several important areas of "costs" which, according to him, must be set against potential benefits. But these costs are largely ignored in the studies of tourism impact in developing countries. While admitting the economic costs associated with tourism development, these are considered negligible in comparison to the benefits. Further, there is seldom any attempt to measure the costs and benefits of tourism development in terms of social opportunity costs and returns. The non-pecuniary or "transcendental costs" should also be taken into account and linked to the economic costs and benefits of tourism development. Since the associated costs of tourism development tend to be very substantial, they must be identified and incorporated into any analysis of the social costs and benefits of tourism.

***The main conclusions of Bryden's case study are:***

(i) The quantitative data on financial and human flows due to tourism show that the financial flows involved from a significant portion of world trade in goods and services.

(ii) Tourism, unlike many traditional exports of the developing countries, appears to have a high income elasticity of demand and hence offers many advantages as a source of earning foreign exchange for them.

(iii) The developing countries themselves provide a substantial proportion of inter-regional arrivals, especially the developing countries of Europe and the Mediterranean. On the basis of the available data, there is little evidence to show that there is a net flow of resources from the developed to the developing countries via the tourist market. "Tourism at present involves only minimal net flows of foreign exchange from developed countries to the developing countries outside Europe and at worst a net flow of foreign exchange to the developed countries."

(iv) Tourist multiplier approach in evaluating the social costs and benefits of tourism development especially in smaller islands, provides no useful guidance to policy makers as regards the merits of tourism in comparison to other alternatives.

(v) The expenditure multiplier "cannot be used as a reliable indicator of the benefits to be derived from tourism except under very restrictive assumptions which are unlikely to be met in the real world." On the other hand, the social cost-benefit analysis does enable some comparisons to be made with alternatives.

(vi) Statistics of tourist arrivals and tourist receipts while they may tell us something about the growth of demand, tell us nothing about the economic and social impacts of tourism in developing countries." There is need to evolve a suitable methodology to evaluate the socio-economic impact of tourism in the context of developing countries.

Notwithstanding the studies and writings of persons like Bryden, Rivers, Perez, Marsh and Turner, concerning the socio-economic-cum-cultural impact of tourism on the developing countries, it is regarded as an important component for economic development by planners practically all over the world. In fact, much of the criticism actually relates to the "non-pecuniary" effects of tourism and the unquantified physical and social costs associated with it. The economic potential of tourism and its manifold benefits are not denied. The need and concern of the developing countries for the planning and development of tourism is thus obvious.

Most of the developing countries, though rich in tourism assets, lack the resources which are essential to their economic development and, consequently, the improvement in the living standard of the people. -They have problems relating to large populations, growing unemployment, uneven incomes, small internal markets, and mainly depend on agriculture and export markets in industrialised countries. They face gradual decline in their traditional exports and trade with the developed nations. The industrialised countries have generally adopted protectionist measures in regard to the export of agricultural produce from the developing countries. The export of manufactured goods is also severely restricted due to the imposition of high tariffs and rates by them. Consequently, the demand in the developed countries both for agricultural and manufactured products from the developing

countries is very limited. Tourism, on the other hand, is subject to very different demand conditions. It has a high income elasticity of demand (estimated at 1.5 for foreign travel by WTO) and is expanding rapidly. It is not subject to restrictions by the developed countries where the vested interests, like international airlines and tour operators, themselves stand to gain from an expansion of international tourism.

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### **8.3 GROWTH TRENDS**

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International tourism, which started growing in the early 1950s, spread more widely from Europe to the developing countries in the 1960s and they began to benefit increasingly from its growth. Between the years 1950 to 1970 international visitor arrivals in all countries recorded an average yearly growth rate of 10 per cent, while international tourism receipts increased at the rate of 11 per cent per year. Tourist arrivals during this period increased from 25 million to 168 million and receipts went up from US\$2.1 billion to US\$17.4 billion. Much higher growth rates were recorded in some of the developing countries.

North America (United States and Canada), Western Europe and Japan comprise the three major tourist generating areas. Nearly 75 per cent of all international visitor arrivals, including a large percentage of arrivals in developing countries, are from 12 countries, viz. United States, Canada, United Kingdom, France, Germany, Sweden, Denmark, Belgium and Netherlands, Austria, Italy and Switzerland. Until 1967, foreign travel from Japan was very limited but with the easing of restrictions in subsequent years, foreign holiday travel has increased rapidly.

#### **Determinants of Growth**

Studies, usually based on sample surveys, show that the main factors which determine the growth of tourism demand and vacation travel are: levels of income, income distribution, social structure, educational levels, degree of urbanization and geographical location. The correlation between per capita Gross National Product (GNP) and vacation travel is not very close. For instance, in some countries, such as the United States, which have the highest per capita GNP, the proportion of the population travelling on vacation is lower than in some European countries. Further, travel patterns in countries with similar GNPs, within the same region, are very different. In some highly industrialised countries the proportion of adult population travelling on vacation constitutes a very high percentage of the adult population. But, in many others it is not so. There is a large potential for further growth in vacation travel.

The extent of foreign travel is determined not only by socio-economic factors but it also depends on the size of the country of origin and its geographic location. It is easier for a European vacationer to cross an international frontier than for a North American who may have to travel a long distance

to undertake a foreign trip. The broad pattern of vacation travel indicates that much of it is over relatively short distances and takes place within and between the developed countries. A substantial number of holiday makers cover somewhat longer distances such as the visits of North Americans to Mexico and the Caribbean and those of vacationers from Western Europe to the Mediterranean. The share of the United States in inter-regional travel, which in itself is small, represents a large proportion within the absolute total of such travel. The majority of US travellers visit Europe.

The transport costs constitute a key element in determining the flows of tourists. Reduced tariffs and better and faster services have resulted in the use of air transportation by holidaymakers. The growth of air charters has rapidly increased tourist traffic to Europe, the Mediterranean and, on a limited scale, to many far away destinations such as Ceylon, Thailand, Kenya and Caribbean Islands. The absolute number of vacationers travelling by air, particularly to the more distant developing countries, from the main generating areas, is likely to increase significantly in future.

### **Future Tourist Flows**

While the bulk of future vacation travel will continue to be within and between the developed countries, there will be large increases in flows of visitors to the developing countries in the Mediterranean basin, Mexico and the Caribbean. For long distance travel, the areas of attraction in developing countries are likely to be Eastern Africa and South-East Asia (Iran, Afghanistan, India, Ceylon, Nepal, Thailand, Indonesia and Singapore) since in most of the countries in these regions multi-destination tourist circuits have developed.

It is difficult to predict the magnitude of the likely tourist traffic to each of the more distant destinations. "They are competing destinations and much will depend on the success of each in providing tourist facilities of the right type and at the right price. Overall, the growth in long distance vacation travel is likely to be fast." Regional travel is also expected to expand. The greatest growth rate is likely from Japan to the Pacific destinations.

### **Patterns of Expenditure**

Normally, vacationers availing annual leave with family tend to spend one month's income on the holiday. But it depends on the living standards in different countries and also between holiday-makers within the same country. Demand for holiday travel, both domestic and foreign, is highly price-elastic. Tourists are very sensitive to price incentives. Destinations which offer comfortable and reasonably priced accommodation and services, and do not entail high transport costs, and are not very distant or expensive attract middle-class tourists. This is borne out by the Mediterranean destinations, e.g. Spain, Greece, Tunisia and Yugoslavia as also distant destinations such as Kenya, Ceylon and Thailand, which have a great appeal for a broad spectrum of middle-income tourists.



The tour operators have an important role in organising package tours and budget holidays to such markets. Travel by relatively more affluent holiday makers, on the other hand, predominates in other distant destinations.

The cost of travel, as part of the total cost of the holiday, depends on the distance of the destination and the mode of transportation used. Normally, excluding travel costs, an expenditure of 60 to 75 per cent is incurred by a tourist on accommodation and food. The rest is spent on sight-seeing, excursions, entertainment and shopping. In some tourist destinations shopping accounts for a large portion of the tourists' budget. In practically all destinations tourists purchase souvenirs, local arts and handicrafts and thus provide an addition to exports which might otherwise not take place.

Considering the patterns of tourist expenditure, it is thus evident that a significant demand can be created in many countries by increasing the supply of moderately priced accommodations and reduction in the cost of air travel which could be utilised by tour operators to market package tours.

### **Seasonality**

Vacation tourism has a highly seasonal character. It is determined to a large extent by the climatic and geographical factors in both the generating as well as the receiving countries, patterns of industrial vacation and the timings of holidays in schools and other educational institutions. There is a growing trend by people to take two or more holidays in some advanced industrial countries. This reduces to some extent seasonal peaks. On the other hand, business travel has little relation to seasons and can offset variations in holiday travel only to a small extent. The requisite facilities for these two types of tourism-holiday and business travel-are, however, different.

The measures adopted to lessen the effects of seasonally include the staggering of holidays in schools, and creation of new demand such as conventions, business meetings etc. besides "price policies that induce tourism through preferential tariffs in the off-peak season." But all these measures have limitations and seasonality cannot be completely balanced out. This factor has an important bearing on the planning of tourism facilities. In particular, a hotel project must be designed for specific occupancy rates. The yearly bed occupancy rates can range from 60 to 90 per cent in the case of business travel and 20 to 60 per cent, and higher, for vacation travel if the climate in the receiving country is very favourable.

### **Tourism Facilities**

The facilities required by tourists include not only different types of accommodation but also the necessary infrastructure-transportation, utilities etc.--besides various recreational and sports

facilities. In countries which are of importance from the cultural point of view, historical and archaeological monuments also constitute part of tourism infrastructure. Their preservation and conservation, and proper accessibility to them, is important for the future of tourism in those countries.

New types of accommodation, like condominiums, apartment houses, holiday villages, camping sites, have appeared and replaced the traditional hotels and boarding houses to some extent. This reflects the changes in demand particularly by the younger groups and calls for new approaches to the provision of accommodation facilities.

The supply of accommodation has not always kept pace with tourist demand. In many countries, which have embarked on tourism development, the private sector has not been readily interested in investing in hotels and other types of accommodation. Two factors seem to account for this reluctance on the part of investors. First, relatively large amounts of capital have to be tied up in fixed assets for long periods with all the risks of changes in market conditions, political and social changes etc. Second, the seasonal demand for tourism, particularly in resort areas, which gives rise to the concern that satisfactory profits may not be attainable in the absence of high occupation ratios.

"Many governments in both the developed and developing countries have attempted to overcome this reluctance of private investors to finance hotels and other forms of accommodation through a variety of incentive schemes. These include providing free land, equipment grants, exemption from import duties,, liberal depreciation allowances and tax holidays, loan guarantees, long-term government loans and interest rate subsidies. The different incentives are being provided in varying combinations. In the Mediterranean area equipment grants and interest rate subsidies are the most common subsidy schemes in effect, while in other parts of the world tax holidays and tax exemptions are most widely used incentives."

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#### **8.4 TOURISM PLANNING**

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Tourism has only recently drawn the attention of governments in many developing countries as a sector warranting special economic policies and institutions. Generally, professionalism and expertise in this sector is lacking both in the government set-up and in the public and private sectors. As a result benefits from tourism are not maximized. Hence, there is need for training and technical facilities and assistance in this area in the developing countries.

The planning techniques in the tourism sector in the developing countries require to be improved. They lack expertise in market analysis, promotion techniques, appropriate financing methods, the reduction or adverse effects of seasonally and construction techniques for hotels and other tourist facilities besides tourism infrastructure requirements. Lack of professionalism and expertise in these and certain other areas can result in over or under investment in supply of accommodation as well

as to inappropriate construction in relation to the market.

For the successful development of tourism, it is necessary to have an appropriate government or semi-government institutional framework. In its absence tourism is not adequately represented in high policy-making bodies and generally suffers from certain limitations. For governments which have an important or potentially important tourism sector one of the principal tasks is to formulate an integrated development plan for tourism development.

### **Foreign Exchange**

Tourism has become a main source of earning foreign exchange for many developing countries. In many countries gross tourism earnings amount to more than 20 per cent of the total value of merchandise exports and in some-for example, Spain, Lebanon, Mexico and many Caribbean Islands-tourism has become the most important export of goods and services. Receipts from tourism have in many cases exceeded several other exports (excluding oil) from developing countries. "In view of the dubious world market prospects of many primary products, and the uncertainty about the extent to which the industrialised countries will permit increased imports of manufactured goods from developing countries, the dependence on tourism by many countries is likely to increase in the years to come. Tourism provides for many countries a useful element in diversifying their sources of foreign exchange earnings and, for some, one of the very few export earnings available."

The net foreign exchange earnings from tourism, as a percentage of gross tourism receipts, vary greatly for developing countries but tend to be high in relation to many other exports. In countries, such as Mexico, Yugoslavia and Spain, where tourist facilities are largely constructed, equipped and supplied from local resources, and are also owned, operated and staffed by local people, the net foreign exchange receipts are in excess of 85 per cent of their gross foreign exchange earnings. On the other hand, in some islands of the Caribbean and the Pacific, underdeveloped countries of Africa, where essential supplies along with specialised management and equipment etc. have to be imported, the net foreign exchange earnings are estimated to be less than 45 per cent of their gross receipts. In most other developing countries, which fall in the third category and are less heavily dependent on imports, net foreign exchange receipts from tourism range from 60 to 80 per cent of gross earnings. The contribution of tourism to the GNP of many developing countries, including those where it is a leading foreign exchange earner, constitutes a small percentage of their Gross National Product.

### **Employment**

While tourism is regarded as relatively labour-intensive, available evidence is not conclusive on this point. "Studies in Mexico and Kenya suggest that the relative amount of employment generated

for each unit of capital invested has tended to be higher in tourism than most other private sector activities. Similar studies in Yugoslavia and Israel carried out by the United Nations Conference on Trade and Development (UNCTAD) have been less conclusive." Since tourism can often be developed in the less developed regions of a country, it may become a significant factor in redressing regional imbalances in employment and income. The extent to which such development might be possible will vary from country to country. The rapid growth of tourism in some areas of the least developed countries may also lead to the creation of acute economic and social disparities.

### **Social Effects**

In some developing countries the rapid development of international tourism has resulted in some social problems which are considered as the negative impacts of tourism. Both the governments' and outside bodies have been concerned about it. The problems relate to the attitude of the local population towards tourists and their reaction to the requirements of tourists in respect of accommodation and services; the demonstration effect of foreign visitor standards on the consumption expenditure patterns of local people; and the feeling that indigenous people are only required to perform menial jobs. Tourism is, in consequence, seen as a threat to indigenous culture leading to deterioration of local arts and crafts because of efforts to expand their output to meet tourists' demands. Resort development has, in some cases, given rise to dissatisfaction among the local inhabitants because of the denial of access to their own beaches.

Along with the negative impacts of international tourism there are, however, positive effects as well. The growth of foreign tourist traffic may open up the much needed economic opportunities. The demonstration effect may provide a stimulus to effort on the part of the population of the receiving country; and foreign visitor arrivals may increase international contacts and cultural exchanges.

The balance between the negative and positive effects of international tourism varies in different countries. Assessment of the full impact of tourism development is difficult because of the complex nature of the impacts. "By careful planning and regulations the negative effects can be mitigated and it is important that the responsible public authorities take this into account in formulating development policies and programmes for this sector." The World Bank Seminar was of the view that in the context of tourism development, the cultural and non-material aspects of tourism were equally important and required to be set in the wider context of development. It emphasised that "the main questions addressed for tourism must fit in with the more general considerations of policy makers and others who influence decisions on tourism in developing countries. Tourism must be planned so as to generate a maximum effect on development." The policy recommendations adopted by the

Seminar related to various subjects. These included conclusions:

(i) on planning, participation and distribution; (ii) on the encounter between the hosts and guests; (iii) on cultural aspects of tourism; and (iv) on measures to encourage the local culture for the benefit of the population and the tourist alike.

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## **8.5 THE MANAGEMENT OF TOURISM**

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Tourism is an activity which has come to be regarded as essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies, it is a significant factor in national economies and international trade. The economic returns of tourism do not, however, constitute the only criteria for the decision by states to encourage this activity. "The right to holidays, the opportunity for the citizen to get to know his own environment, a deeper awareness of his national identity... are all major reasons for stimulating the individual's participation in domestic and international tourism through access to holidays and travel." Domestic tourism not only contributes to an improved balance of national economy through a redistribution of the national income, but also heightens the awareness of common interest. Tourism creates new activities of considerable importance which are a source of new employment.

"Tourism resources available in the various countries consist of space, facilities and values. These are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even destruction... All tourism resources are part of the heritage of mankind. The conservation of the historical, cultural and religious sites represents... one of the fundamental responsibilities of states."

The lack of management and planning has resulted in the destruction and degradation of several resort areas and scenic attractions, affected fragile ecosystems and environments, and created adverse impacts on host cultures. Because of such effects tourism has been criticised and charged with destroying the very resources on which it is founded. This is reflected in many popular works such as *Tourism: Blessing or Blight?* by G. Young; *The Golden Hordes: International Tourism and Pleasure Periphery* by L. Turner and J. Ash; and *Hosts and Guests: An Anthropology*, edited by Valene Smith. The need for the proper management of tourism is thus essential for its development.

The issues and problems relating to the management of tourism, and their nature, differ in the developed and developing countries. While the former have the resources and professional competence to deal with them, the latter usually have neither. The role and functions of governments and tourist public enterprises in the management of tourism in developing countries, therefore, assume great significance. The World Tourism Organisation has formulated guidelines on management techniques for tourist enterprises especially in developing countries, which are briefly reviewed in

this section.

The role of government in the management of tourism is primarily in the fields of planning, finance and training. It has to formulate guidelines on different issues which include: "the need to obviate political or regional pressures in selecting sites for tourism development; the importance of evaluating both social and economic implications of policy; the desirability of establishing a master plan; the need to diversify tourist products offered while at the same time avoiding dispersion of effort; the importance of identifying sources of finance and determining investment policy; the desirability

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## **8.6 SUMMARY**

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The very concept of development has widened and undergone a change during the last several years. Certain writers have expressed reservations on the subject of the widely accepted view that tourism is a factor in national development, particularly in developing countries. According to them, tourism is only very exceptionally a significant factor leading to growth, as it is seldom developed on an adequate scale. International tourism, which started growing in the early 1950s, spread more widely from Europe to the developing countries in the 1960s and they began to benefit increasingly from its growth. Tourism has only recently drawn the attention of governments in many developing countries as a sector warranting special economic policies and institutions.

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## **8.7 KEY WORDS**

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1. Foreign Exchange
2. Tourism Planning
3. Reasonability
4. Tourism facilities
5. Social effects

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## **8.8 CHECK YOUR PROGRESS**

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- 1) Write in brief about tourism in developing countries.
- 2) Explain the growth trends in Global tourism and its determinates
- 3) Write short notes in tourism planning
- 4) Write short notes on Management of Tourism.

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**8.9 KEY TO CHECK YOUR PROGRESS**

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1. Refer section 8.2
2. Refer section 8.3
3. Refer section 8.4
4. Refer section 8.5

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**8.10 REFERENCES**

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
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4. International Tourism - Babu P.George
5. Global Tourism - B.S.Badan

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## **BLOCK-3**

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### **UNIT-9 : INTERNATIONAL TOURISM - THE GLOBAL TOURISM INDUSTRY**

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#### **STRUCTURE:**

- 9.0 LEARNING OBJECTIVES
- 9.1 INTRODUCTION
- 9.2 DIMENSIONS OF GLOBAL TRAVEL
- 9.3 BASIC GLOBAL TOURISM UNITS
- 9.4 CLASSIFICATION OF GLOBAL TOURISM DEMAND
- 9.5 CLASSIFICATION OF GLOBAL TOURISM SUPPLY
- 9.6 SUMMARY
- 9.7 KEY TERMS
- 9.8 SELF ASSESSMENT QUESTIONS
- 9.9 REFERENCES



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## 9.0 LEARNING OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- Various aspects of global tourism
- Global Tourism consumption and expenditure pattern
- Traveller typology of international tourism
- Measures for tourism demand and supply at global level?

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## 9.1 INTRODUCTION

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Travel has existed since the beginning of time when primitive man set out, often traversing great distances, in search of game that provided the food and clothing necessary for his survival. Throughout the course of history, people have travelled for purposes of trade, religious conviction, economic gain, war, migration, and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials also travelled for pleasure. Seaside resorts located at Pompeii and Herculaneum afforded citizens the opportunity to escape to their vacation villas in order to avoid the summer heat of Rome. Travel, except during the Dark Ages, has continued to grow, and throughout recorded history has played a vital role in the development of civilizations.

Tourism as we know it today is distinctly a twentieth-century phenomena. Historians suggest that the advent of mass tourism began in England during the industrial revolution with the rise of the middle class and relatively inexpensive transportation. The creation of the commercial airline industry following World War II and the subsequent development of the jet aircraft in the 1950s signalled the rapid growth and expansion of international travel. This growth led to the development of a major new industry: tourism. In turn, international tourism became the concern of a number of world governments because it not only provided new employment opportunities, but it also produced a means of earning foreign exchange.

Today tourism has grown significantly in both economic and social importance. The fastest growing economic sector of most industrialised countries over the past several years has been in the area of services. One of the largest segments of the service industry, although largely unrecognised as an entity in some of these countries, is travel and tourism. According to the World Travel & Tourism Council (2003) (WTTC), travel and tourism is the biggest industry in the world on virtually any economic measure, including gross output, value added, capital investment, employment, and tax contributions. In 2003, the industry's gross output was estimated to be in excess of US\$4.5

billion of economic activity (total demand), more than 10 percent of the total gross national product spending. The travel and tourism industry is one of the world's largest employers, with nearly 195 million jobs, or 7.6 percent of all employees. This industry is the world's leading industrial contributor, producing 10.2 percent of the world gross domestic product, and accounting for capital investment in excess of US\$685 billion in new facilities and equipment. In addition, it contributes more than US\$650 billion in direct, indirect, and personal taxes each year. Research conducted by the World Tourism Organization (WTO) show the almost uninterrupted growth of tourism since 1950.

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## **9.2 DIMENSIONS OF GLOBAL TRAVEL**

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Although technical definitions such as suggested previously should be applicable to both international and domestic tourism, such definitions are not necessarily used by all countries with respect to domestic tourism. However, most have adopted the three elements of the international definition: (1) purpose of trip, (2) distance travelled, and (3) duration of trip. In addition, two other dimensions or elements are sometimes used to define travellers. One that is often used is (4) residence of traveller, and one that is used less often is (5) mode of transportation.

### **1. Purpose of trip:**

The notion behind this tourism dimension was to include the major components of most travel today. However, there are a number of destination areas that only include non-obligated or discretionary travel in defining tourists. They view only leisure travellers as tourists, and purposely excluded travel solely for business purposes. However, one might well argue that business travel is often combined with some amount of pleasure travel. In addition, business travel to attend meetings or conferences should be included because it is considered to be discretionary travel rather than part of the normal, daily business routine.

### **2. Distance travelled:**

For statistical purposes, when measuring travel away from home (nonlocal travel), a number of national, regional, and local agencies use total round-trip distance between place of residence and destination as the distinguishing statistical measurement factor. As indicated earlier, these distances can and do vary from zero to 100 miles (0 to 160 kilometers). Therefore, attractions that are less than the minimum prescribed distance(s) travelled are not counted in official estimates of tourism, thereby creating both artificial and arbitrary standards.

### **3. Duration of trip:**

In order to meet the written criteria for defining travellers, most definitions of tourists and/or visitors include at least one overnight stay at the destination area. However, this overnight restriction

then excludes many leisure-related one-day trips that often generate substantial business for attractions, restaurants, and other recreation resources.

#### **4. Residence of traveller:**

When businesses attempt to identify markets and associated marketing strategies, it is often more important for their business to identify where people live than to determine other demographic factors such as their nationality or citizenship.

#### **5. Mode of transportation:**

Used primarily for planning purposes, a number of destination areas collect information on visitor travel patterns by collecting information on their mode of transportation, such as air, train, ship, coach, auto, or other means.

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### **9.3 BASIC GLOBAL TOURISM UNITS**

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Three basic forms of tourism were first identified, then defined as:

1. Domestic tourism: residents visiting their own country,
2. Inbound tourism: nonresidents travelling in a given country, and
3. Outbound tourism: residents travelling in another country.

*These forms can be combined in a number of ways in order to derive the following categories of tourism:*

- Internal tourism: involves both domestic and inbound tourism,
- National tourism: involves both domestic and outbound tourism, and
- International tourism: involves both inbound and outbound tourism.

It should be noted that although this figure refers to a country, it could be applied to any other geographic area(s).

Basic tourism units refer to individuals/households that are the subject of tourism activities and therefore can be considered as statistical units in surveys. 'Travellers' refers to all individuals making a trip between two or more geographic locations, either in their country of residence (domestic travellers) or between countries (international travellers). However, as can be seen in Figure 1.2, there is a distinction made between two types of travellers, visitors and other travellers.

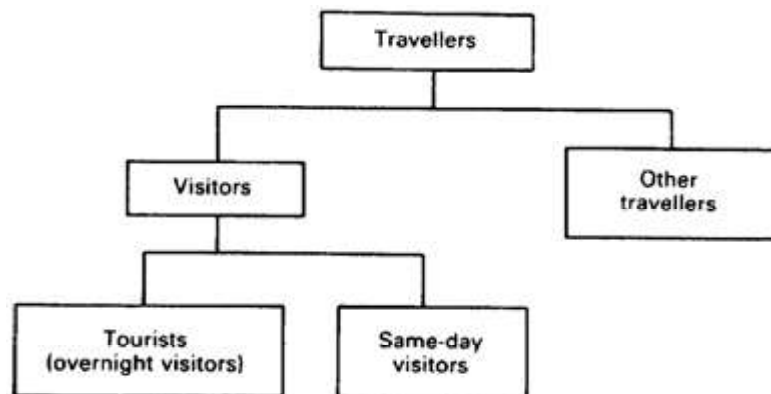


Figure 1.1: Traveller typology

Source: Travel and Tourism Research Association.

All travellers who are engaged in the activity of tourism are considered to be 'visitors.' The term 'visitor' then becomes the core concept around which the entire system of tourism statistics is based. A secondary division of the term 'visitor' is made into two categories:

1. Tourists (overnight visitors) and
2. Same-day visitors (formerly called 'excursionists').

Therefore, the term 'visitor' can be described for statistical purposes as 'any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.'

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#### **9.4 CLASSIFICATION OF GLOBAL TOURISM DEMAND**

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An extended classification system of tourism demand delineating the main purpose(s) of visits or trips by major groups was developed based on that first proposed by the UN (1979). This system was designed to help measure the major segments of tourism demand for planning and marketing purposes. The major groups include:

1. Leisure, recreation, and holidays;
2. Visiting friends and relatives;
3. Business and professional;
4. Health treatment;
5. Religion/pilgrimages; and
6. Other (crews on public carriers, transit, and other or unknown activities).

***Other measures of tourism demand enumerated were:***

1. Duration of stay or trip,
2. Origin and destination of trip,
3. Area of residence or destination within countries,
4. Means of transportation, and
5. Tourism accommodation.

Each of these demand measures was first defined, then where possible, specific examples of each were indicated. Not only tourism demand should be considered, but more importantly, tourism 'must seek to more clearly delineate a supply-based conceptual structure for its activities because that is the source of most national economic statistics.' When incorporated into supply-based statistics, the relationship and relative importance of tourism to other economic sectors can be more easily recognised. In addition, because such a system would not only foster and provide for greater comparability among national tourism statistics, but would also 'provide statistical linkage between the supply side of tourism and the demand side.'

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## **9.5 CLASSIFICATION OF GLOBAL TOURISM SUPPLY**

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Tourism expenditure data are one of the most significant indicators used to monitor and evaluate the impact of tourism on an economy and on the various representative tourism industry segments. The Conference has defined tourism expenditure as 'the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination.

It has been proposed that tourist expenditures be divided into three broad categories, depending on the specific periods the visitor makes those expenditures. The first, advanced spending that is necessary to prepare for the trip (trip purpose); second, expenses while travelling to, and those at the travel destination (trip location) and; third, travel-related spending made at home after returning from the trip (trip conclusion).

It has also been recommended that tourism consumption expenditures should be identified by a system of main categories, and should include:

1. Packaged travel (holidays and prepaid tour arrangements);
2. Accommodations (hotels, motels, resorts, campgrounds, etc.);
3. Food and drinking establishments (restaurants, cafes, taverns, etc.);
4. Transport (airplane, rail, ship, bus, auto, taxi, etc.);

5. Recreation, culture, and sporting activities;
6. Shopping; and
7. Other.

The fundamental structure of the TSA relies on the existing balance within the economy of the demand for goods and services generated by visitors and other consumers, and the overall supply of these goods and services. Therefore, TSA will be able to measure the following:

- Tourism's contribution to gross domestic product,
- Tourism's ranking compared with other economic sectors,
- The number of jobs created by tourism in an economy,
- The amount of tourism investment,
- Tax revenues generated by tourism industries,
- Tourism consumption,
- Tourism's impact on a nation's balance of payments, and
- Characteristics of tourism human resources.

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## **9.6 SUMMARY**

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For too long, the tourism industry, both international and domestic, has had great difficulty making statistical comparisons with other sectors of the economy. In all nations, this has led to difficulty in developing valid, reliable, and credible information or databases about tourism and its contribution to local, regional, national, and global economies.

A number of individuals throughout the world who are involved in the travel and tourism industry have long recognised the interdependent nature of travel and tourism statistical systems at all levels of government. Further, they realized the need for ongoing reviews and revisions of both concepts and working definitions of travel and tourism that are used internationally. The various Conference recommendations that have been adopted by the UN Statistical Commission laid the foundation for new, expanded, and modified international definitions and standards for travel and tourism. Those principles and guidelines provide for the harmonious and uniform measurement of tourism among world nations.

Now that such an international definition/classification system for the tourism sector does exist, there is finally a universal basis for the collection of standardized data on tourism activity. The implementation of the TSA system has now been placed with the National Statistical Offices

throughout the world. The credibility and legitimacy of this statistical system will be based on the joint cooperation of both the National Statistical Offices and the National Tourism Administrations in each world country.

However, although there has been significant progress in reaching consensus on what constitutes international tourism, there is no such consensus in domestic tourism terminology. Therefore, caution must be exercised because a clear distinction must be made between basic definitions of tourism and those elements that describe tourists themselves, and their demographic and behavioral characteristics. Because the tourist is the principal component of tourism, it is therefore unrealistic to develop uniform tourism data without first deciding the types of variables and the range of phenomena that should be included in data collection efforts.

The WTO will be largely responsible for reviewing and revising the definitions, classifications, methodologies, data collection, and analysis of international tourism proposed by the Ottawa Conference. However, the ultimate success or failure of gathering and using comparable tourism statistical data lies with their acceptance and implementation by the entire world community.

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## **9.7 KEYWORDS**

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Inbound tourism: nonresidents travelling in a given country

Outbound tourism: residents travelling in another country.

Dark Ages: a historical periodization used originally for the Middle Ages, which emphasizes the cultural and economic deterioration that supposedly occurred in Western Europe following the decline of the Roman Empire.

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## **9.8 SELF ASSESSMENT QUESTIONS**

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1. Discuss the classification of Global Tourism Demand.
2. How do you measure global tourism supply?
3. Explain the typology of travellers.

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## **9.9 REFERENCES**

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## **UNIT -10 : CROSS CULTURAL**

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### **STRUCTURE:**

- 10.0 OBJECTIVES
- 10.1 INTRODUCTION
- 10.2 DIMENSIONS OF GLOBAL TRAVEL
- 10.3 BASIC GLOBAL TOURISM UNITS
- 10.4 CLASSIFICATION OF GLOBAL TOURISM DEMAND
- 10.5 CLASSIFICATION OF GLOBAL TOURISM SUPPLY
- 10.6 SUMMARY
- 10.7 KEY TERMS
- 10.8 SELF-ASSESSMENT QUESTIONS
- 10.9 REFERENCES



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## 10.0 OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- Multidimensional aspect of culture
- Tourist, host implications and behaviours
- Characteristic of culture and its implication with respect to tourism
- Cross-cultural differences and differences in social categories
- Aspects of culture among various cultures
- Cultural aspects in servicing the customers ?

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## 10.1 INTRODUCTION

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Culture is a complex multidimensional phenomenon that is difficult to define, and the hundreds of different definitions presented in the literature reflect this. For example, there are over 160 definitions of culture. Because culture is broad in its scope, theorists have had difficulties in arriving at one central definition of culture and have had different views about what constitutes the meaning of culture. Several scientific fields such as sociology, psychology, anthropology and intercultural communication have their own definitions of culture. These definitions range from viewing culture as an all-inclusive phenomenon ('it is everything'), to those that take a narrow view of the concept. However, despite the vast range of definitions of culture, it has been generally agreed in the literature that culture is a 'theory', an 'abstraction' or a 'name' for a very large category of phenomena. It has also been accepted that defining culture is difficult or even impossible. 'Culture is like a black box which we know is there but not what it contains'.

***The classic definition of culture is:***

that complex whole which includes knowledge, beliefs, art, morals, law, customs, and any other capabilities and habits acquired by man as a member of society (Tylor, 1924, p. 1).

This definition emphasizes the inclusive nature of the concept of culture under which many variables are included in 'a complex whole'.

### **TOURIST, HOST AND TOURISM CULTURE**

Tourist culture is the culture that tourists bring on vacation. It is the culture of their own or that of their country. Tourist culture explains tourist behaviour. The host culture is the culture of the host country with which tourists are in contact. The behaviour of all participants involved in the tourism process creates a distinct 'tourism culture', which is distinct from that of their routine and everyday

culture. Tourists behave differently when they are away from home because they are in a different state of mind and in the 'play' mode. Hosts behave differently because they offer the tourists hospitality services. However, both groups retain a residue of their own culture when in contact. Thus, the tourist culture should be analysed in relation to 'residual culture', which explains how tourists from different cultures behave. Tourist, host and residual cultures mix together and produce a special and distinguishing type of culture at each destination, which consists of the behaviour of tourists and hosts

Tourists of various nationalities possess simultaneously both 'touristic cultures' (i.e., the culture of group of tourists, backpackers, etc.) and 'national cultures'. He asks the question: to what extent are 'touristic cultures' free of national cultures and reflected in the behaviour of all tourists regardless of nationality.

The Guest/Host relationship is a very sensitive area and needs to be researched before a policy can be evolved. In most cases a trial and error method prevails with hit and miss stories of the consequences of tourism abound.

The reason problem areas like volume, type of tourist, type of tourism and the nature of the tourism industry have to be determined by local and national participation is that both the Guest and Host are likely to be safeguards of the industry and the bureaucracy. Governments and the industry looks only at the bottom line and not at the human elements that go to make for a fruitful exchange of civilizations.

As culture, on the one hand, becomes more homogenized, and on the other, less eurocentric, resistance to western style tourism is going to increase both for inbound and outbound tourism. Unless this consciousness is communicated both to the tourist and the people at the destination, a healthy Guest-Host relationship will hover around a relativistic!

As tourism expands, problems increase, but solutions are also emerging. Between confusion and boredom, there must be an evaluation of the level at which the human organism can absorb novelty, complexity and information. If tourism is defined functionally and symbolically rather than universally, we can all understand how it relates to our lives and institutions, and how we are enriched by its purpose and meaning, both as guests and hosts. Concepts like Alternative Tourism and Sustainable Tourism are a clear indication that the guest-host interaction is not empathetic. Such concepts also recognise that in the new world order it is the market forces that are going to determine human relations. However, at destinations where informal sectors service tourists, such forces overtake any rational model of cultural exchange by commoditizing elements that estrange people rather than bringing them together. The very idea of the tourist as a guest is an imposition and the

destination as host mystifies the monetisation of aspects of a nation's life and tradition that have never before been packaged or consumed at a price.

There is an urgent requirement that the development methodology begins to democratise itself to include studies of the host population before tourism projects are located at a destination

Guest-host relationships vary as per the location, impacts, types of tourism and tourists, host perceptions, experiences and images. Generally host feelings are ignored in tourism promotion and development. However such ignoring can have drastic impact on a destination. Unless tourism is founded and practised on a healthy and friendly guest-host relationship the very purpose of tourism stands defeated.

### ***Industry, professional, functional and corporate culture***

Like nations, industries, organizations and occupational groups have their own cultures. Industries such as tourism, banking, construction, retailing or pharmaceutical have their own cultures because they share different world-views on how to manage a business. For example, the tourism industry culture is more customer-oriented than banking culture. Corporations have different cultures as well because they are influenced by the different nature of the industry, business and product. Different functions in organizations - finance, production, marketing, and research and development - are also characterized by distinct cultures: they have different task requirements, time frames and customers. For example, researchers and developers tend to take a more down-to-earth approach, advertisers are more creative. In addition, distinct professions such as doctors, lawyers or engineers also have their unique cultures because they differ in their beliefs and values and have different dress codes and codes of conduct.

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## **10.2 CHARACTERISTICS OF CULTURE**

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***According to Herbig (1998), the following provide a set of characteristics for culture:***

1. Functional, each culture has a function to perform; its purpose is to provide guidelines for behaviour of a group of people
2. A social phenomenon: human beings create culture; culture results from human interaction and is unique to human society
3. Prescriptive: culture prescribes rules of social behaviour
4. Learned: culture is not inherited and/or received by succession; it is learned from other members of the society
5. Arbitrary: cultural practices and behaviours are subject to judgment. Certain behaviours

are acceptable in one culture and not acceptable in other cultures

6. Value laden: culture provides values and tells people what is right and wrong
7. Facilitates communication: culture facilitates verbal and nonverbal communication
8. Adaptive/dynamic: culture is constantly changing to adjust to new situations and environment; it changes as society changes and develops
9. Long term: culture developed thousands of years ago; it was accumulated by human beings in the course of time and is the sum of acquired experience and knowledge
10. Satisfies needs: culture helps to satisfy the needs of the members of a society by offering direction and guidance.

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### **10.3 CROSS-CULTURAL DIFFERENCES**

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*The cultural differences are reflected in communication patterns such as:*

- different patterns of verbal communication (language and para- language: intonation, laughing, crying, questioning), and
- different patterns of non-verbal communication (body language such as facial expressions, head movements, gestures, use of space, use of physical distance between people)

*Differences in verbal communication are related to the differences in the features of language such as:*

- phonology (differences in sound)
- morphology (differences in meaning units)
- semantics (differences in meanings of words)
- syntactic (differences in the sequence of the words and their relationships to one another)
- pragmatics (differences in effects of language on perceptions)

*There are differences in the manner by which language influences and determines the ways in which people think, due to:*

- variations in vocabulary (different words are used to express the same meaning)
- variations in linguistic grammar (due to differences in time, social hierarchy, and cultural characteristics)
- linguistic relativity and intercultural communication (differences occur due to ethnic, social class, generation, political reasons, different dialect, accent and jargon).

***Differences in non-verbal communication occur due to differences in:***

- body movements (kinesics) o emblems (gestures)
- illustrators (visual representation of the verbal message) o affect displays (facial and body movements)
- regulators (synchronizers of conversation, e.g., head nods, eye contact)
- adaptors (body movements as a reaction to an individual's physical or psychological state)
- space (proxemics)
- use of personal space (intimate/personal/social/public) o territoriality
- touch the meanings of touch o differences in touch (whom, where, when)
- time
- time orientations (past/present/future) o time systems (technical, formal/informal) o time perceptions (long/short) o use of time (commitment/no commitment)
- voice
- vocal communication (high/low, fast/slow, smooth/staccato, loud/ soft)
- other non-verbal codes
- chemical code system (natural body odour, tears, sweat, smells) o dermal code system (blushing, blanching, flesh) o physical code system (facial features, skin and hair colour, body shape)
- artifactual code system (clothing, buildings, furnishing, jewellery, lighting, cosmetics)

***Cultural differences also occur in:***

- persuasion (presentational/analogical)
- argumentation (evidence, warrants, claims, making conclusions)
- structure of conversation (topics discussed, the ways topics are presented, value of talk and silence, rules of conversations)

***Cultural differences in social categories***

Cross-cultural differences may be noticed in social categories such as role, status, class, hierarchy, attitudes towards human nature, activity, time, and relationships between individuals. Cultural differences can also be found in standing, looking, touching, perceiving sense of shame,

feelings of obligations, responsibility, saving face, avoidance of embarrassment, confrontation, taking initiatives, responses, and external appearance.

### ***Cultural differences in rules of social behaviour***

- ways of defining interpersonal relations and attributing importance to social interactions
- techniques of establishing and preserving relations
- interaction patterns such as greetings, self-presentations
- beginning a conversation, degree of expressiveness, showing emotions, frankness, intensity
- persistency and intimacy, as well as volume of interaction
- expressing dissatisfaction and criticism
- describing reasons and opinions
- exaggerations
- moral rules about telling the truth
- joking, asking personal questions, complimenting and complaining, expressing dislike, showing warmth, addressing people, apologizing, farewelling, expressing negative opinions and gift giving.

### ***Cultural differences in service***

There are also differences in understanding the concept of service. The influence of cultural differences on the interaction processes between a service provider and a visitor. 'Interacting with service personnel is a primary way in which visitors form an impression and make judgments about their hosts'. Poor quality service may create unpleasant encounters between tourists and hosts, low morale, and unfriendly attitudes. These differences may lead to different perceptions of what constitutes proper guests' treatment, and can shape different attitudes of hosts towards the tourists they serve. What is important for guests from the US may not be of the same level of importance for Japanese or Chinese customers. For instance, the Chinese host ignores the expectations of their guests. By escorting their guests everywhere, providing them with a very tight itinerary, and not leaving an opportunity to experience the Chinese life style privately, the Chinese hosts believe they provide their guests with a courtesy. However, American tourists may view such hospitality as an intrusion and lack of trust. Japanese hosts, on the other hand, take care of the affairs of their guests in advance and anticipate the guests' needs and even fulfil beyond needs, believing the host knows best what the guests' needs are. Such an attitude may also be frustrating for American tourists who think they know best what their needs are. American tourists may regard Japanese hospitality as uncomfortable. On the other hand, the American tradition of not anticipating the guests' needs in advance may negatively affect the Japanese tourists' satisfaction with the hospitality of the American

host. The cultural differences in expectations regarding service levels between hosts and visitors left many with negative impressions'.

### ***Cultural Difference among various countries***

Members of the American, European, Asian and Australian societies have opposite cultural orientations and expectations due to social interaction. The cultural differences between the members of these societies can have a direct impact on their social interaction in the tourism environment. Due to cultural differences Asian, European, US and Australian societies may have a different understanding of what constitutes appropriate behaviour. Qualities such as being yourself, open, friendly, direct, confident, outspoken and informal, truthful in interpersonal relations that are admired in the American culture are not admired in Asian societies that view Americans as aggressive, lacking grace, manners and cleverness. What one culture regards as normal and acceptable behaviour the other one may regard as insulting and irritating. Therefore, it is important to analyse the cultural differences in behaviour and understand which of these differences have the most detrimental effects.

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## **10.4 SUMMARY**

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Culture is a multivariate concept. There are many definitions of culture. These definitions are complex, unclear and there is no consensus definition that can be widely accepted. The majority refer to culture in psychological terms. There is a dominant culture that influences the majority of people, and there are subcultures with regional differences. Any group of people is characterized by various cultures. Members of the same culture share the same cultural orientation. Cultures differ on a variety of cultural elements. The maximum cultural differences were found between Asian and Western societies. Cultures can be distinguished on the basis of cultural dimensions. Cultural differences are especially relevant to the tourism industry. There have been studies done, which identify cultural differences in the tourism context. Tourism marketers and managers must be aware of the cultural differences between international tourists and local hosts to be able to provide an adequate and satisfying product to tourist.

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## **10.5 KEY TERMS**

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Syntagm - a set of forms in a sequential relationship

Pragmatics - dealing with things in a way that is based on practical rather than theoretical consideration

Semantics - differences in meanings of words

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**10.6 SELFASSESSMENT QUESTIONS**

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1. Explain what culture is and what are its major elements?
2. Give examples showing the differences in social behaviour between international tourists and local residents.
3. How important is the understanding of cultural differences for tourism marketers and managers?

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## **UNIT -11: INTERNATIONAL TOURISM - CHALLENGES IN PROSPECTIVE**

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**STRUCTURE:**

- 11.0 OBJECTIVES
- 11.1 INTRODUCTION
- 11.2 ISSUES RESULTING FROM INTERNATIONAL TOURISM
- 11.3 FUTURE PROSPECTS OF TOURISM
- 11.4 SUMMARY
- 11.5 KEY TERMS
- 11.6 SELF-ASSESSMENT QUESTIONS
- 11.7 REFERENCES

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## 11.0 OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- Conceptual Framework of International Tourism
- Challenges and issues of International Tourism
- Challenges in Underdeveloped Countries Due to International, Social and Economic and Natural Environment issues
- Future prospects of tourism?

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## 11.1 INTRODUCTION

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Leisure and recreation have always been intimately related to the quality of life. These have transformed themselves in the course of time and in the process have grown more diversified as phenomenon. Their diversification signifies their increasing importance as indicators of change in all spheres of human environment-political, economic and social. The change is both qualitative and quantitative and is also universal. In all societies, the transformation of leisure from an activity to industry has taken place.

Tourism being concrete form of recreation available to man best exemplifies and explains this change. In the preindustrial era, tourism emerged as a cultural practice amongst the elite sections of the society. The transformation of this elite practice into a phenomena cutting across social class line took place during Industrial Revolution and subsequently in the nineteenth century when a host of factors led to a "democratisation of travel. Mass tourism commenced only in 1920's, firstly in USA. when science and innovative technology made possible the mass production of vehicles and then in 1930's when due to greater availability of leisure time the system of paid holidays was introduced. In advanced industrial societies in general and Europe in particular, tourism became a mass phenomena after the end of SecondWorld War. With time, the nature and geographical horizons of mass tourism changed from domestic holiday-making to international travel over long-haul destinations. The second half of the twentieth century has witnessed the mushrooming of tourist space everywhere and sociologically a distinct tourist type has emerged. In this era of mass tourism a leisure ethic has taken root where right to leisure is seen as basic human right. Tourism as an industry, has made governments conscious of its value as an item of world trade and in order to keep the trade in surplus governments have devised tourism policies to regulate, promote and manage the tourist product. The economic factor has gradually taken precedence over environmental and cultural factors in the growth and regulation of international tourism. An interesting feature accompanying the contemporary tourist boom is the proliferation of diverse forms of tourism ranging

from short excursions to round the world trips, from beach tourism to mountaineering expeditions, from organised mass travel to individual exploration. John Urry argues that there is a discernible shift in tourism with post-modernist concern with more importance placed on play, pleasure and pastiche than standardised and regulated, kind of tourism. Lanfant (1989) sees the present day tourist developments as "multiplying with an amazing inventiveness" where all nations are faying to gain the benefits from tourism. Societies in the West regard tourism as a industry for the future, tourism in the Third World is seen as a panacea for economic ills, like rising foreign debt and poverty. Tourism promotion is an important part of the Structural-Readjustment Programmes of the World Bank in many of these countries.

The United Nations has already, in 1963, recognised the importance of tourism to the economies of Third World. In the 1980 Conference on World Tourism, held at Manila (27 September-10 October, 1980), it was accepted by the participating countries that tourism could be a vital force for peace and could contribute to the establishment of a New International Economic Order.

However, Tourism is beset with many problems relating to its environment and cultural resource base and social and economic values of its market. Tourism induced change is inevitable and it is not always with positive consequences for the host communities. It has been suggested by many studies that tourism impacts are not always sustainable. It is the endeavour of this study to explore this vary dimension of tourism, in an international context.

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## **11.2 ISSUES RESULTING FROM INTERNATIONAL TOURISM**

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International tourism through its evolution from the era of Grand Tour to the present day Mass International Tourism has brought about changes in all the spheres of life. The factors that led to the world-wide expansion and growth of tourism can help us to analyse the implications of certain issue areas that result from it. It is appropriate, therefore, to review the factors that led to its growth and development in order to understand its operation mechanism and issues resulting from it.

Increasing opportunities to travel coupled with increasing safety and speed of long distance travel are some of the important factors responsible for the growth of tourism. In the pre-industrial era pleasure travel was limited to the wealthy few and the privileged explorers who combined business interests with explorations. Pilgrimage was the most popular form of domestic travel which combined social, recreational and religious components in the world. In Europe, Spas, seaside resorts, hot springs etc. were popular amongst those who could afford them. Long tours like the "Grand Tour" could be undertaken only by the wealthy few who could afford to take a "year off" to travel to the European continent, between leaving school and starting a job or their business. Industrial revolution brought about increases in productivity, regular employment and greater urbanisation

which together gave more people the opportunity and motivation to travel. Now, tourism could cover a larger and a broader social spectrum. The working class and the newly emerging middle class were new actors on the tourism scene.

Technological innovations like the steamers increased the potential geographical mobility of the population. With the coining of Railways, tourism as an industry began to dig roots as the factor of "rail-tourism symbiosis" became important. Both railways and tourism were seen as new businesses with immense scope and potential as companies competed with each other for developing a resort and linking it with railroads. Hotels mushroomed everywhere and entertainment facilities grew in variety and number, as more and more tourists came to visit these places. Thomas Cook, in 1841, became the first Professional Consultant and Travel Organiser in the newly developing tourism industry. The concept of the "Package-Tour" was his brain-child.

The gradual development of tourism continued till the end of Second World War, when a host of factors led to acceleration in its pace of growth. Technological advances such as the Jet Engine coupled with post-war economic recovery in the Western countries made possible the long distance travel. The economies of the West became increasingly consumerist. The well entrenched work ethic and an increase in available leisure time motivated the people to travel over long distances. As the competition over markets, within the tourist industry grew, the trips became more economical.

The boom period of tourism industry coincides with the Expansionary period of capitalism, immediately after the Second World War. In the post-Industrial Phase of consumption the tourist production mechanism has taken the dimensions of multinational corporation completely integrated in the world economy. One feature that sets it apart from capitalism is that unlike capitalism tourism has always responded quickly to crisis situations. The crisis generated by the rise in energy prices led to a downturn for tourism but for a very short tune The economic crisis in the affluent societies in the early 1980's and the world-wide recession initially hit the tourism industry but it quickly stabilised The decline In international tourism recently due to the Gulf War and the trouble in Arabian countries was quickly overcome by the industry because of its ability to control demand and market.

"The growth of tourism has become increasingly supply driven" (Lanfant, 1989). Tourist Industry Multinationals which are vertically and horizontally integrated in the world economy have come to wield enormous power in the industry. Decision-making which concerns regions, and whole countries are taken at international level by the Multinational Corporations, which ruthlessly pursue the interests of the tourist industry rather than the host population.

Another discernible feature is the emphasis put by the host governments to promote the "unique," "out of ordinary landscapes" (Urry, 1990) and "mega-events" (Maurice Roche, 1992) such as

Olympics and carnivals in order to attract tourist attraction which in result yields economic benefits. Tourism in the advanced countries, according to Roche, is linked to the post-industrial information society where the foreign cultures-as seen through the eyes of the tourists and governmental and private promotion agencies-are reduced, to a few instantly recognisable characteristics. This results in distortion of reality and an increasing commercialisation of environments and cultures. Klein (1993) shows how the Arizona State National Park Service in USA. has constructed an abstract image of Western Landscape and a glorious past where, the "Frontier," although it has long been declared "closed," has been preserved as something sacred and which every tourist must visit.

In the present day tourism, many strategies of tourism development run contrary to each other. The goal of preservation of landscapes and people is pursued side by side with building alien facilities like ski-resorts with mechanised lifts and artificial slopes. Tourism has been termed as a "two- sided entity" which can fulfil the related expectations of the visitors and the societies that welcome them. The reason why international tourism continues to grow is because it has the ability to invent new resources for promotion which the market, must consume because of his mounting leisure needs and recklessness.

### **Basic Issues**

The issues arising from the growth and development of international tourism concern the disparities in tourism development and the social, economic and environmental costs and benefits of tourism. The issues are of, both international as well as national, regional and local significance and raise questions regarding the ethics of development.

#### **(a) Problems in Underdeveloped Countries Due to International Tourism**

As a world-wide industry tourism has grown so quickly but haphazardly during the last quarter of a century that it has become a problem for both industrialised and developing world. Tourism despite its phenomenal growth remains a first world phenomena. Two-third of all international visitor arrivals are concentrated in 20 most industrialised countries and 90 percent of the world travel market is in the developed countries. The industrial world, due to its economic prosperity has a very strong tradition of tourism. In the early years, after the war, the Europeans and the North Americans preferred to travel within their continents but due to the growth of tourism and the resulting overcrowding and pollution of many of the resorts led to a decrease in their popularity. Due to the decline of the attractive value of many of these resorts, long-haul destinations in the developing countries became more popular.

As the developing countries haven't had any significant amount of domestic tourism the prospects of earning foreign exchange from international tourism has forced many of these countries to promote

international tourism without developing sufficient infrastructure and taking precautions. The basic problem is that Third World countries have been compelled to make a "leap from predominantly rural based economies into service-oriented tourist economies without passing through the intermediary stage of industrialisation." The needs of the international tourists are at odds with the needs of the local population. In some cases the host countries look towards the tourist-generating countries for investment in tourist infrastructure development. Third World tourism problems highlight many social economic and environmental issues. These issues are discussed in the following subsection.

### **(b) Social and Economic Issues**

The social impact of tourism varies according to the difference between the visitors and the hosts in terms of numbers, race, culture or social outlook. To the international tourist, tourism brings benefits like relaxation, recuperation, recreation, change of environment, widening of horizons and social contacts. To the hosts the impacts are not always positive, although tourism is promoted as a major force in up-grading the standard of living; the values; fostering international understanding and preservation of cultural heritage, among the host population. The issue of social costs vs. benefits becomes even more pronounced when the traditional cultures of underdeveloped countries come into contact with affluent societies of the advanced countries. Social tensions, distortion of lifestyles and cultural decay are some of the costs that host destinations might have to pay for haphazard and unregulated tourist development.

The inevitable commercialisation, due to international tourism, of ethnic arts and crafts, can lead to development, of "shoddy replicas and fakes" and can have a "corrupting influence" by "cheapening" the artistic values. The commercialisation brought about by international tourists tends to change the patterns of consumption in the host population through "demonstration effect."

There are also doubts as to whether international tourism improves international understanding. It is impossible to believe that it does so, when examined through evidence of prostitution, immoral traffic, gambling casinos and rising crime rates in destinations like Thailand, Fiji and Philippines. The very demand of many international tourists to stay in tourist enclaves away from contact with locals, suggests not much improvement in international understanding.

The World Council of Churches in its report "Leisure Tourism: Threat and Promise" (1970) examined the issue of tourism induced social stress in the pilgrimage places and put forward recommendations calling upon both tourists as well as local population to fulfil their role more responsibly. The rising numbers of tourists interested in visiting such sites which gave rise to problems of religious nature, necessitated such an international response.

Another social cost of tourism is that it tends to change the indigenous languages. This change is brought about through three ways:

- through immigrants who come to fill new jobs.
- through demonstration effect of the outsiders.
- through direct social contact with the tourists.

***Much of the tourism literature since 1970's has been***

concerned with conflictual tendencies that result from international tourism in areas where the hosts are confronted with "comparatively wealthier and culturally different" guests. These conflictual tendencies might lead to latent or actual hostility in the destination area. The greater the cultural and economic distance between the hosts and the guests greater the probability of attitudes of the hosts becoming antagonistic. The more rapid and intense the growth of international tourism at a destination greater the degree of conflict between the hosts and the guests. The lure of money and better life to the rural migrants plays an important role in breaking down traditional social and cultural values.

Although these conflictual tendencies are not unavoidable but they usually arise due to uncontrolled influx of tourist traffic into the area. High tourist densities can cause tensions between holiday-makers and the local communities and these tendencies are compounded especially if tourists are concentrated into a few pockets.

**(c) Economic Issues**

Much of the motivation for development of international tourism in the Third World comes from the perceived economic benefits that it brings, through foreign exchange earnings and employment and income generation, to destinations and regions. Flow of tourists and their revenue to peripheral regions has been seen as a counterbalance to the economic pull of urban industrial core in the West. However, many studies point out that a considerable amount of the generated tourism revenue returns to the tourist generating core. The money thus leaked goes to travel companies, for buying consumer goods to satisfy tourist needs, and for repaying of loans and dividends on foreign investments.

Another major reason for the tourist money leaking back to the advanced countries is that many of the leading hotel chains providing room accommodation to the tourists are based in the advanced countries. For instance, multinational hotel corporations like the Holiday Inns, Marriot Corp., ITT Sheraton Corp., Hilton Hotels Corp. and Hyatt International have their headquarters in the USA. Some other problems related to the Para change economic impact of International tourism are:

i. International tourism causes inflation. It causes the rise in prices of commodities and land in the destinations.

ii. International tourism due to its dependence on foreign capital makes the economies of the host countries over dependent on tourism industry which is prone to fluctuations in demand and operates under uncertain conditions.

iii. International tourism in many developing countries results in foreign control and dominance because the industry, basically, is supply driven. Foreign control and dominance might lead to greater amount of leakages and hence the industry's diminishing role in clearing the balance of payments deficits.

iv. "The foreign exchange cost of overseas promotion, advertising and other development programmes by a nation and its tourist industry is yet another foreign exchange cost."

v. Most of the employment generated in the wake of international tourism is seasonal. The hotel building is capital intensive and if the same money is spent on agriculture proportionally more employment opportunities can be created.

vi. Although international tourism has the potential for regional economic growth, it can also create pockets of development and thereby further increase development disparities.

#### **(d) Issues of Natural Environment**

One of the major criticisms of tourism is that it is self-destructive i.e. it destroys the very resource that feeds it. Natural environment as a tourism resource needs to be preserved because an increase in number of tourists leads to a greater possibility of tourist induced stress on the environment. While the overall environmental impact of the "Smokeless Industry" called tourism is probably less than that of most other industries developed on a similar scale, the significance of its impact lies in the fact that it frequently impinges upon the fragile, sensitive and interesting segments of landscape. Activities like the construction of roads, buildings, ski-resorts etc. lead to permanent restructuring of the landscape. Tourist activities like walking, skiing, hunting etc. can result in trampling of vegetation and destruction of species. Increasing international tourism at a place leads to increasing population densities and greater transportation activities which cause pollution of the environment. According to a botanical study, both the Dal Lake and Nagin Lake in Srinagar may disappear within next 80 years if the present rate of pollution is not arrested. The issues outlined above indicate the limitations of the present path of tourism development and call for radical reorientation of the planning process and strategy formulation. The issues are not merely of national level but are also international and local. Any response to these issues must be co-ordinated at international level and an integrated strategy must be developed keeping in mind all the dimensions and tourism impacts.



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### 11.3 FUTURE DEVELOPMENTS IN TOURISM

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The State accords priority to the development of the tourism sector, as it is an important economic activity. During the next ten years it will concentrate its development efforts on a few selected areas according to the Master Plan. For the remaining areas it will provide incentives to entrepreneurs and experts to put up attractive and hygienic facilities. The objectives of the tourism policy are:

- Bring about planned tourism growth with the help of experts and local participation.
- Disseminate information on tourist attractions and provide visitors with an enriching experience.
- Upgrade existing tourism facilities.
- Provide tourism facilities of international standards in selected areas.
- Provide facilities for youth and budget tourists.
- Provide recreational facilities near major business, industrial and urban centres.
- Earn more foreign exchange for the country.
- Generate employment, especially in the interior areas of the state.
- Protect its natural and cultural resources with integrated development in an ecologically sustainable manner.
- Promote its arts and crafts including handicrafts and handlooms and folk arts

While it welcomes setting up of tourism facilities throughout the State to encourage (short trips, the Government would like to concentrate on a few selected areas which have high tourism potential or are ecologically or culturally more sensitive like beach and forest tourism. The State would like to encourage putting up diverse categories of facilities suited to every budget. On the basis of the Master Plan and studies carried out, the following areas and categories have been identified for setting up various facilities.

Need for Tourism Policy and Planning

It has already been pointed out how different modern tourism is from the tourism of the past. Similarly, the constituents of the Tourism Industry are also varied and there is intense competition among the destinations to attract tourists. Though many countries may be late entrants in the business of tourism, they have the advantage of evaluating and using to their own benefit the experience of others in this area. In order to direct the development of tourism in a country or at a destination there has to be a policy with identified targets and a plan to achieve them. This is more so necessary in order to maximize the benefits, remove or prevent the negative impact of uncontrolled mass tourism and go in for sustainable development. Hence, tourism planning is needed for a variety of reasons like:

- To coordinate the role of public and private sectors,
- To properly direct development,
- To demarcate the areas for development,
- To determine the types of tourism to be promoted,
- To prevent negative impact,
- To regulate and legislate,
- To improve the quality of services, to train human resources, and
- To market a destination, etc.

Tourism has traditionally viewed as a great force in promoting understanding among nations and, within the national boundaries, facilitating emotional integration. But its economic importance is less commonly understood. It is only in recent years, in particular the latter half of the 20th century that tourism has been accepted as an important catalyst for economic development. It is in terms of its contribution to employment generation, foreign exchange earnings, incomes generation and output growth that tourism has significant impact on our economy. It is because of this significance that tourism got the status of an industry in the 7th Five Year Plan (1985- 90). This chapter takes into account the economic impact of tourism. The areas discussed are: employment, income, foreign exchange earnings, investment and development. All these aspects have been dealt with critically. Besides the positive impact on the economy, the chapter also discusses the criticism offered by tourism activities regarding the negative impact on the economy.

- Most of the jobs created by tourism are seasonal in nature. As a result the employers go for temporary recruitment or import labour force from outside during the season. This deprives the local residents from meaningful employment.

- At many destinations locals complain that their share of employment is limited to petty jobs as managerial jobs go to outsiders. The hotels shops, restaurants, travel agencies, etc. are owned by outsiders. Thus, the earnings from tourism do not come to locals.

- The prices of many essential commodities go up as a result of tourism demand during the season. This adversely effects the local population.

Hence, while planning for tourism development these aspects also should be considered. Ignoring them would lead to tensions in the destination areas.

The employment and income effects of tourism are very closely inter-related and follow a common source, namely, tourist expenditure. Income in general comes from wages and salaries, interest, rent and profits. Tourism gives rise to numerous demands for goods and services, as for example, accommodation, food and drinks, long distance and local transport, entertainment, shopping, guides for sight-seeing, etc. Not only does the tourist expenditure provide direct income to all these different services, but it also generates employment in hotels, restaurants, transport operators and workers, travel agents and their employees, owners of entertainment houses and those who work there e.g., bearers, artists and many other like craftsmen and souvenir makers. The extent to which direct employment and income is generated in each of these services depends on the:

- Volume of tourist traffic,
- Amount of tourist expenditure, and
- Pattern of their spending.

Tourism also generates an immense volume of indirect employment and income with a multiple effect. Apart from the first recipient of the tourist money, there are many others who become beneficiaries. Although often, as and when the money changes hands, its size gets reduced because several successive recipients retain a part of it for whatever services they provide and pass on the balance to the others. If we are to take into account the demand for goods and services being generated by those who receive gainful employment through tourism that will open up yet another dimension.

### **Need for Tourism Statistics**

Tourism is a social phenomenon with significant economic consequences. The measurement of its volume and distribution along with its impact on specific geographic areas is, therefore, important for:

- Having a proper perspective of the tourism sector, and
- Planning its future development.

#### ***The specific objectives of having tourism statistics are:***

- To Provide a proper perspective for the activity to guide policy decisions,
- To Provide an objective basis for development planning,
- To Provide quantitative information for evolving marketing strategies, and
- To Facilitate investment decisions.

### ***Development and Planning***

The planning for the development of tourism intrastate involves an objective assessment of the existing demand for various tourism products and their levels of supply. It is also necessary to make realistic forecasts of both demand and supply based on past trends and policy guidelines.

The demand can be either actual or potential. The demand which has already been fructified into tourist visits is the actual demand and that which is yet to be fructified is potential demand. The demand statistics, particularly tourist arrivals and tourist nights, have to be compiled by type of accommodation, means of transport, places visited and facilities availed to estimate the demand on specific tourism products. Potential demand is usually assessed in terms of travel plans of target populations, positive response rates to advertisements, levels of awareness etc. through market surveys at the source markets.

The most important consideration in the planning of tourism projects in specific locations is the capacity to absorb tourism. It is assessed through various methods like tangible resources limits, tolerance by host populations, satisfaction of visitors, excessive rate of growth or change, cost-benefit analysis and systems approach. The application of any of these methods for the measurement of carrying capacity requires massive data on tourist consumption patterns, resource constraints, changes in the behavioural patterns of local population, satisfaction levels of visitors etc. Such data are usually gathered through special surveys of both the host community and the visitors.

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### **11.4 SUMMARY**

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International tourism through its evolution from the era of Grand Tour to the present day Mass International Tourism has brought about changes in all the spheres of life. The factors that led to the world-wide expansion and growth of tourism can help us to analyse the implications of certain issue areas that result from it. It is appropriate, therefore, to review the factors that led to its growth and development in order to understand its operation mechanism and issues resulting from it.

The issues arising from the growth and development of international tourism concern the disparities in tourism development and the social, economic and environmental costs and benefits of tourism. The issues are of, both international as well as national, regional and local significance and raise questions regarding the ethics of development.

Tourism and travel professionals know that their industry is exposed to political, health, and economic undulations. Often it is heard that these ups and downs are outside of tourism and travel professionals' control. While to some extent industry leaders are forced to react to circumstances outside of their control, an awareness of current challenges can help these leaders to prepare for

eventual challenges and to seek ways in which to lessen the negative impact of exigent circumstances.

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### **11.5 KEY TERMS**

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Peripheral region - the periphery countries (sometimes referred to as just the periphery) are those that are less developed than the semi-periphery and core countries

Foreign exchange - where money in one currency is exchanged for another

Exigent - pressing, demanding?

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### **11.6 SELFASSESSMENT QUESTIONS**

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1. Explain the basic issues resulting from international tourism.
2. Explain the socio-economic challenges of international tourism
3. Give a detailed account of future prospects of international tourism.

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### **11.7 REFERENCES**

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## UNIT 12 - ISLAND TOURISM

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### **STRUCTURE:**

- 12.0 OBJECTIVES
- 12.1 INTRODUCTION
- 12.2 PROSPECTS OF ISLAND TOURISM
- 12.3 ISLAND TOURISM IN INDIA
- 12.4 ISSUES AND CHALLENGES IN ISLAND TOURISM
- 12.5 SUSTAINABLE TOURISM DEVELOPMENT IN ISLANDS
- 12.6 SUMMARY
- 12.7 KEY TERMS
- 12.8 SELF-ASSESSMENT QUESTIONS
- 12.9 REFERENCES

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## 12.0 OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- the prospects of Island tourism
- the state of Island tourism in India
- Issues and challenges of Island tourism
- Sustainable tourism development in islands?

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## 12.1 INTRODUCTION

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Island tourism is not a recent phenomenon; the Romans used the Isle of Capri as a holiday destination two thousand years ago. The allure of islands, be they in the Mediterranean, the Atlantic or the Pacific, as places where people go for relaxation and rejuvenation has a long tradition which continues unabated'. Islands are attractive for tourists to visit as they create feelings of remoteness and isolation, peace and quiet and sense of timelessness. But many of these factors that constitute the touristic appeal of islands also represent challenges to the longer-term success of tourism related development policies. Islands commonly face a number of structural handicaps arising from their isolated and peripheral location, and their smallness in terms of population and area. Among the most serious problems characterizing many of these environments are their limited resource base, tiny domestic markets, diseconomies of scale, poor accessibility, limited infrastructure and institutional mechanisms, and a high degree of dependency on external forces. As such, the ability to understand tourists' needs and to attract a large volume of them is of great importance for the residents, as well as the knowledge of the impacts resulting from tourism on their islands.

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## 12.2 PROSPECTS OF ISLAND TOURISM

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The postwar history of islands has been marked by two favorable development factors: the march of decolonization and the global spread of international tourism.

In the first case, since 1960 roughly 30 tropical/ temperate islands across the five major oceanic basins have become politically independent. Other island territories have achieved significantly greater internal self-government and have used this new-found autonomy-the so called "resource of jurisdiction"-to create tax havens and diversify into other nontraditional activities like off-shore finance and ship registry.

In the second case, the remarkable transformation of tourism into the world's largest industry-accounting for roughly a tenth of global GDP, employment and capital formation-has coincided with the restructuring of small island economies away from traditional exports like sugar and copra

toward mass tourism and related construction. The results have transformed insular landscapes across the Caribbean, Mediterranean and North Pacific and created the so-called "Pleasure Periphery" of North America, Europe and Japan respectively.

However, much of this growth has been overly rapid, unplanned and intrusive and has damaged insular ecosystems. In the Caribbean, tourism expansion has directly or indirectly caused deforestation and erosion of upland forests for condominium developments and road works, as well as beach loss, lagoon pollution and reef damage from sand mining, dredging and boat anchoring. Nearly 30 percent of the reefs are at high risk because of runoff and discharges of untreated municipal and hotel waste and pollution from pleasure yachts and cruise ships. Partly as a result, since 1985 fish catches are off nearly 50 percent in gross tonnage.

In the Mediterranean, large-scale coastal hotel/marina and infrastructure construction has filled in salt ponds, disfigured shorelines, and polluted nearshore waters with sewage. In highly developed islands like Balearics and Malta, tourism has been associated with the rapid decline of traditional pursuits and renewable resource uses, the rise of realty inflation, and paralyzing summer crowding and other sociocultural intrusions that threaten insular lifestyles and identity.

In developing Indian Ocean islands, the situation is similar. Tourism along with unplanned urbanization is associated with sand mining, mangrove destruction and coastal pollution. Mauritius and Seychelles are ranked second and third in the world in terms of endangered native plant species, and some beach-based resorts are under threat from sea level rise.

The Pacific, in transition from subsistence to a cash economy, is undergoing substantial threats from commercial agriculture and fishing, logging and coastal tourist development. In popular resort areas delicate mangroves have been harvested for construction material and reefs scarred by trampling and collecting by tourists. Development on Guam has been compared to suburban Los Angeles, and even the Galapagos has allegedly been overrun by excessive visitation. As a result of these forces of modernization, the region boasts the largest number of bird extinctions in the world, and seven times more endangered species than the Caribbean.

Since tourism's biocultural base is in decline across the island world, and because of the continued pressures from increased globalization expected for the future, researchers have called for greener, lower-density tourism styles and begun to explore the causes of this policy failure.

A variety of structural and institutional factors have been suggested: the disequilibrium between a large-scale consumption-based international tourist economy imposed upon a small island ecology; island policy makers' preoccupation with raising visitor numbers instead of net expenditure; tourism's asymmetrical dynamics whereby linear economic benefits are mismatched with non-linear socio-



environmental costs; and the absence of a comprehensive measure of overall tourism impact, i.e. an early warning signal to broadly assess the approach of potentially dangerous socio-environmental thresholds.

### **Tourist Arrivals in Islands**

Tourism plays a dominant role in the economic well being of Small Island Tourism Economies (SITEs), and tourism earnings account for a significant proportion of the value added in their national product. The fundamental aim of tourism development in SITEs is to increase foreign exchange earnings to finance imports. These SITEs have an overwhelming reliance on service industries, of which tourism accounts for the highest proportion in export earnings.

In economic planning, tourism has a predominant emphasis in SITEs where the climate is well suited for tourism development and the islands are strategically located. The square of the deviation from the mean of a GDP growth rate is known as the volatility of GDP growth. In SITEs, the volatility of GDP growth rate tends to be very high. Malta in the Mediterranean recorded the lowest mean volatility for the period 1980-2002, while St. Luda in the Caribbean Sea recorded the highest mean volatility of 56.9 for the same period.

SITEs need a consistent inflow of foreign capital to smooth out consumption over the long run, while compensating for any adverse shocks to domestic production. A common feature of SITEs is that they depend heavily on foreign aid to finance development. Aid flows have dropped sharply during the last decade of the 20th Century, due to the collapse of communism in Europe. Aid from donor countries has been diverted towards former Soviet allies. SITEs have experienced a dramatic decline in per capita aid of around US\$145 in 1990 to less than US\$ 100 per capita in 2000. They have very limited access to commercial borrowings because these are perceived to suffer from frequent natural disasters or for other reasons considered to be high risk.

Although SITEs have achieved high average per capita GDP relative to the larger developing countries, poverty continues to be an unabated challenge. Generally, with the increase in per capita GDP, there has been a decline in poverty. However, there are a number of small economies that have higher poverty rates than reflected in their per capita incomes, primarily because SITEs are island archipelagos. In such archipelagos, a large proportion of economic activity is confined to the capital, while the dispersed communities remain poor. Poverty prevalence becomes high with the uneven distribution of income. The high volatility of GDP, together with the population's inability to absorb negative shocks to their incomes, means that inequality is further aggravated and hardship is intensified.

Tourism arrivals from eleven major markets represent a significant proportion of the total international tourist arrivals to SITEs. Among these eleven markets are the world's richest seven countries, the Group of 7. The other 4 countries, namely Switzerland, Sweden, Australia and New Zealand, are among the highest per capita income countries of the world.

The eleven countries are geographically located with varying measures of distance relative to the six SITEs. These countries are diverse in their social and economic cultures, but explain more than two-thirds of the composition of international tourist arrivals in all the SITEs, except for Dominica. The capacity of the Dominican tourism industry is relatively small compared with the rest of the six SITEs.

Moreover, the relatively small magnitudes of mean percentages of tourists from a wide variety of nationalities to Dominica is the dominant feature, besides US tourists dominating the visitor profile, accounting for just below one-fifth. During the same period, in Barbados, Cyprus and Dominica, international tourist arrivals account for six of the eleven source markets. While Fiji welcomed tourists from seven of these eleven sources, Maldives and Seychelles received tourists from the most number of source markets. The USA, UK and Germany are the dominant markets for tourists to these SITEs. Moreover, these three markets also correspond to quite substantial mean percentages across most of the SITEs. Although the USA is the world's largest and richest economy, their prominence in international tourist arrivals is notable only in the two Caribbean SITEs, namely Barbados and Dominica, followed by Fiji.

In the Indian Ocean SITEs, US tourists feature with very low mean percentages. However, UK tourists are spread more evenly among the six economies compared with US tourists. UK tourists are the most widely travelled among the eleven tourism markets, arguably because of the British colonial heritage attached to these SITEs. Generally, European tourists seem to travel to island destinations compared with US and Canadian tourists. German tourists have smaller magnitudes than their UK counterparts.

The Germans are followed by French and Italian tourists who travel more to the Indian Ocean SITEs as compared with their Mediterranean and Caribbean counterparts. Canadian, Swiss, Swedish and Japanese tourist arrivals appear among three SITEs, with varying visitor profiles. Canadians tend to travel to the Caribbean and the Pacific, Swiss and Swedish tourists are present among all the regions except the Pacific, while Japanese tourists appear in the Indian Ocean and Pacific Ocean SITEs. Australian and New Zealand tourists travel substantially to SITEs in the Pacific region, but their arrivals are relatively small among the other SITEs.

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## 12.3 ISLAND TOURISM IN INDIA

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### **Case of Lakshadweep and Nicobar Islands**

In India Island tourism is concentrated on two of its Union territories: Lakshadweep and Andaman and Nicobars. They are blessed with good climate and biodiversity. Annually thousands of tourists are arriving to these islands and they play an important role in the development of tourism industry in India. This chapter discusses the tourism opportunities of these tiny landscapes.

### **Tourism in Lakshadweep Islands**

The charm of the Lakshadweep Islands is their remote pristine splendour; they attract no merrymakers to their shores. Or, perhaps, it is the beauty of the islands, densely covered with coconut palms, and threaded by an unbroken line of creamy sand, each island serenely set in a sea whose waters range from palest aquamarine and turquoise to deepest sapphire and lapis lazuli. Yet again, it may be that their unique charm lies in the fact that each island, a tiny principality in itself, has existed from time immemorial, with little influence from the outside world.

Whatever the reason for Lakshadweep's magic, one fact is certain - it is the island paradise of your dreams. There is silence here, unbroken but for the cry of a seabird, or the sound of the waves lapping the shores. The water is so pristine one can see the myriad different fish among the corals. While snorkelling or deep sea diving, the waters come alive with amazing clarity and colour.

Tucked away in the Arabian Sea, off the coast of mainline India, the islands of Lakshadweep retain the culture and ethos of scant few places, still untouched by the madding crowd and the hurried pace of progress.

Not much is known of the early history of Lakshadweep. However, enough evidence exists to piece together a history of the islands from the 7th century. The population was converted to Islam under the influence of Hazrat Ubaidullah who set off from Mecca after Prophet Mohammed appeared to him in a dream, commanding him to leave for distant shores to propagate Islam. There was a shipwreck and after drifting on a plank of wood, he reached the island of Amini where his mission met with fierce opposition. After much struggle he was successful in achieving his aim and now the people of Lakshadweep follow Islam. Traces of the old culture still linger. Despite the influence of Islam, a caste system still prevails based on occupation- landowners, sailors and cultivators. Although Madrassas in all the islands impart religious instruction to school going children, many individuals bear two names.

The Lakshadweep archipelago consists of 12 atolls, rich in guano, deposited by centuries of bird droppings, 3 reefs and 5 submerged banks. There are 10 inhabited and 17 uninhabited islands

located between 8 ° - 12 ° 13' North latitude and 71 ° -74 ° East longitude, 220 to 440 km west of the Kerala coast, in the Arabian sea. Minicoy, the southernmost island is 183 km from Kalpeni, its nearest neighbour. Androth, the eastern most island is nearest to the mainland. The islands are a northern extension of the Maldives chain and are formed of coral rocks surrounded by semi-circular lagoons. Most islands are just 4-5 m above sea level.

Climatic conditions are similar to that of Kerala coast. Average rainfall is 1600 mm a year with a major share received from the southwest monsoon. They experience a tropical climate with temperature ranging from 25 degrees C to 35 degrees C and humidity ranging from 70 -76 per cent for most of the year. March to May is the hottest period of the year.

Ethnically the people of the islands are similar to the population of Kerala. Even the language is the same except in Minicoy where Mahl is spoken. They follow conservative customs and traditions but are liberal in approach. The people are friendly and honest and there is an absence of crime. Testimony to this is the profusion of gold ornaments worn by the women. Young children are spotted wandering alone wearing chunky jewellery. 93% of the population is indigenous. According to the 1991 census, the population was 51,707.

History comes alive in folk ballads that women chant during household chores. Memories of the past - the arrival of Hazrat Ubaidulla in Lakshadweep, the plunder of the islands by the Portuguese, are kept alive by the balladeer. The men have spirited folk dances. Women are modest and dress colourfully. In Minicoy there is a profusion of colour, on houses, furniture and boats. There are many seamen from Minicoy on merchant ships all over the world.

Lakshadweep has a simple economy but it is not a closed one. Wealth is still assessed by the number of coconut trees one owns. Coconut is cultivated in every available space. The annual yield of nuts is approximately 26.5 million. The fishing industry is the other major source of income. The annual fish landing crossed the level of 10,000 MTs a few years ago. There are subsidiary industries based on coconut and fishery.

Boat building was once an important skill that may soon be lost with the advent of motorized boats. Majestic wooden boats anchored along the shore stand in silent testimony to the past. Boats were built differently, according to function and every island has a slight variation in design. While sighting a boat one could deduce the island it came from.

### **Andaman and Nicobar Islands**

The capital of this Union Territory is Port Blair, on the Andaman Islands, which is the landing and departure point for boat excursions in the Andamans and an ideal base for touring the archipelago

of 321 islands. The island has been named after Lt. Reginald Blair, who conducted a survey of the area, in 1789. One of the fascinating features of the land that can be seen throughout the islands, is that of houses built on poles. The island also houses all the administrative and government buildings and people from all parts of the world live here, thus, giving it a rather cosmopolitan look.

The main aboriginal group in the Andamans are the Onges, who live on Little Andaman. Onges, like other Andamanese tribes, are of Negrito origin. They are food-gatherers who hunt, fish and collect honey, and are the only tribe on the islands, who freely accept contact with the outside world. In the Nicobars, the only aboriginals are the Shompens, who are averse to any contact with the outside world. The Nicobarese, the largest group, seem to be of mixed Burmese, Malay, Mon and Shan origin. They are a friendly and cheerful lot, who do not accept money and prefer the barter system. Communing with the dead is one of the many intriguing rituals practiced in Nicobar.

Deserted beaches, exquisite coral life and clear waters offer delightful opportunities for snorkeling and diving. Often referred to as the perfect tropical paradise, the Andaman and Nicobar islands form the peaks of a vast submerged mountain range that extends between Myanmar and Sumatra. This colony of 300 islands stretch over 500 miles in the Bay of Bengal. Situated east of the Indian mainland between the 6th and 14th parallel of north latitude and between 92 degree and 94 degree of east longitude, the islands run on Indian time so the sun rises at 4 am and darkness falls soon after 5 pm.

The islands are in two groups: the Andamans and the Nicobar, with a ten-degree channel separating the two. The bulk of the 239 Andaman Islands comprise of North, Middle and South Andamans, which along with Baratang and Rut-Land forms one landmass known as the Great Andamans.

The Nicobar Islands are located 50 km south of Little Andaman. 13 of the 19 Nicobar Islands are inhabited by about 12,000 aboriginal tribesmen most of whom live on Car Nicobar, the northern most of the archipelago. Port Blair, the capital of the Andaman and Nicobar Islands is 780 miles from Calcutta, 749 miles from Chennai and 120 miles from Cape Negrais in Myanmar.

The bulk of the 219 Andaman Islands comprise of North, Middle and South Andamans, which along with Baratang and Rut-Land forms one landmass known as the Great Andamans. The islands have a number of harbours notably Port Blair in the south, Elphinstone and Bonington in the middle, Port Cornwallis in the north and the landlocked Nancowry Harbour between the islands of Kamotra and Nancowry. The population density is 34 people per sq. km and the literacy rate is 74 %. The main languages are Hindi, Bengali, Tamil, Malayalam and Telugu.

Over 90% of the territory is under forest cover which forms the major source of income. About 50 % of the forest has been set aside as Tribal Reserves, National Parks and Wildlife Sanctuaries. Rich luxuriant mangroves occupy nearly 11.5 % of the territory. More than 150 plant and animal species are rife. Coconut, which grows in abundance, is the main item of trade and diet of the locals.

Deserted beaches, exquisite coral life and clear waters offer delightful opportunities for snorkeling and diving.

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The Cellular Jail which housed freedom fighters and political activists who were sentenced to two decades of imprisonment on these islands came to be known as Kala Pani or Black Water.

The Roman geographer Ptolemy first referred to the Andaman and Nicobar Islands as the island of cannibals, in the second century AD. Chinese Buddhist monk, Xuan Zang in the seventh century and Arabian travellers in the ninth, spoke of the inhabitants as fierce and cannibalistic. Marco Polo's description of the islanders in the 13th century was similar.

Contrary to the above descriptions, accounts of the ferocity of the Andamanese seem to be propagated by Malay pirates who held sway over the surrounding seas and needed to keep looters well away from trade ships that passed between India, China and the Far East.

In the seventeenth century the islands witnessed Maratha Rule. Several futile attempts to convert the Nicobarese to Christianity were made by the French, Dutch and Danish, in the 17th and 18th centuries, when plans were abandoned in the face of repugnant diseases and a severe lack of food and water. Trading companies met with a more treacherous fate at the hands of the Nicobarese with their ships captured and their crew murdered.

Chinese Buddhist monk, Xuan Zang in the seventh century and Arabian travellers in the ninth, spoke of the inhabitants as fierce and cannibalistic. Regular prisoners and political activists of the Mutiny of 1857 were made to clear land and build their own prison. Most lost their lives while trying to escape, were hung or attacked by the Andamanese who objected to deforestation.

Port Blair became a penal colony at the end of the nineteenth century. The Cellular Jail built over a period of 18 years from 1890 to 1908 housed thieves and smugglers but later, on the lines of Sumatra, Singapore and Penang, freedom fighters and political activists were sentenced to two decades of imprisonment on these islands, which came to be known as Kala Pani or Black Water. Made up of hundreds of tiny solitary cells it was used to confine political prisoners until 1945. During World War II the islands were occupied by the Japanese, who tortured and murdered hundreds, suspected of collaborating with the British. British forces moved back in 1945 and abolished the penal settlement.

The Andaman and Nicobar Islands were constituted into a Union Territory of the Indian Union in November 1956. Since then a lot of effort has gone into the development of the Andaman Islands as a tourist resort. More woodland has been cleared and new industries established. But it has had an adverse effect on the needs and rights of the tribal settlers. A majority of the population of the Andamans has migrated from Bangladesh and Bengal. Administrators are appointed from Delhi on a two- year posting and no significant development has taken place in the last couple of years. The Indian Navy patrols the islands and the sea around to keep it free from gunners and drug smugglers.

The Andaman Islanders were foragers, subsisting on whatever they could hunt, fish, or collect. The origin of the indigenous population of the Andaman and Nicobar Islands is shrouded in mystery. It is believed that Negrito communities may have migrated here from the east and north when the islands were connected to Burma, or the sea was sufficiently shallow to allow transport by canoe. Their survival has been under constant threat ever since Western traders and colonizers introduced disease, indulged in widespread deforestation and brought about rapid cultural disintegration of the population. It is estimated that of the 5000 aborigines in 1858 less than 700 inhabitants remained by 1950 in both the Great and Little Andaman groups.

Divided into 12 or 13 'tribes' or tribal units on the basis of linguistic and cultural differences, the Andaman Islanders are clustered into two major groups; a 10-tribe group in the Great Andamans and 2 or 3 tribes in the Little Andamans.

On the Nicobar Islands, the Mongoloid Nicobarese claiming descent from a Burmese prince have integrated with recent settlers and while they continue to live in small communities of grass huts raised on stilts, have adopted modern agricultural methods, raising pigs rather than hunting. Less than 200 of the still unaccustomed Shompen of Great Nicobar live on the coast and barter in honey, cane and nuts with the Nicobarese in isolated pockets further inland. The Shompen of Great Nicobar live on the coast and barter in honey, cane and nuts with the Nicobarese in isolated pockets further inland. Most of Great Andamanese died of diseases contracted from western settlers and

the trickle who remain are settled today on Strait Island, north of South Andaman.

The Jarawas who were originally located on the present site of Port Blair, now live on the western coasts of Middle and South Andaman, hemmed in by the Andaman Trunk Road, which since the 1970s has cut them off from hunting grounds and fresh water supplies. Nevertheless, possessive about their land, they remain unwilling to mix and contact with settlers is limited to gift-exchange at each full moon, a time of celebration.

The Onges were once used by the Chinese and Japanese to dive for valuable shells in exchange for alcohol and opium. Today the largest tribe on the Andaman Islands they live on Little Andaman and Rutland Island in communal shelters (bera) and construct temporary thatched huts (korale). Unlike other tribes, the Onges do not practice tattooing, but they paint their bodies with white clay and ochre, and the women smear themselves with yellow dye from orchids.

The most evasive tribe of all, the Sentinelese, live on North Sentinel Island west of South Andaman. In 1991, the local administration established some contact with them by way of gifts left on the beaches every month, on Strait Island, north of South Andaman. The amazing racial and cultural mix of the present day settlers correctly describes the Andamans as mini India.

The Andaman Islanders were foragers, subsisting on whatever they could hunt, fish, or collect. The Andaman communities, divided into eramtaga (jungle-dwellers), andar-yuato (coast dwellers) subsist on fish, turtles, turtle eggs, pigs, fruits, honey and roots. Bows and arrows were used for both hunting and fishing. Harpoon fishing and hunting with dogs appear to have been later introductions. Reef collection was done with nets. Males were primarily hunters and fishers but also engaged in secondary collection activities. Females were primarily collectors of vegetable products, reef fauna and small animals. The Andaman Islanders' animal foods included pig, dvet cat, lizards, rats, snakes, insects, birds, turtles, fish, mollusks and crustaceans. The bulk of their diet, however, came from fruits, roots, seeds and other plant products. Seasonal feasts of wild honey are also noted in literature.

Local groups, or bands, consisted of about 20-50 members; each group associated with a traditional resource territory, throughout which it moved during the year. Local groups could usually obtain permission to forage in neighboring territories. There were no tribal chiefs and leadership on the local level was based on respect for the advice of older and more talented members of the community. Disputes were amicably settled by interested parties.

The typical household seems to have been the monogamous nuclear family. Partners were frequently found in other groups or tribes and post marital residence patterns were flexible. Divorce was rare, especially after the birth of the first child. Adoption was a common feature of Andaman society. Both males and females underwent puberty rites. Shamans were thought to have special



powers for curing, sorcery and dream interpretation and was achievable by either males or females, but such achievement depended on the acceptance by the group of the individual's claim to special powers. The cosmology of the Andaman Islanders contained a variety of animistic spirits and spirits of the dead.

Daily ritual dances central to communal life were held on land enclosed by huts. Intergroup contacts were generally peaceful; their dwellers getting together at times of abundance. The present day settlers comprise people of all faiths - Hindus, Muslims, Christians, Sikhs who speak languages like Hindi, Bengali, Malayalam, Tamil, Telugu, Punjabi. They live together in complete harmony. Interreligion and inter-regional marriages are common. The amazing racial and cultural mix correctly describes the Andamans as mini India.

The best time to visit these tropical islands is between mid November and April. The climate remains tropical throughout the year with temperatures varying between 24°C and 35°C. Due to the incessant sea breeze; Andamans has very humid weather. The southwest monsoon touches the Indian soil first in the Andamans and then proceeds towards the mainland. From mid-May to October, heavy rains flush the islands, often bringing violent cyclones that leave the west coast beaches strewn with fallen trees. In November and December less severe rains arrive with the northeast monsoon. The best time to visit these islands is between mid November and April.

The major industries include PVC conduit pipes and fittings, paints and varnishes, fibre glass, soft drinks and beverages and steel furniture.

Luxurious rainforests make the Andamans a gold mine for timber. Tropical fruits are found on the hilly parts of the islands in abundance, while the potential for fishery offers industrial possibilities. Paddy is the main cash crop here, while coconut and arecanut are the main cash crops of the Nicobar islands. Field crops, namely pulses, oilseeds and vegetables and spices like pepper, cloves, nutmeg and cinnamon are also cultivated. Rubber, red oil, palm and cashew are grown on a limited scale on these islands. The major industries in the region include PVC conduit pipes and fittings, paints and varnishes, fibre glass, soft drinks and beverages and steel furniture.

The islands are covered by thick green jungles, dotted with sandy beaches on the fringes and inhabited by many unique species of birds. The real attraction for the tourist lies in the crystal clear seas that harbour some of the world's richest and unspoilt marine reserves. This island is splendid with its golden, crescent - shaped beaches, mangrove forests, rich marine life, exotic flora and fauna. Filled with dazzling fish and kaleidoscopic corals, and roamed by schools of dolphins and sharks, the waters are perfect for snorkelling and scuba diving.

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## **12.4 ISSUES AND CHALLENGES IN ISLAND TOURISM**

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### **12.4.1 Issue of Biodiversity Conservation**

Tourism plays a crucial role in the economies of most Small Island Developing States. Small island states such as Mauritius, Fiji, the Seychelles, the Dominican Republic and others have placed tourism as a top priority on their development agenda.- Tourist revenues have grown especially important in light of plunging international commodity prices and falling fish catches traditional mainstays of island economies.

In the ephemeral world of international tourism the Republic of Seychelles has for many years remained the archetypal "island paradise", a seemingly perfect juxtaposition of sun, sea and sand. The country consists of one hundred and fifteen islands with a land area of 455 km<sup>2</sup>, scattered as if by a giant hand over an Exclusive Economic Zone (EEZ) of over 1.3 million square kilometres in the Indian Ocean. Of rugged formation and stunning scenic beauty, some seemingly rising straight out of the sea to great heights, the islands actually offer a tourism destination, free from tropical diseases, racial and religious disharmonies, and social upheavals.

Mahe is the most important island, about 27km long and up to 11 km wide. Other islands of major importance as regards to size and permanent population are Praslin and La Digue. The remaining seventy-four islands are all coralline. The economy of the Seychelles rests on tourism and fishing. Tourism accounts for some 20% of GDP and some 60% of total foreign exchange earnings. In 1971, the number of visitors was 3175 as compared to some 128,000 in 1999. Today the official tourism strap line is "Seychelles, As Pure as it gets"

Much of this 'purity' is perhaps because the Seychelles is a critical repository of some of the world's most interesting biodiversity, the original "Garden of Eden" (in the words of General Gordon of Khartoum fame). Over a thousand species of animal and plant life including the coco-de-mer and the giant tortoise are unique to the islands. Habitat range from mountain mist forests to coral reefs. These resources are the same assets that attract tourists: Their biological abundance is a key part of what makes the islands an alluring destination where visitors can experience relatively pristine natural beauty.

Whilst, some coastal environments have been damaged and a few marine sources have been overexploited by the tourism industry in Seychelles, the widespread ecological damage seen in other small island states has not been experienced as yet in the Seychelles. Habitat damage has made several other island states less appealing as destinations and has accelerated a boom-bust cycle in major tourist locations. In the Seychelles environmental habitat protection was seen in the very early days of tourism as critical to the success tourism industry. The national parks of the

Seychelles, particularly the Marine Parks were enacted primarily to protect pristine natural environments for visitors. One of the earliest protected areas to be promulgated under modern legislation was Cousin island. Cousin is also one of the earliest protected areas in Seychelles to be managed for tourism.

#### **12.4.2 Issues of Climate Change and Natural Disasters**

The UN Secretary-General emphasizes that climate change and sea-level rise can inflict serious economic damage on many islands, particularly in highly developed coastal areas where buildings and infrastructure for tourism, fisheries and other important economic activities are located.

Regarding natural disasters, the Secretary-General mentions that, since the adoption of the Programme of Action, small island nations have collectively been forced to face "the unpredictability, frequency and intensity" of numerous extreme weather events each year. "Because of the consequent diversion of resources from long-term development plans to deal with reconstruction and rehabilitation, natural disasters continue to pose a formidable challenge to sustainable development for most of them," the report states.

"Climate change and sea level rise" is the first item in the Barbados Programme of Action. At the national level, most of the small island States have strengthened their response to climate change by initiating arrangements to establish permanent national climate change focal points within their Governments. They have ratified the Kyoto Protocol on climate change, which was approved a few years later, and for which islands are calling for immediate entry into force.

To provide better forecasts, with the help of the World Meteorological Organization (WMO), islands have upgraded their data collection systems that enable them to collect, analyse and interpret meteorological data. Although contingency planning and response preparedness in ISLANDS remain fairly weak at the national level, this has been alleviated to some extent by regional initiatives.

Twelve countries have engaged in Caribbean Planning for Adaptation to Climate Change, a project designed to support the participating countries in preparing to cope with the adverse effects of global climate change, particularly sea-level rise in coastal and marine areas. Some areas of concern remained, though, namely vulnerability assessment, adaptation planning and related capacity building. A second phase called Mainstreaming Adaptation to Climate Change is currently being conducted to facilitate an enabling environment for climate change.

Small island States are deeply concerned that the world's collective failure so far to reduce greenhouse emissions has increased their vulnerability, and they would like to be better supported to adapt and protect themselves. In his report, the Secretary-General stresses the importance of adaptation to climate change, disaster preparedness and risk management, and calls for integrated

planning and decision-making on coastal zone management, fisheries, agriculture, tourism, energy, health and water resource management. "Crucially, the international community needs to redouble efforts to put in place an effective regime to deal with climate change and its consequences," he states.

### **12.4.3 Issues in Freshwater Resources Management**

On volcanic and atoll islands, surface and groundwater resources are limited. Elsewhere, when the nature of the soil is not an issue, freshwater supplies have continued to be polluted and demand has increased due to urbanization. However, the situation of small island nations varies widely. While some face food security challenges because of poor soil quality, the smaller islands and the atolls are practically self-sufficient. Islands still face deficiencies in water availability, water catchments and storage, pollution of water resources, saline intrusion and leakage in the delivery system.

While there has been significant development in the area of freshwater resources, notes the Secretary-General in his report, watershed management in many small island developing States is still weak, because of the inadequacy of technical equipment, trained technicians, data on groundwater systems, watershed planning and management systems. "This has resulted in the inadequate monitoring of the supply and quality of freshwater," he notes. The report mentions that some islands have seen increases in gastrointestinal illness, in particular among children, as a result of water being polluted by untreated sewage. Untreated waste water discharged into coastal waters has contributed significantly to damaging coastal ecosystems and coral reefs.

Already scarce, land resources are further subjected to competing demands by population pressure, deforestation and soil erosion. The scarcity of land affects waste management as well. Population growth and the development of tourism generate more waste while there are simply not enough disposal sites. The pressure that existed ten years ago on land resources has since been further exacerbated.

Over the last decade, some water management technologies have been tested successfully in some islands. For instance, a new "scavenger" technology for wells, introduced in the Marshall Islands with assistance from the United Nations and the North American National Weather Service (NOAA), is an inexpensive, practical solution for controlling saltwater intrusion when groundwater is drawn. As a result of the Barbados Programme of Action, some small island countries have made significant progress in dealing with domestic waste management issues, while most are still lacking financial and technical capacity.

In some small island developing States, the private sector has become involved in recycling biodegradable and non-biodegradable materials, such as paper, plastics, metal cans and used oil.

Economic incentives to reduce wastes, such as a deposit refund system for cans and bottles, have been introduced and are in use in virtually all regions. However, islands have expressed a growing concern with regard to the security and environmental implications of the disposal and transport of radioactive materials and the lack of liability and compensation regimes.

The Secretary-General calls for more effective legislation, management and enforcement measures with respect to freshwater resources, sanitation and waste, and encourages improved tracking and management of the movement and disposal of hazardous and toxic substances to ensure the protection of the fragile marine ecosystems of Islands. He also welcomes financial, technical and technological support for the development of appropriate waste management systems in small island developing States.

#### **12.4.4 Challenges in Recycling**

Island recycling is far more complex than recycling anywhere on the mainland. There are two particularly significant reasons: the lack of local - or even regional - markets for recyclables, and the cost of shipping materials inter-island as well as to off-island markets.

Successful recycling depends on manufacturing, and no where else is this precept more obvious than in an island economy which supports no manufacturing. Productive

manufacturing - which is based on profit realized on sales of goods manufactured - relies on easy access to cheap raw materials. But "easy access to" and "cheap" are two phrases usually not associated with island life. Without an already-established industrialized base, island economies find it difficult to start up manufacturing or recycling companies. Additionally, most island governments have traditionally supported the visitor industries, since the tourist dollar usually has a more immediate return-on-investment than a manufacturing dollar. For example, if you spend a dollar buying a souvenir trinket, that dollar is returned immediately to the local economy through the retail establishment or street vendor. This vendor will then pass a percentage of the dollar to the distributor, the wholesaler and ultimately the manufacturer.

In island economies however, these "uplink" businesses are almost always located off-island. Because of the nature of manufacturing and international trade, retail establishments usually represent lost opportunity costs. Most often the only local jobs they support are in the companies that service their businesses, which traditionally pay less than manufacturing jobs.

On the other hand, economic returns from manufacturing operations almost always support multiple layers of a local economy, but the return on investment is more subtle and less immediate. In recycling, for example, a re-manufacturing company will support jobs in the local collection and

processing companies in addition to the jobs created within its own operations. Additionally, the value added to the end product through the manufacturing process will be realized with additional taxes paid to the local economy, either through employment, sales, or other operations. The multiplier effect of every dollar is higher in the manufacturing trades than in retail.

Tourism however, is usually considered a "clean" industry, while manufacturing has traditionally been viewed as "dirty". Since island economies rely on visitor dollars, they are very concerned with maintaining beauty and image. Individuals and companies that choose to work in recycling collection, processing and re-manufacturing in an island economy face similar but more complex challenges than their mainland counterparts. In most island economies, recycling is an anomaly and knowledge of the recycling industry is limited among business developers and financing institutions. This lack of familiarity, accompanied by a few failures over the decades makes it extremely difficult for a business to obtain funds to start-up or expand operations. The financiers are not confident that the money invested can be recovered by local resale of machinery and equipment, should the business fail.

As a result, most successful collection and processing companies are started small, with second-hand equipment and a focus on two or three materials. This helps to protect the companies from over-capitalizing and taking on too much debt that will sink their ships when markets inevitably collapse and transportation expenses outstrip their revenues.

Actual recycling of materials on any island is extremely rare, since so little manufacturing exists. Companies that wish to establish such operations in the islands face an almost impossible problem with their bottom lines. Their start-up costs of transporting machinery and equipment and the expense of maintenance, repair and replacement of their machinery are a significant cost and ultimate debt that may easily cause them to price their end products out of reach of the local market. Additionally/ re-manufacturing companies need to supply enough finished product at competitive rates to meet local demand. Capitalization costs alone may make it impossible to meet or beat the prices charged by large-scale manufacturers that have already fully amortized their property or have huge production runs and as a result can spread the cost of their products far more widely.

Finally, the island manufacturing company must be able to count on the local collection systems, which are often spread throughout the islands, to provide it with enough raw material to manufacture sufficient quantities of the end product to meet the demand of its markets. The collectors and processors on neighboring islands, however, may not be able to afford the costs of the inter-island transportation based on the revenues from sales to the local manufacturer.

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## **12.5 SUSTAINABLE TOURISM DEVELOPMENT IN ISLANDS**

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Tourism in islands should be considered as only one of the components of, and be fully integrated into, the overall sustainable development of the island; the challenges and opportunities for tourism

development in the middle term and possible longterm scenarios should be considered; sustainable tourism in islands will require a change in mentality of all stakeholders in tourism development and management. It is thus essential that awareness campaigns and educational programmes be developed to reach the various stakeholders.

### **Sustainable development policy and planning in Islands**

- planning should be based on a sound knowledge of, and take into account the conservation of, the natural and cultural resources of the island. In particular, fragile and richly endowed biodiversity ecosystems such as coral reefs and mangroves, and social values of the local communities should be considered;
- an integrated approach for the management of all resources and in particular coastal zones should be adopted;
- Islands should consider the environmental and sociocultural carrying capacity of the island in their tourism policy and strategy
- all stakeholders and, in particular, local communities should be involved in the definition, planning and implementation of the sustainable tourism development policy and plan.

### **Tourism development and management in Islands**

- local communities should be involved and reap benefits from tourism, and public and private partnerships developed;
- when applicable, not only the development but also the rehabilitation of tourism facilities and services should be considered;.
- sustainable tourism in islands will require the development and adoption of alternative designs of tourism facilities, according to the characteristics of each island and with a view to ensuring a sustainable use of their natural resources. In particular, the use of renewable energy should be considered:
- development and adoption of eco-efficiency and cleaner production strategies and policies will also be required;
- the possibility and viability of introducing environmentally sound technologies should be considered;
- voluntary codes of conduct, industry standards and ecolabels should be adapted and tailored to suit particularities of islands; the promotion of best practices should be developed.

### **Monitoring of impacts**

The monitoring of impacts is a necessary condition for sustainable development. This is even more important in islands given the characteristics of their natural and cultural environment.

#### **It is thus essential that Islands:**

- identify and develop sets of indicators for sustainable tourism in their countries contributing towards measuring sustainability;
- develop observatories of sustainable tourism development.
- environmental regulations and standards should be harmonized for islands in the same region;
- voluntary industry codes, standards and ecolabels should also be considered, whenever possible, at the regional level;
- exchange of experience and dissemination of good practices from the social, environmental and economic points of view should be developed between islands from the same region;
- raising awareness campaigns and capacity building activities should be launched at the regional level whenever possible;
- islands could consider joining forces for facilitating the funding of sustainable tourism projects and activities.

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## **12.6 SUMMARY**

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Islands are extremely fragile integrated systems whose future development needs to be focused on sustainable and integrated options capable of reconciling the economy, human development and environmental conservation. Tourism is a booming sector, with a strong capacity for transforming fragile environments, which constitutes both an opportunity and a challenge for islands: an opportunity to diversify limited economic activities and employment in the islands, and a challenge, as tourism has considerable impacts on island systems, usually extremely vulnerable. These impacts need to be fully taken into account and properly managed.

Sustainable tourism development (STD) is becoming, all over the world and hence in islands, an irrevocable and irreversible demand on the part of tourists and local populations. Growing demands are made for quality surroundings in which environmental sustainability, nature, culture, exceptional places with an identity of their own and authenticity are considered to be key values in terms of tourism appeal and local quality of life. Thus it is imperative to adopt the sustainable tourism development practices in Island tourism to reap the benefits of tourism without hampering the environment and the local community.



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## **12.7 KEY TERMS**

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Ecosystem-An ecosystem is a community of living organisms in conjunction with the nonliving components of their environment (things like air, water and mineral soil), interacting as a system

Return on investment (ROI) is the benefit to the investor resulting from an investment of some resource

Coral reefs- are diverse underwater ecosystems held together by calcium carbonate structures secreted by corals

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## **12.8 SELF ASSESSMENT QUESTIONS**

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1. Explain the basic issues resulting from Island Tourism.
2. Explain the management and development of Tourism in Islands.
3. Give a detailed account of Island tourism in India.

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## **12.9 REFERENCES**

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## **BLOCK-4**

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### **UNIT 13: TOURIST DESTINATIONS OF SOME SELECTED EUROPEAN COUNTRIES**

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**STRUCTURE:**

- 13.0 OBJECTIVES
- 13.1 INTRODUCTION
- 13.2 EUROPE
- 13.3 FRANCE
- 13.4 PARIS AND ENVIRONS
- 13.5 SWITZERLAND
- 13.6 LONDON
- 13.7 SCOTLAND WALES
- 13.8 GREECE
- 13.9 ATHAN
- 13.10 SPAIN
- 13.11 AUSTRIA
- 13.12 VIENNA
- 13.13 NORWAY
- 13.14 SWEDEN
- 13.15 NETHERLAND
- 13.16 SUMMARY
- 13.17 KEY TERMS
- 13.18 SELF ASSESSMENT QUESTIONS
- 13.19 REFERENCES

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## 13.0 LEARNING OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- Tourism in selected European countries
- Development of Tourism over the years
- Major tourist attractions of the selected European countries
- Tourism organizations in European countries

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## 13.1 INTRODUCTION

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Europe encompasses an area of 10,180,000km<sup>2</sup> (3,930,000 square miles), stretching from Asia to the Atlantic, and from Africa to the Arctic. European countries welcome more than 480 million international visitors per year, more than half of the global market, and 7 of the 10 most visited countries are European nations.

It's easy to see why - a well preserved cultural heritage, open borders and efficient infrastructure makes visiting Europe a breeze, and rarely will you have to travel more than a few hours before you can immerse yourself in a new culture, and dive into a different phrasebook. Although it is the world's smallest continent in land surface area, there are profound differences between the cultures and ways of life in its countries.

The eastern border of Europe, for instance, is not well defined. The Caucasus states are sometimes considered part of Asia due to geography, and much of Russia and almost all of Turkey are geographically Asian. The UK, Ireland and Iceland all manage to sneak in.

Must-visits include France, Italy, Germany, Spain, and the United Kingdom. Don't let your sense of adventure fail you by missing out on Scandinavia, Poland, Portugal, or the microstates of Andorra, Liechtenstein and Luxembourg.

Many European countries are members of the European Union (EU), which has its own currency (the Euro) and laws. There are no border controls between signatory countries (only at the outside borders). Note that not all EU members adopted the Schengen Agreement (open borders) or the Euro, and not all countries that adopted Schengen or Euro are European Union members.

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## 13.2 EUROPE

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Tourism in Europe, as it developed in the middle of the 19th century, has its roots in the Roman Empire. Roads and other lines of communication were better developed in Roman times than in the 18th century. Large number of Romans visited shrines, temples, festivals and baths for spiritual or health purposes or for amusement. In the Middle Ages, the feudal society travelled little.

Just as the affluent tourists of different nationalities move about Europe, the far East India, etc., to do places, sordid the 'Grand Tourists' of the 19th century, but their numbers were limited. They were continuing the 17th century tradition of visiting Bath, Buxton and other spas in U.K, and similar resorts on the Continent. From England, travel abroad (or in various directions, from the Continent) was the privilege of the very wealthy, but fraught with discomfort and danger. By and by, travel in and from Europe expanded with the introduction of the rail and steamship)

### **Growth of Tourism**

By the outbreak of the First World War (1914), the tourist movement in Europe had assumed considerable dimensions and surpassed anything of its kind in history. Motor and air transport come by car, and roam freely over the picturesque countryside. Traces of the classical style include those from Greek, Roman and Byzantine days, plus what was contributed by the Slavs and the Serbs. Free, though Communist, the Yugoslav society is easy to get on with the people's exuberance adding to the pleasures of the sights of mountains and blue waters, intriguing foods-and delectable wines. Typical of the country, no visa is required nor is there a charge for the entry of your car. (Having done Europe by car, the writer knows from personal experience how tedious these formalities can be, the more so where there is the language barrier !)

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### **13.3 FRANCE**

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The French are not only born anarchists but a proud people, at first rub difficult to get on with. They easily lose patience with people who do not understand their language. But if you have even a smattering of French (as the present riter found in the fifties, during his first visit to France, when he lisped in the language, near-perfected during later visits) they-will come more than half way to help you to speak French, and extend all manner of assistance. True, the best compliment you can pay. a people-is ^speaking in their languages-most so to the French, the most articulate of nations. So, if you have some grounding in French, and propose to visit France," first brush up your French to enjoy the- full flavour of a country, great, for its arts (the plastic arts admired most by the average tourist), its music and literature or. its Alps and beaches. Another asset of France is its women who Know more than any national group of females how to make the mostest bf what they have. Then there are the French wines (the best in France come from Burgundy, Bordeaux and the Rhone Valley), a meal without which is like a day without the sun, so sayeth the Frenchman, not without good reason.

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### **13.4 PARIS AND ENVIRONS**

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Paris (gay patee) is fabulous, as no other city is in France, or elsewhere. It is a city of vast, 'noble perspectives and intimate streets, parks and squares. It is this combination that constitutes

one of its many charms. Hence, after a conducted tout, it is best to do Paris on foot, guided with a map of Paris, using the reliable underground train to get on from one point to another. Of the varied parks and gardens of Paris, Luxembourg Gardens are famous throughout the world; Bois De Boulogne (served by three stations of the underground) has the Bois, the most famous of the woods of Paris, at its western edge. Universally acclaimed as the city of art and culture, and architecture, mere telling the names from Arc de Triomphe, (Victory Arch, like India Gate, New Delhi), the Louvre. Madeleine, Notre Dame (famous church), the Invalides, Eiffel Tower and some of the 90 museums, to the church Sacre Coeur, would mean leaving out so many other attractions. After taking these in for several days, the tourist's ritual starts with the outskirts of Paris, in which the Versailles palace (a living evocation of all the glories of France) heads the list.) Exploring the environs of Paris (Ile-de-France) amid royal parks and palaces, or imposing forests and placid rivers, one succumbs to the spell of the wealth of artistic and historic treasures.

Thanks to the equipment effort undertaken by the ski resorts (equipment and ski instructors constitute the sine qua non of a ski resort), winter sports have become very popular in France, to the point that there are over 200 such resorts. Out of these, 40 are "super-resorts", so classified for their comprehensive infrastructure. This includes runs with a minimum gradient of 350 meters, a minimum altitude of 900 to 1100 metres (depending on the region/s), at least 250 hotel rooms of all categories including what is described as super deluxe, a reception service, a mountain rescue service and at least one theatre. Though, Gulmarg has the required gradient and altitude, it does not qualify to be called a super-resort, in the French sense, because of inadequate accommodation (it still isn't centrally heated) and a below par mountain rescue service.

The French winter resorts-according to the latest information issued by the Secretary of State for Tourism-offer altogether 2000 hotels with 45,000 bed-rooms, 40 aerial ropeways, 150 cabin air-lifts, bucket-lifts or chair-lifts, 800 ski lifts. 150 ski schools' and 2000 instructors. New resorts are being created every year; others are being developed. There are small regional or local resorts, too, which offer weekend skiing to the inhabitants "of nearby towns. There are more than 2 million skiers in France, more than half a million, members of the Federation Francaise de Ski (The Ski Federation of the France; 8% are foreigners). Altogether, increasingly wide sections of the French are taking to winter-sports, and more and more winter sports accommodation is being offered to the young by a number of associations.

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### **13.5 SWITZERLAND**

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The territory occupied by Switzerland today (15,966.6 sq. meters) has passed through the same epochs of prehistoric civilisation as other regions of Western Europe-the Chipped Stone Age,

the Polished Stone Age, the Bronze Age and the Iron Age. Switzerland was subjected to Roman conquest like Britain. Helvetia, a province of Rome, enjoyed peace and prosperity for three centuries. Later on, the Swiss had to band themselves together to found an independent Confederation, free of the vassalage of the Hapsburgs from 1388, when the House of Hapsburg suffered a defeat at the hands of the Swiss, date the earliest forms of judicial and military organization common to all the Confederation counties. That Switzerland's independence was recognised as far back as before the dawn of the 16th century, has had its salutary effect on the development of Switzerland as the tourist resort of a Europe involved intermittently in wars as a result of the alliances. To glimpse the long story in brief, after withdrawing from the European political arena, following the Battle of Marignano in 1515, Switzerland maintained strict neutrality, and this was accorded international recognition at the Congress of Vienna in 1815. It is owing to this background that many international organizations, including the World Wildlife Fund and the International Union for Conservation of Nature and Natural Resources, have chosen Switzerland as their richer countries of Europe to the poorer ones of Asia and Africa, though latterly the oil-rich nations of the Middle East have entered the field-the latest revival of the 'Grand Tourists' of 19th century Europe. Asiue from the tremendous development of domestic tourism in Soviet Russia and East Europe countries, the outflow or " tourists from these countries to western Europe arid to Afro-Asian countries has increased in recent years. To give an instance of interest to us, 13 to 15 thousand Russian tourists visit India every year.

Return from tourism will continue to be maximised in Spain, Portugal, Switzerland, U. K., France, etc., in Europe. The developed countries of Europe have other compulsions too to seek these revenues. Whether ranged inside E.E.C., or otherwise, they-have found that the growth of industrialisation in the erstwhile primary producing countries and the since independent colonial territories, has severely reduced the demand for their staple industrial products. Factors such as active government role, co-operative promotion of campaigns sponsored-by the components of the travel trade, and a progressively executed composition and proliferation of tourist facilities in Europe, are the factors that will help in these trends, which have to be quickened with the onset of the Supersonic Jet Age.

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## **13.6 LONDON**

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The United Kingdom, one of the most heavily industrialised countries, is fast becoming a tourist paradise. This modern paradox translated into figures looks impressive, indeed. The number of foreign visitors to Britain increased by over 100 per cent between 1968-78 from nearly four million to about ten million. The money they spent in Britain increased in much greater proportion during these periods.

### **Tourist Arrival Break-up**

Most of the visitors come from Britain's immediate neighbours in the European Economic Community, usually referred to as E.E.C. France and Germany lead this group. In 1975, 39 per cent of visitors to Britain came from E.E.C. countries. Next, predictably, came the North Americans, forming 20% of the total. Three times as many Americans as Canadians came to Britain in 1975. New Zealanders, Australians and the Irish made the rest of the total. Many of these, like a substantial number of the Americans and Canadians, constitute what is called the ethnic tourism, the people, eagerly flocking to the land of their forefathers, about whose traditions and history they have read and heard so much.

A significant 3 per cent of the arrivals' total of 1975 came from the Middle East. That small number has been held to be important in the international tourist competitive game. A recent analysis of the tourist pattern of U.K. puts it this way: "In 1976, it is estimated that the oil-rich middle East will send around 373,000 visitors to Britain. But when they come they are expected to spend a staggering £. 156,000 while the 1,500,000 American tourists are expected to spend around £ 250,000." The affluent middle Eastern visitor is rightly wooed by many tourist centres (including India, who opened an office in Kuwait during the year for the first time), for he spent £ 420 during his stay in Britain in 1975 while the overall average was £ 125.

There was a time when Britain was not much of a tourist country. The Britishers themselves - the elites among them used to travel the Continent, as a matter of education and for purposes of recreation. The spas of U.K. and the Lake District were minor attractions.

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### **13.7 SCOTLAND WALES, ETC.**

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Great Britain includes Scotland and Wales, and if we use the term United Kingdom, it also includes Northern Ireland, which is a political part of Britain. There are separate tourist boards: the English Tourist Board, London; the Scottish Tourist Board, Edinburgh; the Wales Tourist Board, Cardiff; and the Northern Ireland Tourist Board, Belfast.

Wales is pristine "Britain, oldest of the old, with its own Language. Its grey castles, and its choirs, male and mixed, are known the world over. The Welsh-English border has had a bloody history but the only raider it sees now come at week-ends, -armed with knapsacks-and sandwiches.

Scotland speaks its message in its very name-kilts, the Highlands, blue lakes, and purple hills, castle-crested Edinburgh (venue of the world-famous festival, August-September). The Edinburgh Castle is superb in all lights. Then there is Scotch Whisky, King among drinks. Shoppers in Scotland go Scottish

The verdant downs and wave-beaten cliffs, the Lough Neagh (the largest lake in the British Isles), the key cities of Belfast and Londonderry are some of the sights of Northern Ireland. Travel in the "six counties is pleasantly done by car.

Add to the above such romantic isles as Wight and Man, the Channel Islands etc", the attractions of the British Isles make a persuasive total.

Britain is not behind her Continental rivals in the 'spa trade'. Bath (founded by the Romans), Buxton, Royal Leamington Spa and Harrogate are great names. Wales has Llandrindod Wells. Malvern is the spa for the cold water cure. Among these, Bath has a festival of music of international reputation. Doing the spas, the curious visitor might run into the Roman roads that are found as far north as Scotland, as far west as Wales.

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### **13.8 GREECE**

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Fabulous in fact and history, Greece gave birth to the earliest European civilizations. The Greek peninsula, measuring 131,944 sq. km., has a population of about nine- million, and consists of mainland Greece and the islands. Geographically, Greece belongs to Europe, as it forms the most southerly lip of the Balkan peninsula, The western boundary of Greece comprises the small grouping of the " Ionian Islands--.Greece's special link with Europe. There is the large number of islands in the Aegean Sea, some of which are isolated, like Crete in the south, and Santorini, Chios and Lesbos in the east, and Thassos and Samothraki in the north. Other islands are grouped in clusters, the largest islands being, Crete and Evia.

#### **Why visit Greece?**

The Westerners have a peculiar fascination for Greece, for the West was born in Greece, particularly in Athens. The story of Greek battles and buildings, Greek sculptors and architects, Greek philosophers, poets and dramatists', is of perennial interest. When Rome over-ran Hellas (as Greece was known in the classical age) in 146 B.C., the Roman conquerors were themselves captured by Greek culture. Alexandria, Egypt's rich metropolis, was a centre of Greek learning. In India, around the same time, Taxila was a great international centre. Thanks to overland and maritime traffic, India came into close contact with Egypt and Syria, and Greek ideas, that had penetrated India since the invasion of Alexander, continued to permeate Indian arts and learning and architecture. The cities of the Punjab and Kashmir became the foci of Hellenistic culture. The Greek influence on medieval Indian architecture can still be seen in the colonnade of the sun temple at Martand in Kashmir. India's debt to Greece (the land of Yavanas) for astronomy has been recorded in Gargi Samhita. Like-wise, every city in Europe continued to be impregnated with Greek thought, philosophy, science, art, architecture and law.



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## 13.9 ATHENS

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The sights of ancient Athens are comparable to those of Rome, the Eternal City. The attractions of Acropolis, in Athens, are of compelling interest. There is something to be said for the Parthenon; 'aptly described as the most perfect building ever built, just as there is no gain-saying the fact that the Taj Mahal is the most perfect monument built by -man. The Parthenon temple is named after the . Virgin Goddess, Athena. The celebrated architect of the Parthenon was Iktinos, and Pheidias and his pupils, the creators of its famous sculptural decorations, which include battle scenes from the Trojan War. There are traces of the votive offerings which decorated the great rock in classical times. The Acropolis Museum contains many reliefs and statues and pedimental sculpture found on the hill of the Acropolis. The grand view of Athens from the Acropolis more than recompenses anyone for the ascent, most of which can be effected by car.

On the southern side of the Acropolis there are interesting structures, including the Theatre of Dionysus, belonging to various periods. Standing to the north-east of the Acropolis is the Areopagus, where St. Paul made his eloquent address criticising the Athenians for their superstitions. Lyiscrates is a temple-like monument set up to exhibit the prize won by Lysicrates for the excellent singing of his boy choir at the Dionysian Games of 335 B.C.

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## 13.10 SPAIN

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"Spain is the best incentive travel destination-it was yesterday, and it will be tomorrow." This recefit statement by an American traveller, Tony Lease of Tony Lease Tours, Laguna Beach, California, has credence, though there is some historical bias- "after all, Columbus left for the new world from Barcelona." (But he was looking for India, we might add as an aside.)

Along with Portugal, Spain occupies the Iberian Peninsula from the Pyrenees at the French border to Gibraltar. Madrid is about halfway between Lisbon and Barcelona. The land of the bull-fight is a land of colour, with skies and waters of brilliant blue. The architecture reflects the many influences that have shaped the country. Phoenicians, Greeks, Romans and the Carthaginians left behind them a host of outstanding relics of their culture, mainly in the form of castles. The 'Alcazabas' or fortresses speak eloquently of Moorish rule, along with the mosques. Art galleries and museums filled with treasures abound all over the peninsula.

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## 13.11 AUSTRIA

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Austria's magnificent mountains and lakes, her verdant forests and meadows, beautiful; scenery and cultural riches have combined to make the country one of the famous tourist spots of the world. The relaxing and restful pace of life, the untroubled atmosphere and warm, friendly reception from the people add to the pleasures of the tourists.

Austria lies right in the heart of Europe, easily accessible from the principal European cities. 32,374 sq miles in size, 360 miles east to west, the country is fringed by Hungary in the east, Czechoslovakia in the north, Yugoslavia and Italy in the south and Germany in the west. The Alps on the southern edge of the continent make a wide sweeping curve through France, Switzerland and Austria. There is a peculiar beauty, however, to the Alps in Austria. The slopes are greener, the valleys wider, the mountain brooks whirling playfully under the constant blue of the continental sky. From the mountains there is a dignified panorama of Austria's Baroque towns, the splendour of castles and palaces. And where the last foothills merge with the plains, lies the charming city of Vienna, with Gothic churches, Rococo palaces, modern glass-roofed buildings and the old Imperial residences. And from the haze of the Pannorrian Steppe is seen the river Danube (inseparably linked with Europe) flowing its serpentine way through the country.

Austria is a federal republic of 9 provinces (Vorarlberg, Tyrol, Salzburg, Carinthia, Styria, Upper Austria, Lower Austria, Vienna and Burgenland), governed by a parliament which meets in Vienna (weil in Austrian).

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### **13.12 VIENNA**

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The capital of Austria, Vienna, is located on the beautiful blue Danube river. The city is divided into 23 districts. The first district (the inner town) is the most important. It is surrounded by the Ringstrasse (with different names), covering two thirds of the Old Vienna. The rest of the city is bounded by the Franz Joseph Kai along the Danube canal. The Opera Ring is the centre of the city.

The Opera House, a magnificent structure, designed by the famous Austrian architect, Vandrer Null, is located here. After the second World War had ravaged parts of the Opera House, it was rebuilt and reopened in 1955. At walking distance from the Opera House is the St. Stephen's Cathedral (built in 1147 A.D and partially remodelled from then on. to 1433 A.D.) Though it was destroyed partially in war times, its 448 foot tall Gothic spire remained intact. The Cathedral contains many beautiful pulpits, choirs, choir galleries and a great organ. Its catacombs connect with subterranean passageways which extend on an area up to Stefanplatz.

The Schonbrunn Palace (with a collection of historic coaches, palace gardens, palm houses and zoo, the Belvedere Palace) which houses the museums of Austrian Art from the Middle Ages to the present), the Hofburg Palace which was the winter palace of the Habsburg emperors, are open to public now. In the Hofburg Palace, there is a wonderful collection of the Habsburgs, the imperial apartments, gorgeous state apartments (now occupied by the President of Austria), the old porcelain collection, the personal furnishings of the Austrian emperors and empresses, and the grandeur of yore.

Nearby is the world-famous Spanish Riding Academy (founded in 16th century) where the famous Lipizzaner horses are put through the Spanish paces at regular performances. From the In der Burg, enter Schweizerhof where one can see the unique collection of crown jewels and the Imperial Chapel. Kunsthistorisches Museum has the world-famous picture gallery, collection of sculptures and antiques collection.

The National Library of Vienna is one of the largest libraries in the world, with its fabulous collection of printed books, old manuscripts, the oldest-known part of an illustrated Christian Bible, the music collection (19,000 volumes of printed music and 12,000 music manuscripts) a huge collection of autographs and a voluminous library.

Other places of interest in this area are the Kapuziner Church (in its crypt lie 144 Habsburgs, including 12 emperors and 15 empresses), the Viennese Parliament, the University of Vienna, the Minoriten Church, the Chancellery and the Votive church.

In the second district of Vienna is the Viennese Coney Island "DerPrater" with its famous Ferris Wheel. On the western outskirts of the city of Vienna is the Imperial Palace. Its interior and the beautiful gardens of Schonbrunn delight the onlookers. If one wants to watch the grandeur of Vienna from the Vienna woods, Kahlenburg and Cobenzl are the places from where one can see it. The other fascinating tourist spot around Vienna is Innsbruck.

Burganland is the land for romantics who imagine meeting Haydn walking in Eisenstadt (the provincial capital), and hearing the echoes of clashing arms and blaring trumpets in her forbidding fortresses. At the Illmitz Wild Life reserve, many species of exotic birds can be seen in their natural habitat. Neusiedl-am-see ornithological station has an interesting collection of fauna of the Lake Neusiedl. This province is dotted with castles and fortresses. One can literally day-dream in Burganland.

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### **13.13 NORWAY**

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The top of Europe nicknamed as the world's most-civilized wilderness, is an area of awe-inspiring scenery sprawling for 110,000 square miles across Norway, Sweden and Finland-above and around the polar circle. This is the land of snow-capped mountains, verdant valleys, lakes, white streams and of the midnight sun; where the sun never sets for most of summer and temperatures from June to August are often the highest in Europe. Here one finds clean, pure mountain air and the largest tracts of unspoiled country in the whole of Europe.

Norway constitutes the western part of the Scandinavian peninsula and its borders join with that of Sweden, Finland and Russia and the remaining part has the sea as its boundary. Along the

coast of Norway, there are almost 50,000 islands of which only 2,000 are inhabited. The total population is about four million and the country is "the fifth" largest in Europe. Generally it is felt that Norway is much more colder than rest of the Europe and living must be a difficult exercise. But on the contrary, due to varying topography and because of strong prevailing westerly winds and gulf stream, it ensures a mild climate at all seasons. Vegetation is profuse in Norway and it contains about 2,000 species of flora. Norwegian forests covering nearly one-fourth of the country abound in spruce and pine and a variety of wild life. Marine fauna is of considerable importance in Norway while bird life on the west and north coast of the country is a prominent attraction.

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### **13.14 SWEDEN**

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'Sweden is Europe's number one quality incentive destination-says Swedish Tourist Board. Another epithet of the board-'it is so large that it cannot be explored-in a single holiday'. Of the two, the former seems more true; but for the later one, the board is sure talking about in the context of Europe only. After Soviet Union, France and Spain, Sweden contains the widest area, half of which is covered with forests. Almost 96,000 lakes dot the countryside and its coast line runs for 7,000 kilometers. The islands number about one lakh and fifty thousand while its borders join with that of Norway and Finland.

Apart from Swedish and immigrant population from Europe, the Lapps have inhabited Sweden since ancient times and have their own language. The area of Lapp settlement in northern Sweden is still unspoiled. The whole country is inhabited by just over 8.3 million people and almost 90 percent of them live in the southern half of the country.

Swedish, a Germanic language is the official language of Sweden, although most of the people understand and love to speak English. Communication is hardly any problem for English-knowing people in stores, hotels, restaurants, railway stations and at airports. Swedes are generally reserved people but friendly though they also know to respect others' privacy. Sweden is a lot different from Europe and even from its neighbouring Scandinavian states. And this difference in character makes it a veritable quality incentive destination, it is a wellpreserved historic land and one finds old buildings harmoniously assimilated with modern ones, but too many skyscrapers have not found favour in Sweden. Swedish cities are the cleanest in Europe and also slum free.

Sweden is a vast open country and offers a variety of things to do and see. The thick forests, lakes and rivers, summer and winter sports like canoeing walking, mountain climbing, fishing, skiing or a boat trip on the canals are some of the things to choose from. But for those wishing to have a peep on culture and history, the eastern part of Sweden preserves the memories of vikings on the islands of Gotland and Oland, whereas Scania contains 200 out of a total of about 370 castles.

Stockholm also has many and it is unique of Sweden's castles that they are sited near water or atleast overlooking water.

### **Everyman's right in Sweden**

It is peculiar of Sweden and very few countries have anything like it. It provides a great deal of freedom in the countryside, but also brings some responsibilities for the sake of next generations, who may also be able to enjoy the same privilege. Everyman's right permits anybody to enter somebody's land for temporary camping, to even cross fenced and hedged areas without permission, to row, sail or canoe or, use a motor boat in other people's water, or to pick berries, flowers and mushrooms from anywhere except protected species and to drink or fetch water from rivers, springs and lakes, private or otherwise. But minimum courtesy demands, others should not be disturbed through high speed water skiing, sound of vehicles, cutting or felling of trees, through fire or by leaving the litter in the compounds or elsewhere.

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### **13.15 NETHERLANDS**

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Situated at the delta of two major European-rivers, The Rhine and the Meuse-the Netherlands or Holland as it is also known, is a bustling little picturesque country, which attracted 4 million foreign tourists in 1976. What are the tourist attractions in the Netherlands? Although the country is-but a pin-prick on the world globe, it's unique in many ways. There is a famous saying that "God made the world, but the Dutch made the Netherlands". Due to the industriousness of its people almost half the area of the country has been reclaimed from the sea. These flat "polders" (reclaimed land), where the black and white Dutch cows graze on rich pastures giving the country its fame in the dairy industry, are almost entirely man-made. Reclamation of land from the sea or inland lakes started in the 16th-century and is at present continuing as the boldest feat of hydraulic engineering in human history, i.e., the Delta works in the southwestern area of the country. The Netherlands is the only country where you'll see ships sailing above the level of the surrounding fields, where 950 windmills grace the flat, sky-filled horizons to pump . the water cut of the surrounding canals or to grind corn or saw wood or just to stand still dreamily (windmills are since many years protected monuments !), where in early springs miles upon miles of tulips and other spring flowers form a riotous carpet of colour. It's a country of immense contrasts. Almost 14 million people live in a territory 1/10th the size of Rajasthan. They are the world's most efficient farmers, yet they also run huge companies ranking high among the world's multi-nationals, like Philips and Shell. They were great competitors of the English in exploring the old and the new world in the 17th and 18th centuries. Their tenacity and love of adventure took them to distant shores and the merchants and bourgeoisie built up an empire that included what is now New-York and the large archipelago

of Indonesia. The untold wealth that was generated by this colonisation stimulated a cultural growth that was phenomenal. The Golden Age merchant cities with thousands of 17th century burgher homes preserved along cobbled streets or canals, the well-known museums with paintings of the old Masters

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### **13.16 SUMMARY**

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Tourism is a vital part of the European Union's economy, generating more than 10 percent of the region's gross domestic product and employing 9.7 million people across 1.8 million businesses, according to the European Commission. In early 2015 European tourism has experienced a consistent stable growth driven by key events and the implementation of successful marketing activities by destinations. Early results for the first months of 2015 mark a positive start of European tourism demand along with the region's economic recovery.

The majority of European destinations reported positive growth in both international arrivals and overnights. This positive performance is backed-up by solid results from industry performance indicators. As the economic outlook slowly improves, positive effects on travel can be expected. Long-haul markets remain an important driver of growth; at the same time, the region's growth will be supported by the weighty intra-regional markets, triggered by a weaker euro and slowly stabilizing economies supporting travel domestically and within Europe

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### **13.17 KEY TERMS**

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The Grand Tour - was the traditional trip of Europe undertaken by mainly upper-class European young men -of means, or those of more humble origin who could find a sponsor.

Son et Lumiere - Sound and light shows

The Alps - are the highest and most extensive mountain range system that lies entirely in Europe, stretching approximately 1,200 kilometers (750 mi) across eight Alpine countries: Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia, and Switzerland.

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### **13.18 SELFASSESSMENT QUESTIONS**

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1. What are the major attractions of Spain?
2. Give a detailed account tourism in United Kingdom
3. Explain the factor influencing France as a major tourist destination of Europe.

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### **13.19 REFERENCES**

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## **UNIT: 14 - TOURIST DESTINATIONS OF SELECTED DESTINATIONS OF ASIAN COUNTRIES**

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### **STRUCTURE:**

- 14.0 OBJECTIVES
- 14.1 INTRODUCTION
- 14.2 THAILAND
- 14.3 MALAYSIA
- 14.4 SINGAPORE
- 14.5 INDONESIA
- 14.6 HONGKONG
- 14.7 MACAO
- 14.8 TAIWAN
- 14.9 THE PHILIPPINES
- 14.10 KOREA
- 14.11 MALAYSIA
- 14.12 SUMMARY
- 14.13 KEYWORDS
- 14.14 ANSWER KEYS
- 14.15 REFERENCE

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## 14.0 LEARNING OBJECTIVES

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*After studying this lesson the learner will be able to know and understand the*

- Tourism in selected South Asian countries
- Development of Tourism over the years
- Major tourist attractions of the selected South Asian countries

Tourism Infrastructure in South Asian countries

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## 14.1 INTRODUCTION

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South Asia is a collection of related but dissimilar states squeezed between the Indian Ocean and the Pacific Ocean. The area has long been a favorite corner of the world for globe-tramping backpackers, well-known for its perfect beaches, tasty cuisine, low prices, and good air connections. Southeast Asia is one of the world's most popular tourist destinations, and for a reason. Some of the countries here have it all: a tropical climate, warm (or hot!) all year around, rich culture, gorgeous beaches, wonderful food and last but not least, low prices. While its history and modern-day politics are complex, most of it is also quite safe for the traveller and easy to travel around in.

South Asia's culture is dominantly influenced by the Indians and Chinese as well as its colonizers. Thai, Burmese, Cambodian and Lao culture is heavily Indianized as well as Chinese-influenced in areas such as faith, folklore, language and writing. Malaysia and Indonesia are also influenced by the Indians, Malays and Chinese with a touch of Arab culture due to the large Muslim populations. Vietnam is the most Chinese-influenced country while Brunei's culture is Malay-influenced. East Timor's culture is influenced notably by the Portuguese and the Malays. Singaporean and Philippine cultures are the most diverse: Singaporean is a mix of Malay, Indian, Peranakan, British, American and Chinese cultures while the Philippines is heavily influenced by American, Spanish, Malay, Japanese, Portuguese and Chinese culture with less influence from the Indians, Mexicans and other Europeans, making it as the most westernized nation in the region.

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## 14.2 THAILAND

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With an area of 520,600 sq. km., Thailand (the 'Land of the Free') is a constitutional monarchy and parliamentary democracy. Aptly named the 'Land of Smiles', it lies on the crossroads of air routes from Europe, the Middle East, Australia and America. Scenically, Thailand has every-thing: mountains, plains and plateaux, lakes, rivers, a vast network of canals, palm-fringed sandy beaches and rugged rock bound coasts facing hundreds of inviting islands. In human terms, it is a country of fun: loving, carefree people who delight in welcoming visitors to their shores. An exotic, jungle-



carpeted land with thousands of glistening temples, monasteries and palaces present a dazzling variety of thrills to the visitor. He is continually enthralled by the green rice fields, majestic teak forests and the saffronrobed monks flitting about dignifiedly every-where. The women are attracted by the rich hues of the famous Thai silk. Thailand's own women are amongst the most alluring in the east. The warm golden sunshine and beautiful beaches relax the most travelled visitor, who also relishes the exotic food and carries with him happy memories.

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### **14.3 MALAYSIA**

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A subtle yet sensuous country, Malaysia (area : 316 sq. miles) is mysterious yet cosmopolitan, with discovery step for every traveller, in the dense jungles, exotic plants, brilliant flowers and gardens, rice fields, palm and rubber plantations. From the modern Kuala Lumpur, most tourists find their way to Penang, a totally unspoiled tropical island paradise with a rich historical heritage. An independent federation within the Commonwealth, Malaysia was officially formed on September 16, 1963. It consists of 11 states plus the Borneo states of Sabah and Sarawak, the last, a tourist attraction since the British days when it had the only 'white Rajah in Asia. Each state (except the picturesque island of Penang and Malacca which have civilian administrations) is ruled by a Sultan. His Majesty, the Yang di-Pertuan Agong, the Head of state, is chosen for a term of five years by the nine hereditary rulers from amongst the Sultans.

The Peninsula of Malaysia lies in the heart of South East Asia, between latitude 1° and 7° north and longitude 100° and 190° east. Its serrated coastline extends for nearly 3000 miles from the Indian Ocean to the South China Sea. Malayan railways cover 1000 miles of Malaysia. Malaysian Airline System (MAS) the national airline, provides flight service throughout the country and an increasing number of international services. Malaysia has easy entry facilities for the tourists. The climate is warm and humidity is high. It is not a very comfortable proposition for the tourists looking for cooler lands but in warm, beautiful friendly Malaysia summer lasts the whole year. It is, however, cooler in the high-lands. The sunshine is plentiful and so rain. And, when it rains it pours.

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### **14.4 SINGAPORE**

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Originally called Temasek (sea town) and renamed Singapore (from Simhapura, the Lion City), it has an area of 578.6 sq. miles consisting of the main island and 54 small islands and, situated at the crossroads of the East and west, is a gateway to exotic South East Asia. It has a fine harbour, sheltered anchorage and strategic trading position. The weather is warm and sunny with an average day temperature of 30.5 degrees C and sudden showers which are heavy but brief and refreshing. The Republic of Singapore has a multi-racial population of 2.2 million-the Chinese, Malaya, Indians, Pakistanis and Eurasians. Watching a wealth of festivals and ethnic traditions is a memorable

experience. All Asia comes together here in an oriental microcosm set in a tropical island.

Singapore is one of the world's largest oil refining, blending and distributing centres, a major world supplier of electronic components and a leader in ship-building and repairing. The port of Singapore is one of the world's four busiest. Singapore like Lebanon is the Middle East or Zurich in Europe, is fast emerging as an important financial centre for Asia. The central position of this island garden city, decked with stately palms, rock gardens and wide boulevards, its cleanliness and superb tourist facilities, have attracted an increasing number of tourists and international conventioners. Since 1973, Singapore has welcomed more than a million visitors every year and is today one of the top tourist destinations in South East Asia. What is more, Singapore and Malaysia are themselves tourism-generating countries like Japan.

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#### **14.5 INDONESIA**

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Sprawling over 13,000 islands, of which 6,000 are inhabited, Indonesia literally is an ethnological term used for groups of islands in the Indian and Pacific Oceans. Its strategic importance is also considerable, since it forms a 'barrier' between the Indian Ocean and the Pacific, and between Asia and Australia. At one end the sprawling archipelago lies within less than 50 miles of Singapore and Malaysia, and at the other it is barely 250 miles from Australia. The land area is 735,000 sq. miles. The biggest land areas are the islands of Java, Sumatra and Celebes. Bangka and Biliton are small but important islands. Part of Timor was Portuguese until recently when Indonesia occupied it. Once known as the spice Islands are Bali, Madura and the Moluccas. Java has two-thirds of the entire population. With its 119 million people, Indonesia has the biggest Muslim population in the world, India comes next.

Blessed with unbelievably rich natural resources, Indonesia is still a poor country, though of late it has been recovering from the slump and economic confusion into which it had fallen in President Soekarno's time. Indonesia's tourism potential is similarly incredibly rich but, alas, it has not been developed. Jakarta, the capital, is of interest to the international tourist, because it is the capital of Indonesia, and tourists generally make a point of seeing a country's capital if the trip can be done without too much inconvenience. After an average stay of one day in the capital, the tourists fan out to see the attractions of Indonesia.

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#### **14.6 HONGKONG**

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The only surviving British Crown Colony in Asia, Hong Kong (Area : 403.7 sq miles) is alive with ancient and modern traditions, the best of the East and West. Besides shopping (it is a free port), the tourist attractions comprise Chinese culture, traditions and architecture, Buddhist temples, beautiful beaches, sea sports, and a great chance to taste culinary delicacies.

The heart of Hong Kong is the harbour, one of the most beautiful in the world, vying with Penang and Sydney in the east and Rio and San Francisco in the west. By day, hundreds of ships weave endless patterns across the waters, reminiscent of the view of the equally busy port of Istanbul. By night, the harbour becomes a dazzling spectacle of light—a shining, exotic tableau watched from the hotel room in Kowloon (across the harbour) which etches itself in (the traveller's) memory.

Across the Harbour are Kowloon and what are called the New Territories to the Border of China, (seeing a bit of (Mainland) China, while driving at the border, the present writer had a feel of China ! (Incidentally, China has not launched a drive to attract tourists, as the Republic of China-Taiwan-has). The Chinese influence pervades Hong Kong in everything. Over 98 per cent of the population is Chinese. Their colourful celebrations and festivals add to the attractions of Hong Kong along with the incomparable Chinese cuisine.

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#### **14.7 MACAO**

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Fifty minutes by hydrofoil (there are also jetfoil) from Hong Kong is the tiny and romantic Portuguese overseas province of Macao, which (like Monaco in the West) attracts tourists by the thousand to its famed casinos. Apart from the excitement of gambling at the casinos, the visitor has much to see : cobbled streets the same as they were in the days of pirates, multi-coloured houses in colonial style, the original residence of Dr. Sun Yat Sen, the founder and first president of the Chinese Republic.

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#### **14.8 TAIWAN**

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The Portuguese marines who were the first westerners to occupy Macao christened it "Ilho Formosa" (Beautiful Island) and that it has remained through the vicissitudes of political ups and downs, the last stronghold of Marshal Chiang Kai Shek, who was once the big figure of the Chinese Mainland after Dr. Sun Yat Sen. Unlike Communist China, the Republic of China freely attracts tourists to its attractions, none too few.

The fabulous National Palace Museum in Taipeh houses the world's greatest individual collection of Chinese art treasures, among them 2,2021 works of calligraphy. The Republic of China publicity literature eulogises Taiwan in such superlative terms : "The museum is one of the countless reasons why no trip to or through the Orient is complete without a visit to Taiwan". But when the tourism folder calls Taipeh "gastronomical capital of the world of Chinese cuisine", the present writer, having had a taste of it in Hong Kong and Singapore, can only call it a pardonable hyperbole. Nevertheless, since Mainland China is practically blocked to the world tourism, except those who are okayed by the Communist regime, Taiwan offers the best available reflection of China's glorious cultural heritage, not only in the priceless relics of the past, but in the everyday life of the people—their manners,

customs and traditions. The hotels and other accommodation in Taipeh and Macao are among the best in world. Room shortage is still acute in Taiwan, vis a vis the tourist influx, which, like that of Singapore, crosses the million mark yearly. The latest major hotel to open in Taiwan (in August 1976) was Shin-Men Sesame Hotel, a 9-story, 250-room modern hotel that cost US 13.2 million in the making.

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## **14.9 THE PHILIPPINES**

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Islands, numbering 7,000 between the Pacific Ocean and the China Sea, the last tourism outpost in South East Asia. Well situated with respect to air routes, the Philippines has a strong pulling power in the U.S. market. A tourism favourable factors is that the Philippines is the third largest English-speaking nation in the world, after the U. S. A. and the U. K. The official langauges are English, Spanish and Filipino.

Manila, the capital, is the entry point to the Philippines. A great majority of tourists never leave the city. Rizel Park, Folk Arts Theatre. Fort Santiago, Manila Cathedral and the aquarium, are among the sights. The nearby Pasay shares with Manila the long Roxas Boulevard strip and its glittering row of night-clubs, 'single bars', disco pads and bistros. The shops are laden with delightful buys like native dolls, antique santos. Muslim brassware, shell necklaces and pagan amulets. A small percentages of tourists make side trips to Tagaytay and try the rapids at Pagsanjan or the beaches of Sta Kruz and Quezon. Carregider, another tourist spot, is accessible only by Navy launch. Likewise, Zamboanga on Minda-nao (to the south) and Cebu are off the beaten track. The fact is that the Philippines has yet to develop an outstanding first-class tourist attraction as Indonesia has in Bali or the number in which Hong Kong, Singapore, Bangkok and Taipeh have been developed for tourists.

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## **14.10 KOREA**

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Korea's charm lies partly in the fact that it has been able to maintain a culture distinctively its own despite the proximity to China and Japan and despite the nation's amazing growth and modernization since the Korean War. The ability to preserve its culture has been helped in part by the fact that the country is still in' the process of being discovered by the international tourist.

Of course, Seoul has emerged as a modern city, its crisp highrises creating an ever changing profile, its busy streets jammed with cars and Trucks and the bustle of a vigorous populace. The city's overall tone takes on a more cosmopolitan air every day, and one can almost feel the impetus of growth, the sense of energy.

But even in Seoul and its big sister city to the south, Pusan, one will find pockets of absolute tranquility tucked into the midst of all the bustle. And once you get out into the countryside, you start to acquire your own definition of the special quality that gave Korea its title "Land of the Morning Calm".

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## **14.11 MALAYASIA**

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Made up of Peninsular Malaysia and the two states of Sabah and Sarawak on the island of Borneo, it's a destination that offers so much to see, do and experience.

Malaysia is easily accessible from the major cities in the region and the rest of the world. The new state-of-the-art KL International Airport (KLIA) at Sepang serves over 40 international airlines and several domestic airlines, while Fort Klang, situated about 41 km from Kuala Lumpur the country's capital, is the main port of call for cruise liners. Malaysia is also accessible by road and rail from Thailand in the north and Singapore in the south.

As a visitor to Malaysia, you will have the opportunity to experience and appreciate its rich historic and cultural heritage, exotic culinary delights, shopping splendours, nature-based adventures, and fun-filled activities.

The warm and hospitable nature of its people will make your stay in Malaysia both pleasant and enjoyable.

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## **14.12 SUMMARY**

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Over the next decade, the World Travel & Tourism Council (WTTC) predicts Asia's travel and tourism industry will grow by more than 6% each year—the fastest expansion rate of any region in the world. By 2020, Asian travelers will account for nearly one-half of all global tourism expenditures and out of the 70 million new jobs the industry will create globally in the next 10 years, about two-thirds (47 million) will be in Asia.

This is a big deal because the numbers are huge. Just last year, for the first time, more than one billion people in the world crossed their national borders to travel and a large portion of these travelers were Asian.

Here, in the United States, we are expected to welcome a record number of global visitors this year, 69.6 million, and a similar growth pattern of about 4% is expected to continue each year through 2018 when the U.S. Commerce Department predicts that 84.6 million travelers will visit the country from abroad.

In 2012, four out of the top 15 countries accounting for the 67 million international visitors who came to the United States were from Asia. They were in fourth place, Japan (3.7 million, up 13.8% vs. 2011); seventh place, China (1.5 million, up 35.3% vs. 2011); ninth place, South Korea (1.3 million, up 9.3% vs. 2011) and in 12th place, India (720,000, up 9.2% vs. 2011).

By 2020, WTTC predicts two out of every five travelers globally will be from Asia.

While Asia's skyrocketing tourism growth-both as a receptor of international tourism and as the world's largest cohort of global travelers-will continue to be centered in China, India and Southeast Asia and virtually all the Asian countries are participating. It is the result of national pro-tourism policies locally throughout the region and the region's rapidly emerging middle class-it's estimated that China and India together now have about three billion people with the financial where-with-all to travel.

Today, much of Asia's tourism tends to focus intra-regionally and domestically. Increasingly, however, these travelers are venturing far afield to the "hot" spots of Europe, Africa and the Americas. Here in California, for those of us who make our living in the tourism and hospitality industry, China is poised to become our primary international tourism market. Last year, Chinese visitors to our state spent \$2 billion and everyone is taking notice.

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#### **14.13 KEYWORDS**

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The tropics- is a region of the Earth surrounding the Equator. It is limited in latitude by the Tropic of Cancer in the northern hemisphere and the Tropic of Capricorn in the southern hemisphere these latitudes correspond to the axial tilt of the Earth.

Marine ecosystems - are among the largest of Earth's aquatic ecosystems. They include oceans, salt marshes, intertidal zones, estuaries, lagoons, mangroves, coral reefs, the deep sea, and the sea floor.

A tax holiday is a temporary reduction or elimination of a tax. It is synonymous with tax abatement, tax subsidy or tax reduction. Governments usually create tax holidays as incentives for business investment.

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#### **14.14 SELFASSESSMENT QUESTIONS**

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1. Briefly discuss the state of tourism in South Asian countries.
2. Discuss the major tourist attraction of South Asia.
3. Give a detailed account of tourism in Thailand.

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**14.15 REFERENCE**

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1. Global Tourism - Ahana Chakraborty.
2. International Tourism - Prem Nath Dhar
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## **UNIT:15- TOURIST DESTINATIONS OF U.S.A. AND OTHER COUNTRIES**

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### **STRUCTURE:**

- 15.0 OBJECTIVES
- 15.1 INTRODUCTION (TOURISM IN USA)
- 15.2 BRAZIL
- 15.3 ARGENTINA
- 15.4 SALTA
- 15.5 VENEZUELA
- 15.6 URUGUAY
- 15.7 PARAGUAY
- 15.8 THE GUIANA'S
- 15.9 WEST SOUTH AMERICA
- 15.10 CHILE
- 15.11 COLOMBIA
- 15.12 PANAMA
- 15.13 PERU
- 15.14 BOLIVIA
- 15.15 ECUADOR
- 15.16 SUMMARY
- 15.17 KEY WORDS
- 15.18 SELF ASSESSMENT QUESTIONS
- 15.19 ANSWER KEYS
- 15.20 FURTHER READING



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## **15.0 LEARNING OBJECTIVE**

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To after going through this unit you will be able to know the destination of USA and South America.

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## **15.1 INTRODUCTION**

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Rightly called the new world, the U.S.A. is a land of wonders. A first visit always involves a sense of personal discovery. The country offers endless diversity to the foreign tourist: landscape, architecture, people, endless applications of technology, and throbbing tempo of life that varies from city to city. The natural wonders are complemented by man-made wonders, in a synthesis that is peculiarly American. The Niagara Falls, Grand Canyon and Yellowstone Park are justly world famous Spectacular sights, located in the National Parks, like the giant sequoia trees which were a thousand years old when Julius Caesar ruled, the subtropical Everglades in Florida swarming with exotic birds and animal life, the painted deserts in Arizona, and wild and natural scenes of the beaches, mountains and valleys and lakes, make the new world an ideal vacation land. Almost all of these and other destinations can be reached by car or bus, and many by air and train. Besides, there is a boom in technological wonders : great bridges, atomic power plants, super highways which pour fast automobile traffic through and around cities, etc. The boldest, modern architecture from skyscrapers to vast shopping plazas is there. Each city and national park has their own landmarks.

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## **15.2 BRAZIL**

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Covering an area of 33 million sq. miles, Brazil is proud of her 10 per cent average annual growth, and the totally different aspects of one of the world's most interesting regions. Brazil is larger than the United States (barring Alaska), India or Australia. The country's vast area stretches across the tropics from the Northern to the Southern hemisphere. Covering large areas of the Brazilian landscape (principally in the South) is coffee, endlessly penetrating the Brazilian back woods, and bringing with it a complete civilization, forging the economic greatness of the century. The Amazon jungle which covers almost the whole northern Brazil and occupies one half of the country is the world's largest forest. The immense Amazon River cuts this jungle from the west to the east.

The north-eastern part of Brazil is the one that intrigues the foreigners most. African influence on its music, religion, food and on the character of the inhabitants themselves is particularly noticeable. The sea and the seaboard unite the north-east. Vast expanse of the ocean and palm-fringed beaches, the primal tourist attraction of Brazil, stretch for hundreds of miles. Lakes and lagoons of extraordinary beauty are among the innumerable natural attractions of this region. The beaches of Itapoa, Pituba and Piata and so many others are crowded practically throughout the year as are the urban beaches

of Sao Luis. The churches of Sao Luis and San Francisco have a historical and religious significance. Alcantara is a monument-city, suffused with the landscape and atmosphere of over three centuries. The long stretches of beaches, caressed by the South Atlantic Ocean between Sao Marcos and Cuma bays, are beautifully intersected by streams. In Piaui is the summer resort of Rancador, with a natural swimming pool.. The National Park of Sete Cidades attracts thousands of visitors. It is a legendary site of extraordinary rocky formations, and primitive inscriptions.

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### **15.3 ARGENTINA**

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Argentina (area : 1,072.466 sq. m) is the third largest Spanish-speaking country in the world, the second largest country of South America, the fourth largest of the Americas and eighth largest in the world. It has evolved a rich and distinctive culture out, largely, of European origin. Its coastlines totals 1600 miles. And its Mount Aconcagua of the Andean Chain (23,081 feet) is the highest peak in the Americas.

Besides Buenos Aires, the still colonial-type towns on the Pampa, the lovely southern lakes, the proud and venerable Andean cities, the great falls of Iguassu on the Brazilian-Paraguayan-Argentina frontier, the delightful resorts of the Atlantic coast, the tiny towns amid the immense sheep ranches of southern Patagonia, and the half-Argentina island of Tierra del Fuego, are its main attractions.

Argentina has a distinctive bracing quality-an atmosphere which is simultaneously Iberian in its dignity, New World in its energy, and peculiarly Argentinian in its intriguing complexity.

#### **Buenos Aires**

Buenos Aires, the largest city in the world south of the Equator, is a "walking city" which appears to have been designed by promenaders for promena-ders. All the accoutrements of urbanization are there and in quantity : the eye-filling bench-filled plazas, conveniently-placed sidewalk cafes-called confiterias, gloriously verdant parks, enticing displays in shop windows of Avenida de Mayo, Plaza del Congreso, Avendida 9 de Julio-the last being the world's widest main street, which also serves as a roof top for a vast underground garage. It is a city of wide boulevards-elegant and formal-smaller animated streets on a lesser but nonetheless pleasing scale, the cool, quiet sanctuaries of exquisite old churches for respite, the sumptuous facade of Victorian style mansions and palaces which contrast with the towers of newer, more functional skyscrapers for aesthetic interest. The pinkhued stone Casa Rosada which is the President's palace, the Old Congress building domed in the manner of the Capitol in Washington-now a national monument-are among the city's attractions.

And, there are the Portenos (non-English speaking community) tastefully urbane with an "I-know-where-I'm going" gait in their step, and the general tone of the town-brisk but never frenzied, stylish but never faddish, smiling but never foolishly grinning.

Buenos Aires has an intense night life all the year round. Night clubs, folklore groups, noise of the youth and fashionable rhythms are part of Buenos' life. The Teatro Colon is one of the outstanding opera houses of the world -and one of the most magnificent, with its own symphony orchestra, an opera company and ballet. The Banco de la Nacion is, possibly, the greatest banking edifice in the world. Calle Santa Fe and Calle Corrientes are ablaze after dark with the blinking signs of cinemas, theatres and night spots. The wharfside is dotted with restaurants and cafes, small shops, an open air theatre and gay streets with heavily maritime population. The travel agencies arrange tours of Buenos Aires for the tourists.

There are also some more beautifully situated cities where 20th century entrepreneurs are more evident. A few hours flight from Buenos Aires, in the north-east of Argentina, are the Iguassu Falls- one of the great natural wonders of the world-unbelievably beautiful. From every angle, this masterpiece of nature cries to be photographed.

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#### **15.4 SALTA**

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A Spanish writer described Salta province-a through in the north-western Andcs-as "the most pleasant, fertile and agreeable ever formed by nature". There are the superb valleys, the emerald forests and huge sculptural shaped rocks, and the Salta sun which warms the blood without dulling the senses. The city of Salta (the capital connected with Buenos Aires by daily jet flights and by train and bus) has a historical heritage that remains intact right in the 20th century. Its business centre offers the tourist every article and service imaginable including the gaiety of its active night life. The pleasure of the palate are taken care of in the restaurants and eating houses offering the most refined international as well as delicious local dishes. A visit to the Calchapui Valley is an unforgettable experience for villages unmoved by time and fresh white chapels guarding treasures of religious art as well as the imposing scenery whimsically sculptured by ages of erosion.

Catayato has the School of Handicrafts where celebrated tapestries and ponchos of the best quality are woven. The tourists can buy pottery ware, textiles, carvings and many other articles of the stupendous local crafts.

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#### **15.5 VENEZUELA**

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With an area of 353,387 sq. miles, Venezuela has a great potential of natural and touristic riches. Lake Maracaibo-120 miles long and 60 miles wide, whose waters cover untold petroleum

wealth, has one of the world's most productive oilfields, which account for 90% of the country's exports-is among the many attractions. Due to petroleum economy Venezuela is the most prosperous state of Latin America. The per capita income is US \$ 1,010. The country has an immense 2000 miles Caribbean Coastline. There are four climatic zones-tropical, moderate cool and cold. The average temperature for Caracas, the capital, is 74° F.

Since 1961 tourism has been officially promoted, resulting in one of the most modern and functional tourist complexes in Latin America-Aquaville or canals area and the El Morro tourist complex. One-family houses, residences and co-owned hotels are being built in El Morro. A 1200-room hotel-the largest of its kinds in Venezuela-will stand on its highest point, carrying visitors to the hotel, the restaurants and the revolving bar by a network of cable cars, where tourists can enjoy a picturesque beach, open-air concert and festivals.

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## **15.6 URUGUAY**

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Sun-worshippers and beach-habitue's not only fall for Uruguay but succumb also to the warm, spontaneous welcome they get in this small South American country, which has the size of Denmark. Montevideo, the capital, proud of its well-maintained parks and the nearby beaches, is most crowded in February, the carnival season. Visit to the estancias (original residences of Ganchos) are organised by thriving travel agencies. Another excursion is to Punta, for the beaches and bays.

Pastoral Uruguay has other off-beat sights for the tourist who is not time-pressed Uruguay is a particularly fishing country. Leather goods are as fine as of neighbouring Argentina. Good hotels abound in all towns. Private clubs too are also open to visitors. The favourite of the Gauchos, Can (a rum) goes with the spit roasted meat. Otherwise, as in Argentina, the food has Italian and Spanish accents.

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## **15.7 PARAGUAY**

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The summer months (October-March) in Paraguay are hot as hell, and the country has been floundering under one dictatorial regime after another. The visitors that make it to Paraguay are not detained for long. The beach 'resort' San Bernardino is a dowdy, muddy affair. The country's great attraction is the Iguassu Falls, situated where Paraguay, Brazil and Argentina meet. Hereto trains are ferried across the river from the Argentine town of Posadas.

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## **15.8 THE GUIANAS**

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A word about the little-visited and long-neglected Guianas, before we leave the survey of the eastern South America. The Guianas-the name means "land mass surrounded by water" remain sparsely populated, though Indians (from India) and Indonesians came as indentured labour. The

indigenous Indians (i.e. Red Indians) are a small minority in the Guianas.

British Guiana is the largest in area, population and wealth of the three - British Guiana, French Guiana and Surinam. Most tourists, who do go to this area, combine the three Guianas in one visit. They look at the sugar estates, enjoy boat trips and browse at village markets.

Surinam's capital, Paramaribo, biggest of the three Guiana capitals, retains its Dutch look, and is minutes from the tropical jungle.

Visitors enjoy Dutch dishes, Indian curry Chinese cookery and a local beer and rum.

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## **15.9 WESTERN SOUTH AMERICA**

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So far we have dealt with eastern South America. It is different in terrain from western South America, except in the languages- Spanish and Portuguese-which are common to the continent. The east's elevated portions pale in comparison with the towering peaks and high plateaus of the western Andes. The high Andes and the predominance of the Indians lend the western parts their special flavour. The vestiges of the Old Spain of the aristocrat are more in evidence in western South America and the blacks are very black, the whites very white. "The purples and browns and whites of the tremendous mountain ranges are clearly and crisply delineated".

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## **15.10 CHILE**

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Entry into Chile is the easiest in South America, No visa is necessary-just a valid passport and the health certificate. A narrow mountainous country, which stretches along the west coast of South America for 2,600 miles from the northern border with Peru to Cape Horn between the Andes and the South Pacific, Chile has extremes of landscapes and climate with temperatures ranging from frigid to torrid. Tourism is well regulated by what is called Servicio Nacional de Tourism, and is centred at Santiago, the capital city.

The dominant highway artery (cut of 45,300 miles of roads) is the Pan American Highway, which is excellently paved and extends 2,300 miles from the Peruvian border, through Santiago, to Puerto Montt. There is an abundance of lakes and forests, and the Cordillera with its innumerable volcanoes lends the landscape an exceptional attraction. A network of transvessel roads facilitates transit from the Cordillera to the Pacific Coast throughout the entire extension of the country.

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## **15.11 COLOMBIA**

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Colombia has a special entry requirement-that passage out of the country has been paid for. A transportation ticket to the effect has to be produced before one enters the country, which is 'minimally hospitable" as Robert S. Kane quotes a typical tourist content He adds : "The traveller who takes

in only Bogota-and there are many such-is quite likely to wish he hadn't bothered."

Medellin has been characterised as a dull city. There are fewer sight-seer's musts in Baraquilla, which has the biggest harbour on the Caribbean coast of Columbia. The hunter (or photographer) of big game can set out from here on a South American version of the African safari. A view of pint-sized volcanoes can be had from Cartagena-the city to go to for carnival fun when the city's independence is widely celebrated on November 11 annually. Many tourists, however, see the capital, Bogota, and then cruise leisurely along the Magdalena river, the principal highway of Colombia.

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### **15.12 PANAMA**

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Geography has been the bane or blessings of Panama, which shoots into in news occasionally for its continuing dispute with the U.S.A. who won't let go of the Panama Canal, still held "in perpetuity" by 'Uncle Sam' Since 1901. (Talks on the Panama Canal dispute, dating back to April 1964, were resumed on January 31, 1977). The contrast between the well-paid, well-heeled Americans living in the Canal Zone and the still general poverty of the great majority of Panamanians is Jarring.

Joining North and South America, Panama is considered a part of South America. Panama city is usually the first step on a Latin American Journey. Nearby Taboga Island is a delightful resorts. There are small bathing resorts along the coast.

The marvellous jumbo shrimp of Panama is a gourmet's treat. Local beer is fine.

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### **15.13 PERU**

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It was in Peru that the Incas administered their empire and it was in Peru that the Spaniards established their vast colonial domain. No visit to South America is complete unless it includes Peru. Peru's tourism is not well organised from within but it lets others-mainly airline and shipping companies-blow its horn. It's almost a case of "Good wine needs no bust."

Lima, the capital, was Proud Lima, the envy of European counterparts in its 18th century heyday, when it was the seat of administration for the whole of Spanish America. A city with a great past, the plazas, parks, churches and museums of Lima are among the best attractions. The city is the base for trips to the interior-to mountains, canyons and valleys, and to view and shop at exotic Indian markets. The shopping possibilities are legion, given the two principle cultures, Spanish and Indian. The cuisine is the most interesting on the continent.

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## **15.14 BOLIVIA**

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The Andes, which parallel the entire length of the Pacific Coast, are at their widest-about 400 miles-in Bolivia, with peaks approximating 20,000 ft in elevation. The landing at La Paz is compared to the dramatic flight over the Himalayas to Srinagar or to Kathmandu. La Paz is the unofficial capital, but has the diplomatic corps. Sucre is the legal capital, with legislative and executive branches of the government.

The Copacabana in Bolivia is the original (it is an Indian name meaning "Beholder of the sacred One") though the Copacabana in Rio is considered more famous. The yacht Club at Huatajana is famous with the yachting enthusiasts. Mal-lasilla Valley is said to have the highest-elevated golf course in the world-we claim the same distinction for Gulmarg in Kashmir : the Bolivians claim that Mallasilla offers the highest ski run is probably a more credible claim, The ski lodge at Chacaltaya admits non-skiers too.

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## **15.15 ECUADOR**

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A microcosm of South America, and land of the cross lands of the Andes and the equatorial line, Ecuador is a polyglot of peoples, terrains and cultures. The country is divided into three different regions, which give Ecuador variegated climates The dry COASTAL REGION is dry, moist and hot like Malaysia in the East. Valleys and low plateaus distinguish the CENTRAL REGION. Some mountain peaks and volcanoes are perpetually snow-capped.

As in most South American countries, the language spoken is Spanish- tourist literature is mostly bilingual, in Spanish and English. Many Indians speak "Quechua" dialect. In tourist-frequented areas, English is spoken.

Visitors love the boat trip on the Guayas river, flanking Guayaquil, the largest city The Guayaquil-Quito railway, which traverses from low swamps to a height of mountain-girt 11,841 ft., is a marvelous feat of engineering, and affords wonderful views of snowy peaks, magnificent valleys, well-tended farms, etc. The train journey ends at Quito, one of the most beautiful cities in the Western Hemisphere, noted for its 60 and odd churches. The hotels in the modern part of the city are very elegant. The Quito Fair (Dec. 1 to 6) is indeed a gay occasion, providing a great opportunity to visitors to watch and get acquainted with the traditions, customs and folklore of Ecuador.

Sailing, water skiing, surf riding and swimming are excellent in Punta Carnero. There are other resorts and cheerful tropical cities. Shopping is less appealing in Ecuador than in Peru or Bolivia. Loco is a cheese or potato stew, with avocados, deftly cooked. Ecuadoran beer is excellent.

Various casinos function in different cities and resorts of Ecuador. Govt. Tourist Commission CETURIS controls these operations at the International and International hotels in Quito, Guayaquil, etc.

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### **15.16 SUMMARY**

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The record, by and large, of South American tourism has not yet touched that of Europe, nor that of many West Indian countries. Even countries like Thailand and India in Asia, and a surprising number of African states, have led more aggressive campaigns to attract world tourism. The start that was made in the sixties to promote traffic of foreign tourists, followed by cheap air fares in the new quick jets, bore, fruitful results. These were, however, offset during and after the oil crisis.

Of late, the travel trade to Latin American countries has picked up, though more soon the eastern side. The new hotels and the appurtenant infrastructure has responded to this influx, even in small, erstwhile hardly known resorts.

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### **15.17 KEY TERMS**

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1. Buenos Aires
2. Guianas
3. Salta
4. Water skiing
5. SKI- lodge
6. Luco

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### **15.18 SELFASSESSMENT QUESTIONS**

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- 1) Write short notes on
  - a) Argentina
  - b) Bolivia, Chile
- 2) Define the term Buenos Aires
- 3) What are the major types of destinations of Brazil?

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### **15.19 ANSWER KEYS**

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1. Refer section 15.13, 15.12, 12.9
2. Refer section 15.9
3. Refer section 15.2



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## 15.20 REFERENCE

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1. Global Tourism: Ahara Chakraborty
2. Global Tourism: B.S. Badan
3. Global Tourism: Romila Chawla

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## **UNIT - 16 : TOURIST DESTINATIONS OF SELECTED AFRICAN COUNTRIES**

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### **STRUCTURE:**

- 16.0 OBJECTIVES
- 16.1 INTRODUCTION OF EAST AFRICA
- 16.2 KENYA
- 16.3 ETHIOPIA
- 16.4 TANZANIA
- 16.5 UGANDA
- 16.6 SUDAN
- 16.7 ZANZIBAR
- 16.8 SOMALIA
- 16.9 AUSTRIA
- 16.10 PLACES OF TOURIST INTEREST IN AUSTRALIA
- 16.11 THE MIDDLE EAST (IRAN)
- 16.12 IRAQ
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- 16.17 SAUDIARABIA
- 16.18 KUWAIT
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- 16.22 SUMMARY
- 16.23 KEYWORDS
- 16.24 SELF ASSESSMENT QUESTIONS
- 16.25 ANSWER KEYS
- 16.26 FURTHER READINGS

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## **16.0 LEARNING OBJECTIVES**

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After studying this chapter learners should be able to know the tourist destinations of Africa, Australia & Middle East Kuwait countries.

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## **16.1 INTRODUCTION**

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### **East Africa**

Africa is not a conventional continent. The so-called Dark Continent was subject to alien rule of a privileged minority who are still in control in some areas. The great majority of the indigenous people have, however, recently become their own masters. The new era made Africa infinitely more interesting. No more is the continent the destination of rich tourists only who undertook elaborate safaris to get hold of trophies to decorate their mansions.

The 'Colonial Continent' having become a New Continent infant of republics, is a veritable focus of the eyes of the world. The newly independent states lay on the fantastic diversity of Tourist Africa in an unconventional manner, making the tourist feel at home. The attractions range from eternally snowy peaks in the tropics, armadas of magnificent wild game on the Great Plains, to geography-book villages in the emerald forests. While doing these, the tourist may be regarded with curiosity, but he is still an individual, not an item in a travel package as he may be on a bus tour of Paris, Tokyo, New Delhi or Rio de Janeiro.

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## **16.2 KENYA**

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'Kenya is the most developed and the most visited state, no more terra incognita as it was at the turn of the century. Its capital, Nairobi, is the largest city in East Africa between Cairo and Johannesburg. Kenya's tourist potential lies in its vast reserves of wild-life, its excellent beaches, its national parks and its highlands.

Nairobi grew with Kenya, since its birth in 1899, and its progress is one of the wonders of modern Africa. Wide boulevards are lined with sky-scrapers, excellent hotels and luxurious shops. There is the Coryndon Memorial Museum, loaded with exhibits on the history of Kenya and the exotic tribal culture of Africa. Africans, Asians, Arabs and Europeans-constituting a veritable melange-are its inhabitants, and they all used to be Nairobi boosters until the other day when the non-Africans were squeezed out. Nairobi enjoys a bracing, cool climate all the year round.

The most outstanding attraction of Nairobi is a National Park at its door. There is probably no other city in the world which can boast of a game reserve-not a zoo-so close by.

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### **16.3 ETHIOPIA**

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Ethiopia is surpassingly beautiful as a country, unlike any other land in Africa, but it has only one wildlife sanctuary, endowed with high mountain barriers. It remained until recently aloof from the rest of the world, under the long aegis of Haile Selassie, later deposed, followed by autocracy and recent anarchy after the execution of the head of the state. No city has been less planned than Addis Ababa (height, 8,200 ft.). Outside the capital, the Ethiopian countryside is spectacularly beautiful. The several leading hotels of Addis Ababa are well-operated and comfortable, with splendid service as their marked feature.

The Siemien Mountains National Park, recently set up has proved popular with tourists. The World Wildlife Fund is seeing to the protection of the Somali Wild Ass and Swayne's Hartebeest, among other threatened species.

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### **16.4 TANZANIA**

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The most exciting landmark of Tanzania (former Tanganyika) is Mount Kilimanjaro, the highest peak, as already mentioned, of Africa. Dar-es-Salaam, the history-filled port, is an important Indian Ocean port. For the tourist, it is a delightful bathing resort and good starting point for a tour of the country. Ocean Breeze and Palm Beach are luxury hotels, overlooking the sea. There are modern Yacht Clubs.

Arusha, a German-founded town, is easily accessible from Dar-es-Salaam. It is a head-quarters base for hunters on safari and tourists bound for Serengeti National Park. A visit to this sanctuary is a fantastic experience. It covers about 5,500 sq. miles, sprawling between the Kenya border and Lake Victoria. Two lodges are available for stay, while game-viewing. The better situated is the one perched on the edge of the Ngorongoro Crater—one of the biggest craters in the world, over 14 km. in diameter. On the floor of the crater, some 2000 feet down, there is an incredible proliferation of wild-life—large herds of game grazing by the lakes, including buffalos and elands, wildbeest (also called the gnu : the singular is wildbees), antelopes and elephants. Outside the crater, where the animals go for water during the dry season, are the African lions for whom Serengeti is famous. Best times for visit to Serengeti National are July-December and February-March.

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### **16.5 UGANDA**

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Without a sea-coast of its own, and small in area when contrasted with its big neighbours, Uganda is however a gem of an emerald-green land. This is a country acknowledged by antiquarians to have been the site of highly advanced African culture before the advent of the white man, and though the westerner, typically denigrated the native culture in its days of British dependence, now

every visitor falls in love at first sight with its sights and sounds. Kampala and Entebbe, the two principal cities, are within commuting distance-30 km. of each other. Entebbe, the seat of the government, is a British built town on the shores of Lake Victoria, the second largest fresh-water lake of Africa. The best hotel in Kampala is the Imperial, built and run on the American plan. The Lake Victoria, named after the lake on whose shores it is raised, has no peer in the vicinity of Entebbe. The Kampala Club, which used to have the ubiquitous 'Europeans Only' label, has long since become cosmopolitan, is more-crowded than ever before, and vies in popularity with the Uganda Club, which has always been multiracial.

Though, small by African standards, Uganda is the site of two of Africa's most outstanding wildlife national parks. Most tourists visit both. Framed by the Ruwenzori peaks, the Queen Elizabeth National Park (the name, again, harks back to the British colonial days) shares a border with the Congo's Albert National Park, and is flanked by lakes Edward and George. An exotic sector of the park is named 'Explosion Area', dotted as it is with giant craters of volcanoes which are no more active. The cynosure, the principal attraction of the park is the animals themselves. Hippos, pelicans, buffaloes, water hogs, lions, leopards, cheetahs and waterbucks are there in immense numbers, along with elephants. Signs, that have to be taken seriously, read "Elephants Have Right of Way." Tourists are lodged in government-operated safari lodges. A great deal of game of the park is seen and photographed at real close range- during a day or two by car.

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## **16.6 SUDAN**

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Sudan is not luxuriously equipped for tourists. The erstwhile colonial power, Britain, never encouraged visitors to Sudan. It is only since the independent Republic of Sudan was set up that the traveller is made welcome. Of late, luxury type accommodation of the Hilton type has started coming up. Khartoum, the capital, has a delightful zoo. The confluence of the White and Blue Niles at the White Nile Bridge is a sight not to be missed. Much more Sudanese is the nearby town of Omdurman, which typifies the Muslim flavour of northern Sudan. There was a time when the pilgrimage to the holy Muslim city of Mecca was replaced by the Muslim Africans' trekking to Omdurman.

The most developed resort of the Sudan is Erkowit, nestling amidst the Red Sea Hills, less than 40 km. from Port Sudan, and a short flight from Khartoum. Not the least of the sight-seeing facilities are camels, available for rides just as the Ashoka Hotel, New Delhi, lays on the elephant, fully caparisoned, for the delighted visitor.

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## **16.7 ZANZIBAR**

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The modest-sized island, Zanzibar, derives its name from the old Persian for "Land of the Blacks". Persians were followed by the Arabs and the British as the masters, though the nominal

monarch was a Sultan. Walking in Zanzibar Town, where Asia, Europe, the Middle East and Africa are fused, is like reliving the Arabian Nights in a modern context. Besides the Sultan's Palace, the other attraction is the House of Tipoo Tib, the Zanzibari who is still remembered as one of the most fantastically successful of the slave traders of yore. Rural regions are visited in an afternoon's drive for the beautiful blossoms of clove plantations. Moves are afoot to set up a game sanctuary in these areas.

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## **16.8 SOMALIA**

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Known before as Somalilands-the Horn of Africa-Somalia constitutes the easternmost projection of the African continent. The tall, handsome Somalis are mostly nomads. Before the Europeans inevitably arrived on the scene, the coastal areas were the property of the Sultans of Zanzibar for several centuries. Big-game hunting used to be organised in Brava. In the result, the dibatag, the rarest type of gazelle in East Africa, as pointed out in a recent survey of the World Wildlife Fund, is probably extinct. A related reason was the regular grazing of flat pasture lands by innumerable herds of sheep, goats, camels and to a certain extent cattle -the gazelle's chief fodder. The Fund is organising retrieving sanctuaries for lions, cheetah, serval or caracal, that used to be found in these parts.

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## **16.9 AUSTRALIA**

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Australia, the island continent, is about as big as the U.S.A. without Alaska. A comparative map of Australia would cover most of east and west Europe. It is a country of contrasts-from the tropics to the snows. Australia's range of climate provides year-round sunshine, somewhere....and remember, it is, summer in Australia when winter strikes the Northern Hemisphere.

Australia is served by 24 major international airlines and over 14 shipping lines. The international airports are : Sydney, Melbourne, Perth, Brisbane, Darwin and Cairns (from Papua New Guinea). The main sea ports are Sydney, Melbourne, Brisbane, Hobart, Adelaide and Fremantle (Port of Perth). Travel details can be readily obtained through local travel agents, shipping lines and airline representatives. Qantas, Australia's international airline, has offices around the world.

Concessional air fares are available on many international flights to Australia, In addition, it is possible to include at no extra cost, considerable travel within Australia on an international air ticket en route to a final destination.

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## **16.10 PLACES OF TOURIST INTEREST IN AUSTRALIA**

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Adelaide is the capital of the State of South Australia. It is the starting point for tours of the Barossa Valley and its vineyards, the Finders Ranges and the "Great outback". Some of the major

attractions of Adelaide are as follows :

1. Adelaide Festival Theatre : Situated in Elder Park in central Adelaide. The complex includes a drama theatre and open air amphitheatre.
- 2 Art-Gallery..of South Australia : Internal ion} collection, but particularly work by Australians.
3. Botanic Gardens : Its collection of water-lilies is known throughout the world.
4. Cleland Wildlife Reserve, Mount Lofty : Australian native animals can be seen at close quarters.
5. Marine land of South Australia : Dolphins, seals and aquarium with performances daily.
6. Light's Vision : Located at North Adelaide, this memorial offers a panoramic view of Adelaide; an interesting starting point for a tour of city sights.
7. South Australian Museum : On North Terrace, the museum has an outstanding collection of Australian birds and animals.

### **Brisbane**

Brisbane is the capital of Queensland. It is sub-tropical and the gateway to the Great Barrier Reef and Sunshine Coast to the north, the Darling Downs (a fertile black soil farming area to the west) and the Gold Coast to the south.

### **Major Attractions of Brisbane**

1. Lone Pine Koala Sanctuary : One of Australia's best known koala sanctuaries. It also has other native animals.
2. Botanic Gardens : These 20 ha (49 acres) gardens have sub-tropical flowers and shrubs; walking distance from the city.
3. 3', Old Observatory, Wickham Terrace ; Built by convicts in 1829, it has served as a flour mill, signal station.
4. 4. New Farm Park : The park has 12,000 rose trees in bloom from September through .November also colourful jacaranda and bouganvillea trees.
5. 5Queensland Art Gallery : 160 Ann Street, features works of art,, art films and closed circuit colour television.
6. Newstead House : Brisbane's oldest historic house.
7. "Miegunyah" Folk Museum : This house, built in 1884, is a fine example of colonial architecture

with beautiful lace ironwork.

8. Early Street, Norman Park : A village of the pioneering era with old time pub, shop, cottage, furniture, also aboriginal gunyah.
9. Queensland Museum Situated a. the corner of Gregory Terrace and Bowen Bridge Road, exhibits of Queensland's tropical north.
10. Bunya Park Wildlife Sanctuary Aspley : 19 km (12 miles) N includes wallabies, kangaroos, koalas and other Australian fauna.
11. Moreton Island, Tmgalooma Resort : Provides fishing, swimming riding, tennis and can be visited for a day or longer stopover Access by launch or light aircraft.
12. Stradbroke Island : Skirting Moreton Bay, 24 km (15 miles) E, has many fresh water lakes, is rich in flora and fauna and is flanked by long white beaches.' Stradbroke Island can be visited on day cruises or for a longer stopover. Access by launch, coach or light aircraft.

### **Sunshine Coast**

A chain of golden surfing beaches all within 161 km (100 miles) N of Brisbane, includes Caloundra, the principal resort, Moolootoba. Maroochydore Coolum and Noosa. The climate year round is pleasantly warm and resort holds offer first-class accommodation and recreational facilities.'

#### **Major Attractions of Sunshine Coast**

1. Glasshouse Mountains : Striking volcanic rock cores are a landmark on the Sunshine Coast. Pineapples, other tropical Tunis and tobacco are grown nearby.
2. Buderim : The only ginger factory, in the southern hemisphere.
3. Kondalilla and Noosa National Parks : Lush rainforests and secnic countryside, walking tracks and picnic spots.
4. The Lakes District: A delightful chain of lakes harbouring black swans, wild ducks, cranes and many other water birds.

### **Cairns**

Cairns, a tropical city, 1797 km (1116 miles) N of Brisbane, serves as the gateway to the northern parts of the Great Barrier Reef and the scenic hinterland. There are sugarcane fields and vast cattle stations inland and to the north on Cape York. Bauxite is mined at Weipa. Cairns is a base for big-game fishing expeditions. Giant black marlin, often up to 908 kg (20041b), sailfish and



other game fish are caught in these waters. Well-equipped boats are available for hire.

### **Canberra**

With its population of 193,000, Australia's national capital is 306 km (190 miles) SW of Sydney in Australian Capital Territory. It is a spacious, modern city built largely to a plan formulated by American architect Walter Burley Griffin.

### **Melbourne**

Melbourne is noted for its parks, gardens and tree-lined streets, its art galleries and shopping arcades. It is a major financial and industrial centre.

### **Perth**

Perth is the capital of Australia's biggest State, Western Australia, which covers almost a third of the continent. Perth has a mild and sunny climate and wide surfing beaches bordering the Indian Ocean.

### **Sydney**

Sydney spreads 80 km (50 miles) from its land-locked harbour along the Pacific seaboard.

Major attractions of Sydney

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## **16.11 THE MIDDLE EAST (IRAN)**

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Tourism has developed of late in the Middle East, the momentum kept up despite the eruptions of the Arab-Israeli conflict and the oil crisis. Though oil rich Saudi Arabia or Kuwait may not look to tourism to increase their revenues, Iran, Iraq, Turkey, Egypt and even Afghanistan, have made conscious efforts to develop tourism to their countries, to make their attractions better known. The Haj and other pilgrimages to Saudi Arabia and other places have increased in volume, owing to quicker and easier modes of travel.

The development of tourist industry in the Middle East can be best understood through a glance at the tourism picture of each country, detailing its attractions and infrastructure.

### **Iran**

"Cradle of one of the richest civilizations in history, Iran offers to the tourist a wealth of archaeological, historical and cultural interest. There are splendid relics of Achaemenian, Sassanian- and Islamic cultures; fascinating museums, rich folklore and traditional arts; spectacular scenery, mountain and seaside resorts; hunting and fishing."

This guide book description of Iran (Handbook of International Travel and Tourism) hardly does justice to the multifarious sights of Iran, a country that abounds in tourist attractions. Among the Middle Eastern countries, Iran is conspicuous in having set up Tourism Accommodation Corporation (T.A.C), a wholly government-owned company whose goal is to provide the best possible accommodation at the most reasonable rates. The Iran National Tourist Organization is in overall charge of tourism policies and their execution.

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## **16.12 IRAQ**

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The new and the old blend in an enchanting manner in Iraq, the land of the historic rivers, the Tigris and Euphrates, which has been inhabited since the Sumerians peopled it about 3500 B.C. Baghdad, founded in 762 A. D. reached its peak of glory in the time of Haroon Al-Rashid (787-809 A.D.), the celebrated Caliph of the 'Thousand and One Nights.' The Turks followed the Mongols (Mughuls) as rulers in the 16th century and governed the country

until the First World War. The monarchy was overthrown in 1958 when the republican era was introduced. The Republic has since established a Tourism and Resorts Administration at Bagdad, which pursues tourism policies vigorously.

Evoking the aura of the Arabian Nights, located at the crossroads of the ancient caravan routes between Europe and Asia. Baghdad has characteristic old bazaars and museums, which contain relics of the peoples who inhabited Mesopotamian and assortments of Islamic antiquities. Cruises on the Tigris are available.

First and second class hotels in Baghdad compare favourably with their counterparts elsewhere in Turkey and Iran and the rest of the Middle East as to comfort, quality of food and standard of service. The National Ensemble for Folks Arts, Baghdad, organises folk and dancing groups as well as singing concerts.

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## **16.13 TURKEY**

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Standing with one foot in Europe and one foot in Asia, Turkey is popular with western tourists, thanks to its climate and physical beauty. Turkey offers magnificent seaside resorts, mountaineering, skiing, hunting and fishing, besides a wealth of historical and archaeological sites. The excellent cuisine and wines are enlivened by age-old traditional hospitality. The rich folklore of the country is complemented by a vigorous modern theatre.

Istanbul, Ankara (the capital city, pop. 1 million), and Izmir, situated on the Aegean sea, have international airports, operated by most international airlines, including Aeroflot. The Turkish National Airlines (called in Turkey, Yurk Hava Yollari, THY) operates flight from Istanbul and Ankara to

Amsterdam, Athens Beirut, Belgrade, Brussels, Frankfurt, Munich, Nicosia, Paris, Rome, Sofia, Tel Aviv, Vienna and Zurich. THY's domestic network covers 19 of Turkey's major cities with jets being used on the main routes. The famous Oriental Express goes through France, Holland, Austria, Yugoslavia and Bulgaria to Istanbul. Domestic rail services connect the main towns.

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#### **16.14 ANKARA**

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An ancient city, Ankara (said to have been founded by King Midas of Phrygia) is the capital of the Turkish Republic since 1923-a veritable symbol of New Turkey. It has developed into a modern metropolis with large boulevards, parks, squares, the Hittite Museum, the State Opera and the mausoleum of Kemal Ataturk, the founder of modern Turkey, impressively situated on a hillock. Hittite remains have been discovered in the capital of Ankara. Conquered in 1354 by Suleman Pasha, the second of the Ottoman (Osmanli, in Turkish) Sultans, city prospered as an important trading centre Proclaimed the capital of Turkey, the city has become the symbol of the Kemalist Revolution.

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#### **16.15 LEBANON**

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"Lebanon offers the Greatest Holiday in the Sun" runs the advertisement in western papers and travel books, sponsored by the National Council of Tourism. Endowed with no natural resources, Lebanon drives considerable revenue as an -entrepot trading center for the Near Middle East, and from tourism and finance. War torn of late, Beirut used to be the cultural and financial centre of the Middle East. The civil war that has stopped the tourist flow recalls the passage of the Crusaders that preceded the Arab conquest of Lebanon (643-1095 A. D).

The main tourist attractions of Lebanon are the rich archaeological remains at Baalbek, Byblos, Sidon, Tyre, Tripoli, Beit Mery and Beit Eddine. There are magnificent coastal and mountain resorts (which we during our visits mentally compared to those of Turkey) where it is actually possible to go skiing in the snow-mantled mountains in the morning, and swimming comfortably in the sea in the afternoon, albeit lazing on the warm sands.

There are the Cedars, the spas and health resorts tucked away in the green mountains. Other tourist attractions are national monuments, rich museums, parks and reserves, hunting areas, fishing and grottoes.

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#### **16.16 JORDAN**

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Jordan is without oil, yet is a prospering Middle East country. Not a little of the prosperity of Jordan is due to the management of tourism and the economy, both facilitated by the fact that English is freely spoken in the country. Tourist guides are also trained to speak French, Italian and

German. Jordan has numerous sites connected with major Biblical events, many sites connected with Greeks, Romans, Nabataeans, etc., as well as Arab and Islamic cities, and monuments.

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### **16.17 SAUDI ARABIA**

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Area 1,399,830 sq. km. Visa is required by all visitors except holders of a Bahrain, Kuwait, Oman or Qatar passports who are not of Jewish origin. Visitors must arrive with a period of validity of the visa (normally a few weeks) which commence on the date of issue. That the oil-rich kingdom couldn't care less about visitors (apart from the pilgrim traffic to Islam's holy sites, Mecca, Medina, Al Azar, etc.) is clear from the regulation that visitors must register with the police authorities within three days of arrival and obtain an exit visa before leaving. There is no Ministry of Tourism. Even businessmen avoid visiting the country during the Muslim fasting month (Ramzan) when "Muslims neither eat nor drink during the day and businesses are usually open only for three hours in the late evening, if at all."

Saudi Arabian Airlines is the national carrier. Besides Saudi Arabians, it serves the 7,500 American and Europeans who live mainly close to the oil installations in the east. Riyadh, the capital, has four good air-conditioned hotels. "Lavish expenditure and the use of skilled, western architects have virtually superimposed upon the old fortified town an attractive city of gardens, spacious squares, wide streets and modern buildings."

India is conscious of the developing tourism market from oil-rich Saudi Arabia, the Gulf States and the Sheikdoms, and is capitalising on this potential. Already, the Government of India Tourist Office in Kuwait is evincing good results.

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### **16.18 KUWAIT**

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A small Arab country, Kuwait is perched at the northern end of the Arabian Gulf, its principal geographical feature being its large bay. Winter (October-March) is mild but the summer months are very hot. The era of black gold (i.e., oil) from 1930's transformed the country.

Kuwait Airlines operating Boeing jets link Kuwait with western capitals, the Gulf countries, Bombay etc. Government of India has opened a tourist office in Kuwait, to attract the affluent Arab tourists to India. Air India operates to and via Kuwait, and has an office in a posh area of Kuwait.

The Kuwait Historical Museum contains archaeological finds from Failka Islands, including exhibits from the Bronze Age, ancient Babylonia and the Hellenistic period. Failka Island, 32 km from the mainland has three main archaeological sites. Babyan, the largest of islands included in the State of Kuwait, is twice a year the resting place for migratory birds. The city has the world's largest sea distillation plant, which provides the one lakh citizens of Kuwait with six million gallons of fresh water daily.

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### **16.19 BAHRAIN**

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Featured in International Travel Handbooks via the Tourism Section of its-Information Section, Bahrain (approx. 256 sq. miles area, comprising 33 islands of which Bahrain is the biggest) is bracing for good swimming at the coral beaches of Zallaq, Wfismiyyeh, and Budaiya. Some hotels have swimming pools. There are sailing clubs who also arrange water skiing.

Bahrain is the home of Tumuli (burial mounds), a lakh of them still constituting so many enigmas to archaeologists. Manama, the capital, is the commercial centre of the islands, and a port bustling with activity. Awali, 16 km south of Manama, is the Hqs. of the Bahrain Petroleum Co., (BAPCO). There are many Indians in the Bahrain islands; Indian films are regularly screened along with Arabic and English films.

Bahrain is served internationally by Air India, BOAC, Iraqi Airways Kuwait Airways, Middle East Airlines. Pakistan International Airlines, etc.

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### **16.20 EGYPT**

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Egypt, according to orthodox terminology, is included in the Middle East. Upper Egypt is remarkable from the tourism point of view for splendid temples dedicated to the gods, deeply tunnelled tombs of Pharaohs and their queens, with amazingly well preserved wall paintings. Aswan, site of the largest rock-filled dam in the world, as a leading winter resort of Egypt, vies in popularity with Alexandria, the 'pearl of the Mediterranean', and Cairo, whose many points of interest range from unique museums of antiquities to the great pyramids of Giza, where the only surviving wonder of the Seven wonders of the ancient world stands. Cairo and Alexandria are rich in casinos, night clubs and every type of restaurant. The highlight of the holiday of the affluent visitor to Egypt is a Nile cruise on a luxury liner, complete with swimming pool and dance floor. Itineraries include visits to the major sites of antiquity in Upper Egypt. Not to be missed are the Son et Lumiere performances at the Pyramids and Karnak.

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### **16.21 AFGHANISTAN**

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Most of the terrain of Afghanistan (700,000 sq. km), dominated by the Hindukush mountains, has a rich and varied cultural heritage, laid bare through an ever-increasing number of archaeological expeditions. Most of the excavated treasures are on display at the Kabul Museum. The bazaars of Kabul are legendary; the tourist can buy souvenirs from luxurious Afghan carpets to Karakul coats and caps. Kabul has good hotels ranging from the luxury-class Intercontinental to a variety of first class hotels as well as inexpensive, budget tourism accommodation. Daily bus service from Kabul is available to Herat, the historic city, where Alexander built a fort and which was the cultural

confluence between Iran, Central Asia and Afghanistan. Herat's mosques and shrines testify to its colourful past.

Kuwait is an emerging state in the world field with per capita income highest, second only to U.S.A. In spite of full employment and booming economy due to oil revenues, Kuwait is slowly but steadily moving into the touristic business. But tourism concept in Kuwait is quite different; the main aim at present is to give the citizens of Kuwait the maximum recreational and cultural facilities. Here I must intrude in- "The International Tourist is in no way neglected": infact the office of Tourism (in the Ministry of Information) is always ready to provide facilities for overseas groups and other travellers. Nevertheless, realizing the fact that one day oil revenues will exhaust, the government is very wisely laying foundations for its tourist. Hypothetically we can say that TEN years hence Kuwait will be attracting large number of tourists.

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## **16.22 SUMMARY**

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The tourism industry is a major sector of the economy for many African counties. The four countries that benefit the most from tourism are Egypt, Tunisia, Morocco, and South Africa. A second category includes the counties of Namibia, Botswana, Mozambique, Tanzania, and Kenya.

The continent of Africa can be divided into three groups relative to tourism: 1) those counties with a developed tourism industry; 2) those with a developing industry; and 3) those that would line to develop a tourism industry. Countries like Egypt, South Africa, Morocco, and Tunisia have a successful tourism industry. Countries like Kenya, Zimbabwe, Swaziland, and Mauritius can be considered as countries that have steady and consistent income from tourism. Countries like Tanzania, Algeria, and Burundi are countries that have little to no economic benefit from tourism, but would like to see to see it expand.

The successful countries in tourism are thriving due to a variety of factors. Countries like Morocco and Tunisia benefit from their beautiful beaches and their relative proximity to Europe. Tourism in Egypt is based on the rich history of Ancient Egypt, pyramids and artifacts. South Africa and Kenya benefit from wild safari expeditions, attracting tourists to see the wild life of Africa.

Africa's mountains, savannahs and rivers, and cultural events such as music, dance and festivals are far above the natural assets found in other regions. With these natural attributes, tourism can play an enormous role in development. But to do so it must be integrated into each country's economy and government structure and be seen as benefit by everyone, from the policy makers to the general population.

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**16.23 KEYWORDS**

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- 1) Mount Kilimanjaro
- 2) Haile selassie
- 3) Port of perth
- 4) BAPCO
- 5) Colanial contineni

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**16.24 SELFASSESSMENT QUESTIONS**

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- 1) Write the important destination of East Africa
- 2) Write a note on:
  - a) Kenya, Uganda, Ethiopia b) Tanzenia
- 3) list down the places of tourist interest in Australia
- 4) Write an essay Iraq and Lebanon

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**16.25 SELFASSESSMENT QUESTIONS**

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- 1) Refer 16.1 to 16.8
- 2) Refer 16.2 16.5, 16.3 & 16.4
- 3) Refer 16.10
- 4) Refer 16.3, 16.16

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**16.26 FURTHER READING**

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- 1) Global Tourism ' Ahana Chalerabortg
- 2) Global Tourism ' B.S. Badan
- 3) Global Tourism ' Romila Chawla

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