

Introduction:

Tourism is one of the fastest growing industries of the world, depending on the demand of people for travelling for pleasure and recreation. WTO defines tourism as “travelling and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes”. Depending on administrative boundaries of countries tourism may be of two types primarily. These are *domestic* i.e. within the country and *international* i.e. outside the country. In 1994, The United Nations defined three forms of tourism:

Domestic Tourism involving travelling of the residents of the given country only within their country, *Inbound Tourism* involving non-residents travelling in the given country and *Out bound Tourism* involving of residents travelling in other country.

Relationship between ‘Leisure’, ‘Recreation’, and ‘Tourism’:

The words ‘Leisure’, ‘Recreation’ and ‘Tourism’ are often used to express similar meanings. *Leisure* is a measure of time left over after work, rest, sleep and household chores. Leisure is the time when an individual can do what he likes to refresh his/ her spirits. *Recreation* means a variety of activities, which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad. *Tourism*, therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit. It places tourism firmly as a part of recreation activities spectrum of a person.

Types of Tourism:

The concept of tourism is evolving day by day and the activity has been claimed into different types with the development of new tourist infrastructures, several new ideas for promoting tourism is also developing depending on needs and preferences of all kinds of tourist. These are:

Adventure Tourism:

It is very attracting to adventure seekers who take risks and have special training and skills. Adventure tourist do difficult activities and extreme sports such as mountaineering, desert hiking, scuba diving, rock climbing *etc.* and prefers those tourist destinations which have such adventurous flavours.

Birth Tourism:

Birthright citizenship encourage people of developing and less developed countries to travel into developed countries like USA, UK, Canada to give birth to a child so that the child automatically become a citizen of the destination country and the child gain all the benefits of the destination countries.

Business Tourism:

When a person travels to a place outside his common environment for the purpose of business including meeting, conferences, seminar, visiting exhibitions, trade fair *etc.* it is termed as business tourism. A business tourist is wealthier than leisure tourists having more purchasing power.

Cultural Tourism:

In this type of tourism, tourists are attracted to culture, tradition, history festival *etc.* of a particular region or country. It involves visiting museums, theaters and galleries, architecture of destination place. For example, visit to Taj Mahal which is a cultural imprint of *Mughals*.

Religious Tourism:

In this type of tourism people enjoy long journey for the purpose of pilgrimage or for carrying out missionary activities. In each year numerous holy places around the world receive huge number of tourist in this type of tourism. For example, Amarnath journey of India maybe sited.

Space Tourism:

It refers to travelling in space for recreational purpose. It is possible for few rich people regarding its high cost issue and it has faced several criticisms also.

Sport Tourism:

It includes such tourism where people visit a certain place either for participation or enjoyment in sports. Large number of tourists visit host countries during any sports tournament. It generates good amount of income for the host country.

Wildlife Tourism:

People visit distant places for enjoying nature and its wildlife in this type of tourism. It is a very common and exciting type of tourism.

Health or Medical Tourism

It involves travelling to improve one's health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

Factors influencing tourism

There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which effect in the long run.

Environment at Destination

Tourism is in its best form when the destination is of favourable climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely. For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.

Economy of the Country

When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses.

Historical or Cultural Importance of Destination

The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings and utensils, clothes, weapons, ornaments, and other allied heritage.

For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan City (Burma), Acropolis (Athens, Greece) *etc.*

Research Importance of Destination

There are tourists who visit places with the objective of studies and exploration. Need for research promotes tourism. Archeologists, Geologists, Oceanographers, Biologists and Zoologists, Architects, and People researching Arts and Cultures seek places that have great significance in the field of research.

Religious Importance of Destination

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi are places with such importance.

Technology

Internet has penetrated to almost every corner of the world. Tourists are enjoying the benefits of Internet. While planning a tour, the tourists try to get the idea about the places they are going to visit, the quality of amenities and services, and the attractions at the destination. After visiting a destination, the experienced tourists share their opinions on various platforms of the Internet.

Thus, the reviews of experienced tourists shared on the internet work as guidelines for the following tourists. Hence, just like a double-edged sword, the Internet can boost as well as bring down the tourism business.

Tourism Products

The tourism products are grouped into the following types –

Tourism Oriented Products

These are the products and services created primarily for the tourists and also for the locals. These products need a great share of investments in private sector. A few of them are –

- Accommodations; such as hotels, bungalow *etc.*
- Transportation; such as taxis, luxury buses, and boats *etc.*
- Retail Travel Agents
- Tour Operators
- Shopping Centers such as malls local markets *etc.*
- Cinema Theatres
- Restaurants for Food and Beverages
- Tourism Information Centers
- Souvenirs Outlets
- Museums, Temples, Gardens, and Theme parks

Residents Oriented Products

Here, the products and services are created mainly for the local residents staying at a particular tourist destination. This category requires investment in public sectors more. Some of them are :

- Hospitals
- Public Parks
- Banks and ATMs
- Petrol Pumps
- Postal Service

Intangible Products of Tourism

These are:

- **Bookings** of accommodations, theatres, at various sites.
- **Tourists' experience** by visiting a destination, eating at a restaurant, or performing an activity.
- **Tourists' memory** which is created by storing the details of events and experience on the tour. The high degree of satisfaction or dissatisfaction is often stored as a long term memory.

Tourism Issues

Positive issues related to tourism:

Positive aspects related to tourism may be discussed under the following heads:

Economic Significance tourism:

Primary benefit of tourism includes the expenditure incurred by tourists on purchase of goods and services, producing economic benefits. Secondary benefit includes both indirect as well as induced benefits.

Tourism and balance of payment:

The balance and payments represents a systematic double entry of all transactions between a particular country and all other countries. It is a statement of income and expenditure on international account. At national level, the major aim of both developed and developing countries in promoting international tourism are commonly to increase overseas earnings and to improve or redress to balance of payment situation. International tourism constitutes one of the important items in world trade and enters into the balance of payments account of individual countries.

Tourism and Development:

Tourism is an important factor of economic development.

- It increases urbanization by continuous growth of construction and addition of tourism facilities including the creation and improvement of infrastructure and tourist superstructure.
- It increases industrial activities that relate to tourist services that are hotels and transportation *etc.* leading to development of other industries.
- It increases demand of agricultural production because of the increase in consumption.
- It also enhances market for local products and goods.

Tourism and Employment:

The tourist industry being mainly service oriented is labour intensive and therefore important source of employment. Tourism activities are more multifaceted than any other economic activity and provide a wide range of jobs extending from unskilled to highly specialised. Tourism offers work in many fields such as hotels

and other forms of accommodation, travel agencies, government tourist offices, guides and interpreters, handicrafts and souvenir industries *etc.* The employment maybe classified under three categories:

- i. Direct employment for providing goods and services directly to the tourists in hotels, restaurants, shops *etc.*
- ii. Indirect employment stimulated by tourist expenditure in activities that supply goods, services to the tourism.
- iii. Investment related employment in construction and other capital goods industries.

Regional Development and redistribution of income:

Tourism directly helps to develop those remote and under developed areas particularly in developing countries which lack raw materials and other resources for industrial development but have tourism significance. The distribution of investment among areas of tourist appeal in such regions, according to a tourist development plan would lead to significant expansion of local and regional economic activities and may reduce the imbalances caused by haphazard urbanization and area development due to industrialization. Tourism would provide labour and employment opportunities to the less skilled sector of population and prevent their migration to the industrialized and urban centers. Thus the regional aspect of tourist expenditure is an important domestic effect of tourist spending and has special significance for those areas which are relatively isolated, underdeveloped and have unemployment problems and it redress the long standing economic imbalance between regions.

Socio-cultural significance of tourism:

For development of tourism infrastructure, the host communities also have access to those facilities such as medical facilities; transportation facilities *etc.* It creates development in public services. Tourism allows intercultural interaction and tourists also learn from the local people. The recreational activities create environment for socialisation. Local heritage, crafts, traditional activities, cultural histories of the host communities are often explored to the outside world through tourism.

Negative issues related to tourism:

The negative issues related to tourism may be summarised under the following heads:

Environmental Issues:

Generally, nature tourism, wildlife tourism, adventurous tourism *etc.* are often occurring in forests, coastal environment, high alpine areas *etc.* People are more interested to explore more remote, pristine, and natural environment of the planet. Tourism industry and tourist activities have different negative environmental impacts as follows:

- i. Construction of superstructure i.e. hotels, restaurants, shops and infrastructure such as roads disrupt virginities and natural environment of destination spots. This disruption increases more with the development of a tourist destination.
- ii. The needs for water for cleaning and drinking increases resulting in excessive loss of water and thus creating water crisis.
- iii. Noise pollution often disturbs wildlife and behavioural changes occur to the animals.
- iv. With more flow of tourists more food and beverages consumption increase which result in plastic and non- biodegradable solid waste pollution.

- v. There are many direct negative impacts of tourist activities, specially in case of adventurous tourism such as removal of vegetation, loss of vegetation, loss of vegetation height, exposure of tree root system *etc.*
- vi. According to World Tourism Organization (UNWTO) Tourism Highlights, 2016 there has been a steady increase in tourist arrivals worldwide. In 2015 there were 1.186 billion tourist arrivals by different modes of transportations which in turn resulted in increased emission of CO₂ and greenhouse gases.

Socio-cultural issues:

The socio-cultural issues may be summerised as follows:

- i. Tourism activities increase growth of consumer culture among the host communities. The local people copy consumption pattern of the tourists to improve their social status.
- ii. The young members of host community often imitate tourist behaviour that negatively affects traditional value system of the host community. Thus acculturation occurs in which existing culture of host community is modified and these new modifications are often opposed to their traditional culture.
- iii. Crimes are seen in tourist spots which come from tourist induced activities such as rowdy behavior, alcohol and drug addiction, gambling, prostitution and these are means for recreation to many tourists.

Economic issues:

The negative economic issues related to tourism are:

- i. Resources of the host areas become unsustainable and exhausted for exploitative nature of tourists.
- ii. Often profits from the tourism industries of host areas are gained by foreign and outside owners and local people are deprived from achieving economic benefits.

Towards sustainability:

From negative issues related to tourism arise the question of sustainability. Tourism of a particular place cannot survive with all these negative impacts on physical and socio-cultural environment. From these perspectives, a new concept in tourism arrives that is sustainable tourism. The main principles for sustainable tourism are as follows:

- i. It contributes actively to the conservation of natural and cultural heritage. In sustainable tourism local and indigenous people are involved for planning, development and wellbeing of their own.
- ii. It entertains independent and small size organized groups of tourists so that carrying capacity of the host destination does not exceed.
- iii. It ensures the economic benefits of the local and indigenous people of the tourist destination.

So just like sustainable development sustainable tourism has economic, socio-cultural and environmental goals, maintaining those goals sustainable tourism may be achieved.

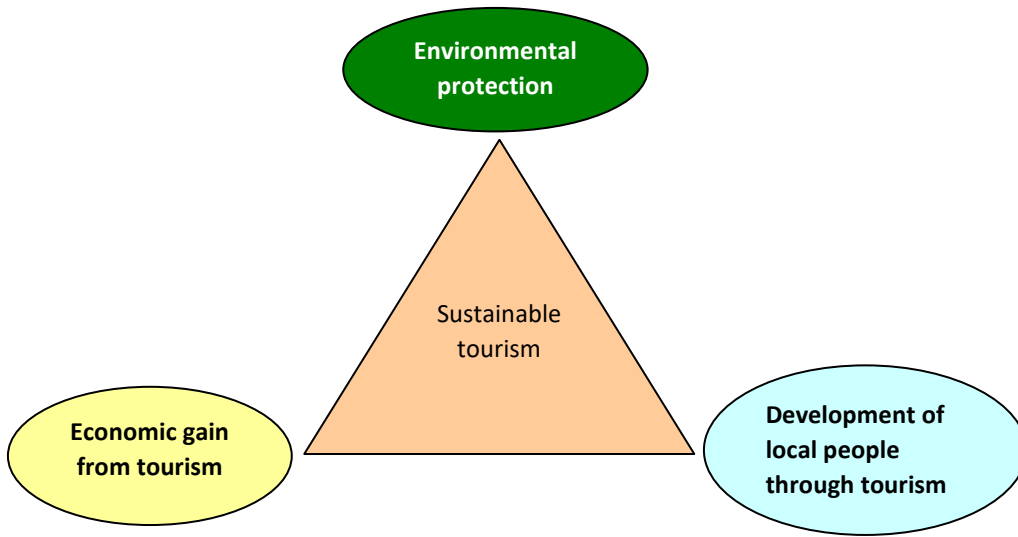


Fig: Goals of sustainable tourism

Ecotourism as a way to sustainable tourism:

Ecotourism is defined as responsible travel to natural areas that conserves the environment and sustains the well-being of local people. It is an important approach for stabilized sustainable tourism activities. Ecotourism also have three basic goals:

- i. It conserves biological and cultural diversity by strengthen protected area management system (public or private) and increasing the value of sound ecosystems.
- ii. Promote sustainable use of biodiversity by generating income, jobs and business opportunities in ecotourism and related business networks.
- iii. Share the benefits of ecotourism development equitably with local communities and indigenous people by obtaining their informed consent and full participation in planning and management of ecotourism business.

The following five criteria ecotourism encompasses; those are:

1. Conservation
2. Low impact and green efforts,
3. Sustainability,
4. Community involvement,
5. Environmental education and interpretation.

From the above discussion it is clear that ecotourism is a powerful tool for promoting sustainable tourism.

Tourism system:

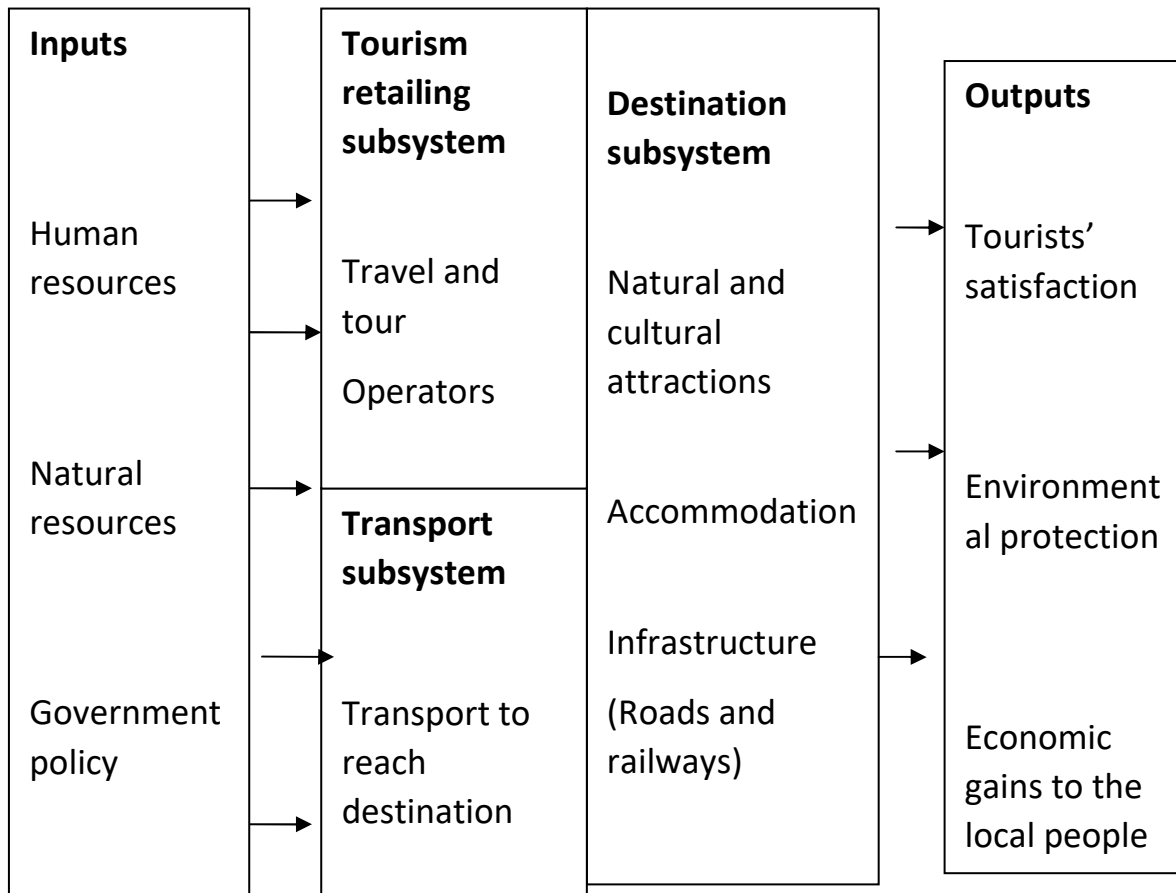


Fig: The tourism system: an environmental perspective, after Laws (1991) referred in Holden, 2000).

Recent Trends in Tourism in Global and Indian Perspectives:

With increased technology the coming years the world would witness the emergence of fast transportation system all around the world.

- i) The modern information technology has led to the creation of more demand for tourism.
- ii) The market for budget hotels has continued to expand during the last decade.
- iii) Special Interest Tourism is growing at a fast pace. Activities like Visiting Theme Parks, Adventure Tourism, and Casinos are attracting more and more tourists.
- iv) In order to attract repeat visitors, hotel industry is extending special emphasis on personal attention to their customers.
- v) Short break are becoming an increasing feature of modern lifestyles as travelers opt to take many more trips of shorter length. Increased frequency of transportation and its network is making it easy for people to reach far away destinations much faster.
- vi) One of the major changes that are occurring in world tourism market is increasing size of mature travelers. Senior citizens are taking more and more trips.
- vii) Environmental Issues are becoming more important for lodging properties and more green hotels are coming up. In green hotels guests saves millions of gallons of water and prevent the release of tons of detergents.

- viii) With environmentalism becoming more important to more people, the size of ecotourist segment is increasing dramatically. A survey shows that 34 million Americans took a nature based trip during their last vacation or plan to do so on an upcoming vacation.
- ix) The early years of this millennium are marked by major social and economic shifts that have changed the way customer behave. Stimulated by increased knowledge, information and buying power, these shifts are creating aspirations or better life styles.
- x) One of the newest trends happening in global tourism is Single Holiday Tourists. As compared to Group Travel, people prefer to travel as single. Travel by Single Women travelers to India is increasing by 6 to 8 percent every year.
- xi) With the increasing number of visitors to a common destination, managing visitors' requirements are becoming difficult for service organizations in the near future. Resulting in increased number of mergers, acquisitions, alliances and cooperative agreements.
- xii) The participation of Non Governmental Organizations in heritage conservation and preservation of heritage properties is increasing throughout world.
- xiii) To tap domestic as well international health tourism market, hotel properties will develop or convert their hotels into spa resorts on the Ayurvedic and other rejuvenating concepts.
- xiv) In India foreign hotel chains are thriving on the concept of franchising. All international players are scouting for properties in India.
- xv) Internationally branded hotels are coming to India. The country has caught the fancy of leading international groups.
- xvi) Business travel constitutes about 12 percent of the share of the global travel industry sweepstakes. According to industry estimates, the Indian business travel industry will touch 1 billion marks by 2010.
- xvii) On the pattern of Singapore, a number of amusement and theme parks are coming up around metro towns across the India.
- xviii) To develop tourism, Golf has been chosen as a thrust area and Indian Department of Tourism is working with major courses to attract potential golf tourists.

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