

Tourism –Definition –Types of Tourism- Development in India – Tourism and Economic importance

### DEFINITION

**Tourism**, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity.

Tourism is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as “business tourism,” “sports tourism,” and “medical tourism” (international travel undertaken for the purpose of receiving medical care).

### HISTORY

By the early 21st century, international tourism had become one of the world’s most important economic activities, and its impact was becoming increasingly apparent from the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word *tourist* at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both “heritage tourism” (aimed at the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts. The Seven Wonders of the World became tourist sites for Greeks and Romans.

### **pilgrimage.**

Pilgrimage offers similar antecedents, bringing Eastern civilizations into play. Its religious goals coexist with defined routes, commercial hospitality, and an admixture of curiosity, adventure, and enjoyment among the motives of the participants. Pilgrimage to the earliest Buddhist sites began more than 2,000 years ago, although it is hard to define a transition from the makeshift privations of small groups of monks to recognizably tourist practices. Pilgrimage to Mecca is of similar antiquity.

The tourist status of the hajj is problematic given the number of casualties that—even in the 21st century—continued to be suffered on the journey through the desert. The thermal spa as a tourist destination—regardless of the pilgrimage associations with the site as a holy well or sacred spring—are not necessarily a European invention, despite deriving its English-language label from Spa, an early resort in what is now Belgium. The oldest Japanese *onsen* (hot springs) were catering to bathers from at least the 6th century. Tourism has been a global phenomenon from its origins.

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and post-industrial West. The aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those associated with Classical Roman tourism—had its roots in the 16th century. It grew rapidly, however, expanding its geographical range to embrace Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps.) As part of the grand tour's expansion, its exclusivity was undermined as the expanding commercial, professional, and industrial middle ranks joined the landowning and political classes in aspiring to gain access to this rite of passage for their sons. By the early 19th century, European journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital (that array of knowledge, experience, and polish that was necessary to mix in polite society) were smoothed by guidebooks, primers, the development of art and souvenir markets, and carefully calibrated transport and accommodation systems.

After World War II, governments became interested in tourism as an invisible import and as a tool of diplomacy, but prior to this time international travel agencies took the lead in easing the complexities of tourist journeys. The most famous of these agencies was Britain's Thomas Cook and Son organization, whose operations spread from Europe and the Middle East across the globe in the late 19th century. The role played by other firms (including the British tour organizers Frame's and Henry Gaze and Sons) has been less visible to 21st-century observers, not least because these agencies did not preserve their records, but they were equally important. Shipping lines also promoted international tourism from the late 19th century onward. From the Norwegian fjords to the Caribbean, the pleasure cruise was already becoming a distinctive tourist experience before World War I, and transatlantic companies competed for middle-class tourism during the 1920s and '30s. Between the

World Wars, affluent Americans journeyed by air and sea to a variety of destinations in the Caribbean and Latin America.

## **Castries, Saint Lucia**

Tourism became even bigger business internationally in the latter half of the 20th century as air travel was progressively deregulated and decoupled from “flag carriers” (national airlines). The airborne package tour to sunny coastal destinations became the basis of an enormous annual migration from northern Europe to the Mediterranean before extending to a growing variety of long-haul destinations, including Asian markets in the Pacific, and eventually bringing post-communist Russians and eastern Europeans to the Mediterranean. Similar traffic flows expanded from the United States to Mexico and the Caribbean. In each case these developments built on older rail-, road-, and sea-travel patterns. The earliest package tours to the Mediterranean were by motor coach (bus) during the 1930s and post-war years. It was not until the late 1970s that Mediterranean sun and sea vacations became popular among working-class families in northern Europe; the label “mass tourism,” which is often applied to this phenomenon, is misleading. Such holidays were experienced in a variety of ways because tourists had choices, and the destination resorts varied widely in history, culture, architecture, and visitor mix. From the 1990s the growth of flexible international travel through the rise of budget airlines, notably easy Jet and Ryanair in Europe, opened a new mix of destinations. Some of these were former Soviet-bloc locales such as Prague and Riga, which appealed to weekend and short-break European tourists who constructed their own itineraries in negotiation with local service providers, mediated through the airlines’ special deals. In international tourism, globalization has not been a one-way process; it has entailed negotiation between hosts and guests.

Transport innovation was an essential enabler of tourism’s spread and democratization and its ultimate globalization. Beginning in the mid-19th century, the steamship and the railway brought greater comfort and speed and cheaper travel, in part because fewer overnight and intermediate stops were needed. Above all else, these innovations allowed for reliable time-tabling, essential for those who were tied to the discipline of the calendar if not the clock. The gaps in accessibility to these transport systems were steadily closing in the later 19th century, while the empire of steam was becoming global. Railways promoted domestic as well as international tourism, including short visits to the coast\_city.

## **Different types of tourism**

Last few years, tourists and their demands have been changing frequently. Also, the tourism industry is changing with the basis of need. In this article, I elaborate on different types of tourism, tourist, planning, activities, products etc. It helps your travel planning as well.

- Domestic tourism
- International tourism
- Outbound Tourism
- Business tourism
- Adventure tourism
- Wildlife tourism
- Medical tourism
- Wellness Tourism
- Pilgrimage tourism
- Cultural tourism
- Dark tourism
- Culinary Tourism

### **Domestic tourism**

If your tour remains inside your country itself, it's called domestic tourism.

### **International tourism**

Travel outside your country needs a visa and passport, it is International tourism. Like if you want to explore dog\_friendly\_beaches\_in\_Michigan from India then you need documents to enter another country.

### **Outbound Tourism**

This tourism defines a tourist travelling for a holiday to a different country. Like our residents in India, and we are travelling to Canada. It is an example of outbound Tourism.

## **Business tourism**

This kind of tourist, travelling to attend meetings, officially gets together for conferences, etc.

Business tourism plays a vital role in the tourism sector. Sometimes, people stay out of their typical environment for more than a year for business purposes and spend their vacations there.

General activities related to business tourism include attending meetings, officially getting together, conferences, seminars, visiting exhibitions and trade fairs, etc. This tourism levels upward the purchasing power.

## **Adventure tourism**

Adventure tourism popularity is increasing day by day. Like, White-water rafting, famous in India. Ladakh tour, Kedarnath tour, Andaman\_and\_Nicobar\_tour could also be tried for the adventure. Out site from India like Bali\_tour\_in\_rainy\_season also an example.

## **Wildlife tourism**

Because of the presence of an exotic species of wildlife, India became famous for this tourism. The Sariska Wildlife Sanctuary, Keoladeo Gana National Park, Corbett National Park is famous for wildlife tourism. The Great Barrier Reef is also renowned in Australia.

## **Medical tourism**

Many people have to travel for treatment. Several medical institutes cure foreign patients. Thailand has recorded 6000,000 new patients every year. Malaysia also treated over 100,00 tourists in 2005. 45% of foreign tourist comes to Chennai for medical treatment

## **Wellness Tourism**

Wellness tourism is a significant part of tourism from ancient times. This tourism mainly attracts those tourists who want to regain their health. Wellness tourism will help you to get rid of mental and health stress. Tourists recover their health issues by doing physical, spiritual, or psychological activities.

In India, Ayurveda, Yoga, Meditation, Panchakarma, Rejuvenation Therapy are the oldest Therapy of treatment to improve health and the best way to develop wellness tourism.

### **Pilgrimage tourism**

This tour is famous for ages. A pilgrimage tour is popular among old people. Vaishno Devi, Golden temple, Char Dham, Mathura Vrindavan are some places famous for Pilgrimage tours.

### **Cultural tourism**

This tourism mainly focuses on the historical sites and on the artistic features of that country. Don't you like to visit a palace or to any monuments? All these come under this category. Don't miss the following places if you love culture:-

**India** – The main attraction- Temples at Banaras, Jaipur known as the pink city Palace in Rajasthan. More Forts and monuments have in Delhi, Agra and Uttar Pradesh.

### **Dark tourism**

It is referred to as mourning tourism. Dark tourism involves visiting those places and sites that have witnessed the greatest tragedies in history. Besides this history of human suffering and bloodshed, these locations are famous for their historical value. So, those sites that carry potent pesticides have become popular tourist destinations and attract large numbers of tourists every year.

### **Culinary Tourism**

Culinary or food tourism involves tasting and experiencing local and traditional food in a specific country, region, or city/town/village. It is significant that besides accommodation and infrastructure. Here food is one of the prime components. Lots of tours are organized here just to experience the culinary culture. Today, with the overall growth of this sector, this tourism has expanded and developed to the next level in this era.

Every year, India organizes food festivals at different times in different states. And thousands of people from abroad join this festival to enjoy India's traditional food. Everyone knows India is called "The land of spices". And every state has unique kinds of food culture. So today it is a significant part of tourism in India.

Culinary Tourism includes where people visit certain regions like California, Napa Valley, Catalonia, USA, and Spain) to enjoy foreign wines

## **Celebrity tourism or Film Tourism**

In this tourism prime attraction is celebrities. Sometimes celebrities come there as tourists and join the event. You can visit that place where the event happened earlier. Although no celebrities are present, only you can see the entire studio. Many Destination Management organizations (DMOs) use celebrity tourism to promote destinations as an attraction.

Popular celebrity tourism destinations are – Hollywood, Harry Potter Studios, Ramoji Film City India, Cannes Film Festival, and Hong Kong.

## **Educational tourism**

Educational tourism is involved in education. An educational tourist away from their hometown for many days. Where education and learning are the key reason for their travels. It is learning knowledge from the historical place, cultural and social events, and understanding a language.

This is used as a tool to complement education by gathering travel experience. Many educational institutes combine these trends in primary schools and are compulsory in higher education.

## **Cruise tourism**

Cruise tourism is one of the newest and fastest-growing parts of the world tourism industry.

World's famous coastline and inland waterway have the potential to develop cruise and houseboat tourism.

Like Quark Expeditions, OZ Cruising, A-ROSA River Cruises.

India has many types of tourist cruise; soon India is going to be including Ocean Cruise, River Cruise and Lake Cruise.

## **Rural tourism**

In this category, a tourist spends their leisure time in rural areas or villages. Visitors can make a plan to visit the rural area for some days or a couple of months. Especially Solo traveller can visit those places to enjoy their lonely time. They join all the local activities that happen in this village.

Now rural tourism is included into a 'country holiday' where the tourist spends a large part of his / her leisure time. They taste the recreational activities in the rural environment.

India's rural destinations are very famous. India's rich culture and heritage which has make India unique. So realizing the real essence of India, visit rural parts or villages of India.

Like: Farming in Rural Punjab, The Spiti Valley Rural Tourism, Sundarban and Jodhpur Village Life, Bhubandanga West Bengal, Community Tourism in Kutch.

## **Tourism Development in India.**

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

During Hindu and Chinese civilization a movement of religion, education and culture began.

Christian missionaries, Buddhist monks and other traveled far and wide carrying religious messages and returned with fantastic images and opinions about alien people.

Various tourism policies, plans, and committees were created by the Indian government for the development of Indian Tourism. These policies or plans were headed by the Ministry of Tourism. Ministry of Tourism (MOT) is a nodal agency for the formulation of national tourism policies and programmes related to tourism.

Some major initiatives taken by the Indian government for development and promotion of Indian tourism are following as:

The government of India has taken many economic reforms for the development and promotion of Indian tourism. Since, 1952 when India was adopted policy of development through planning, in 1952, when the first five-year plan was created.



## **Economic Reforms**

There are a number of economic reforms has been taken from time to time for development of Indian tourism and Indian economy like i.e. rising of disposable income, middle-class family, Dual couple model, LTCC (Leave Travel Concession), Paid holidays etc.

## **Five Year Plans**

Indian government allocates funds for the development and promotion of Indian tourism in these plans. India government introduce a total eleven five years plans. Tourism got a status of an industry in the seventh five-year plan, and 68 crore funds were allocated.

The highest fund was allocated for tourism into the eleventh five-year plan, a total sum of 9290 crores for development of Indian tourism at domestic as well as international level.

## **First Tourism Policy**

In November 1982, a tourism policy was formulated and presented to the parliament of India. The objective of the policy was to develop tourism, helps to preserve Indian heritage and culture and projecting the same to the world.

Another objective of this tourism policy was to bring socio-economic benefits in terms of employment, income generation, revenue generation, and foreign exchange.

## **National Action Plan**

In 1992, a national action plan was announced. It was regarded as an emerging action plan to set things right in some key areas. The objectives of this action plan were to improve the tourism infrastructure, restructuring, and strengthening of the institutions for the development of human resources.

## **National Tourism Policy 2002**

For the first time in the history of tourism development in India, the national tourism policy was announced in 2002. It is highlighted that a tourist should feel satisfied and return with unforgettable experiences.

## **Incredible India Campaign**

Incredible India campaign is a marketing campaign for Indian tourism to promote at the international level. Incredible India title was officially branded and promoted by **Amitabh Kant in 2002**. The main motto of this campaign is to promote India as a world-class tourism destination in the world tourism market.

Many campaigns were held under Incredible India campaign into developing country such as USA or UK. Indian tourism Ministry showcases Indian tourism beauty and its potential into the world tourism market to create awareness about Indian tourism destination or to attract international tourist.

## **Department of Tourism (DOT)**

On March 1, 1958, a separate department of tourism was created in place of a tourist traffic branch under the Ministry of Transport and Communications. It was headed by a director general in the rank of a joint secretary to the Govt. of India.

## **Indian Tourism Development Corporation (ITDC)**

The India Tourism Development Corporation (ITDC) was established under the MOT (Ministry of Tourism) in October 1966. ITDC has been responsible for building tourism infrastructure, promotion, and expansion in the country.

With the annual turnover of Rupees 500 crore, ITDC works for developing tourism infrastructure and promoting India as a tourist destination. It is a full government owned and managed the corporation

## **Travel Agent Association of India (TAAI)**

The Travel Agent Association of India is an apex body and it is the oldest association in India. It was established in the year 1951. The prime objective of TAAI is threefold. These are following as:

- To safeguard the interests of players in the tourism industry.
- To protect the rights of travelers.
- To promote orderly growth and development of the tourism industry.

As for as India is concerned, the International tourist traffic has been growing at a rate of 8 percent during the last year. The Inbound visitors 2.28, 2.37, 2.36 and 2.51, 2.8 million in the year of 1996, 1997, 1998, 1999 and 2003 respectively. Tourism has created direct employment of about 9.8 million in 1997-98. It accounted for about 2.4% of the total labor force.

The Ninth Plan Working Group Report of the Planning Commission has forecasted 5.95 million arrivals in 2001 and US\$ 8% billion foreign exchange earnings by 2001. Further, the world tourism and travel council estimated that tourism will contribute Rs. 5,00,000 crores to the GDP, create 8 million new jobs, Rs. 1,30,000 crores in capital investments and Rs. 1,60,000 crores in export earning to the Indian economy.

Further, WTTC's third satellite accounting research (SAR) Forecasts 7.4 percent real growth of Indian tourism. The World Tourism Organization (WTO) estimated that 5.08 million tourists visit in India in 2010 and 8.90 million in 2020.

## **IMPACT OF INDIA'S ECONOMIC GROWTH ON TOURISM**

If one is to think about the impact of India's economic growth on tourism in the country, one need to study this feature as part of the larger picture of the developing world's contribution to this fiscal boost. While some economists may attribute the success of Indian economy to the profits generated by the tourism sector, which in turn were boosted by innovative marketing, brand-building and strategic planning of tour packages, other thinkers may credit the rise in number of MNC's and diversifications of the Indian open industries norm as being the chief cause. There has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. There are recently many events that have taken place, which are a big catalyst for prompting tourism in India. The international sports events like 20/20 IPL Cricket matches, Commonwealth Games, visit of President Obama of USA & 1st lady Michelle have also helped the tourism industry will continue helping in India and it will prosper to great heights and standards in the near future.

The remarkable growth in Indian Tourism market, which has identically benefited many support industries like aviation, transport, medical tourism, hotel and sports. The year 2008 had witnessed an enormous increase in the eco tourism in India In addition the government has come up with a new idea of India tourism named as "Rural Tourism", which is very successful in promoting tourism by offering exclusive India travel packages for rural tourism.

Though times have changed and the winds have shifted the PALACE ON WHEELS cruises along in royal style, the kind only the Maharaja's of yesteryears could have perpetuated and enjoyed. The exotic train "PALACE ON WHEELS" Which travel through Rajasthan attracts large no: of tourists also affect the tourism in our country. This train is rated in the top ten most luxurious train of the world.Indian tourism industry catered to the needs of such a big rush of foreign tourists that depended on the transport, hotel bookings and for their travel itineraries, visas and other facilities. Now there are indications that the growth of tourism in India will be very steep in the up coming of years.

## **IMPACT OF TOURISM IN INDIA**

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

### **POSITIVE IMPACT**

1. Generating Income and Employment
2. Source of Foreign Exchange Earnings
3. Preservation of National Heritage and Environment
4. Developing Infrastructure
5. Promoting Peace and Stability

### **NEGATIVE IMPACTS**

Undesirable Social and Cultural Change

2. Increase Tension and Hostility
3. Creating a Sense of Antipathy
4. Adverse Environment and Ecology

## **ROLE OF TOURISM INDUSTRY IN INDIA GDP**

Tourism Industry has contributed enormously in the flourishing graph of India's economy by attracting a huge number of foreign and domestic tourists travelling for professional as well as holiday purposes. According to the Travel & Tourism Competitiveness Report 2009 brought out by the World Economic Forum, the contribution of travel and tourism to gross domestic product (GDP) is expected to be at US\$ 187.3 billion by 2019. The report also states that real GDP growth for travel and tourism economy is expected to achieve an average of 7.7 per cent per annum over the next 10 years. Export earnings from international visitors and tourism goods are expected to generate US\$ 51.4 billion (nominal terms) by 2019. Furthermore, the sector which accounted for 6.4 per cent of total employment in 2009 is estimated to rise to 7.2 per cent of total employment by 2019.

Some of the most significant features of India's tourism industry or the Role of Tourism Industry in India GDP have been listed below:

- Deeming the growing rate of the tourist's arrival in the country, the Indian tourist industry designed a wide spectrum of holiday packages and cheaper airfares to attract more tourists.
- Nonetheless, the outgoing graph of tourism industry in India is in no way lagging behind from the inbound one. People traveling from India to abroad or states within India have increased by 25 percent.
- India is most likely to set up forty hotels of global brands by 2011. The hospitality segment in India is assumed to reach 11.41 billion.
- The United Nations World Tourism Organization [UNWTO] has estimated the outgoing tourists to reach around 50 million by the year 2020.
- The booming success of Indian tourism industry has led to a drastic change in the hospitality department as well. The increase in the ratio of tourist resulted in the increase Of room rates and also setting up of a wide range of hotels and other residing areas.
- The Role Tourism Industry in India GDP also features medical tourism that includes traditional therapies like yoga, meditation, ayurveda, allopathic and other. Other

Conventional systems of medicines are currently estimated to USD 333 million and are most likely to reach USD2.2 billion by the Year 2012.

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