

Steps towards Sustainable Tourism:

Explore, Don't Exploit

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By

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To You

My beloved son 'RAYANSH'

"You are my SON-SHINE"

This book is affectionately dedicated

TABLE OF CONTENTS

Preface	xi
Acknowledgement	xiii
Executive Summary	xv
List of Acronyms	xix
Chapter One	1
Dimensions of Tourism	
1.1 Introduction	1
1.2 Evolution of tourism in brief	2
1.3 Conceptual overview of tourism	3
1.4 Tourism as an industry	5
1.5 Tourism as a vision to develop country	6
1.6 Significance of the tourism industry	7
1.7 Impacts of the tourism industry	11
1.8 Limitations of the tourism industry	16
1.9 Tourism overview in India	20
1.10 Conclusion	24
Chapter Two	25
Sustainable Tourism Approach	
2.1 Introduction	25
2.2 Sustainable tourism as a concept	26
2.3 Characteristics of sustainable tourism	29
2.4 Principles of sustainable tourism	30
2.5 Aims of sustainable tourism	30
2.6 The essential dimensions of sustainable tourism	31
2.7 Sustainable tourism vs. conventional tourism	34
2.8 Relationship between ecotourism and sustainable tourism	36
2.9 Disparity between responsible and sustainable tourism	36
2.10 Benefits of sustainable tourism	37
2.11 The need for development of a sustainable form of tourism	38
2.12 Demand for sustainable tourism	39
2.13 Conclusion	40

Chapter Three	41
A 3-D View of Sustainable Tourism: Dimensions to Development	
3.1 Introduction.....	41
3.2 Socio-cultural dimensions.....	42
3.3 Environmental dimensions – environmental responsibility	45
3.4 Economic dimensions – economic health	48
3.5 Conclusion	50
Chapter Four.....	51
The Fundamental Players in Sustainable Tourism	
4.1 Introduction.....	51
4.2 Government action strategy for sustainable tourism development...	51
4.3 Tourism industry action strategy for sustainable tourism development	54
4.4 Tourist action strategy for sustainable tourism development.....	56
4.5 NGO action strategy for sustainable tourism development.....	57
4.6 Conclusion	57
Chapter Five	59
Development Strategies for Sustainable Tourism	
5.1 Introduction.....	59
5.2 Marketing strategy	59
5.3 Infrastructure development	62
5.4 Improvement of tourist destinations.....	63
5.5 Integrated destination planning.....	63
5.6 Human resource development.....	67
5.7 Taxation and incentives processes for sustainable tourism.....	70
5.8 Recommendations for the government	71
5.9 Conclusion	72
Chapter Six.....	73
Green Approach of Travel Intermediaries: A Way Forward to Sustainable Tourism Concepts	
6.1 Introduction.....	73
6.2 The need for a go-green campaign in tourism.....	73
6.3 The concept of green hotels	74
6.4 Current customer demands.....	75
6.5 Green adaptations undertaken by hotels	76
6.6 Benefits for hoteliers.....	78
6.7 The concept of greening air travel	79
6.8 Green adaptations undertaken by airlines	79

6.9 A synopsis of green airlines – by the air transport sector	80
6.10 Barriers to the adaptation of “go-green therapies” in airlines	82
6.11 “Go-green therapies” to be adopted by airline passengers.....	83
6.12 Integrated development of tourism through “go-green therapies”	84
6.13 Conclusion	87
Bibliography	89

PREFACE

This book aims to cater to the needs of those in the sustainable tourism industry who may feel the need to widen their perspective of the field by understanding the problems prevalent in it and the opportunities and prospects it offers, and concludes with an incisive view of the opportunities that can be seized in a profitable manner throughout this field. Along the way, the book also concentrates on equipping readers with sets of managerial skills and marketing practices which are time-tested, and can serve to be of immense help while handling tourism issues. This analysis draws on the tourism system framework to examine the problems and prospects of tourism in the current context. This can be used as guide for industry training purposes. The book also aims to cater for the needs of the students who are currently pursuing tourism courses in various Indian universities/institutions.

Dr Ananya Mitra

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Dr Ananya Mitra

EXECUTIVE SUMMARY

This book aims to cater to the needs of those in the sustainable tourism industry who may feel the need to widen their perspective of the field by understanding the problems prevalent in it and the opportunities and prospects it offers, and concludes with an incisive view of the opportunities that can be seized in a profitable manner throughout this field. Along the way, the book also concentrates on equipping readers with sets of managerial skills and marketing practices which are time-tested and can serve to be of immense help while handling tourism issues. This analysis draws on the tourism system framework to examine the problems and prospects of tourism in the current context. This can be used as guide for industry training purposes. The book also aims to cater for the needs of the students who are currently pursuing tourism courses in various Indian universities/institutions.

Chapter 1- Tourism is the most vibrant industry in the global downturn. Though the global slowdown has affected tourism, the industry has somehow managed to survive and by the year 2012 it has shown a positive growth pattern. The prime feature of the industry is that it can be developed in almost every corner of a nation, especially in a country like India that has an abundance of tourism resource. Trade in tourism services and tourism activities in general have the potential to become an engine for growth and economic development. Tourism can also be a driving force in efforts to combat poverty. Tourism is also being recognised as a source of employment. It is a highly labour-intensive industry offering employment to both the semi-skilled and the unskilled. Being a service industry, it creates employment opportunities for the local population. This aspect of provision of employment becomes more important in developing countries where the level of unemployment and under-employment tends to be high. This chapter provides a clear insight into the various dimensions of tourism.

Chapter 2- Humanity has tried many different ways to develop. Some ended in wars, others in economic slumps and economic depression. Choosing a wrong path again is not an option. Far too many important things are at stake: our well-being, economic prosperity, the environment, our future and that of generations to come. Only the track of sustainable

development can lead us to the future. Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development of tourism is the call of the day. All around the world, tourism service providers and tourists themselves are becoming more and more conscious about sustainable tourism, which not only ensures a longer life of the tourism product but also benefits local host communities. The concepts of 'Reduce, Reuse and Recycle' are widely used. This chapter successfully gives an overview of sustainable tourism and an indication of the opportunities of developing sustainable tourism globally.

Chapter 3- Sustainable tourism has multi-faceted benefits, of which economic, social and environmental are the most vital. The goal is to act in all three areas, finding long-term development solutions that combine economic growth with environmental protection and energy efficiency in buildings while enabling us to meet our social needs. Sustainable tourism is informative, supports the integrity of a place, benefits the residents, conserves resources, respects local culture and tradition, does not misuse its product and prioritises quality over quantity. This chapter explains in detail the overall benefits of sustainable tourism as a future prospect for the tourism industry.

Chapter 4- Tourism planning, development and operations should be in the spirit of sustainable development in being cross-sectorial and integrated, involving different government agencies, private corporations, citizen groups and individuals so as to provide for the extensive benefits. The fundamental players in sustainable tourism are the government, the tourism industry, the tourist and the NGOs. The individual role of each of these stakeholders and their significance for the development and sustainability of the tourism industry will be discussed in this chapter.

Chapter 5- For a destination to be categorised as a sustainable tourist destination, strategies have to be developed to focus on several priorities such as marketing strategy, infrastructure development, improvement of tourist destination, integrated destination planning, human resource development, employment generation for women in tourism, taxation and incentives process for sustainable tourism, and also recommendations for the government. The success of sustainable tourism lies in recognising the interdependence between the long-term viability of economic investment in tourism projects, programmes and policies and the successful management of natural, built and human resources; sustainable tourism development seeks to maintain the quality of life of the local community

and the quality of the tourist experience. This chapter proposes development strategies for sustainable tourism development.

Chapter 6- The present day tourism industry is increasingly becoming more conscious of the need to operate in a sustainable manner. But just planning for sustainable tourism or just including sustainable tourism as a part of the National Policy does not yield much benefit. Thus the tourism products promoted by the service providers and the components based on which an area becomes a successful tourism destination need to be 'green' in order to ensure the sustainable development of tourism. The future of tourism lies in the greening of its major components. Therefore, in this chapter an effort has been made to draw a picture of two of the most important components of tourism – hotels and airlines – on their journey to be greener.

LIST OF ACRONYMS

Alphabet	Acronyms	Meaning
A	Aiest	International Association of Scientific Experts in Tourism
	APEC	Asia Pacific Economic Cooperation
	ARD	Associates in Rural Development
	ASI	Archaeological Survey of India
	ASTA	American Society of Travel Agents
B	B&B	Bed and Breakfast
	BCEG	Biodiversity Conservation and Economic Growth
	BEST	Business Enterprise for Sustainable Travel
	BIT	Bulk Inclusive Tour
C	CBET	Community Based Eco Tourism
	CBNRM	Community Based Natural Resource Management
	CBRT	Community Based Rural Tourism
	CBT	Community Based Tourism
	CP	Continental Plan
	CRS	Computerised Reservation System/ Central Reservation System
D	DANTEI	Development Assistance Network for Tourism Enhancement and Investment
	DET	Domestic Escorted Tour
	DFID	British Department for International Development
	DMO	Destination Marketing Organisation
	DMS	Destination Management System
	DST	Daylight saving time
E	ECOSS	Ecotourism Conservation Society of Sikkim
	ECOSOC	Economic and Social Council of the United Nations
	EIA	Environmental Impact Assessment

	EMAS	The Eco Management and Audit Scheme of the European Union (EU)
	EP	European Plan
	ESCAP	Economic and Social Commission for Asia and the Pacific
F	FAM tour	Familiarisation tour
	FERA	Foreign Exchange Regulation Act
	FHRAI	Federation of Hotel & Restaurant Associations of India
	FICCI	Federation of Indian Chambers of Commerce and Industry
	FIT	Free Independent Traveller
	FTT	Foreign Travel Tax
	FTO	Federation Of Tour Operators
G	GDS	Global Distribution System
	GEF	Global Environmental Facility
	GIS	Geographic Information System
	GIT	Group Inclusive Tour
	GMT	Greenwich Mean Time
	GPS	Global Positioning System
H	HHA	Historic Houses Association
	HLTRF	Hospitality Lodging and Travel Research Foundation
	HSMIAI	The Hospitality Sales and Marketing Association International
I	IATA	International Air Transport Association
	IATO	International Association of Tour Operation
	ICAO	International Civil Aviation Organization
	ICM	Integrated Coastal Management
	ICOMOS	International Council on Monuments and Sites
	IFTTA	International Forum of Travel and Tourism Advocates
	IHA	International Hotel Association
	IHCAE	Indian Himalayan Centre for Adventure and Eco Tourism

	IOTO	Indian Ocean Tourism Organisation
	IPCC	Inter-Governmental Panel on Climate Change
	IVA	International Visitor Arrivals
	IYHF	International Youth Hostel Federation
J	JMA	Joint Marketing Agreement
K	KPIs	Key Performance Indicators
	KRST	Khama Rhino Sanctuary Trust
L	LIFE	Living in a Finite Environment
	LOS	Length of Stay
M	MAP	Modified American Plan
	MLOS	Minimum Length of Stay
	MICE	Meetings, Incentive, Conventions and Exhibitions
N	NOAA	National Atmospheric and Oceanic Association
	NTO	National Tourism Organization
O	OECD	Organisation for Economic Cooperation and Development
	OEH	Office of Environment and Heritage
P	PATA	Pacific Asia Travel Association
	PAX	Shorthand for passengers (This is a common usage among travel agents)
	PNR	Passenger Name Record (usually for Indian Railways and airline tickets)
	PPP	Public Private Partnership
	PPT	Pro Poor Tourism
Q	QA	Quality Assurance
	QC	Quality Control
	QMS	Quality Management System
R	REST	Responsible Ecological Social Tours
S	SME	Small- and Medium-sized Enterprise
T	TIAA	Travel Industry Association of America

	TIC	Tourist Information Centre
U	UFTAA	Universal Federation of Travel Agent Association
	UN	United Nations
	UNCTAD	United Nations Conference on Trade and Development
	UNCED	United Nations Conference on Environment and Development
	UNDP	United Nations Development Programme
	UNEP	United Nations Environment Programme
	UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
	UNESCO	United Nations Educational, Scientific and Cultural Organization
	UNWTO	The United Nations World Tourism Organization
V	VFR	Visiting Friends and Relatives
W	WCED	World Commission on Environment and Development
	WCS	Wildlife Conservation Society
	WHS	World Heritage Site
	WSSD	World Summit on Sustainable Development
	WTTC	World Travel & Tourism Council
	WoM	Word of Mouth
	WWF	World Wildlife Fund
X	XO	Exchange Order
Y	YHAI	Youth Hostels Association of India
Z	ZD	Zenith Distance
	ZFW	Zero fuel weight (aviation term)

CHAPTER ONE

DIMENSIONS OF TOURISM

1.1 Introduction

One of the world's fastest growing sectors, the Travel and Tourism industry is among the most significant revenue sectors worldwide and the bread and butter of many national economies – but most of all for developing countries. The World Tourism Organisation (WTO) has defined tourism as “*a movement of persons visiting a place other than their normal place of residence for a period of not less than 24 hrs and not exceeding 6 months for non-migrant, non-employment tourist purposes*”. The tourism phenomenon has encompassed virtually the entire world. Those responsible for managing the affairs of nations have almost universally recognised the economic rewards of tourism. Tourism is an effortless procedure for the transfer of real resources from developed countries with industrial capital surplus to low income developing countries. It is also an essential source of foreign exchange.

The tourism industry is prospering all over the world. Year by year it has seen a successful growth pattern. In the last few years, the growth of the Travel and Tourism sector outperformed that of the overall global economy, including key sectors such as retail and manufacturing. This can be substantiated by World Travel and Tourism Council (WTTC) data which clearly shows that the growth of the Travel and Tourism sector was 2.8% in comparison to overall global economic growth of 2.3% in the year 2015. This was the fifth uninterrupted year that this differential had occurred. In the same year, Travel and Tourism generated US \$7.2 trillion overall, equivalent to 9.8% of global GDP, and also supported 284 million jobs. This is equal to a proportion of 1 in 11 jobs of the entire global employment. “*International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world... It is thus critical for countries to promote policies that foster the continued growth of tourism... including sustainability.*” says UNWTO Secretary-General, Taleb Rifai.

In 2017, the Travel and Tourism Industry in India generated Rs 5,949 billion (US\$91.3 billion), with foreign spending alone accounting for Rs 1,961 billion (US\$26 billion). The year sees almost 5% of the total workforce in India employed in the Travel and Tourism Industry. The year 2017 brought in Rs 2,705 billion (US\$41.6 billion) of investment, or almost 6.3% of total investment in India. Tourism is now the top FDI sector in India. In the last decade, it attracted more than Rs 681.2 billion (US\$10.48 billion) in foreign investment. Multiple drivers are paving the path for this dynamic growth trend in Travel and Tourism, and a significant part in this process has been played by both international and domestic technology-based start-ups. The most popular among these have been AirBnb, Cleartrip, Makemytrip, Goibibo, Yatra and OYO Rooms, which have created faster, easier and relatively cheaper means for finding and booking accommodation and creating personalised tourist experiences. Consequently, sources from India Briefing estimate that in the year 2018, almost 18 million international tourists are expected to visit India. The market scenario remaining suitable, it is projected that by 2028; 30.5 million international tourists per annum are expected to visit India.

The Travel and Tourism sector delivers foreign currency earnings and jobs, especially in areas that have little or no industrial growth. A decline in the Travel and Tourism sector would lead to an economic domino effect not just in a given country and the Travel and Tourism industry but also worldwide, because of the many indirect and direct support functions. Its significance can be well-judged by the statement of David Scowsill, president and CEO of the World Travel and Tourism Council (WTTC) as long ago as March 2011. In a press release, he elucidated: *“Travel & Tourism creates jobs, generates exports, and stimulates investment. At a time of post-crisis global recovery, the industry is in a unique position to power sustainable growth around the globe, whether in mature economies emerging from recession or young emerging markets in the throes of rapid development.”*

1.2 Evolution of tourism in brief

The tourism business can trace its first examples to ancient Rome almost 2,000 years ago. To spend the summers away from the city, wealthy citizens used to take trips to the coast and the countryside. While the Roman Empire thrived, tourism activity was quite steady and pleasure tourism traces its roots to here. Many facilities such as accommodation and other travellers' needs developed to support the Roman tourists. We also find mentions of

sea resorts around the Mediterranean during the Roman era. But with the fall of the Roman Empire, the scenario became very different: a turbulent economic, social and military scenario prevailed, which brought insecurity in the travel industry, and the number of people undertaking tourism was insignificant. This scenario prevailed for hundreds of years, and is known as the “dark age” of the tourism history; the only traces of tourism that can be seen during this time, the medieval era of tourism, are travels by Christian missionaries to spread Christianity. The Renaissance, between the 14th and 17th centuries, bridged the medieval era gradually to the modern era. This laid the path for the “grand tour”, undertaken by intellectuals, authors and poets during the 18th century in Italy and neighbouring countries in Europe. Thus, we see the beginnings of popular tourism.

The tourism industry, there on, revived and became more widespread and regular as the concept of the ‘holiday’ took shape. With the advent of the concept of annual holidays, tourism received a huge boost. Initially, health and culture were two popular purposes for undertaking tourism. Many people – those who could afford it – started visiting spas, particularly in the Mediterranean, during the 18th century. A popular trend prevailed for the English to take educational tours to Italy to learn about sculpture, painting and architecture and to visit various historical sites.

Therefore, it can be said that popular tourism for leisure and pleasure mostly started with industrialisation, i.e. middle of 18th century. Industrialisation generated more free time and hence more scope to undertake tourism; it also catalysed more infrastructural growth. This was the incubation of an international industry. Next came the era of economic liberalisation that enhanced per capita income with increasing disposable incomes of the common people. This gave tourism a further boost. At almost the same time, cost-effective airline services were also launched that further catalysed the industry.

From then on, the tourism industry has had quite a steady growth trend apart from a few interruptions due to untoward circumstances such as epidemics, wars, economic downturn, natural calamities and the like.

1.3 Conceptual overview of tourism

Amidst the global economic boom and the removal of barriers across the globe, the movement of people, particularly tourists, has increased several fold. People have money and are willing to spend. They have understood the pleasure of travel destinations, holidays and religious and cultural spots

and the glamour and conceit of seeing places. As holiday periods approach, it is difficult to secure reservations on planes, buses and trains or to hire taxis. Little wonder then that getting accommodation in a hotel in any big city has become a problem. One of the by-products of the increasing level of travel is the income generated by governments, tour operators and all other providers of tourist services. Countries like Cyprus, Singapore, Switzerland and Indian State Governments like Rajasthan and Kerala depend mainly on the tourism industry for revenue generation.

Tourism is also being recognised as a source of employment. It is a highly labour-intensive industry hiring both semi-skilled and unskilled workers. Being a service industry, it creates employment opportunities for the indigenous population. This aspect of provision of employment becomes more important in a developing country where the level of unemployment tends to be high. The tourism industry today is considered to be the world's largest industry. This fast growing industry is growing even faster than the world economy, whether in terms of gross output, capital investment, value addition or employment generation. It is promoted as the "smokeless" industry.

In 2015, the direct contribution of Travel and Tourism to GDP was US \$ 2,229.8 billion (3.0% of GDP). This is estimated to increase by 3.3% to US \$ 2,304.0 billion in 2016. The direct contribution reflects the economic activity produced by industries such as travel agents, hotels, restaurants, directly supported leisure industries, airlines and other passenger transportation services not including commuter services. By 2026, the direct contribution is projected to rise by 4.2% per annum to US \$ 3,469.1 billion (3.4% of GDP).

Apart from these direct contributions, tourism also generates indirect and induced contributions. The induced contribution measures the GDP and jobs supported by the expenditure of those who are directly or indirectly employed by the Travel and Tourism sector. The indirect contribution encompasses the GDP and jobs generated by Travel and Tourism investment spending such as construction of new hotels and purchase of new aircraft; Governments' collective spending to help Travel and Tourism activity such as tourism promotion, aviation, administration, security services and sanitation services; and domestic purchases of goods and services by sectors dealing with tourists directly such as providing food and cleaning services for hotels, fuel and catering services for aviation and IT services for travel agents.

Tourism also brings intangible benefits. It offers educational, social, cultural and other political values; it enhances international understanding. Travel widens knowledge and reduces tensions. The intra-regional and inter-regional movement of people is the main factor that has kept larger countries together in the past and will help in modelling fully integrated nations in the future. Tourism draws people and nations closer together, helps to dissipate prejudice and corrects misunderstandings, thereby making a substantial contribution to world peace. In the words of Tennyson:

*Ah, to when shall all men's good
Be each man's rule and universal peace,
Lie like a shaft of light across the land.*

Thus, tourism is a highly complex phenomenon. It has become one of the pivotal concerns of nations and of the international community.

1.4 Tourism as an industry

The World Travel and Tourism Council (WTTC) estimates that the travel and tourism sector is expected to grow on an average of 4% per year in terms of GDP contribution over the period of 2016 to 2026. It is projected to continue to outpace the global economy in these coming years. The difference in growth between the GDP generated from the total economy versus the GDP from direct travel and tourism is estimated to widen by almost 1.4%. This can be justified by the fact that the components of travel and tourism GDP are expected to grow continually more quickly compared to the other sectors.

The most viral trend in the tourism industry is the advent of e-commerce. This has made tourism easily reachable by each target customer as well as making information much more transparent and easy to access. Thus, surveys show that one of most sought-after traded items over e-portals are tourism products. Surveys reveal further interesting facts such as that the degree to which a country plays in the global context is strongly correlated to its tourism expenditure. Previously, the tourism business was totally dependent on the services of intermediaries; but the Internet has made customers more capable of booking their own tours. This has given the tourism industry a great boost. Therefore, with advent of the Internet, we see a paradigm shift in tourism patterns and tourist behaviours.

With various sectors like travel, accommodation, attractions and support services integrating together to make a comprehensive tourism industry, its

structure has become very complex. To achieve good coordination among these fragmented sectors, planning plays a key role. In addition, tourism cannot be designated as an industry as per the classical definitions of industry, but can always be labelled as a collection of small and medium businesses. It also has enduring environmental, economic and socio-cultural impacts. Thus, for the tourism industry to be long lasting, sustainable development approaches must be considered, which demand strict planning. These approaches attempt to reduce the negative impacts of tourism. However, they are not risk free and face a great many limitations from various external factors.

1.5 Tourism as a vision to develop a country

Tourism is perhaps the only services sector that provides concrete trading opportunities for all nations, regardless of their level of development. In many countries (e.g. Singapore, Hong Kong, Thailand, France, USA), tourism makes a greater contribution to foreign earnings than such other major exports as textiles and clothing or agriculture, without encountering the same magnitude of trade barriers.

Trade in tourism services and tourism activities in general have the potential to become a mechanism for growth and economic development. Tourism can also be a major driving force in combating poverty, which is one of the dominant objectives of the UN Millennium Development Goals. UNCTAD has clearly acknowledged the significance of sustainable tourism in enhancing economic specialisation and promoting the goals of foreign exchange earnings, job creation and income generation. Certain important development visions that can be achieved from tourism are as follows –

- ◆ Introducing credit, savings, and insurance services to poor families by organising them into tourism-based peoples' organisations.
- ◆ Conserving and promoting artisan skills and heritage by organising the artisans into primary producers. Also organising service providers into marketing groups and associating them into producer-cum-marketing companies. For example, handicrafts like sandalwood carvings and wooden toy making from Karnataka, terracotta and dokra work from West Bengal, pipli and filigree work from Orissa, and hath products from Delhi can be promoted.
- ◆ Consolidating and developing both prevailing skills and new skills for production, service and marketing related to tourism.

- ◆ Connecting the peoples' organisations with the local commercial banks, potential markets and resource institutions to mobilise resources and produce and market quality products.
- ◆ Assisting research and development work in the peoples' organisations for fresh product innovation, better packaging techniques and improved marketing. For example, there is an organisation named 'Equitable Tourism' in Indiranagar, Bangalore dedicated to such activities.
- ◆ Safeguarding tourism to be more responsible through the promotion of tourism literacy and capacity building.

1.6 Significance of the tourism industry

Tourism as we understand the term today is of relatively modern origin. The concept of tourism found expression in a technical definition of the Swiss Professors Hunziker and Kraft in the year 1942. They stated "*Tourism is the totality of the relationship and the phenomenon arises from the travel and stay of stranger provided the stay doesn't imply the establishment of a permanent residence and is not connected with remunerated activity.*"

The tourism phenomenon has attracted almost the entire world. Those responsible for managing the affairs of nations have almost universally recognised the economic advantages of tourism. It is an important source of foreign exchange earnings. Tourism is also being recognised as a source of employment. Tourism not only generates large numbers of employed people, but also is significant in instrumenting regional policy to achieve an equitable balance between major industrial areas and the rest of the country. In addition to the economic benefits to a country, tourism also makes a tremendous contribution of the improvement of social and political understanding. Tourism has always stood as a unique vehicle for cultural propagation.

Socio-Cultural Significance:

1. A tool for national integration: All and sundry in this modern world want to take part in tourism. Many people are not able to travel because of cost factors. However, this problem has been overcome by the '**Package Tour**'. In a package tour programme, a group of people travel together and share the cost of components of tours such as transportation, accommodation, entertainment etc. In a package tour, people from different regions, religion, culture etc. travel together and interact with

one another. Throughout the tour, they develop a feeling of 'Oneness'. Furthermore, when domestic tourists come in contact with the places they visit and interact with the local residents, a social exchange takes place. So, this togetherness, brought about by tourism, is the building block for national integration.

2. A vital force for world peace and international understanding: It is a major force for peace, understanding and harmony. It helps in promoting universal brotherhood. It brings a close indulgence among the people of different nations. The interaction of large numbers of people with the population of the country visited results in increased amity: people belonging to different countries, different lifestyles and different languages come together to make friends. Therefore, here tourism breaks down the prejudices, barriers and qualms that exist between various nations.
3. Improves standards of living: Tourism has elevated living standards; for example, in countries like Singapore which has no natural resources, the economy and along with that the standard of living, grew with the growth and development of tourism. The job prospects create by the needs of tourists help the common people to receive regular remuneration, which helps them to satisfy both basic and other needs.
4. Motivation for learning: All types of people come into contact with tourists: taxi drivers, shop keepers, priests, folk dancers etc. Much of their income depends upon the way they deliver services and impress the tourists. Hence they are motivated to learn Hindi, English and other foreign languages. For instance, in the southern part of India, particularly in Karnataka, the bus, taxi and auto drivers and even the fruit sellers can speak basic Hindi as a consequence of increased domestic tourism.
5. Educational value: Tourism is a subject which requires acquaintance with various disciplines such as history, architecture, geography, accounting, finance, management, hospitality etc. to meet the requirements of the industry. The introduction of hospitality, travel and tourism courses at various universities and institutes are educating many people and thus improving educational values. For example, the five year Integrated Tourism Course (MTA) was introduced in Karnataka in the year 2007 in five selected colleges around the state and was also sponsored by the Department of Tourism, Government of Karnataka for the first five years. Also various UGC sponsored short-term certificate and diploma courses exist, as was conducted in Asutosh College in Kolkata.