

TOURISM STUDIES: A HISTORICAL PERSPECTIVE -

1C09 HIS [COMPLEMENTARY COURSE FOR FIRST SEM HISTORY]

SYLLABUS

UNIT I: Tourism in Historical Perspective

Introduction - Definition - Scope - Origin of Tourism - Nature and characteristics of Tourism - Travel in ancient times: Greek – Roman - Asian civilizations – Travel for pleasure, commercial, religious, intellectual purposes - Early Travelers to India and Travelogues - Greeks, Chinese, Arabs and Europeans - Geographical discoveries, colonization, Industrial Revolution and trade - Rapid growth of Tourism.

UNIT II: Development of Modern Tourism

Different types of Tourism - Domestic Tourism - International Tourism - Social Tourism - Forms of Tourism - Rest and Relaxation Tourism - Cultural Tourism – Sporting Tourism - Medical Tourism - Seasonal Tourism - Educational Tourism - Space Tourism – Eco Tourism - Pilgrim Tourism - Adventure Tourism - Business Tourism

UNIT III: Motivation for Travel

Factors influencing Tourism - Pleasing weather - Scenic Attractions - Historical and cultural factors - Accessibility, Accommodation- Pilgrim centers, Museums – National Parks, Hill Stations - Diplomatic Conferences - Peter's inventory of Tourist attraction - Social significance of Travel

UNIT IV: Impact of Tourism

Economic - Social - Cultural Educational and Environmental impacts - Cultural impact of international Tourism on third world countries - Change in the value system - solving the problem of tourism development.

Essential Readings:

Vivek Sharma, *Tourism in India, 1991*.

Retnadeep Singh, *Tourism Today*, Vol I ,II, III.

K.T. Usha, *The Splendor that Was India*

H.G.R.R.EWilson, *The Land And People of India*

67

T.D.C.Publication, *The Beautiful India-Kerala.Tamilnadu and Karnataka*

UNIT I: Tourism in Historical Perspective

Introduction and definition

Tourism

Tourism has been an important social activity of human beings since time immemorial. The dictionary meaning of tourism and travel are quite limited in scope but they bring out the basic essence of the terms. According to **Oxford English Dictionary**, the term travel means, *to go from one place to another, to make a journey especially of some length and breadth*. The tourist is defined as a person making a visit or tour to celebrate as a holiday.

Tourism is one of the world's fastest-growing industries and a major foreign exchange and employment generation for many countries. It is one of the most remarkable economic and social phenomena.

Tourism is a travel for recreational leisure, business or any other purpose. Tourism is important and in some cases it is very vital for many countries such as Thailand, UAE, Malaysia etc. The word **'tour'** is derived from the **Latin** word *tornus*, meaning **'a tool for making a circle'**.

Tourism may be defined as the movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty-four hours to a maximum of six months for the sole purpose of leisure and pleasure.

In 1936, **League of Nation** defined a foreign tourist as someone travelling abroad for at least 24 hours. The fragmented tourism industry unified by **AIEST [International Association of Scientific Expert in tourism]** and they defined tourism in terms of particular activities selected by choice and undertaken outside the place of permanent residence.

According to WTO (1993) "Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

According to the **Tourism Society of Britain**,” *tourism is the temporary short-period movement of people to destination outside the places where they normally live, work; and activities during their stay at these destinations.*” This definition includes the movement of people for all purposes.

Tourism brings changes in local communities. Changes can be seen in economy, society and educational sector.

According to **Hunziker and Kraft** – *tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they don't lead to permanent residence and are not connected with any earning activities.*

September 27 is celebrated as world tourism every year. This date was chosen as on that day in 1970, the Statutes of UNWTO were adopted. The purpose of this day is to raise awareness of the role of tourism within the international community.

Thomas Cook, an English businessman is known as the **father of modern tourism**. He found his travel agency **Thomas cook and son** and it is the first to introduce the concept of package tour.

SCOPE OF TOURISM

Tourism is considered as the most effective economic activity of the world. The inward and outward income from tourism is the backbone of several world economies. it is at this particular point were the scope of modern tourism industry is largely discussed. We can classify the scope of tourism into 3

- Economic scope
- socio - cultural scope
- educational scope

Economic scope

The economic scope of tourism directly mean that the source of income generated by tourism industry. The economic score has two branches

- National income
- income from service sectors.

The major source of income for a state is through the tourism activity of that country. Tourism also provides economic benefit in the major service sectors.

Accompanying the tourism industry the service sector includes transport hospitality entertainment sectors. Innovative sectors tourism industry provides economic stability as well as create a number of employment opportunities. The for the modern tourism has a wide variety of economic for which anchorages every state to develop their own tourism identity.

Socio-cultural scope

Our world is a blend of infinite number of societies. In each and every step we can find a number of differences in our society. when society differs each and every aspect of that society also differs like culture language ritual habitat etc. from time in the memorable travels had been conducted in order to find out these differences and research a new society across the globe.

Modern tourism has developed so widely that the culture and social dimensions of each and every country has been open to all. every people engage in the tour have the opportunity to study and understand the society of this destination. Tourism which has increase in the modern society has been used as an instrument to discover new societies and culture.

Educational scope

Tourism has developed through the ages as a result of enquiries and studies. starting from the ancient period this travel for information had its great origin and modern tourism have opened up a new scope for education through tourism. We can classify scope of tourism in education into two

- Studies based on tourism
- Travel based on education

Educational tourism or studies based on tourism have developed into a new area with the development of tourism industry. All subjects of studies have been influenced by the activities based on tourism. The subjects like history geography sociology have greater dependence on the development of travel and tourism.

Education has interfered in tourism in another way. Tourism industry as mentioned earlier has provided a large number of employment opportunities in different service sectors. This has created the need of skilled laborers and other professionals in tourism industry. So, a number of institutions have emerged which provide specialized education required for a tourism industry. Indian Institute of Tourism and Travel Management Delhi and National Institute of Tourism and Hospitality Management Hyderabad are the best examples.

Origin/history of Travel and Tourism

Travel is as old as mankind on the earth. The man at the beginning of his existence roamed about the surface of the earth in the search of food, shelter, securities, and better habitat. However, in course of time, such movements were transformed into wanderlust.

About five thousand years ago, changes in climate, dwindling food and shelter conditions hostile invaders made the people leave their homes to seek refuge elsewhere like the Aryans left their homes in Central Asia due to climate changes. Perhaps, this leads to the development of commerce, trade, and industry.

During Hindu and Chinese civilization, a movement of religion, education and culture began. Christian missionaries, Buddhist monks and others traveled far and wide carrying religious messages and returned with fantastic images and opinions about alien people.

For centuries movement of people continued to grow due to the efficiency of transport and the assistance and safety which the people could travel. By the end of the 15th century, Italy had become the intellectual and cultural center of Europe. It represented the classical heritage both for the intelligentsia and the aristocracy.

During the 16th Century, travel came to be considered as an essential part of the education of every young Englishman. Travel thus became a means of self – development, and education in its broadest sense. The educational travel was known as '**Grand Tour**'.

The industrial revolution brought about significant changes in the pattern and structure of British society. Thus, the economy of Britain was greatly responsible for the beginning of modern tourism. It also created a large and prosperous middle class and because of great improvement in transportation systems in the latter half of the 18th century and the first quarter of the 19th century, an increasing number of people began to travel for pleasure.

Travel was originally inspired by the need for surviving (food, shelter, and security), the desire to expand trade and quest to conquer. As the transportation system improved the curiosity for transforming the vast and virgin world into a close neighborhood created a new industry i.e. **Travel and Tourism**.

However, the developments of rails, roads, steamships, automobiles, and airplanes helped to spread technology across the globe. Earlier travel was a privilege only for wealthy people but with the industrial revolution, the scenario altogether changed. Transportation, as well as accommodation, became affordable to middle and working-class citizens. Travel and tourism, recently have emerged as a dominant economic force on the global scene accounting for more than 12% of total world trade and growing at the rate of 8 percent annually.

Travel for trade and commerce

Throughout history, traders and merchants have travelled to far off lands in order to trade with other nations and tribes. Travelers from distant lands travelled and visited many places for the purpose of commerce. The gradual growth of trade routes made travel easier and it also leads to growth of new market towns and travelers made contact with each other. Some of the earliest among them were the **Phoenicians**. They were probably the first real travelers in the modern sense. They were also the people who were credited for the

invention of the money. Many traders could now pay for their travel to different centers of trade and commerce. Early travel in the oriental countries of India and China was also largely based on trade and commerce.

Travel to India is particularly was undertaken by travelers from all over the ancient world. Both India and China enjoyed the reputation of better countries of fabulous wealth where trade and Commerce flourished.

Travel for seeking knowledge

The urge to explore the new lands and to seek new knowledge in ancient and distant lands was yet another motive of travelers in the subsequent period.

Also trade and commerce continued to be the strong force for many travelers to Undertaker to distant lands seeking new knowledge and exploring the unexplored land was becoming a strong urge in ancient times. **Homer's** great work **Odyssey** records the wanderlust of the ancient Greeks and Romans.

There are enumerable references to the great explorers who spent many formidable years of their lives in search of knowledge.

Travel for religious purpose

During the Middle Ages, travel for religious purpose assumed the significant importance. The practice of travelling for religious purposes became a well-established custom in many parts of the world. By the end of middle age, the large number of pilgrims were travelling to the main shrines in Europe and elsewhere. The adoption and spread of Christianity subsequently led to the numerous pilgrims making their way to the holy land. So deep and strong was the hold of faith that the ritual of pilgrimage flourished over the centuries.

It became a great unifying force and the pilgrimages strengthened religious bonds. In India pilgrim travel assumed a great importance. Emperor Ashoka the great travel a great deal in his eagerness to spread the doctrine of Buddha. Ashoka and his team first travel to Nepal starting from Patliputra and then ventured to Lumbini the land of Buddha's birth.

Harsha was another emperor who was greatly influenced by the Buddhist scriptures. He built institutions and Dharmashalas for the travelers. Rest houses were built in towns and villages. Monasteries and temples were also built for the pilgrims.

Nature and characteristics of tourism

According to Hunziker and Krapf tourism is a totality of three components

1. Tourists are non-residential travelers
 2. Stay is of a temporary nature
 3. Visit is not connected with any occupation or remuneration
- Therefore we can conclude that tourism is a multi-faced activity.
 - it is a composite phenomenon touching almost all sectors of life.
 - at present tourism is undergoing dynamic changes due to changes in outlook customs and fashion.
 - The success of tourism depends on the satisfaction of tourist.
 - The need of tourist is often provided by various service sectors by providing better transportation better accommodation and enjoyable and entertainment.
 - Tourism can flourish only in a peaceful place
 - Tourism is an intangible product, related to feeling and experience
 - Tourism is a long-term industry due to the non-stop movement of the people

Characteristics of tourism

It is difficult to identify the characteristic of tourism because it has different traits. People travel for different purposes like leisure sports health etc. Tourism as an industry has satisfying all tourist demands with different tastes and

customs. taking into account of these factors we can evaluate the following characteristic of tourism

- Tourism is a combination of different phenomena
- the coordination of this phenomenon and their mutual relationship arise when people start their journey. The journey has a flexible character whereas the phenomena at way have a constant character.
- In tourism movement of people is temporary
- In tourism travel and stay are the significant factors
- Tourism is non remunerative
- Tourism is coordination of various sectors
- Tourism is an industry. It is not a manufacturing industry but a service industry.
- Tourism is a season bond. a change in climate affect the destination of tourism.
- It involves familiar to un familiar destination
- A tourism activity creates better image of the destination
- It is an experience with satisfaction

TRAVEL IN ANCIENT GREECE AND ROME

Travel is one of the most ancient and common aspects of human life and it can be traced back to mythical times. Ancient peoples – the Egyptians, Babylonians, Phoenicians, Jews and Greeks – who were initially focused on themselves and regarded their respective countries the centre of the world began, some time later, to meet neighbours and other peoples by travelling to their countries, exchanging goods, sharing experience and building up their spiritual life. The first great travellers were the Greeks, a people who were willing to share the findings of their discoveries and observations with the rest of the world, unlike the Phoenicians who

jealously kept their findings, even spreading false information in order to keep the trade monopoly.

The Greeks travelled not only for trading purposes, religious needs, visits to the events such as Olympic Games, cure-finding reasons, but for pleasure as well: “A number of Greeks went to Egypt, some, as was natural, for trade, some on the expedition, and some to see that country” (Herodotus, cited in Dillon & Garland, 2010, p. 275). The fascination that Egypt held for the classical world is well known. This is born out by celebrated visits such as those made by Solon or Pythagoras.

It is widely known that the ancient Greece was the cradle of hospitality, since perfect strangers were treated with respect and attention. Some city-states, like Corinth or Athens, willingly welcomed foreigners taking into account the economic benefit and a way to build up their “reputation”. When, in the 5th century BCE, the Periclean Athens gained the reputation of “the school of Hellas” for intellectual, artistic, and material pre-eminence (whose most prominent feature was the newly-built Parthenon on the Acropolis), it became appealing to the visitors.

Classical Rome gave impetus to travelling and particular forms of holiday. Holiday travel became increasingly frequent due to the development of infrastructure.

The concept of pleasure travel existed in the West can be associated with the Roman empire. Romans probably were the first pleasure travelers. Travel received a great stimulus from the good communication system and security of the Roman empire. There existed a fine network of roads and new roads were built increasingly wherever the Romans went. Travel literature was published extensively giving routes, the name of the major roads, distance between places and time required in travelling to them. The Romans were able to travel over a hundred or more miles in a day using horses. They also traveled during holiday occasions particularly the

famous Olympic games. Spas and seaside resorts which developed during this period may be associated with pleasure travel.

Medicinal bath and seaside resort which later were renamed as spa were very popular with the Romans.

2nd century CE owing to *pax Romana*, which procured more stable political conditions for travelling. At that time, a large number of Roman visitors travelled to Greece because of its fabled mythology, its monuments and its Olympic Games and other festivals.

The fall of Roman empire in the fifth century was a great set back for pleasure travel in Europe. During the dark age only the very adventurous and brave persons would travel. No one would associate travel with pleasure. Also with the decline of Roman empire came a sharp decline in trade and commerce.

EARLY TRAVELLERS TO INDIA

India is one of the dream destination for travelers from different parts of the world. Several travelers came to India and wrote valuable information on the places they visited. These travelers came to India with the aim to study Indian culture, religion, society, literature etc. following are the major travelers who visited India in the early days;

Perhaps the earliest travellers from west and lands to the Indian soil were the trading persians. Evidences of caravans of persians visiting India lies in inscriptions in the inscriptions dating to the Persian King Darius. Great travelers from various far away lands visited India.

One of the important developments during this period was the emergence of some sort of communication system and accommodation. Development of trade and commerce necessitated this development. When Alexander the great during his journeys reached India he found well maintained roads covered with shady

trees. Along one royal highway 1920 kilometres long and about 19 meters wide people travelled in chariots, elephants, horses and camels.

Chinese travelers

1. Fa-hien

a Chinese pilgrim, visited India during the reign of Chandra Gupta II. His primary aim was to visit the Buddhist religious places and to take with him the copies of the Buddhist religious texts. He, therefore, travelled through the Gupta empire and also wrote down his impressions about India. Fa-hien started his voyage to India in 399 A.D. He reached India about 400 A.D. and remained here up to 411 A.D. He visited Peshawar, Taxila, Mathura, Kannauj, Sravasti, Kapilavastu, Sarnath and many other places. He embarked for Ceylon at the sea-port of Tamralipti (West Bengal). He studied Sanskrit and Buddhist literature at Nalanda University of Patliputra. He is credited with the translation of many Sanskrit works to Chinese and he took all these works to China.

He wrote – **Foguo – Ji** (Record of the Buddhist Kingdom)

2. Hiuen Tsang/Xuanzang

The Chinese traveller Hiuen Tsang visited India during the period of emperor Harsha. When he went back to China, he wrote a detailed description of India during the reign of Harsha in his book '**Si-yu-ki**' or 'Record of the Western Countries'. The primary aim of the visit of Hiuen Tsang to India was to gain knowledge of Buddhism and collect its religious texts. As he did not get the permission of the Chinese emperor to visit India, he slipped away from there in 629 A.D. He stayed in India for nearly fourteen years. From Taxila, he went to Kashmir and then visited several places in India like Mathura, Kannauj, Sravasti, Ayodhya, Kapilvastu, Kusinagara, Sarnath, Vaisali, Pataliputra, Rajagraha, Bodha-Gaya and Nalanda. He remained at the University of Nalanda for about five years. He, then, proceeded to Bengal and visited South India as well, as far as Kanchi. He brought 657 Indian texts to China.

3. I-tsing

A 7th century Chinese Buddhist pilgrim who has left behind an account of his travels to India. His name may correctly be pronounced as **Yijing**, and is also written as I-ching. He left for India from Canton by sea in 671, arriving in India in 673. After visiting the sacred Buddhist sites in Magadha, he resided at the great Nalanda monastery for ten years (676-685), devoting himself to the study of the Vinya. He is credited with the translation of many Sanskrit And Pali works to Chinese. He wrote – **Nanhai Jigui Neifa Zhuan** – Record of the Buddhist Region sent home from the southern sea.

EUROPEAN TRAVELLERS

4. Megasthenese [Greece]

Megasthenes, ancient Greek historian and diplomat, author of an account of India, the **Indica**, in four books. He was sent by the Hellenistic king Seleucus I on embassies to the Mauryan emperor Chandragupta. He gave the most complete account of India then known to the Greek world. Megasthenes visited the Maurya capital Pataliputra, but it is not certain which other parts of India he visited. He appears to have passed through the Punjab region in north-western India, as he provides a detailed account of the rivers in this area. He must have then traveled to Pataliputra along the Yamuna and the Ganga rivers.

5. Marco polo

Returning home from China in 1292 CE, Marco Polo arrives on the Coromandel Coast of India in a typical merchant ship with over sixty cabins and up to 300 crewmen. He enters the kingdom of the Tamil Pandyas near modern day Tanjore. He was an Italian merchant and started his journey in 1271. He wrote the famous work **Travels of Marco polo**. The book described to Europeans the then mysterious culture and inner workings of the Eastern world, including the wealth and great size of the Mongol Empire and China in the Yuan Dynasty, giving their first comprehensive look into China, Persia, India, Japan and other

Asian cities and countries. Marco Polo calls the Pandyan Kingdom as “**The Richest and most splendid province in the World**” , one that , together with Ceylon , Produces most of the gems and pearls that are found in the world.

6. Francois Bernier

a French physician who visited India and Bengal between 1656 and 1668. His travel account is an important source for historians of Mughal India. As a perceptive observer Bernier noticed and recorded manners, customs, institutions, society and economy of various parts of India including Bengal. He was at Delhi when Prince Dara, a son of Emperor shahjahan, was brought there as a captive towards the close of the War of Succession and paraded through the streets in disgrace. As one of the members of the curious crowd, Bernier observed that though the assembled people seemed to have sympathy for the fallen prince, yet none of them had raised a voice in his favour. Bernier then describes the political character of the Indian people and princes. He also described the character of Shahjahan and aurangzeb from his closest observations.

7. Alexander

Alexander, the son of Philip of Macedonia is considered as one of the great conquerors of the ancient world. In 326 BC he invaded india after crossing the river indus. Indias huge wealth was the major attraction of him.

8.Domingo Paes

He was a Portuguese traveller who visited Vijayanagara Empire around the year 1520. His visit took place during the rule of King Krishna Deva Raya and Paes recorded his impressions of Vijayanagara state in his **Chronica dos reis de Bisnaga ("Chronicle of the Vijayanagar kings")**.

9. Duarte Barbosa

He was Portuguese Writer, scrivener and explorer who had given a vivid account of Vijaynagara governance under Krishna Deva Raya in his book i.e. **An Account of Countries Bordering the Indian Ocean and their Inhabitants.**

10. Fernao Nuniz

He was Portuguese traveller, chronicler and horse trader who visited India during reign of Achyutaraya and who spent three years in Vijayanagara. He gave detailed account on the history of Vijaynagar especially the foundation of the city, the subsequent careers of three dynasties of rulers, and the battles that they fought with the Deccan sultans and Orissan Rayas.

Muslim travelers

11. Ibn -batuta

He was from Morocco, who travel thirty years of his life from North Africa, West Africa, Southern Europe and Eastern Europe in the West, to the Middle East, Indian subcontinent, Central Asia, Southeast Asia and East China. He left an account of Harihara I's reign in his book **Kitabul Rehla**. Ibn Battuta arrived in India in 1333. In Delhi, he met the sultan Muhammad ibn Tughluq in the Hall of a Thousand Pillars in one of his palaces in Jahanpanah.

Ibn Battuta then decided to travel south. He mentions the magnificent fort of Deogiri, renamed Daulatabad by Tuglaq, with its massive walls stretching nearly 3 miles. He visited Egypt, Syria, Iraq, Iran, Saudi Arabia, Yemen, Delhi, Kozhikode, Afganistan, Maldives, Srilanka, Beijing, Tunis...etc.

12. Abdu Razaq

He was a Persian, Timurid chronicler and a scholar who visited the Vijaynagar Kingdom at the time of Dev Raya II as an ambassador of Shah Rukh, the Timurid dynasty ruler of Persia. He gives an account of the reign of Devaraya II in his **Matla as Sadain Wa Majma ul Bahrain.**

13. Al – biruni

Al-Biruni was well versed in physics, mathematics, astronomy, and natural sciences, and also distinguished himself as a historian, chronologist and linguist. He was conversant in Khwarezmian, Persian, Arabic, Sanskrit, and also knew Greek, Hebrew and Syriac. He spent much of his life in Ghazni, then capital of the Ghaznavid dynasty, in modern-day central-eastern Afghanistan. In 1017 he travelled to the Indian subcontinent and authored a study of Indian culture **Tārīkh al-Hind** or **Kitabul Hind** (History of India) after exploring the Hindu faith practiced in India.

GEOGRAPHICAL DISCOVERIES

The Geographical Discoveries of the 15th and 16th centuries constitute an important chapter in the history of the modern world. It is also known as the Age of Discovery. The new sea routes to the East as well as the discovery of new continents like the America radically transformed the course of history. The adventurous spirit of the sailors like Bartholomew Diaz, Christopher Columbus and Ferdinand Magellan ultimately led to these historic discoveries. There are several causes that led to these discoveries.

1.After the **fall of Constantinople**, the capital of the Eastern Roman Empire or Byzantine empire in 1453, into the hands of the fanatical Ottoman Turks, the trade routes lying within the Turkish empire, were closed to European traders. Thus European countries were provoked into discovering new trade routes and thus even new countries.

2. There was a steady increase in Europe in the demand for Oriental Commodities, such as Asian Spices.

3. The monopoly of the distribution of the Asian articles of commerce on the European continent was in the hands of the Genoese and Venetian merchants. This had led the Italian merchants to purposely increase the prices and thus maximize their profits

4. The love of adventure encouraged many Europeans to sail the unknown seas and to face costly risks
5. The Renaissance had fostered a spirit of inquiry that had revolutionized geographical ideas
6. Christianity, the dominant religion of Europe, was also one of the most intensely missionary religions known to the world. Towards the end of the Middle Age, Christian missionaries had traveled all over Europe and were now turning in the direction of Asia.
7. Owing to the Crusades, a closer contact was established between the Christians and the Muslims, during the middle ages. Thus the European traders in general, and the Italians in particular, had better avenues of trade and commerce available to them.
8. Increase of geographical knowledge led to the discovery of new routes. The geo idea was expanded by several travel literatures.
9. Improvement of navigation – following the activities of smugglers and pirates, the navigation skill developed. Discovery of Map making technology, Ship Building Technology and Compass contributed much in this regard.
10. Patronage of rulers – rulers like Prince Henry of Portugal promoted navigation. He himself was not a navigator, but founded a school of navigation at Lisbon and it provided all the guidance for the navigators.

Major geographical discoveries

The first great wave of expeditions was launched by Portugal. Its ruler was **Henry** (1394-1460) generally known as 'the Navigator'. The main project of Henry the Navigator was the exploration of the West Coast of Africa. His sailors discovered the Cape Verde Islands. Although Henry died in 1460, his zeal provided stimulus to the Portuguese for further explorations. Before his death they discovered Madiera Island, Azores and Guinea coast.

- ❖ One of the great achievement was the crossing of Equator in 1472 by **Lopo Gonsalves**.
- ❖ In **1487 Bartholomew Diaz** reached the southern tip of Africa and called it '**the Cape of Storms**' due to a terrible storm he experienced there. Later it was renamed as '**the Cape of Good Hope**' because it provided hope that access to the Indian Ocean was possible.
- ❖ **Vasco da Gama** successfully used this route and reached India in 1498. Vasco da Gama's discovery of a new sea-route to India was a most significant event in the history of Europe and Asia. He travelled through Atlantic Ocean and reached at cape of good hope. Then he moved to Mombasa in Eastern Coast of Africa. With the help of Arab merchant, Ibnu Majid, Gama moved towards Malabar and reached at Calicut in 1498. He made mercantile contact with Kannur and cochin later.
- ❖ Spain planned to reach the east by sailing westwards. On August 10, 1519, **Ferdinand Magellan** had sailed with five Spanish ships - namely, **Trinidad, San Antonio, Concepcion, Victoria, and Santiago** - from the port of Sevilla. The fleet of Magellan crossed an arduous 373-mile long passage on the southern end of South America. This strait is now named the **Strait of Magellan**. Then he entered an ocean which was calmer than the Atlantic. Therefore, he named it the Pacific Ocean. While crossing the Pacific, the sailors suffered for want of food and drinking-water. At last, on March 6, 1521, they reached the Philippines, where Magellan was killed by the natives. The survivors with the only remaining ship, the Victoria arrived at Sevilla through the Cape of Good Hope on September 9, 1522. It was the first voyage undertaken round the world.
- ❖ After securing monetary assistance from King Ferdinand and Queen Isabella of Spain, **Christopher Columbus** set sail on August 3, **1492** across the Atlantic. After a long and difficult voyage, he reached an island of the Bahamas on Oct 12, 1492. He thought that he had reached the shores of India. Therefore, he called COLOUMBUS the natives of that

island Indians. He made three more voyages and explored the islands in the Caribbean Sea and Central America. These islands are even today called as the West Indies. Later in **1501, Amerigo Vespucci**, an Italian navigator, with the support of the king of Spain explored the areas of South America. He came to the conclusion that what Columbus discovered was not India but a '**New World**'. Therefore, the new continent was named as America. However, **Columbus** is considered as the **discoverer of America**.

- ❖ **Brazil** Discovered by Cabral in 1500
- ❖ **Panama** – 1513 – Balboa
- ❖ **Mexico** – Hernando Cortez
- ❖ **Peru** – Fransisco Pizzaro

Results of Geographical discoveries

The geographical discoveries had a profound impact on the economic, political and social conditions in most parts of the world. The most important among them are:

- There was a tremendous improvement in the trade and industry in Europe. It began to reach beyond the Oceans.
- The expansion of trade provided a stimulus to the development of ship-building industry. Larger quantities of goods had to be carried in bigger ships.
- As the trade developed in large scale, joint-stock companies and banking enterprises emerged. European companies established their trade centres in Asia, Africa and Latin America.
- The trading companies slowly captured political power and established their rule in their respective regions. This led to Colonialism and Imperialism.
- Capitalism had grown in Europe along with the policy of Mercantilism. As a result, the colonies were exploited.

- The system of slavery was followed. The European planters in America imported Negro slaves from Africa to work in their plantations.
- The geographical discoveries solved the problem of over population in Europe and many Europeans began to settle in the American continents.
- The culture of Europe had spread to Asia, Africa and other parts of the world very rapidly.

Industrial revolution and Growth of tourism

The fall of Constantinople, crusades, industrial Revolution are the important factors that brought westerners to East. They came to Asia to discover the wealth of Asia by finding out in new sea route. This is the beginning of the age of discoveries started by Bartholomew Diaz followed by Vasco da Gama Columbus and Magellan. They conquered new continents and therefore colonialism and rise of nation States Renaissance and ultimately became the part of industrial revolution.

Industrial Revolution increase the industrial production. It had three main implications

- Machines replaced human effort and it's made a section of the society happy
- Its required more raw materials for the industrial purpose
- it wanted more market to sell the surplus products

During the Second half of 19th century, travel developed by the growth of industrial society. People Travelled mainly for the purpose of rest and relaxation. Due to the development of towns, many people started to migrate from village to urban centers. It Leads to growth of working-class community who were centered in towns. It can also be seen that the overpopulation leads to unhealthy condition in towns. People

Needed some relief to escape from routine life and for the purpose of rest and relaxation, large number of resorts were started, mainly in England.

For the purpose of raw materials and market, travels were conducted through their colonies. the newly created middle class was responsible for the development of travel during this period.

Annual holiday was a contribution of the industrial revolution. This was a landmark in the history of tourism. **The concept of mass tourism developed by paid holiday. International Labour Organisation (ILO) promoted paid holiday.** People began to undertake travel for pleasure. Annual holiday is later led to the emergence of paid holidays. which was later responsible for the extraordinary growth of tourism.

The term holiday is derived from Holy days associated with religion. It was six days for work and one day for God. It means a relax from the routine work and have a little time for leisure and recreation amusement and social gatherings etc. But industrial revolution was the period from which the holidays became a part of enjoyment. Several laws in this direction was passed. Holiday enjoyment was made happy through conducting long distance travel. One of the advancement of industrial revolution was radical improvement of transportation facilities. Steam power was used in locomotive and ships. This led to a rapid installation of rail network all over the world. The Atlantic Ocean would be crossed with the help of steam engine with more efficiency. George Stephenson the father of locomotive trains unknowingly began to reduce the areas of the world. Right brothers introduced the airplanes began to mould the world into a small globe. the industrial revolution was followed by the scientific and technological revolution of the 19th and 20th century, include in telephone wireless communication cinema and television. Tourism was becoming an industry by the first half of 20th century.

UNIT II

DEVELOPMENT OF MODERN TOURISM

TYPE AND FORMS OF TOURISM

1. International Tourism

The term international tourism was a product of the growth of modern tourism. **United nation** defines the international tourist as '*a foreign tourist is a person visiting a country on a foreign passport, staying at least 24 hours in that country and purpose of journey comes under any one of the following headings*

- ❖ *Leisure*
- ❖ *Business, family meeting or any other purpose*
- ❖ *Study, religious activity and sports*

Person who come for remunerative occupation with or without a contract is not a foreign tourist. A person coming to establish residence in a country is also not a tourist. Travellers on a cruise or long distance airlines who stays less than 24 hours, cannot be considered as a tourist. in special cases, for example Indian tourism statistics does not includes nationals of **Pakistan** and **Bangladesh**, nationals of **Nepal** and **Bhutan** entering India through land routes as foreign tourist.

Inbound and Outbound Tourism

International Tourism can be further categorized into two types known as inbound tourism and outbound tourism. Inbound tourism is when a foreigner visits a given country, and outbound tourism is when a resident of the given country visits a foreign country.

For example, an American visiting India can be considered as an inbound tourism from the perspective of India, but it is considered as outbound tourism from an American perspective. Inbound tourism can impact a country's wealth since it brings in additional income to the country.

2. Domestic Tourism

Domestic tourism is a travel that take place within the borders of one's own country. In domestic tourism, travel formalities like passport, non objection certificate, currency exchange, health documents ...etc are not required and therefore travel becomes easy and tension free.

Domestic tourism has greater scope in countries of large dimensions such as **India and the U.S** as compared to smaller countries. Domestic tourism doesn't create an additional income to the country, but it **boosts the local businesses and economies** and **redistribute money to a new area**. Domestic tourists may find traveling and visiting places easier because they are more aware of the traditions, customs, rules, etc. of the country

There is no generally accepted definition to the term domestic tourism. domestic tourist is a traveler, whose purpose is not a remunerative occupation or settlement at the place of visit. The general assembly of the **International Union of Official Travel Organisation (IUOTO)** presented a definition to the domestic tourism. *the term domestic tourism defined as any person who travels within the country, where he resides at a place other than his usual environment of residence for at least 24 hours and the purpose of visit comes under the following headings*

- ❖ *Leisure*
- ❖ *Business, family meeting or any other purpose*
- ❖ *Study, religious activity and sports*

Difference between international and domestic tourism

1. Jurisdiction

in domestic tourism the jurisdiction is ones own country and in international tourism the jurisdiction is outside the country

2. Tourist activity

in domestic tourism tourist activity is confined within the boundaries of their own country while in international tourism the sphere of activity is anywhere outside of the country.

3. Travel formalities

in domestic tourism there is no travel formalities like passport and NOC. but international tourism there are a number of complex travel formalities to be observed.

4. Barriers

currency exchange, language, health certificate and other official formalities can be noticed in international tourism. but in domestic tourism there is normally no such barriers

5. Medium of communication

international tourist always face the problem of communication due to the ignorance of the language of a country visited. but normally domestic tourist escape from this problem of communication. but in countries like India, internal tourist also suffers from this difficulty

6. Wealth of the Country

Domestic Tourism: Domestic tourism redistributes the country's money.

International Tourism: International tourism increases the wealth of the country.

3. Adventure Tourism

Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas.

Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts, that required some degree of risk and physical danger.

Adventure travel is a **leisure activity that takes place in an unusual, exotic, remote or wilderness destination**. It tends to be associated with high levels of activity by the participant, most of it outdoors. **According to the Adventure Travel Trade Association**, "*adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature*

Humans have been engaging in adventurous travel for hundreds of year via exploration. People traveled in ancient time for exploration of sea routes, new destination, or even a new country. **The National Geographic Society and Explorers Club** - These institutions are supporting adventures tourism continuously.

Adventure Tourism can be divided into two – Hard and Soft Adventure Tourism

Hard Adventure

Hard adventure refers to **activities with high levels of risk, requiring intense commitment and advanced skills**. Hard tourism includes the activities like climbing mountains/rock/ice, trekking,

caving etc. Many tourists died during climbing mountains, caving every day. There is an interesting fact that is **for K2, world 2nd highest mountain, for every two people who submit one dies.**

Soft Adventure

Soft adventure refers to **activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills**; most of these activities are led by experienced guides. Soft tourism includes the activities like backpacking, camping, hiking, kayaking etc. Soft adventure activities are low risk in nature. These activities are led by professional guides. Soft adventure is a popular category in adventure tourism

Hard Adventure Activities

- Caving
- Mountain Climbing
- Rock Climbing
- Ice climbing
- Trekking
- Sky Diving
- Zip Lining

Sof Adventure Activities

- Birdwatching
- Camping
- Canoeing
- Fishing
- Hiking
- Horseback riding
- Hunting
- Kayaking
- Orienteering
- Scuba Diving
- Skiing
- Snowboarding
- Surfing

Adventure tourism destinations in India

- Nanda Devi - Utharakhand
- **Kamet** - - Utharakhand
- Kanchenjunga - The third highest mountain peak in the world
- Rathong in Sikkim
- **Ramadevara Betta Hill- Karnataka**
- **Mullayangiri, Chikmagalur**
- Pahalgam, Jammu & Kashmir

4. Space Tourism

It is one of the most advanced technological development to be utilized by human kind one of the costliest type of tourism. trip to space which at present cost approximately 20 million US dollar . The advent of space [tourism](#) occurred at the end of the 1990s with a deal between the Russian company MirCorp and the American company Space Adventures Ltd.

Despite reluctance from NASA, Russia made American businessman **Dennis Tito** the world's first space tourist. Tito flew into space aboard a Russian Soyuz rocket that arrived at the [International Space Station](#) on April 30, 2001. The second space tourist, South African businessman **Mark Shuttleworth**, took off aboard the Russian Soyuz on April 25, 2002. On September 18, 2006, **Anousheh Ansari** became the first female space tourist.

Ansari dislikes the term "space tourist," because she and the first three explorers had to go through rigorous training to make the trip.

"I think tourists are people who basically decide to go to some place and put a camera around their neck, and basically buy a ticket and go there. They don't prepare...I spent six months [training in Russia], and had to learn many different systems, and many new different technologies to take this journey, so I don't think tourism [does] justice to this event," Ansari said

Space tourism covers

- Travel to the earth's orbit
- Travel to planets beyond earth orbit
- Cyberspace tourism experience

Some of the companies promoting space tourism are

- virgin gallactic,
- blue origin,
- bigelow aerospace...

space tourism provides a unique and thrilling experience of viewing the earth from other space.

5. Cultural Tourism

According to the **United Nations World Tourism Organization**, cultural tourism is

“movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.

people are always in intent or curious to know more about foreigners, their people, their culture ...etc. culture is one of the most significant factor which attract tourist to a destination. Culture in terms of tourism gives the tourist and insight into the following things

- ❖ Way of life or lifestyle of the people which can be experienced
- ❖ Dress, jewellery, music, architecture and painting
- ❖ Customs and beliefs
- ❖ fairs and festivals
- ❖ religious practice in the different religion\

cultural tourism help us to know about the food behavior, hospitalities, craft ..etc of people belongs to different region. it has an important role for promoting cultural relations and international cooperation.

Major cultural tourism centres of the world

- Paris in France
- Shanghai in China
- Istanbul in Turkey
- Vienna in Austria

- Tokyo in Japan
- New York in USA
- India : Rajasthan Tamilnadu, North Eastern States

6. Social tourism

According to the International Social Tourism Organisation (ISTO) social tourism can be defined as

"the connections and phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of disadvantaged layers of society or those unable to participate in tourism, holidays and their advantages for whatever reason".

Some section of society cannot afford to meet expenses included in the tourist activity. for such sections, the state on one hand and some private enterprises on the other, have developed certain schemes of tourist activity. with the help of these schemes, those social section can also be a part of modern tourism activity. this form of tourism is known as social tourism

Marginalization typically affects;

1. young – families – single parent families – unemployed- having financial difficulties
2. disabled – hearing or mental or visual
3. elderly people

Professor Louis Jolin said - social tourism *"refers to programmes, events, and activities that enable all population groups – and particularly youth, families, retirees, individuals with modest incomes, and individuals with restricted physical capacity – to enjoy tourism, while also attending to the quality of relations between visitors and host communities".*

Benefits of social tourism

1. Social tourism is a shaper of society

discovery of new places, cultures and civilizations, through physical, artistic, sport and leisure activities and by meeting people across educational or generation divides

2. Social tourism is a promoter of economic growth:

"tourism for all is a key to economic strength which generates a continuous flow of people and investment, which contributes to regional development"

3. Social tourism participates to the regional and local development

by "reconciling tourism development, environmental protection and a respect for the identity of local communities"

4. Social tourism is a partner in global development programs:

"tourism, when it is controlled and when it respects the natural and cultural environment and local communities, constitutes one of the economic, social and cultural hopes of many developing countries".

7. Pilgrim tourism

Pilgrimage tourism is essentially the process of visiting pilgrimage sites. the travel performed by pilgrims for religious purpose is termed as religious tourism or pilgrimage tourism. it has an ancient origin. all the religions have their own holy places which they must visit at least once in their lifetime. Therefore, the pilgrim tourist has emerged as the biggest part of tourism industry. about 15 lacs of pilgrims are accounted to participate in the kumbh Mela. Mecca and madina are visited by Muslim pilgrimage all over the world in millions for hajj and umrah. The religious tourism gives a large amount of foreign currency for a nation. modern religious activities have encouraged religious tourism to the extent of most important tourist activity. India is the land of religion. You can find numerous temple towns, exotic pilgrimage sites and unique rituals in the country. Hallowed prayers, enchanting halls, oddest ritual activities, splendid architecture and much more. Although famous for Hindu pilgrimage sites, India is a secular state that gives equal importance to all religions.

PILGRIMAGE TOURISM DESTINATIONS IN THE WORLD

- **Lumbini**
Location: Rupandehi, Nepal
Religion: Buddhism
Significance: birthplace of the Lord Buddha
- **Vatican City**
Location: surrounded by Rome, Italy

Religion: Catholicism

Significance: home of the Pope and centre of the Roman Catholic Church

- **Mecca**

Location: Makkah, Saudi Arabia

Religion: Islam

Significance: birthplace of the Prophet Muhammad

- **Badrinath**

Location: Uttarakhand, India

Religion: Hinduism

Significance: the most important site of the Char Dham, the four Hindu pilgrimage centres

- **Golden Temple**

Location: Amritsar, India

Religion: Sikhism

Significance: holiest place of worship for Sikhs

- **Western Wall**

Location: Jerusalem, Israel

Religion: Judaism

Significance: the holiest of Jewish sites

- **Sri Pada/Adams peak**

Location: Sri Lanka

Religion: Buddhism, Christianity, Islam, Hinduism

Significance: religious destination for four major religious groups

Major pilgrimage centres of India.

- · Shirdi in Maharashtra
- · Tirupati in Andhra Pradesh
- · Rameswaram in Tamilnadu
- · Puri in Odisha

- · Amritsar in punjab
- · Ajmer in rajasthan
- · Mathura and Varanasi in UP
- · Shabarimala in kerala

8. Business tourism

it is a part of modern tourism. several people organised tour for business purposes. some people return their journey after completing their business activities. some people conduct tour along with business activities. business tourism has comprised of three level or three aspects

- Commercial group travel**
- Corporate travel**
- Institutional travel**

Business tourism has brought all the Nations under the roof of business and open a new facilities for international level business tour. Advent of world tourism organization (WTO) promoted business tourism and international cooperation like European Union, ASEAN, SAARC...etc promote business tourism

9. Educational tourism

Educational tourism is an increasingly popular new trend in the global tourism industry. Educational tourism is about learning new things, acquiring new knowledge about culture or history of other destinations. Main purpose of educational travel is to obtain knowledge and experience on certain topics, rather than travel itself.

It is mainly organised with the purpose of education. it is the movement of people from one place to another for the purpose of education.

there are two types of educational tour are there.

national educational tour and international educational tour

National educational tourist is a person moving from his own place to another place of his own country for the purpose of education

International educational tourism mainly promoted international frontlines among the countries. it is a movement of individual or a group from home place to another country to attend better education

The number of international students has been steadily increasing over the last 30 years and China, India, and the Republic of Korea are the top three global student providers.

The most popular destinations for educational tourism are

- United States
- United Kingdom
- Germany
- France
- Australia
- Japan.

These six countries host around 62% of the world's total international student population.

Educational tourism is not a new concept; it has existence since the 17th, 18th, and much of the 19th centuries. The '**Grand Tour**' was seen as the beginning of educational tourism, which was undertaken initially by aristocratic British youth as part of their education during 17th to 19th century. **India** was an important centre for education in South-Asian countries since the ancient period. Scholars all over the world travelled to India for education. India was a famous destination for advanced learning process and knowledge sharing. Taxila University, Nalanda University, Vikramshila University, were among the famous learning centres.

Study tour:

Most of the schools and colleges have educational tour as a part of the academic experience. Educational tours help the students with firsthand experience of various subjects.

Example: Educational tours organised by the schools to the zoos and parks to acquaint the students with flora and fauna.

The benefits from Educational Tourism are as follows:

- Knowledge acquisition
- Development of infrastructure
- New training courses
- More employment opportunities
- Availability of skilled manpower

- Entrepreneurship development
- Exploration of hidden places
- Social welfare and development
- Cultural exchange
- International collaboration
- Image building of region
- Global reorganization of destination
- Personality development, maturity, experience, friendship quality, tolerance, leadership qualities...etc

10.Health Tourism or Medical Tourism

People are travelling for centuries to improve and rebuild their health. people all over the world are seeking good health through the various techniques offered by Ayurveda, yoga, neuropathy,naturopathy and other alternative therapies. lots of foreigners are coming to India for learning more about health activities.

To the tourists, India and other Asian countries offer the best attraction and low cost treatment. Along with general medicine, Indian hospitals provide specialised healthcare and professional care. In 1924 international Union of official travel organisation defined health tourism aimed for the maintenance and rebuilding of one's health by giving more priority to ones countrie's climate and natural resources. health tourism began during 1990. it was mainly started by Italy, Germany Poland and later America and france. in America, they established several spas and later several Asian and African countries started their own programs for health tour. there are several treatment provided by health tourism centers, they are;

- massage centres
- health club
- diet therapy
- sun bath
- steam bath
- sand bath
- yoga and exercises
- sea bath

Ayurveda

The state of Kerala is famous for its Ayurvedic medicine. It is an important component of health tourism of Kerala. Ayurveda derived from two words; ayu and vid, means life and knowledge respectively. its main aim is to protect and maintain the health of a person through a natural way. several treatment are included in Ayurveda. the important among them are rasayana treatment and yogasana treatment. Kottakkal Arya Vaidya Sala in Malappuram district of kerala is a largest ayurvedic hospital network.

11. Rural tourism

tourists nowadays shifted their interest of travel to new destinations of remote areas to explore and experience the first hand knowledge of local people, their cuisine and actual way of living. Rural tourism has gain its importance in India. Indian government is marketing rural tourism through a number of promotional campaigns. in India, states like Rajasthan, Gujarat, Manipur, Madhya Pradesh, uttar Pradesh, Himachal Pradesh has heritage places and they provided accommodation, food and other basic facilities needed by a tourist. entertainment program provided by this heritage hotels and places gives an insight into rural culture and rural places.

12.Eco tourism

It is a popular form of tourism and defined as a sustainable natural based tourism. it is usually used to describe tourism activity which are conducted in in harmony with nature. this form of tourism foster environmental principles with an emphasis on visiting and observing natural areas. ecotourism can be defined as purposeful travel to natural areas to understand the cultural and natural history of the environment, producing economic opportunities that make the conservation of natural resources and financial benefits to local citizens. It is based on sustainable development. there are different type of ecotourism that are follows

- hardcore ecotourism
- casual ecotourism
- mainstream ecotourism
- dedicated ecotourism

Major features of ecotourism

- It is a nature based tourism
- protection of nature is major aim of ecotourism
- it is based on sustainable development
- it helps to participate maximum indigenous people into tourism
- it provide employment opportunities to the local people
- ecotourism helps understand cultural importance of particular area
- eco tourism provides a relation with people and environment and maintain a balance between nature and society
- It promote knowledge and consciousness about environment among the people

many wildlife sanctuaries and national parks have been established as a part of the ecotourism plan. ecotourism promote protection and preservation of natural landscape and flora and fauna of particular geographical area.

12. Sports tourism

Tourism and sports are interrelated and complementary. It is the act of travelling from one locality to another, with the intention of being in some way involved with a sporting activity or event Sports – as a professional or a leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries. Sports tourism is one of the fastest growing sectors in tourism

Mega sport events such as Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits.

Early Greeks and Romans travelled far to attend Olympic games The concept of sport tourism started with British nationals travelling abroad for winter sports. the first such sport tourism package possibly be raised back to 1898, when sir Henry, a British travel agent organized a 10 day holiday in the Alps mount for a group of 10 people

Wimbledon

is the oldest tennis tournament in the world. A prestigious sporting event, Wimbledon is often associated with the upper class

FIFA World cup

The football World Cup, known officially as the FIFA World Cup, is an international football tournament held every four years.

Rugby Championship

The Six Nations Championship is an annual international rugby union competition. It involves the six best nations in terms of rugby in Europe.

The six nations are:

- England
- France
- Ireland
- Italy
- Scotland
- Wales

The Olympics

It is perhaps the most famous and the most popular international sporting event. It features both summer and winter sports competitions which take place every four years.

14. Seasonal Tourism

Most tourist destinations in the world are affected by the phenomenon of seasonality. Season means present weather conditions in a particular area for a short period of time and seasonally a year can be divided into four main periods like

- ❖ Spring,
- ❖ summer,
- ❖ winter and
- ❖ autumn

People move to cooler places like beaches and mountain resorts during summer months and to warmer areas during winter. The development of hill stations in India is primarily due to this phenomenon. The British rulers in India, therefore, developed a number of hill stations to have a comfortable life during hot weather seasons. These include **Srinagar, Gulmarg, Pahalgam, Shimla, Kullu, Manali, Mussoori, Nainital, Shillong etc.**

India also has a coastline of about 5700 kms providing a comparatively cool climate during summer and warmth during winter. Beach tourism is thus becoming popular in India with the development of some of the internationally known beaches like Goa, Kovalam, Mamallapuram, etc. The climatic differences between different regions have thus helped India to develop beach and hill tourism. Winter is the peak season for tourism in India.

15. Rest and Relaxation Tourism

Rest and relaxation is a phrase meaning to take some time off from work and everyday life duties and responsibilities for some much needed rejuvenation. Common rest and relaxation techniques include taking time off for a vacation or holiday, going to a spa or massage parlor. Tourists may travel to experience a change in climate and place and learn something new, enjoy pleasant scenery, or to know more about the culture of a destination. Tourists, who seek break from the stress of day to day life, devote their holiday to rest and relaxation, refresh themselves. These tourists prefer to stay in some quiet and relaxed destination preferably at a hill resort, beach resort or island resort. Nowadays tourists undertake various adventure sports activities for leisure and to refresh themselves after working hard. This tourism includes following forms based on the activities undertaken:

Major Rest and relaxation tourism centers - Maldives, Bali, Thailand, Singapore...ect

Unit III

motivation for travel

There are several motives which help a man to organize travel and tourism. travel motives can be defined as those factors that create a desire among people to travel. motives are the internal - psychological influences affecting individual choice.

Mc Intosh mentioned **four categories** of travel motives

- physical motivators – which are related to physical relaxation and rest, sporting activities and specific medical treatment
- cultural motivators – related to a desire to visit cultural and historical important places.
- interpersonal motivators – which are related to a desire to visit relatives, friends or to meet new people and make new friendship
- status and prestige – which are identified with the need of personal esteem and personal development.

Robinson's classification of travel motives

According to Robinson, the main motives of the travel as follows

1. rest and relaxation and refreshment of mind and body
2. health motives
3. pleasure
4. interpersonal reasons
5. curiosity and culture
6. spiritual purpose or religious purpose
7. business or professional purpose

Sub motives

- climate
- historical motives
- scenic beauty
- environment
- health motive
- free time motive
- money motive
- food motives
- travelogue and travel guide
- politics motive
- cultural motive
- religion motive
- social motive

- educational motive
- sport motive
- rest and relaxation
- pleasure motives
- curiosity motive
- job motive
- status and prestige
- festival motive

generally, motivational factors of tourism can be classified in to 4. They are

1. environmental factors
2. socio economic factors
3. historical and cultural factors
4. religious factors

1. Environmental factors

Two main environmental factors that have led to the growth of tourism:

1. **Good climate** : Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions. For example, most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. On other hands, people from summer areas migrate to cooler regions to seek pleasure of cold fresh environment. For instance, in India places like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate. Other countries with cooler climate that attract tropical tourists are Switzerland, Sweden, etc.
2. **Beautiful scenery** : Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

2. Socio-economic factors

Four important socio-economic factors that influence the development of tourism:

1. **Accessibility** : Of all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option. If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice. Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea and/or interested to visit an isolated archipelago.

2. **Accommodation** : Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basic of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately. Generally, tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices.

Accommodation is considered as an engine for the growth of tourism. it is a place for rest and relaxation and it is considered as the second home for the tourist

Different type of accommodation and facilities are there

- Hotels
- restaurants
- apartment and villas

the facilities for the hotel industry is generated from the varieties of sources. the revenue for the hotel industry is based on providing certain facilities they are;

- in providing rooms
- in providing restaurants
- telephone call services
- travel services
- internet services
- health and beauty

On the basis of size and number, the facilities of room and hotels divided into five categories

- international hotels
- commercial hotels
- residential hotels
- resorts
- supplementary services

3. **Amenities** : Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

4. **Ancillary services** : If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extend.

3. Historical and cultural factors

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc. Examples of places that are famous throughout the world for their historical and cultural accounts are; Taj Mahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

Historical monuments of india

- Tajmahal – new delhi
- Mysore palace
- Harmandir sahib- Amritsar
- Bahai temple- Jaipur
- Hawa mahal- Jaipur
- Qutub minar- delhi
- Sanchi stupa- MP
- Charminar – Hyderabad
- Gate way of India- Mumbai
- India gate – delhi

Museums of india

Museums are a collection of artifacts and other objects of scientific, artistic, cultural or historical importance and makes them available for public. There are several types of museums are there; Archaeological museum, art gallery, encyclopedic museum, history museum, military and war museum, mobile museum...etc

- Indian museum kolkatta
- National museum delhi
- Salar jung Hyderabad
- National railway museum delhi
- Gvt museum Chennai
- Sanskrit museum delhi
- Arakkal museum Kannur
- Naubat khana delhi

4. Religious factors

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places. Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

Pilgrim centres

- Mecca and madina -Saudi Arabia
- Jerusalem -Israel
- Ajmer -Rajasthan
- golden temple -Amritsar
- sabarimala -Kerala
- Varanasi -uttar Pradesh
- vivekananda temple -kanyakumari

Factors influencing the growth of tourism

According to Louis Erdi, Swiss Federal University, following are some of the factors which influence the growth of tourism.

- ❖ Greater Affluence and more leisure
- ❖ The emancipation of the young and their higher wages
- ❖ Transport facilities
- ❖ Growth of international Business
- ❖ Package tours
- ❖ Climate
- ❖ Travel has become a status symbol
- ❖ Better education
- ❖ World exhibition and trade fairs
- ❖ Publicity

Other factors

- transportation
- paid holidays
- development of technologies
- scenic attraction
- climate
- festivals
- geographical discoveries
- Renaissance of the 16th century
- silk road
- trade and trade route
- fall of Constantinople
- travelogue and travel guides

- travels of Marco Polo
- scientific Revolution
- industrialisation
- accommodation facilities
- hill stations
- national parks
- bird sanctuaries
- formation of organisations
- beach
- pilgrim centres
- museums
- development of infrastructure facilities

5 A's of tourism

- Accessibility
- Accommodation
- Amenities
- Attraction
- Activities

Basic components of tourism

- Transportation
- Attraction
- Accommodation

Peter's inventory of tourist attraction

Attractions form the core of the tourism experience and it is the reason why people travel to particular destinations. Peter prepared a list of attraction and it is known as peter's inventory of tourism attraction.

1. Cultural

It is the ideas, customs and social behaviour of a particular social group.

Example: Sites and areas of archaeological interest, historical buildings and monuments, museums, religious institutions etc.

2. Traditions

It is the transmission of customs and belief of one generation to another.

Example: National festivals, arts and handicraft , music, folklore, life and customs.

3. Scenic

National parks, wildlife, flora and fauna, beach resorts, mountain resorts.

4. Entertainment

Participation and viewing sports, museum and recreation parks, cinemas and theatre, zoos and aquariums, cuisine, nightlife etc

5. Other Attractions

Climate – health – unique attractions

National parks

National Park is an area set aside by a national government for the preservation of the natural [environment](#). A national park may be set aside for purposes of public recreation and enjoyment or because of its historical or scientific interest. Most of the landscapes and their accompanying plants and animals in a national park are kept in their natural state.

The national parks in the [United States](#) and [Canada](#) tend to focus on the protection of both land and wildlife, those in the [United Kingdom](#) focus mainly on the land, and those in Africa primarily exist to conserve animals. 1735 the [Naples government](#) undertook laws in order to protect Natural areas, which could be used as a [game reserve](#) by the royal family; [Procida](#) was the first protected site; 1872, [Yellowstone National Park](#) was established as the United States' first national park

Thekkady- Kerala

- Eravikulam- Kerala
- kaziranga national park Assam
- Corbett national park Uttarakhand
- kanha national park Madhya Pradesh
- gir forest Gujarat
- nagarhole Karnataka
- mudumalai Tamil Nadu

- pench national park Madhya Pradesh
- Alwar national park Rajasthan

Hill stations in India

A hill station is a town located at a higher elevation than the nearby plain or valley. Hill stations in India were previously used by European colonialists as a place of refuge from the scorching Indian summers during the British rule. The Indian subcontinent features seven principal mountain ranges and the Himalayas is the largest of them all. Many of these hill stations feature picturesque lakes, naturally created gorges and canyons - making them the perfect place to enjoy boating. Major hill stations are following;

- Shimla -Himachal Pradesh
- Manali- Himachal Pradesh
- Darjeeling -West Bengal
- kalpa -Himachal Pradesh
- dharamshala -Himachal Pradesh
- Solan valley- Himachal Pradesh
- Sunder Nagar -Delhi
- chakrata -uttrakhand
- ranighet –Uttarakhand

Social significance of travel

- Skilled employees to the society
- infrastructural development facilities extended to local areas
- it helps to create social interaction with people of other countries, friendship and international understanding
- Improvement of standard of life
- Tourism provide large number of employment to the people
- tourism act as a medium for bringing local culture, art, craft, etc.. to the world level and it helps to maintain traditions and heritage of its own country
- the most important significant is that it provides social awareness about the culture of their home country and provide a wide knowledge about different countries of the world and develop a sense of pride
- It acts as a force of peace
- It gives importance to family relationship, traditional lifestyle, ceremonies...etc.
- Tourism stimulate the preservation of cultural heritage

UNIT IV

IMPACT OF TOURISM

ECONOMIC IMPACT

tourism played a vital role in the field of economy. in the economic sector, it provides much contributions. tourism influences its impact on society, culture, economy and environment. Its impact on economy is most important and the major economic impacts are following

- **Employment generations**

Worldwide tourism recognized as an industry. this is regarded as a smokeless industry. it provides direct and indirect opportunities to millions of people. tourism is a service industry. In under developing and undeveloped countries, the major issue is unemployment and underemployment. tourism can help to solve these problems in a better way, provided the concerned governments develop the required vision and focus. it provides direct and indirect employment. for example, all those engaged in travel agency or hotel comes under direct employment, where as providers of various items as gift,arts, food, accommodation, supplies to hotels etc are considered as indirectly dependent on this sector.

the sector also creates indirect employment in the infrastructure sector as tourism needs the development of roads, airport, seaport ports ,entertainment facilities etc.

- **Development of employee skills**

it should be noted that tourism demands high skills of human interaction. it is customer centric service. here most of the services are customer related but the significance of customer in tourism is high due to the diversity of visitors. tourists belong to different cultures, languages, religion and countries. so the satisfaction of these diversified groups of people is essential concentration for the success of the sector. Hence it shall demand high technical and human interactive skills of the employees

- **Foreign currency**

tourism contribute significantly to the foreign currency need of an economy. it can be stated that the contribution from tourism is said to be highest compared to any other service sector, excluding

IT and IT enabled services. this is regarded as intangible export segment of an economy as it does not involved export of any tangible goods except the traveler carries expenses of tourism.

- **Contribution to GDP**

The concentrated effort by various governments to support and compete to develop this sector are due to the contribution from tourism to national GDP (gross domestic product). for example, the total number of tourist visited Spain during the year 1991 is more than the population of Spain. this shows the flow of tourism and its contribution to various elements of country's economy. it is to be noted that, the contribution from tourism to GDP is around 11% in developed countries and around 3 percentages in emerging economies. however, the contribution to GDP from tourism in India is 2.8% Previously and now it is increased to 5.8% in 2021. realizing the importance of tourism, the then prime minister of India pandit Jawaharlal Nehru has coined the caption '**welcome a tourist and send back a friend**'. the positive word of mouth publicity by a satisfied tourist back in his home country shall help get potential visitors.

- **Multiplier effect**

every industry will have this concept of multiplier effect. in tourism, this effect is much stronger. the multiplier effect denotes the money spent shall be routed through other related segments and spend and this cycle continuous. for example, the money paid by a tourist to a hotel shall be spent on the creation of more facilities, distributed as salaries, payment to suppliers etc. this shall again be circulated for purchase of required merchandise and needs.

- **Growth of infrastructure**

Tourism needs a well-structured road, airport, seaport etc. Development in tourism invariably develop infrastructure in a country. it also helps to develop the existing facilities and thereby creating value to the region and local community.

- **Balanced growth**

Balanced growth is equal importance given to the regional development of tourism sector. it is another important economic benefit of tourism sector. tourism helps sustain regional development of economy. proper planning and the power of state government can have balancing for the growth of all region by developing new destination and places, by way of tourism interest. this automatically provides the necessary infrastructure which is essential for other sector development of all the region. the UNO conference on international travel and tourism in Rome, in the year

1963 stressed this issue of regional and balanced development and growth, which is possible with sustained development of tourism.

ENVIRONMENTAL IMPACT

Tourism has a positive effect on country's economic, social and cultural factors. at the same time, it has some adverse effect on environment and related issues. tourism is regarded as a pollution free industry throughout the world, as against other manufacturing industry which can spoil the environment. United Nations in a seminar on environment and tourism in Stockholm has stressed the importance of environmental protection as part of tourism development. sustaining environment is essential for future generations. without much thought to this concept, natural resources are exploited for a present need by almost all the countries across the world. environmental pollution is a challenge in the modern times.

the evil effect of tourism on environment are vividly explained in a book titled '**tourism-blessing or blight**', written by **George young** from Britain. he has mentioned that tourist can spoil the beaches, local, social and living systems, national parks, mountains, rivers etc he named present tourist as '**modern uncivilized people**'. the damage may be in the form of writing on temples and historical places, removing pieces of marble from ancient constructions and churches. **Herman Khan** quoted as saying that next to nuclear power, tourism can spoil in the environment as fast. due to the movement of millions of people all over the world, the local environment shall be affected. this issue was stressed by **Menakha Gandhi** in a seminar in London.

- The need for developing infrastructure to stimulate tourism, adversely affects the plant life in the areas. For Laying down new roads, the forest were generally cleared and trees cut due to which the area of the forest is diminished and causes serious damage to the natural habitat to tribes, animals and birds.
- beach tourism poses potential threat and these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities- resorts, hotels restaurants, shops etc. such development often lead to soil erosion, increased pollution, waste discharges etc
- kulu Manali is a hill resort in Himachal Pradesh. is a favorite travel place for Jawaharlal Nehru, today is filled with huge construction of hotels and resorts and it affecting local climate and living

- Forest and natural habitat are being used for hunting and game viewing, resulting in the endangered species like tigers, rhinos, lions and pythons.

What can we do ?

- Government should take necessary steps to have the fruits of tourism and eliminate or minimize the evil effect of tourism.
- Educate all the parties connected to sustaining the environment
- Government should include species under endangered list and made strict laws to protect the interest of these species and banned all activities like hunting.
- governments have to monitor and control the activities of private participants in tourism and should enforce legal penalties for any violation of environmental laws

EDUCATIONAL IMPACT OF TOURISM

impact of tourism on education can be classified into two

- education for tourism and
- travel for education

education for tourism

There are many universities of the world, teach on tourism through various disciplines, such as tourism management

MBA in tourism

travel and tourism courses

catering colleges etc

So, through this institutes provide the opportunity to learn about travel and tourism

travel for education

through the student exchange program and international studies program, several countries welcome international tourist as students. through this, students who belongs to different nations can get best education through best institutions in the world.

Advantages of international studies

- Students can learn new languages and culture
- opportunities to improve communication capacity and career development

- job creation
- personal development or self improvement
- opportunity to see the world
- can get life experiences

India is an educational hub. there are more than 800 universities in India. it provides education for everyone irrespective of their caste, gender or nationality. many international students are studying in Indian universities and colleges, especially in central universities like JNU, Delhi university Aligarh Muslim university, Hyderabad university and Pondicherry university and IIT's like IIT Madras, IIT Bombay, IIT Roorkee

There are international student exchange programs in India. through this, a student can pursue education at one of the international institution for 6 months to 1 year through exchange agencies. Government of India provides all the financial assistance for study abroad programs. Examples,

- MHRD provides scholarship to study in Israel, China ,United Kingdom, Mexico, Italy, Korea and Sri Lanka
- Agatha Harrison memorial fellowship- one can study at Oxford university of London
- Tata scholarship- Cornell university New York
- Padho Pradesh - education loan for Indian minority students

SOCIO - CULTURAL IMPACT

Tourists leave their impacts on the socio-cultural life of host communities.

- The social and cultural impact of tourism are the way in which tourism is contributing to change in the value system, individual behavior, family relationship, life style, religion, language etc
- Increase in density of population
- Increase in crime rate
- Improved standards of living
- Change in occupational structure
- Spreading of epidemics
- Increase in the activity of drug abuse and gambling
- Increase in the activity of prostitution

- Change in values, norms, customs
- Awaking general awareness towards the preservation of cultural heritage and tradition
- Implementation of modern ideologies
- Locals may have their privacy invaded
- Developing friendships
- Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites, and festivals are reduced and sanitized to conform to tourist expectations
- Cultural clashes may take place, as a result of differences in cultures, ethnicity, religion, values, language...etc

CULTURAL IMPACT OF INTERNATIONAL TOURISM ON THIRD WORLD COUNTRIES

Third world countries refer to the developing countries of Asia, Africa and Latin America. These nations didn't make alliances in first and second world wars.

Eg; Korea, china, India, Pakistan, Afghanistan, Burma, Nigeria...etc.

- Tourism helps to understand the heritage and culture of these countries
- Cultural exchange
- Social interaction
- Preservation of heritage (monuments, buildings)
- Development of quality of life
- Revival of art and craft
- Disrespect of local customs
- Change in the food and dress systems
- Migration from rural to urban areas
- Blind imitation of life styles
- Drug abuse and narcotics
- Rape and murder
- Prostitution

SOLVING THE PROBLEMS OF TOURISM DEVELOPMENT

- The infrastructural development should be equally distributed in every tourist destination to make the service accessible for the tourists who admire to visit there
- Conservation of old and ancient cultural heritages sites should be done and they should be renovated in their original style to attract large number of tourists
- The needed facilities as well as security should be provided in all the tourism destinations
- Cleanliness program should be launched in those areas which have been polluted
- Publicity should be increased of the tourism destinations about the beautiful places, so there will be an increase in the number of tourists
- Internal conflicts should be stopped to encourage the tourists to come here
- Number of entertainment facilities should be increased and made available in all tourism destinations
- Goods required for tourists should be produced in the country using local materials
- Banking facilities, marketing and other tourists center should be increased.
- Govt should take all the necessary steps for a better tourism plan