

Quadrant II – Transcript and Related Materials

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Name of the Presenter: Assoc. Prof. Smita Naik Fernandes

TRANSCRIPT

Meaning, classification and factors affecting tourism

Introduction

- Tourism is one of the world's fastest growing industries and a major foreign exchange earner and employment generator for many countries.
- It is one of the most remarkable economic and social phenomena.
- Earlier tourism was an activity restricted to the elite, but today it has become a mass phenomenon.

Meaning of tourism

- Tourism as we know today is a phenomenon of modern times. However there is no single definition that is universally accepted.
- According to UNWTO, Tourism comprises of the activities of persons travelling to, and staying in places outside their usual environment for not more than one consecutive year for leisure,

business and other purposes not related to the exercise of an activity remunerated from within the place visited.

- The two Swiss scholars Hunziker and Krap defined tourism as “thetotality of phenomenon and relationships arising from the travel and stay of non-residents, in so far they do not lead to permanentresidence and are not connected with any earning activity”.
- While according to the Oxford Dictionary tourism is basically“ travelling for pleasure ”.
- The above definitions reveal the following elements of tourism:
 1. Involvement of travel by non-residents
 2. Stay of temporary nature in the area visited.
 3. Stay not connected with any earning activity.

- **Basic components of tourism:** Tourism does not exist in isolation. It has three basic components without which it cannot operate.

1. Transport

2. Locale

3. Accommodation

- **Characteristics of the tourism:**

1. Tourism is an intangible, non-transferable product.

2. Tourism demand is highly unstable.

3. Tourism product is an amalgamation of various services.

4. A dominant role is played by intermediaries.
5. Tourism is labour intensive in nature.
6. Production and consumption of tourist services are closely related.

Classification of tourism

On the basis of the place visited, tourism can be classified into two types, namely:

1. Domestic tourism

2. International tourism

Domestic tourism: When people travel as tourist within their own country, it is called internal or domestic tourism. The tourist can freely move in any area. Normally, the tourist does not require any documents like passport, visa and medical certificate.

- **International tourist:** When people visit a foreign country as tourists, it is referred to as external or international tourism. In order to travel to a foreign country, the tourist needs

a valid passport , visa, health documents and foreign exchange.

- International tourism is further divided into 2 types

1. Inbound tourism

2. Outbound tourism

1. Inbound tourism :refers to tourists of outside origin entering a particular country. For eg. When a tourist from India travels to Japan,then it is inbound tourism to Japan.

2. Outbound tourism: refers to tourists travelling from the country oftheir origin to another country. For eg. When a tourist from India travel to Japan , it is outbound tourism for India .

Forms of tourism

With the advancement made in the human society, today the very purpose of tourists visiting a place has also diversified.

On the basis of the diversified purposes, tourism can be classified into ten classes, namely :1. Cultural tourism 2. Recreational tourism3.Health tourism 4.Historical tourism 5.Environment tourism 6.Educational tourism 7.Religious tourism 8.Sports tourism 9.Adnventure Tourism 10.Business tourism

Factors affecting the growth of tourism

- The growth of tourism is influenced by a range of promoting or discouraging factors.

Promoting factors :Factors that have promoted tourism in the past and which continue to do so include :

1. Increase in leisure time :Robotization in factories and computerization in offices , paid holidays has resulted in reductionin working hours and more leisure time. This has led to extensive holiday travel and future travels are even more optimistic.

2. Rising standard of living :The rapid economic development has raised the standards of living in many countries with increase in real disposable income. A part of this income is now spent on travel for fun ,For many elites tourism has become a status symbol.

3. Revolution in transport: The developments in transport, particularly air transport leading to evolution of the jumbo jets has resulted in drastic reduction in air fares. Thus today, more people can now afford to undertake holiday to distant places by air. Similarly improvements in internal roadways, railways, private cars have a given a boost to domestic tourism.

4. Industrial development and urbanization: Urban and industrial places are characterized by

pollution ,over population , crowding and monotony of work .People prefer to have a change and move in search of pure air and sun during holidays .

5. Education and culture: The spread of education and culture worldwide has led to natural curiosity amongst people to travel to other places and discover how others live and work.

6. Climate: Many people living in harsh climatic conditions or even in areas where there are seasonal climatic changes, prefer to travel to places where equable climate exists for a holiday .For eg. Many Europeans visit Goa from November to end of February to escape their severe winter and enjoy the sun and sand in Goa.

7.Publicity and Promotion :As tourism generates various economic benefits like foreign exchange to a country, many governments are actively promoting tourism . Wide publicity is given abroad to their tourist places to attract foreign tourist.

The private entrepreneurs involved in the tourism industry also undertake tourism promotion campaigns .

8.Emergence of travel agencies: The travel agencies organize package tours which facilitate people, not used to making their arrangements to travel with an easy mind. Moreover, they are good value because of bulk buying of transport and hotel accommodation

9.Increase in events: Many people are also travelling today in a representative capacity to attend conferences , seminars , business meetings , sports and cultural meets etc.

10.Emancipation of the young: In many western countries, the working youth have relatively high wages and no family responsibility, enables them to venture out on holiday more often.

Discouraging factors: A number of factors act as barriers to tourism.

1. Cost of travel: The ever-increasing oil prices have led to shooting up of air fares, thereby adversely affecting tourism. Overall recession in world economy also results in reduction in disposable income, thereby acting as a barrier to tourism.

2. Time: Acts as a constraint for the business people and those who have shorter holidays. Longer distances and slow movements due to inadequate transport facilities cause delays and may discourage tourists having shorter time available.

3. Family and health: People having small children, aged parents cannot venture out on tours due to inconvenience and family responsibilities. Health problems too act as deterrents.

4. Political Tension, social unrest, diseases: Tourism is a highly sensitive industry, terrorism, insurgency, communal violence, diseases in a tourist destination keeps the tourist away.

Conclusion

Tourism has grown from the pursuits of a privileged few to a mass movement of people. In fact, in the post-war period tourism has grown into a mass tourist industry. On account of the economic benefits accrued from tourism, countries will continue to promote tourism for years to come.

GLOSSARY OF TERMS/WORDS:

1. **Tourist:** A tourist is a person visiting a place other than in which he resides, for any reason other than following an occupation remunerated from within the place visited.
2. **Leisure:** Free time, when a person is not working or occupied.

