

Hello students I'm Mrs Suvarnagouri from Goa College of Home Science. I will be taking second year BSc Hons Home Science semester three. The paper code for this paper is SEC 15

Outline of this module

- Aspects of Tourism system
- Demand-Supply determinants and constraints
- Impacts of Tourism

Student will be able to :

- Understand the conceptual aspect of the Tourism system.
- Identify the Demand-Supply determinants and constraints
- Identify the role of the linkages and system of Demand-Supply in terms of the tourist and the destination in the process of consumption of goods and services
- Understand the concept of tourism impacts.
- Tourism is one of the most important economic activities at the global level. The revenue generated has become a very important resource and a key factor in the balance of payment for many countries and regions and has been a major contributor to their economic growth.
- As a natural consequence, it has become in the last decades, a discipline studied by a growing number of experts and consultants. Their main objective is to describe and to understand the composition and dynamics of the sector and based on this knowledge, one can foresee future behaviours of the system's components.

### **Concept of Tourism System**

- These are interconnected and interrelated.
- They are changing all the time-dynamic.
- The system is a part of society and environment
- All parts influence each other.

A car as an example of a system what makes a system?

- Components

- Interrelated

- Dynamic (changing)

- External environment

- The system (car) has many components (like wheels with tyres), which are interrelated (wheel and car), so they influence each other. They are dynamic (tear and wear) so there is change. Also the system receives influences from the external environment (nail on the road), which causes flat tyres. Also it sends influences (exhaust fumes) to the external environment.

- From a structural point of view, a tourism destination can be seen as a system, composed by a number of elements, which share some kind of relationship.

- System evolves by responding to external and internal inputs. It may well be considered a complex adaptive system. A tourism destination comprises a number of elements: a tourism operator, the support structures, public and private organizations and associations.

- All of these elements have some kind of relationship among themselves and the possible nonlinearities in these relationships are well known.

Tourism system

- Tourism is a group of interrelated interdependent and interacting three basic elements.

- Tourists, geographical elements (traveler generating region, tourist destination region and transit route region) and tourism industry- that together form a single functional structure.

- Many people see tourism as an industry and do not understand tourism, a system that includes elements that are mutually interconnected parts that work together to achieve general goals.

- The tourists are the actors in this system as it is they who initiate the act of travel, enjoy the experience and recount the fun memories.

- The geographical elements in the model examine the source market for tourism (traveller generating region), the transit route region (consisting the activities and attractions to be visited enroute), and the destination of visitors where the motive for undertaking the journey is found.

- Traveller generating region (or home region), refers to the place where the tourists come from. It is the generating market, which stimulates and motivates travel.

- The transit route includes both the short period of travel from their home region to the destination and other places on the way that the tourist may stop to visit.

- The tourist destination is one of the most important elements in the whole tourism system.

- It emphasizes what the suppliers can do for the tourists. It provides attractions of various types and creates a stage on which planning and management strategies can be carried out. So it is the core of the tourism system.

- This includes not only the physical equipment which are crucial to attract tourists, but also the management of service which are helpful to enhance its images and motivate the visit.

- In other words, the tourist destination functions as a 'pull' factor in the market and provides an area for the most of the tourism activity.

- It attracts different kinds of tourists with such tourism products as attractions and the quality of management and services.

- The geographical element of these models is the tourism industry, which is a range of business and organizations involved in providing a tourism product. Model enables the location of different industries to be identified.

Each of the elements of the tourism system cooperates not only to provide tourism but also in terms of transactions and impacts on different contexts where tourism is occurring.

- Tourists

- Traveler generating regions

- Tourist destination region

- Transit route region

### **Political factors**

- Political factors globally have a direct and deep impact on the tourism industry, whether it is the changing government regimes worldwide or terrorism, the effect is always direct on the industry.

- Political stability is always good for the hospitality industry. Tourism flourishes in an environment free of turmoil.

**Economic factors:**

- Economic factors have remained a major factor behind the high demand in the tourism sector globally. The labour market has continued to grow stronger and with its consumer spending.
- The condition of the global economy is an important factor that affects the state of the tourism industry.
- The recent recession proved that depending upon the economic conditions, the consumers of the hospitality industry would willingly cut on their travel expenses.

**Social factors:**

- Like the economic trends, social trends to shape the tourism industry.
- India is a multi-ethnic, multilingual and multi religious country.
- India is one of the most attractive markets in the world in many sectors. Standard of living is gradually improving and the country has a growing middle class with good disposable income.

**Role of technology**

- The technological factors have emerged to be the facilitators of demand for the tourism industry in the 21<sup>st</sup> century.
- Technology has facilitated communication and transfer of information bridging the gap between several parts of the world.
- Hotel and airline brands are using information technology to serve their consumers better.
- Mobile technology has fueled the growth of tourism by facilitating mobile bookings like check ins, messages and several other things.
- India is one of the most technologically advanced countries in the world. It is the third most technologically advanced country in the world.

**Environmental factors:**

- Sustainability is a key concern in tourism too. The focus has now shifted on ecotourism.
- The United Nations has also recognized the year 2017 as the International year of sustainable tourism development.
- The Regulatory environment in the tourism industry is complex. It is because both labour and public security are important concerns.

- Apart from it, there are other laws too that influence the sector but public safety and labour laws are too important concerns for it.

- Tourism brands including the airlines cannot lose focus of risk management or they risk losing market share.

- Legal pressures and challenges in the tourism environment are big. Airlines have focused a lot on making air travel safer.

- For brands operating in several nations, it is important that they are familiar with all the local laws.

- Staff training has also become more and more important to prevent any legal hassles. Cities and nations that are considered safer and have lower crime levels, see tourists in larger numbers.

## **Motivation**

- Motivation is understood as the underlying power of rise and directly affects behaviour.

- Motivation appears when a person wants to fulfill the needs.

- Motivation commonly related to push pull factors that affects visitors behaviour.

- Motivation of the tourists stems from the domain of human psychology.

- It is the satisfaction forming factor.

### **Internal factors of motivation**

For many people, tourism is a way of satisfying their psychological needs such as travelling, performing leisure activities, exploring novelty and capabilities, self expression and self assurance, creativity, competition, need for relaxation and belongingness.

### **Intrinsic motivation**

- Attitudes of tourist:** Knowledge of a person, place, or object plus positive or negative feelings about the same.

- Perception of Tourist:** By observing, listening or getting knowledge, tourists form the perception about a place, person or an object.

- Values or beliefs:** A tourist believes or values a specific mode of conduct, which is acceptable personally or socially.

•**Personality of the tourist:** The nature and physique of a tourist plays an important role towards motivation in tourism

### **External factors of motivation**

There are external motives in tourism that can influence tourists and pull them towards a certain motivation and subsequent decision.

**Extrinsic motivation:** Here, external factors such as money and need to feel competent on the scale of expenditure and performance motivate a tourist.

•**Place of origin** The grooming of the tourist depends upon the place of its origin. Ex: for Indian married women, tourism might come last in the list of preferential things they wish to do whereas for American ladies, tourism would acquire a much higher rank.

•**Family and age:** The family matters when it comes to the structure and the income. Today the families with nuclear structure and double income tend to opt for long distance, extravagant tourism more than joint families or families with single earning members who are interested in visiting domestic places.

•**Culture and social class:** Tourists of different cultures prefer different places, events and different types of tourism. In addition, if friends and families who have visited a place earlier spread the first hand information that motivates the others to visit the place too.

•Push and pull factors have been widely accepted to explain tourist behaviour and travel.

•“Motivations” simply explain push factors as the motive that drives a tourist away from home and pull factors as the motives in which drive a tourist towards a destination.

### **DEMAND-LED SYSTEM**

Factors that shape demand for tourism are therefore examined in the international context like:

•Leisure time-holidays, vacations. Retirement age, shrinking work, weekend.

•Life Cycle Stage-time and money available to finance tourism.

•Increased mobility--cost and accessibility to air and automobile transport. Work patterns--flexibility of time.

Affluence-increased real incomes.

•Women in the workforce

- Attitudes to marriage
- Increased amenities to simplify home chores.
- Trend towards smaller families, higher education and higher life expectancy.
- Increasing urbanization and migration.

## **SUPPLY LED SYSTEM**

- The worldwide expectations from supply led system fall into five categories: Attractions-natural, man-made and cultural or ethnic
- Transport-easy access, particularly to world air routes
- Accommodation-the commercial sector, the supplementary sector and the in- formal private sector.
- Support Services-shops, banks, medical aid and other resident oriented products.
- Infrastructure-roads, railways, airports, electricity, sewage disposal and whatever is required to provide support services and facilities.

## **Matching supply with demand**

The definition of tourism supply should result from the overall definition of tourism and can thus be defined as the supply of all assets, services and goods to be enjoyed or brought by visitors and occasioned by the journey of visitors.

## **Impacts of Tourism- Positive impacts**

•**Generating income and employment:** tourism in India has emerged as an instrument of income generation, poverty alleviation and sustainable human development. It contributes 6.23 per cent to the national GDP and 8.78 Per cent of the employment in India. Almost 20 million people are now working in India's tourism industry.

•**Preservation of National heritage and environment:** Tourism helps to preserve several places, which are of historical importance by declaring them as heritage sites.

•For instance, the Taj Mahal, Ajanta and Ellora temples would have been decayed and destroyed had it not been for the efforts taken by the tourism department to preserve them.

•**Developing infrastructure:** Tourism tends to encourage the development of multiple use infrastructure that benefits the host community, including various means of transports, health care facilities and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors

•**Promoting peace and stability:** The tourism industry can also help to promote peace and stability in developing countries like India by providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness.

### **Negative impacts**

•**Undesirable social and cultural change:** Tourism sometimes leads to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity.

•**Increase tension and hostility:** Tourism can increase tension, hostility and suspicion between the tourists and local communities when there is no respect and understanding for each others culture and way of life.

Thank you