Geography of Tourism

GEOGRAPHY OF TOURISM

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Preface

Tourism geography is the study of travel and tourism, as an industry and as a social and cultural activity. Tourism geography covers a wide range of interests including the environmental impact of tourism, the geographies of tourism and leisure economies, answering tourism industry and management concerns and the sociology of tourism and locations of tourism.

Development can be viewed from various dimensions, however, for the purpose of this current session, we use the following definition of economic development: Economic development is a process of economic transition that involves the structural transformation of an economy and a growth of the real output of an economy over a period of time.

Cultural Tourism is travel to experience and, in some cases, participate in a vanishing lifestyle that lies within human memory. Destination activities include meals in rustic inns, costume festival, folk performance, and arts and crafts. Music tourism, which could be described as part of cultural tourism is becoming more prominent and brochures frequently list out the musical attractions of the places they seek to advertise.

The economic contribution of tourism activity to a community or region is influenced by a diverse number of factors within and outside the destination. Given that diversity, it is difficult to calculate impacts due to the wide range of effects associated with tourism economic activities, the diverse number of participants involved in those activities, and the complex interrelationships between various sectors. Tourism economic activity is often explained using the concept of supply and demand. A number of variables influence the demand and supply of a tourism product or service. For example, if the price of a hotel room increases, demand may decrease, as visitors seek other locations or

accommodation sources, and the supply of available hotel rooms therefore increases.

Wildlife Tourism, which also comprises of Eco-tourism and Sustainable tourism, has witnessed a massive growth in the recent years. Like everything, wildlife tourism too has its own pros and cons. Positively, it has proved to be the best way to conserve the rich wildlife of India. People have become more aware of the endangered species and initiatives are being taken to save them. Wildlife tourism also supports the projects on conservation monetarily. It has led to a reduction in the poaching activities in the country.

Definitional problems occur partly since the word 'tourism' is usually utilized like a single term in order designate a different range of theories, partly since it is an area of study in a wide variety of areas (economics, geography, marketing and business, sociology, history, anthropology and psychology), and differing theoretical structures within these areas lead inevitability to contrasts in emphasis and perspective. It is also the case that at the same time as there has been some union in official meanings of tourism geography (i.e. those utilized by governments, international forums such as UN (United Nations) and tourism organizations, public opinions of what comprises a tourists and the activity of the tourism might still vary quite clearly.

This book tries to delve deep into various aspects of tourism development. This book intends to explore principles of tourism development. This will prove high informative and useful for academics and professionals in the field.

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Introduction to Tourism Geography

The absolute number of tourists, however, accounts for only a part of the significance of tourism. Tourism acquires added importance, first, through the range of impacts that the movement of people on this scale inevitably produces at local, regional, national and, increasingly, at international level. Second, and less obviously, tourism is acquiring a new level of relevance through its emblematic nature, both as a mirror of contemporary lifestyles, tastes and preferences and, more fundamentally, an embedded facet of (post)modern life. The sociologist John Urry has argued that mobility – in its various guises – has become central to the structuring of social life and cultural identity in the twenty-first century and tourism is an essential component in modern mobilities.

Tourism impacts are felt across the range of economic, social, cultural and environmental contexts. Globally, an estimated 200 million people derive direct employment from the tourism business: from travel and transportation, accommodation, promotion, entertainment, visitor attractions and tourist retailing. Tourism is highly implicated in processes of globalisation and has been variously recognised: as a means of advancing wider international integration within areas such as the European Union (EU); as a catalyst for modernisation, economic development and prosperity in emerging nations in the Third World; or a pathway for regenerating post-industrial economies of the First World. It may contribute to the preservation of local cultures in the face of

the homogenising effects of globalisation; it can encourage and enable the restoration and conservation of special environments; and promote international peace and understanding.

Yet tourism has its negative dimensions too. Whilst it brings development, tourism may also be responsible for a range of detrimental impacts on the physical environment: pollution of air and water, traffic congestion, physical erosion of sites, disruption of habitats and the species that occupy places that visitors use, and the unsightly visual blight that results from poorly planned or poorly designed buildings.

The exposure of local societies and their customs to tourists can be a means of sustaining traditions and rituals, but it may also be a potent agency for cultural change, a key element in the erosion of distinctive beliefs, values and practices and a producer of nondescript, globalised forms of culture. Likewise, in the field of economic impacts, although tourism has shown itself to be capable of generating significant volumes of employment at national, regional and local levels, the uncertainties that surround a market that is more prone than most to the whims of fashion can make tourism an insecure foundation on which to build national economic growth, and the quality of jobs created within this sector (as defined by their permanence, reward and remuneration levels) often leaves much to be desired. More critically, perhaps, tourism can be a vehicle for perpetuating economic inequalities, maintaining dependency and hence, neo-colonial relationships between developed and developing nations.

The study of tourism impacts has become a traditional means of understanding the significance of tourism and dates from seminal work conducted in the 1970s by writers such as Mathieson and Wall (1982). More recently, work in cultural geography and related fields such as anthropology have drawn out new areas of significance for tourism. Thus tourism and tourist experience are now seen as an influential arena for social differentiation; as a means by which we develop and reinforce our identities and locate ourselves in the modern world; as a prominent source for the acquisition of what Bourdieu (1984) defines as 'cultural capital'; and a key context within which people engage with the fluid and

changing nature of modernity. Franklin and Crang (2001: 19) summarise this new reading of tourism and emphasise its new-found relevance thus:

The tourist and styles of tourist consumption are not only emblematic of many features of contemporary life, such as mobility, restlessness, the search for authenticity and escape, but they are increasingly central to economic restructuring, globalization, the consumption of place and the aestheticization of everyday life.

Readers will detect within this medley of themes and issues much that is of direct interest to the geographer and to disregard what has become a primary area of physical, social, cultural and economic development would be to deny a pervasive and powerful force for change in the world in which we live. Modern tourism creates a very broad agenda for enquiry to which geographers can contribute, especially because the nature of tourism's effects is so often contingent upon the geographical circumstances in which the activity is developed and practised.

The spaces and places in which tourism occurs are usually fundamental to the tourist experience – and space and place are core interests for human geographers. Furthermore, realisation of the contingent nature of tourism has encouraged a shift in critical thinking around the subject, away from traditional binary views of tourism and towards more relational perspectives. Thus, for example, rather than perpetuating a conventional view of tourism impacts as being necessarily either positive or negative in effect, or the relationship between so-called hosts and guests as being shaped around the dependency of the former on the latter, recent work in tourism geography has promoted more nuanced, equivocal understandings that have provided new insight into the ways in which tourists relate to the world around them.

This book is essentially concerned with developing an understanding of how tourism geographies are formed and maintained through the diverse and increasingly flexible relationships between people and the places that are toured and how those relationships become manifest across geographical space. However, it takes as its point of departure a key assumption – namely that to *understand tourism geography one must also understand*

tourism. Hence, for example, in the following sections important issues are introduced relating to:

- an understanding of what tourism is and some of the inherent problems associated with the study of tourism;
- some of the ways in which tourists may be differentiated (since such a vast body of people is clearly far from homogeneous);
- how tourist motivation and experience may be understood.

This material is included, not because it is inherently geographical per se, but because the differentiation of tourists, their motivations and the experiences that they seek are often intimately bound to resultant geographical patterns and behaviours. It is probably a fair criticism that geographers have not made a particularly significant contribution to the development of any of these core concepts (especially the differentiation of tourists or the development of tourism motivation theory and concepts of tourism experience), but the understandings that other disciplines have developed are still essential to comprehending tourism geography.

WHAT IS TOURISM?

What is tourism and how does it relate to associated concepts of recreation and leisure? The word 'tourism', although accepted and recognised in common parlance, is nevertheless a term that is subject to a diversity of meanings and interpretations. For the student this is a potential difficulty since consensus in the understanding of the term and, hence, the scope for investigation that such agreement opens up, is a desirable starting point to any structured form of enquiry and interpretation.

Definitional problems arise because the word 'tourism' is typically used not only as a single term to designate a variety of concepts, but also as an area of study in a range of disciplines that includes geography, economics, business and marketing, sociology, anthropology, history and psychology. The differing conceptual structures and epistemologies within these disciplines lead inevitably to contrasts in perspective and emphasis. Furthermore, whilst there has been some convergence in 'official' definitions (i.e. those used by tourism organisations, governments and

international forums such as the United Nations (UN)), public perception of what constitutes a tourist and the activity of tourism may differ quite markedly. More fundamentally, perhaps, recent critical analysis has begun to offer significant challenges to traditional concepts of tourism as a bounded and separate entity, and therefore one that is open to meaningful definition.

Photo: Geography of Tourism

Traditional definitions of tourists and tourism – as found, for example, within dictionaries – commonly explain a 'tourist' as a person undertaking a tour – a circular trip that is usually made for business, pleasure or education, at the end of which one returns to the starting point, normally the home. 'Tourism' is habitually viewed as a composite concept involving not just the temporary movement of people to destinations that are removed from their normal place of residence but, in addition, the organisation and conduct of their activities and of the facilities and services that are necessary for meeting their needs.

Simple statements of this character are actually quite effective in drawing attention to the core elements that may be held to distinguish tourism as an area of activity:

- They give primacy to the notion that tourism involves travel but that the relocation of people is a temporary one.
- They make explicit the idea that motivations for tourism may come from one (or more than one) of a variety of sources. We tend to think of tourism as being associated

with pleasure motives, but it can also embrace business, education, social contact, health or religion as a basis for travelling.

• They draw attention to the fact that the activity of tourism requires an accessible supporting infrastructure of transport, accommodation, marketing systems, entertain-ment and attractions that together form the basis for the tourism industries.

Official definitions of tourism have tended to be similarly broad in scope. For example, the World Tourism Organization (WTO) definition published in 1994 saw tourism as comprising:

the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

This approach acknowledges that tourism occurs both between and within countries (i.e. international and domestic tourism) and that it covers visitors who stay as well as those who visit for part of a day. The recognition of forms of day visiting as constituting a part of tourism is important, primarily because the actions, impacts and, indeed, the local geographies of day visitors and excursionists are often indistinguish-able in cause and effect from those of staying visitors, so to confine the study of tourism to those who stay, omits an important component from the overall concept of tourism.

Recently, however, traditional conceptions of tourism of the kind set out in the preceding definitions have come under a sustained attack as developments in critical analysis of tourism have raised fundamental challenges to many previous assumptions concerning its distinctive nature. As the discussion of motivation, the development of tourism was generally held to be a form of escape, a quest to experience difference and, in some readings, to find an authenticity that could not be obtained in normal routines. However, since the 1980s, post-industrial restructuring of economy, society and culture has been progressively linked to what has been termed a process of 'de-differentiation', whereby formerly clear distinctions (e.g., between work and leisure; home and away; or public and private) have been blurred and eroded. In globalising

societies what was once different is now familiar and the necessity to travel to encounter difference is greatly diminished as the experience of foreign cultures, practices, tastes and fashions become routinely embedded in everyone's daily lives. Franklin (2004: 24) asserts that 'it is difficult (and pointless) to define tourism in spatial terms: it is simply not behaviour that only takes place away from home' – a thesis that is reinforced by Urry's (2000) articulation of modern mobilities where he argues that in the excessively mobile societies of the twenty-first century, much of life is lived in a touristic manner. Hence, concepts of home and away (and their associated experiences) become less meaningful and sometimes meaningless in situations where, for example, people possess multiple homes.

Consequently, Shaw and Williams (2004: 9) confidently describe the quest for definitions of tourism as an 'arid debate' given the progressive blurring of boundaries between tourism and daily life, whilst Franklin (2004: 27) is openly hostile to what he perceives as the limiting effects of conventional definitions that place the travel and accommodation industry and the associated provision and purchase of commodities at the heart of tourism, rather than tourist behaviour and culture. This tendency, he argues, 'denudes tourism of some of its most interesting and important characteristics'. Franklin's thesis places tourism at the core of individual engagement with the fluid and changing conditions of modernity and he is content to reflect both this belief and his resistance to industry-focused definitions through radically different descriptions of the subject, such that, for example, tourism is described as 'the nomadic manner in which we all attempt to make sense of modernity (and enjoy it) from the varied and multiple positions that we hold'.

These recent attempts to ground tourism as constitutive of daily experience rather than a distinct and separate entity that expresses resistance to the everyday (e.g., through notions of escape and a quest for difference), raises the wider issue of the relationship between tourism, recreation and leisure. As areas of academic study (and not least within the discipline of geography), a tradition of separate modes of investigation has emerged within these three

fields, with particular emphasis upon the separation of tourism. Unfortunately, the terms 'leisure' and 'recreation' are themselves contested, but if we take a traditional view of 'leisure' as being related either to free time and/or to a frame of mind in which people believe themselves to be 'at leisure' and of 'recreation' as being 'activity voluntarily undertaken primarily for pleasure and satisfaction during leisure time', then some significant areas of tourism are clearly congruent with major areas of recreation and leisure. Not only does a great deal of tourism activity take place in the leisure time/space framework, but much of it also centres upon recreational activities and experiences (e.g., sightseeing, travelling for pleasure, leisure shopping, eating and drinking, socialising) that may occur with equal ease within leisurely contexts that exist outside the framework of tourism.

Similarly, as has been argued above, tourism permeates day-to-day lifestyles, in both leisure and work. We read about tourism in newspapers or magazines and view television travel shows; we spend leisure time reviewing home videos or photo albums of previous trips and actively planning future ones; and we import experiences of travel into our home and working lives; for example, by eating at foreign-food restaurants, or by including foreign clothing styles within our wardrobe. Thus, Carr (2002) argues that many forms of tourist behaviour are extensions of established behaviours in the leisure environment of our daily lives and hence rather than conceiving of leisure and tourism as polar opposites, it is more meaningful to visualise the different forms of engagement with leisure and tourism as being arranged along a continuum. This raises interesting questions relating to *where* tourism takes place.

In approaching the study of tourism, therefore, we need to understand that the relationships between leisure, recreation and tourism are much closer and more intimate than the disparate manner in which they are treated in textbooks might suggest. There is considerable common ground in the major motivations for participation (attractions of destinations, events and experiences; social contacts; exploration), in the factors that facilitate engagement with activity (discretionary income; mobility; knowledge of opportunity) and the rewards (pleasure; experience; knowledge

or memories) that we gain from tourism, recreation and leisure. However, rather than viewing each sphere as a discrete and clearly delineated zone of practice and experience, it is more meaningful to emphasise the permeability of boundaries (as indicated by the use of broken lines) and hence a fluidity in the relationship between the different elements.

TOURIST MOTIVATION

The question of why people travel is both obvious and fundamental to any understanding of the practice of tourism and is often directly influential on tourism geographies. The spatial patterns of movement and the concentrations of people – as tourists – at preferred destinations is not an accidental process but is shaped by individual or collective motives and related expectations that by travelling to particular places, those motives may be realised. Of course, other elements – such as the supply of tourist facilities or the promotion of places as tourist destinations are also central to the process – but understanding motivation is a key part of understanding the geography of different forms of tourism.

As Shaw and Williams (2004) note, many motivational theories are grounded in the concept of 'need', as originally conceived by Maslow (1954). This is evident in some of the early work on motivation which placed at the heart of the understanding of tourist motivation notions of a *need* to escape temporarily from the routine situations of the home, the workplace and the familiarity of their physical and social environments. Such needs arise, it is argued, because individuals strive to maintain stability in their lives (what is termed 'homeostasis') which is disrupted when needs become evident and is restored – in theory – once those needs have been met. Hence an extended period of work might create a perceived need for rest and relaxation that might be met through a holiday. Embedded within these core motives are a range of related motivational components. Compton (1979) for example, proposed that tourists might seek opportunities to relax; to enhance kinship or other social relations; to experience novelty and be entertained; to indulge regressive forms of behaviour; and to engage in forms of self-discovery. In a not dissimilar vein, Beard and Ragheb (1983) emphasised four motivational components: an

intellectual component (in which tourists acquired knowledge); a social component (through which social networks were maintained or extended); a competence component (in which skills were developed); and a stimulus-avoidance component (which reflects the desire for release from pressured situations – such as work – and attain rest or relaxation).

Implicit in these conceptualisations are two important propositions. First, tourist motivations are formed around combinations of stimuli that, on the one hand, encourage tourist behaviours (push factors) and, on the other, attract tourists to particular destinations or forms of activity (pull factors). Second, tourists expect to derive benefit (or reward) from activities undertaken. These two assumptions are brought together in Iso-Ahola's (1982) model of the social psychology of tourism. Here elements of escape from routine environments are juxtaposed with a parallel quest for intrinsic rewards in the environments to be visited. By envisaging these key elements as the axes on a matrix it is possible to construct a set of theoretical 'cells' in which elements of escape and reward are combined in differing ways and within which tourist motives may be located, depending upon their particular circumstances and objectives at any one time.

It is also implicit in conceptions of tourism as a form of escape that behavioural patterns will be adjusted to reflect motivation. One of the most interesting expositions of this idea is Graburn's (1983a) explanation of tourist 'inversions' – shifts in behaviour patterns away from a norm and towards a temporary opposite. This might be shown in extended periods of relaxation (as opposed to work); increased consumption of food, and increased purchases of drinks and consumer goods; relaxation in dress codes through varying states of nudity; and, most importantly from a geographical perspective, relocation to contrasting places, climates or environments. Graburn proposes several different headings or 'dimensions' under which tourist behavioural inversions occur, including environment, lifestyle, formality and health. Graburn emphasises that within the context of any one visit, only some dimensions will normally be subject to a reversal, and this allows us to explain how the same people may take different types of

holiday at different times and to different locations. It is also the case that actual behaviour patterns will usually exhibit degrees of departure from a norm, rather than automatically switching to a polar opposite. This accommodates those people whose behavioural patterns as tourists show minimal differences from most of the normal dimensions of their lives, whilst still emphasising the notions of escape and contrast as being central to most forms of tourism experience.

It is also understood that the motivations that shape the patterns of tourism of an individual will alter through time as well as across situations. This idea has been articulated by Pearce (1993) in his concept of the travel career ladder. The travel career ladder builds directly on Maslow's (1954) ideas of a hierarchy of needs by proposing five levels of motivation that ascend from the comparatively simple matter of relaxation and the meeting of bodily needs, to an existential quest for self-esteem and fulfilment.

Lower order needs are satisfied first and as the tourist gains experience, so higher order motives are accessed. However, whilst the model has value in emphasising the importance of experience in shaping tourist motivation and behaviours, the notion of a progressive development of experience through a travel 'career' is confounded by the observable tendency for contemporary tourists to seek different kinds of experience at the same stages of their 'career'. In particular, the trend towards multiple holiday-taking allows tourists to indulge a range of motives, more or less simultaneously, rather than sequentially as the model implies.

These different concepts and models offer what we might consider as 'traditional' readings of tourist motivation. Since perhaps the early 1990s, work in fields such as cultural studies has brought new perspectives to bear on the question of why people travel and how they choose between alternative destinations, some of which offer significant challenges to received wisdom. In particular writers such as Crouch (1999), Franklin and Crang have developed persuasive lines of argument that emphasise the progressive embedding of tourism into daily life, in which – as a consequence – tourism practice becomes not just a means of relaxation, entertainment, social development or bodily reconstitution, but also an expression of identity and of social

positioning through patterns of consumption. Thus tourism is not only a vehicle for accessing the world through travel, but increasingly a way of locating ourselves within it. Whether people (as tourists) consciously recognise such motives in shaping the choices they make is a moot point, but if we accept Franklin's (2004) assertion that tourism is a way of *connecting* to the (post)modern world rather than escaping from it, many of the established theories of motivation need to be reappraised.

TOURISM TYPOLOGIES

Murphy (1985: 5) is probably correct when he writes that 'there are as many types of tourist as there are motives for travel'. The early realisation that tourism was an area characterised by complexity has stimulated repeated attempts at creating typologies of the contrasting forms of tourism and different categories of tourist, essentially as a means of bringing some semblance of order – and hence, understanding – to the subject.

Recently, the creation of typologies as a means for comprehending tourism has attracted some critical comment, largely because authors such as Franklin (2004) see such frameworks as a limitation. If tourism is truly an integral feature of postmodern life, then structures that compartmentalise or which infer boundaries to experience that have limited meaning in reality, become barriers rather than pathways to developing understanding. That said, the fact remains that comprehension of the diversity of tourism requires some means of differentiating one form of activity from another and so some consideration of typological approaches is probably merited.

The benefits of recognising typologies of tourists and tourism are that they allow us to identify key dimensions of the activity and its participants. In particular, typological analyses help us to:

- differentiate types of tourism (e.g., recreational or business tourism);
- differentiate types of tourist (e.g., mass tourists or independent travellers);
- anticipate contrasting motives for travel;

- expect variations in impacts within host areas according to motives and forms of travel;
- expect differences in the structural elements within tourism (e.g., accommodation, travel and entertainment) that different categories of tourists will generate.

From a geographical perspective, these key dimensions are also central to the processes that demarcate the different forms of geographical space in which tourism may occur and the contrasting ways in which tourism relates to those spaces. For example, in the sophisticated city destinations of the business tourist; or the highly developed resorts or the accessible countryside that attract the mass tourists; or the remoter, undeveloped places that attract independent travellers and tourists on existential journeys of 'discovery'.

Attempts at the categorisation of tourism normally use the activity that is central to the trip as a criterion around which to construct a subdivision. Thus we may draw basic distinctions between, say, recreational tourism (where activities focus upon the pursuit of pleasure, whether through passive enjoyment of places as sightseers or through more active engagement with sports and pastimes), or business tourism (where the primary focus will be the development or maintenance of commercial interests or professional contacts).

However, it is also recognised that people may travel to secure treatment for medical conditions, for educational reasons, for social purposes or, in some cultures, as pilgrims for religious purposes. Furthermore, most of these categories may themselves be subdivided. It is, though, risky to push such distinctions too far or to assume that tourists travel for a narrow range of reasons. Most tourists choose destinations for a diversity of purposes and will combine more than one form of experience within a visit.

One of the intractable problems of isolating generalities within patterns is that the real-world complexity of tourism admits a whole spectrum of motives and behaviours that in many cases will co-exist within visits. So, for example, the business traveller may visit friends, take in a show or tour a museum, alongside the business meetings that provide the primary motive for the trip.

One of the earliest and most influential attempts to classify tourists was proposed by Cohen (1972). Cohen developed a four-fold categorisation of tourists, differentiated according to whether they were institutionalised (i.e. effectively managed through the travel industry) or non-institutionalised (i.e. very loosely attached – or independent of the tourist establishment). The two institutional categories are described by Cohen as organised mass tourists and individual mass tourists, whilst the non-institutional categories embrace people that Cohen labels as explorers and drifters.

Organised mass tourists characteristically travel to destinations that are essentially familiar rather than novel – familiarity commonly having been gained through previous experience, through reported experiences of others or through media exposure. The sense of familiarity is reinforced by the nature of goods and services that are available at the destination, which are often tailored to meet the tastes of dominant tourist groups. The mass tourist is highly dependent upon travel industry infrastructure to deliver a packaged trip at a competitive price and with minimal organisational requirements on the part of the tourist. Incipient tourists, feeling their way into foreign travel and new destinations for the first time, may typically operate in this sector, at least until experience is acquired. This sector is dominated by recreational tourists.

Individual or small-group mass tourists are partly dependent upon the infrastructure of mass tourism to deliver some elements of the tourist package, especially travel and accommodation, but will structure more of the trip to suit themselves. The experiences sought are still likely to be familiar but with some elements of exploration or novelty. The sector will contain business tourists alongside recreational travellers and is also more likely to accommodate activities such as cultural or educational forms of tourism.

Explorers generally arrange their own trips and seek novelty and experiences that are not embodied in concepts of mass tourism or the places that mass tourists visit. Hence, for example, contact with host societies will often be a strong motivation amongst explorers. It is possible, too, that people with very specific objectives in travelling (e.g., some business tourists or religious or health

tourists) would be more prominent here. There may be a residual dependence upon elements in the tourism industry – travel and accommodation bookings being the most likely point of contact, but these are minimal.

The people that Cohen labels as 'drifters' probably do not consider themselves to be tourists in any conventional sense. They plan trips alone, shun other tourist groups (except perhaps fellow drifters) and seek immersion in host cultures and systems. People engaged in this form of tourism may sometimes be considered as pioneers, constituting the first travellers to previously untouched areas, but in the process, of course, may initiate new spatial patterns of travel that through time become embedded in changed geographical patterns of tourism.

To some extent these typological subdivisions of tourists may be linked to contrasting patterns of tourist motivation. The actions of organised, mass tourists, for example, have been widely interpreted as essentially a quest for diversionary forms of pleasure through an escape from the repetitive routine of daily life and a desire for restorative benefits through rest, relaxation and entertainment. The individual or small-group traveller may retain all or some of these motives but might equally replace or supplement them with an experiential motive, a desire to learn about or engage with alternative customs or cultures – MacCannell's (1973) quest for authenticity or meaning in life. This tendency becomes most clearly embodied in the motives of the explorers and the drifters whom, it is argued, seek active immersion in alternative lifestyles in a search for a particular form of self-fulfilment. However, we should exercise caution in making too many assumptions concerning the links between motivation and forms of travel since as Urierly (2005: 205) reminds us, 'the inclination to couple external practice with internal meaning needs to be resisted'.

The patterns of activity and behaviour that might be associated with different types of tourism may also lead to a range of particular impacts upon the local geography of host areas. Organised mass tourism, for instance, generally requires infrastructure development such as extensive provision of hotels and apartments, entertainment facilities, transportation systems and public utilities, the

development of which inevitably alters the physical nature of places and will probably affect environments and ecosystems too. Furthermore, the actions of tourists en masse will usually have an impact upon local lifestyles. In contrast, the much smaller numbers of explorers make fewer demands for infrastructure provision and through different attitudes and expectations towards host communities, exert a much reduced impact upon local life, although even these forms of tourism are not impact-free.

A typological framework of tourism and tourists that builds upon Cohen's classification. In interpreting this summary, however, it is important to reiterate that differing forms of tourism may be combined within a single trip and as individuals we can and will move within the framework, especially as we progress through the life cycle. For example, people who were strongly independent travellers in their youth may gravitate towards mass forms of tourism in later life, perhaps when acquiring a family or with the onset of old age when the capacities to travel independently may diminish.

Cohen's work provides a useful summary of the forms of tourism that are broadly reflective of the modernist tradition that developed under the so-called 'Fordist' pattern of mass production and consumption, with its emphasis upon packaging and standardisation of tourism products. But tourism is seldom a static entity. For example, Poon (1989) noted a shift that became evident from perhaps the mid-1980s onwards, towards new patterns of tourism that are characterised by high degrees of segmentation within tourism markets, with highly flexible patterns of provision that are customised to meet the diverse demands of niche markets. The diversity of these 'post-Fordist' forms of tourism is not so effectively captured in typologies of the style developed by Cohen (although the distinctions between mass and independent forms of travel remain relevant, if less-clearly etched) and recent work on tourist typologies has tended to focus on how the segmented markets that are characteristic of post-Fordist patterns are formed. Shaw and Williams (2004) provide a range of examples based around the emerging popularity of eco-tourism that illustrate how typologies have been constructed around variables such as visitors' levels of interest in, or knowledge of, the natural

environment; their degree of dedication; levels of physical effort entailed in undertaking visits; as well as more conventional criteria relating to levels of organisation (or otherwise) of tours. The different perspectives offered in these typologies is revealing – not just of the changing nature of tourism – but also, the more flexible ways in which the study of tourism needs to be approached.

GEOGRAPHY AND THE STUDY OF TOURISM

Although tourism (with its focus upon travelling and the transfer of people, goods and services through time and space) is essentially a geographical phenomenon, it has occu-pied what Coles (2004: 137) has described as a 'curiously estranged' position within human geography. Initially the issue was one of the credibility and legitimacy of serious academic investigation of a fun-related activity, but even when acceptance was generally forthcoming, the treatment of tourism within the literature of human geography has remained extremely uneven. For example, a recent top-selling UK text on human geography indexes just one page on which tourism is discussed. Fortunately others have been more willing to recognise the significance of tourism within human geography, both as a valid subject in its own right and, equally important, as a 'lens' through which a range of contemporary issues may be examined.

Geographical approaches to the study of tourism have moved through a number of evolutionary phases. Butler (2004) suggests that three distinct eras of development may be discerned: pre-1950; 1950 to *circa* 1980; and *circa* 1980–present. The pre-1950 period is labelled by Butler as 'the descriptive era'. Here the study of tourism was uncommon within human geography and an activity of marginal interest or relevance. Where work was conducted it was characteristically descriptive and related to traditional, existing interests within the wider field. Gilbert's (1939) study of the growth of seaside resorts as a form of urban geography is an example.

Second, between 1950 (when the first reliable data on tourism began to emerge) and the early 1980s, Butler (2004) argues that the geographical study of tourism entered 'the thematic era' as

connections between tourism and some of the wider agenda of the discipline became more evident. As Ateljevic (2000) notes, the geographic approach at this time was strongly spatial in focus, deploying largely positivist perspectives to describe and record geographies of tourism. Issues such as the effect of scale, spatial distributions of tourism phenomena and of tourist movement, people–land relationships and tourism impact, and the spatial modelling of tourism development were typical foci for geographical work which established a basic approach to tourism geography that remained influential into the 1990s. Within such analyses geographical approaches centred on some now-familiar questions:

- Under what conditions (physical, economic, social) does tourism develop, in the sense of generating both demand for travel and a supply of tourist facilities?
- Where does tourism develop and in what form? (The question of location may be addressed at a range of geographical scales whilst the question of what is developed focuses particularly upon provision of infrastructure.)
- How is tourism developed? (This question addresses not just the rate and character of tourism development but also the question of who are the developers.)
- Who are the tourists (defined in terms of their number, characteristics, travel patterns, etc.) and what are their motives?
- What is the impact of tourism upon the physical, economic and socio-cultural environ-ments of host areas?

Third, Butler (2004) describes the period since the mid-1980s as being 'the era of diversity'. As the scale of tourism has grown and become more diverse in its composition (e.g., through the emergence of niche markets in areas such as adventure and eco-tourism or the widening popularity of heritage tourism), so the approach to the study of tourism has, in itself, tended to become more diverse. So the focus of work has extended beyond the issues that characterised Butler's 'thematic' era and added new areas of interest. These include important areas of work relating to, amongst others: tourism and communities; tourism and capitalist political

economies; tourism, production, consumption and the 'new' economic geography; cultural change and new cultural readings of tourism; tourism as an agent of urban regeneration and place promotion; and tourism as a sustainable form of development.

Underlying Butler's 'era of diversity' are several important shifts in the nature of geographical approaches to the study of tourism which reflect wider change in the epistemology of human geography. Three areas of change are worth noting.

First, and perhaps most influential, has been the impact on tourism studies of the so-called 'cultural turn' and associated rise of postmodern critical perspectives in human geography. Arguably the most significant aspect of the new cultural geography is that it offers a sustained challenge to conventional views of the pre-eminence of political and economic understandings of the world in which we live and, instead, emphasises a different set of perspectives on the way that we think about human geography. Issues of how places and their people are represented (and the subjective nature of those representations), how identities are constructed (especially in relation to difference, or – in the language of cultural studies – Others), or how patterns of consumption become embedded in cultural rather than economic processes, have defined a new agenda for the subject. These shifts in critical thinking have directly affected approaches to tourism, not just because tourism entails as central components the representation of places and people or that it is a primary area of consumption that is shaped around culture and identity, but because, in some readings, tourism is now seen as a *practice* (rather than a product) that is actively made and re-made through complex human and social engagements, relations and negotiations.

Second, arising from these new cultural perspectives, approaches to understanding tourism have become more relational in character. Thus, traditional binary readings of tourism's impacts and effects have been – and are being – replaced by more nuanced interpretations that recognise the negotiated and contingent nature of how tourism relates to the places, peoples, societies and cultures that are toured. For example, until quite recently, social science perspectives (including human geography) tended to present the relationship between tourists and the people they visited in terms

of 'hosts and guests' or – in economic terms – producers and consumers. However, the notion of hosts and guests has been challenged through application of the work of writers such as Castells (1997) and Shurmer-Smith and Hannam (1994) on the construction of power relations. Consequently there is now a better understanding of how outcomes, rather than being predicated on fixed relationships (in which there is a presumed dominance of the tourist), are often negotiated in variable and quite surprising ways.

Cheong and Miller (2000) argue that whilst tourism outcomes are often regarded as being driven by the tourist, in practice a tripartite power structure of tourists, locals and brokers creates a dynamic flexibility in which there is no fixed, one-sided relationship between the power of one group over another. Indeed, in many situations the tourist operates from positions of insecurity rather than influence.

They may be located in unfamiliar political, cultural or geographical areas; they may be subject to new social norms and expectations; and they may be required to communicate from a distinct linguistic disadvantage. Similarly, Ateljevic (2000) (drawing on work by Johnson (1986) and du Gay et al. (1997)) shows how assumed notions of tourists as passive consumers of 'products' within a uni-directional relationship between producer and consumer, are being replaced by new understandings of the producer-consumer relationship as a circular process.

Hence the nature of the product is seen as a negotiated outcome in which the product is continuously reproduced in light of shifting tastes, preferences and even meanings that are expressed by consumers through the process of consumption. The making and remaking of Las Vegas is a good example, expressed on a spectacular scale, but the key point is that many areas of tourism production are subject to the same essential process.

Finally, the understanding of tourism has been enriched by closer association with a number of new critical and conceptual positions within human geography and the wider social sciences. In some respects this has become a reciprocal relationship in so far as whilst the understanding of tourism has benefited from the

application of new critical positions, so tourism has become widely recognised as a 'lens' through which those same positions may be studied to advantage. Five areas of conceptual thinking that are relevant to tourism geography are worth highlighting:

Modernity and mobility Urry's (2000) thesis is that under modernity, mobility – as both a metaphor and a process – is at the heart of social life and that travelling has become a means through which social life and cultural identity is recursively formed and reformed. Mobility encompasses goods, information, images, ideas, services, finance and, of course, people within complex patterns that Urry (2000) suggests are structured around systems of what he terms 'scapes' and 'flows'. (The 'scapes' comprise the networks of machines, technologies and infrastructures that enable mobility – such as airports, motorways and computer networks, whilst the 'flows' are the movements of people, goods, ideas or images.) Tourism and tourist spaces, it is argued, are directly structured by the patterns of scapes and flows and as one of the most significant areas of modern mobility, tourism is deeply implicated in a key area of change.

Globalisation An important aspect of Urry's concept of mobility is that the scapes and flows transcend (and in many situations dissolve) national boundaries. Mobility therefore connects directly to processes of globalisation which may be seen as one of the primary consequences of the time–space compressions that are associated with enhanced and accelerated mobilities. However, globalisation is not simply about greater levels of physical connectivity, more importantly it is both an economic and a cultural phenomenon that is shaped by progressively more complex and extended networks of interchange within transnational systems of production and consumption. Tourism is a prominent component of the process of globalisation and is a primary channel for economic and cultural exchange, but it is also shaped by globalisation through the evolving system of scapes and flows.

New geographies of production and consumption Globalisation connects closely to new geographies of production and consumption. Change in patterns of production is complex and involves both spatial and sectoral shifts. Thus, for example, there has been significant migration of manufacturing capacity from old

centres of production such as western Europe to new spaces of production in regions such as southeast Asia. As a linked process, we have also seen sectoral shifts from declining manufacturing industries to expanding service industries, especially in older industrial economies. At the same time we have seen a move from Fordist patterns of mass production of standardised products, to post-Fordist patterns of flexible production in which goods and services are outwardly matched to the needs of different market segments.

But there are countervailing tensions here since there is extensive evidence that in the realms of consumption, the spread of global capital and its associated consumer cultures provides a profound source of erosion of cultural traditions or difference that is quite capable of overwhelming local and regional experience. Ritzer's (1998) well-known thesis of the 'McDonaldisation' of society articulates these concerns with particular clarity, but there is much within the contemporary literature on tourism that explores the same themes.

Consumption and identity Although consumption is evidently an economic process, it is not exclusively so. Indeed, advocates of cultural readings of contemporary society will be quick to point to the many ways in which consumption is socially and culturally produced. Thus although many of the goods and services that we consume are still mass produced, in the process of consumption people will impart individual meanings and significance to products by the way in which they are utilised.

Crang (2005) provides the example of the motor scooter – developed in Italy as a fashionable means of urban travel for a largely female market, it was adopted (and adapted) as an iconic component of a largely male 'Mod' culture in 1960s Britain. In these ways consumption becomes one of the primary mechanisms through which people form and then project their identity and tourism – as an arena of conspicuous consumption and a recurrent focus of popular social discourse – has assumed an increasingly central role in this process.

Sustainability As Sharpley (2000: 1) notes, the period since the publication of the report of the World Commission on Environment

and Development (1987) on 'Our Common Future', the concept of sustainable development has become the focus of increasing attention amongst tourism theorists and practitioners. This has served several purposes. First, by connecting tourism with the wider agenda of sustainability, the debate has helped to emphasise the relevance of tourism as a significant arena for interaction between people and their environments.

In this way, the political significance of tourism has been reinforced. Second, although – as authors such as Clarke (1997) have illustrated – there are significant difficulties in capturing the essence of what sustainability actually means, the discourse surrounding the sustainable nature of tourism has helped to refocus traditional debates on tourism impacts. Hence, in place of approaches that sought to isolate tourism impacts as positive or negative in their effect, the perspective of sustainability casts a more revealing light on the *processes* by which tourists might affect the places that they visit.

2

Geographical Phenomenon of Tourism

Tourism is an inherently geographical phenomenon. Tourism's concepts are embedded in the physical and cultural attributes of a visited place and the movement of people from the realm of the known to the realm of the unfamiliar or exotic. Each destination is important, as it holds some physical or cultural attribute that is distinctive to that place and thus the tourist seeks out this distinctiveness on the Earth's surface. Tourism also holds particular spatial characteristics that lure tourists, such as different climates, physical landscapes, cultural landscapes, and often ethnic variation. These spatial characteristics are an important quality to a specific region's tourism industry.

Geographers have approached tourism studies using spatial-analytical methods that helped to identify historical connections to contemporary patterns. This approach enabled scholars to forecast possible changes to the physical and cultural landscapes of a particular place resulting from tourists flows and activities. The geographical scope and economic size of modern tourism encompasses a wide range of disciplines. Thus, the body of literature covering tourism related topics is enormous. We will review some of the early literature that is important in understanding the ways in which tourism research has taken place. We will also discuss tourism as a modern industry in three separate but equally important and over lapping categories, world tourism, in Central America, and tourism in Honduras. We will

also discuss my research methodologies in the field and the geographical perspectives we used as we conducted my fieldwork on one very small island.

TOURISM AS A WORLD PHENOMENON

Tourism is the world's largest industry and continues to grow. Total gross expenditures for travel and tourism were $3.2 trillion in 1993 or, approximately six percent of the global GNP. By 2005 the number of tourism related jobs is expected to exceed 350 million *(ibid)*. In the 1990s more than 200 million people were directly or indirectly employed in the global tourism industry and 20,000 jobs are created for every 1 million dollars of revenue generated. Tourism accounts for more than 11 percent of all consumer spending world wide *(ibid)*. In the 1990s, in the United States, tourism produced 13.4 percent of the nation's GNP, generated $50 billion in tax revenue and employed 11 million people.

Photo: Tourism as a World Phenomenon

According to the World Tourism Organization (WTO) international tourist arrivals grew from 93 million in 1963 to 284 million in 1981 *(WTO 1997)*. By 1990 arrivals had reached 456 million and are expected to double by 2010 *(WTO 1997)*. However, after the recent international terrorist events these expectations are not likely to be met. It appears that the stage is set for the continued growth of tourism in the developed world in the

quaternary sector of the economy. Many developing nations are also moving towards a more service-based economy as governments begin to comprehend the potential economic magnitude of the industry. In recent years the most rapid growth of the tourism industry has been in the developing world. In these countries tourism makes up a substantial portion of their gross national and gross domestic products as well as a major portion of their foreign earnings. Many scholars feel these countries show the greatest prospects for continued growth. However, tourism is not a panacea for the economic crises of the developing world although it has become an economic fact in today's society.

TOURISM DEVELOPMENT ON UTILA

The tourist development of the Bay Islands is a forgone conclusion. No area of such beauty and such accessibility can remain undiscovered and unexploited. To yield their full potential, however, careful planning is indicated…It would be most unfortunate if the beauty of the Bay Islands was not available to all visitors to—and residents of—Central America.

Nature has not created comparable attractions along the Caribbean coasts of Guatemala, Nicaragua or Costa Rica. The Bay Islands are a truly regional resource. Before beginning a discussion of the history of the tourism industry on Utila, perhaps a note on tourist types is appropriate. Paul *Fussell (1980)* distinguished the tourist from three other types of people who take trips. His first classification is the explorer. Explorers seek the undiscovered and believe that no others have gone before. Christopher Columbus and his crew and the many other conquistadors who visited this part of the world during the colonial period are early examples. Travellers, Fussell's second type follow the explorers and attempt to learn about the newly discovered areas through study and experience. In the Bay Islands, people such as Mitchell-Hedges and his associates and William Duncan Strong, the first ethnologists and archeologists to visit the Bay Islands, are considered among this group. Travellers did not make it to the islands until early in the 20th century.

Fussell's definition of the tourist differs from the others because they seek areas already discovered by businesses and publicized

by the media. People who want nothing to do with the mass stereotypical tourist destinations and seek only the most remote of places that they perceive to be more authentic Fussell labels the antitourist. These people, he believes, imagine themselves as travellers, however, the days of the explorer and traveller are long past because few places on Earth have not been visited by humans.

Fussell's typology lacks a category for the scoundrels, fugitives, and scallywags who visited the islands before they were developed by the modern Bay Islanders. Further, he does not suggest where academic researchers fit into this scheme. Still, utilizing his discussion, it is possible to determine when the first modern tourist reached Utila and that travellers came to the island well before tourism become a major economic component of the world market after World War II. The Bay Islands remained relatively remote until well into the twentieth century. Although they were accessible to wealthy explorers, scholars and the occasional fugitive, for the modern tourist, getting to the islands was difficult because the only transportation from the mainland was by small dories and fishing boats. Travellers such as Mitchell-Hedges gave accounts that portrayed images of a rustic, savage place with extensive reefs that held ship wrecks.

The possibility of pirate treasures hidden in the reefs lured the first major wave of tourists to the islands in the late 1970s. However, Utila's potential for tourism did not go unnoted by Rose in 1904, well before tourist began visiting the island. Ritchie, Davidson and Lord in the 1960s and 1970s, when an infant industry was beginning to develop on the islands, also noted the possibilities an economy based on tourism could bring to the islanders. Nevertheless, for Utila, it would be well into the 1980s before tourism became a significant component of their island economy.

The conclusion of World War II brought a world boom in tourism and travel world wide. The Bay Islands and much of the western Caribbean, however, did not participate in the tourism explosion. Inadequate transportation, infrastructure, and boarding facilities were among the primary reasons for this lack of participation. The region also had acquired a reputation as being politically unstable.

In the late 1960s a diminutive modern tourism industry emerged in the islands as regular airline service from the mainland was initiated. In this same decade several popular periodicals suggested that the islands were perfect places for the adventuresome traveller who found sailing, diving and treasure hunting appropriate activities. Also fundamental in development of the tourism industry on the Bay Islands were the Honduran legislative actions taken in the 1980s to help the existing economic crisis. Additionally, the political unrest during the 1970s was resolved and a perception of peace throughout Central America contributed to the growing industry.

Though a modern tourism industry emerged in the 1960s it grew fairly slowly until the 1990s. Roatán had the largest number of hotels in 1960, while Utila and Guanaja each had only one. By 1989 Roatán's numbers had decreased by two leaving the island with only ten hotels while Guanaja's numbers had increased to four and Utila's to three. The inhibiting factors present during the 1960s, such as in adequate facilities and accessible transportation remained unresolved well into the 1980s.

A ferry service between La Ceiba and the island settlements of Utila, Oak Ridge, and French Harbour had been established but the transportation infrastructure on the islands improved very little. For example, Utila had no paved roads until the late 1990s aside from a small portion of Main Street that was paved in the early 1970s.

In 1988 through international assistance, Roatán's small airstrip outside Coxen Hole was enhanced to handle jet aircraft *(ibid)*. In that same year, Honduras's airline Tan Sahsa began offering regular airline services between the mainland and the island, from several Central American countries, and from Miami, New Orleans, and Houston *(ibid)*. Service into the United States lasted only a few years because in 1994 the United States banned the airline because of safety violations *(ibid)*.

Utila's airport is the smallest of the three islands and is currently unpaved, therefore no international flights have flown into the island. As of 2001 only two airlines service Utila, Sosa and Atlantic. Isleña Airlines recently discontinued services because the dirt

runway was damaging the airplanes. Currently Utila has five daily flights, two in the morning, one at midday, and two in the early evening before dark. There are no scheduled flights after dark on the island because the runway is not equipped with properly lighted.

In 1974 approximately 1,000 tourist visited the Bay Islands, however by 1988 this number had risen to approximately 15,000. The 1990s has been the decade for the Bay Islands' tourism industry. In 1997 roughly 93,000 tourists visited the islands. This number was nearly quadruple the islands population total in the 1988 census.

In the early 1990s approximately 11% of the islands' total labour force was employed in service sector jobs *(ibid)*. By the end of the decade nearly 80% of the islands' population was directly or indirectly dependent on the tourism industry *(ibid)*. Most islanders were employed as service personal with little or no training and those in management or executive positions were mostly foreign *(ibid)*.

The number of tourist facilities from 1985 to 1996 also grew substantially from 17 to 80 for all the islands. Utila's proportion of hotels increased from 18% to 30%; total number of rooms increased from 34 to 199. Of course, Roatán still attracts the greatest number of tourist. Roatán also has the greatest price range for hotels; 10$ to $1500 daily. Guanaja has the highest mean price for daily lodging $94.25, and as might be expected Utila is the least expensive ($18.04). Since 1996 Utila has experienced an even greater spurt of development and continues to grow today.

EMERGENCE OF THE PRESENT TOURISM INDUSTRY

From about 1960 onward a small but relevant tourism industry was beginning to form on the island. As early as 1965, in the report by Ritchie and his associates, Utila was recognized for its inexpensive appeal. The group wrote,

"The initial development of Utila should attempt to maintain a balance between the bargain appeal (the present boarding house charges $3 dollars per day American plan) and accommodations of quality that can be promoted by U.S. travel agencies...Design

should be of high standards and in keeping with the architecture of the town. The objective is first-class comfort and housekeeping, without luxuries."

Photo: Tourism Industry

These first tourists were made up of recreational sailors, fishermen, and SCUBA divers along with the occasional "hippie". In 1971, when Davidson carried out his survey of the Bay Islands tourism facilities, Utila had only one small hotel, the Jimenéz. A few years later, when Lord conducted his research on Utila he noted the presence of three local bars, including the most famous and the only one still in operation: the Bucket of Blood Bar. As shown in Figure, just a handful of facilities existed before 1980. However, when the Honduran Government realized the islands' potential as a means to end the economic crisis of the 1980s, Utila, along with the other three islands, began to reap the economic benefits of new governmental legislation.

The periods of the most intensive growth can be linked to the establishment of these policies. The implications of these policies for landscape and cultural change have been important in this discussion. We will reconstruct the emergence of the industry on the island using dates acquired from locals and other documents from local tourism facilities.

Aside from Hotel Jimenéz, before 1980 Utila had one other family owned hotel, Hotel Trudy. A second hotel was begun

sometime in the mid 1970s but was never finished. Its skeleton is visible on a ridge west of town. Locals say that an American named Duncan began the hotel. However, he ran out of money and left the island, "never to be seen again". Now, the hill site is known by locals as Duncan Hill. As one of the few high outcrops of coral on the island the view is panoramic over the entire settlement of East Harbour. The hotel ruins are now home to ladino squatters. In addition to the two boarding facilities, Utila had one travel agency, (Morgan's Travel), two restaurants, a general store, three bars and an airstrip. Before 1980, tourism facilities on Utila were rare and the industry was still in its infancy. The situation changed during the 1980s.

As SCUBA diving became more popular worldwide after the 1970s the flow of tourist increased to the island. The first organized dive schools were established during the 1980s and included, Cross Creek Dive Centre, Utila Water Sports, and Utila Dive Centre. Three new hotels were also built, Cross Creek Hotel, Celena, and Blueberry Hill, and the first small resort was built in East Harbour (Utila Lodge). However, Utila Lodge was not advertised as a resort until the mid 1990s.

Cross Creek Hotel began a trend that has been followed in recent years, that is, dive shops build their own hotels or establish contracts with existing hotels for rooms. This arrangement allows the dive schools to advertise packages that give their clients cheaper rates on rooms. These arrangements have caused conflicts among locally owned dive shops and foreign owned dive shops. Cross Creek, along with its dive shop and hotel, also constructed a restaurant to complete its tourism complex.

Other restaurants were also built during the 1980s namely Mermaid's Corner, The Jade Seahorse, and Utila's first mainland-owned business, Las Delicias. Additionally, a second travel agency was built, as well as a bank, Hondutel telecommunications office, and two supermarkets. The decade of the 1980s began the escalation of the modern industry, with diving being its primary attraction.

Utila is known worldwide for being one of the "cheapest" places in the world to dive and thus attracts a certain type of tourist. The establishment of the first dive centres and the

understanding of the type of tourist the island was attracting created a more coherent industry. Local businesses focused their attention and efforts towards building on this attraction. As each new diving school was built a hotel soon followed. With the exception of the three resorts, all of the other tourist related businesses stayed within the "unspoken" price parameters.

The 1990s brought the greatest changes to Utila's tourism industry and by the summer of 2001 Utila had developed into a thriving diving-oriented tourist centre. Today the island has 11 dive shops, reduced from a high of 14. Two dive shops, Sea Eye Dive Centre and Reef Resort Dive Shop, closed shortly after opening because of internal competition. After the Reef Resort Dive Shop closed in 1997 the owners converted the building into the Reef Cinema, one of two places on the island where films can be viewed. Within an eight year period eight dive shops have opened and are flourishing on the island.

As the diving industry continued to grow, an accompanying increase in the number of hotels and other related tourist facilities appeared to accommodate visitors. By the summer of 2001 Utila had 28 fully operational hotels and an addition five hotels were under construction. In addition, many islanders were renting extra rooms and empty houses to tourists who wanted to stay on the island for longer periods of time. Some 19 new restaurants, bars, and cafés were also constructed between 1990 and 2001. These new facilities were built especially for the growing tourist industry. In addition to the new dive shops, hotels and restaurants that were established in the last 11 years some 23 other tourist related facilities have also been built. These businesses include three internet shops, two bicycle rental shops, several souvenir shops, several laundry services, several boutiques, two community health centres, several household good stores and two bottled water businesses.

The bottled water business beginnings are in direct correlation with the escalating numbers of tourist to the island. Before the 1990s Utilians used well water and cistern water for drinking and other related needs. Imported bottled water was available for consumption on the island, however, when large numbers of foreigners start visiting the island locals saw the potential for

personal profit. Therefore the two businesses began operation. Since 1970 nearly 49% of the tourist related facilities constructed, were built in the settlement of East Harbour on unoccupied land. While 51% of the facilities were placed in existing buildings or on land formally occupied. Of this 51%, 25% of the new facilities were housed in converted private dwellings. Although only 49% of the new buildings were built on unoccupied land the landscape and land-use patterns existent on Utila before tourism became an important economic factor were beginning to undergoing change.

Utila does not have the infrastructure that the other islands possess, such as 24-hour electricity or island-wide sewage disposal or plumbing. The island's electricity comes from a diesel powered-generator. In 1965 the generator ran only during the early morning and early evening, less than nine hours a day. Many islanders remember this time and joked that if the generator came on during the night it meant someone had died. A generator still produces the power on the island. It normally runs from six in the morning until midnight. Because of fuel shortages and frequent mechanical problems, neighbourhood outages often occur. Such inconsistencies required that tourist facilities have their own generators to guarantee their services.

TOURISM IN CENTRAL AMERICA

Central America's reputation for political unrest and inadequate transportation and infrastructure has caused an uneven growth in tourism since the 1960s. However, in 1965 the Central American Bank for Economic Integration, in conjunction with the U.S. Agency for International Development's regional office for Central America, commissioned Porter International Company to examine the possibilities of the development and promotion of tourism in the region. According to Ritchie and his associates,

> *"The objective was that the conclusions and recommendations reached could serve as a basis for a Master Plan of Tourism, which would permit the promotion, financing, and execution of specific investment projects for the development of a tourism industry in Central America."*

For each country specific locations were designated as having qualities favorable for tourism. These qualities included important

historical-cultural sites, such as Esquipulas in Guatemala, and areas where the physical geography was conducive to tourists, such as the Bay Islands of Honduras. David Weaver (1994), some three decades later, discussed characteristics of tourism development that followed the recommendations of Ritchie and his associates. Weaver suggested that tourism development in Central America was based on physical and cultural geographical factors. The insular region, according to *Weaver (1994)*, attracts tourists because of its appealing climate, extensive beaches, developed resorts, and its close proximity to the tourism markets of the United States. In this region the traditional "3s" (sand, sea and sunshine) type of tourism takes place. The mainland region of Central America relies on the extensive culture-history of the Maya and other pre-Colombian tribes and the more recent colonial additions for its tourism draw. However, this region also has the "3s" attraction along with more highly diverse natural areas and ecosystems *(ibid)*.

The number of tourist visiting Central America from 1960 to 1970 grew from 124,000 to 744,000. This growth followed the international trend during this period. Annual tourist arrivals between 1970 and 1975 in this region rose from 744,000 to nearly 1.7 million *(WTO 1993)*. This increase surpassed the global rate of growth, which was documented at 134 percent, as well as the rate of the growth to the Americas (118%) and to Mexico (143%) *(WTO 1993)*. The next decade (1975-1985), however, did not follow this trend. Total tourist arrivals to the region dropped from 1.7 million to 1.1 million annually. The decline was associated with the highly publicized escalating violence throughout the isthmus. Guatemala, Nicaragua, and El Salvador, the countries with the most widespread public violence, lost the most tourists.

However, Costa Rica, the country with the most stable reputation, was also affected to a lesser extent by the regional drop. Honduras' international tourist arrivals during this time were slightly lower than the other countries in the region and remained relatively constant. Panama, the hub for air and sea travel in the region, according the West and *Augelli (1989)*, had always enjoyed a steady flow of tourists. During the regional lull in tourism Panama's arrivals increased. Susan *Stonich (2000)*

associates this increase with the inclusion of U.S. military personal and their families in the national statistics.

Since the 1980s the governments of the Central America countries have been in the process of strengthening their economies through new avenues of development. Stonich suggested that these avenues are designed to "integrate their economies, diversify exports, promote foreign investment, and increase foreign exchange earnings". One of the most important of these tactics has been the promotion of international tourism. However, because these countries are still considered developing relying on tourism as a means to fix their economics remains problematic. Tourism is cyclical in nature and in many developing countries disasters have ensued as tourism becomes a leading economic component. Much like the product cycle of economic theory, the product cycle of tourism development of a given area or the development of a specific type of tourism must pass through specific stages *(ibid)*.

The first stage of development, like that of a new product, begins as a relatively unknown place with just a trickle of visitors over a given period *(ibid)*. As it becomes better known its popularity grows until it reaches its popularity peak. Once this happens, visitation to this site will reach a saturation point and them it will begin its decline. Destination can take steps to overcome the likelihood of decline as suggested by Robert *Butler (1991)* that will reinvent the site and continue to attract tourists. However, further complicating the tourism product cycle is the capricious nature of the tourist. It has been suggested that tourists often favour the in-style, most publicly advertised places, and move on to new sites once the fad has dissipated. Unless the site can reinvent itself the likelihood of decline is probable.

Among other drawbacks discussed widely, and one of the most important for this discussion, is the possibility of economic leakage. Economic leakages occur most often in developing countries because unfettered foreign development and investment are allowed in hopes of gaining significant revenues from tourism growth. Leakages arise as a result of large ownership percentages held by foreigners or corporations and thus much of the revenue generated leaves the host country and returns to the country of

investment origination. External labour brought into a host country by foreign investors can exacerbate leakage problems. John *Beekhuis (1981)* calculated that Central America's leakage rates ranged from 30 percent to 50 percent while in Cancún, Mexico estimates were as high as 90 percent. In 1994 Erlit *Cater (1994)* suggested that 90 percent of the coastal development in Belize was foreign owned thus leakage rates were much higher.

Under the leadership of Mexico, in 1988, the presidents of El Salvador, Belize, Guatemala, and Honduras began one of the region's earliest attempts at promoting regional tourism with the creation of El Mundo Maya. Relying upon the financial assistance of groups in the United States and Europe the five presidents signed a joint tourism promotion pact. The group's first goal was to secure financial and technical assistance from the European Community to expand both the public and private tourism sectors in the five countries *(ibid)*.

The goal of the project, as stated by Mexico's Minister of Tourism was to, "showcase the history and culture of the entire region as one entity without borders. Cancún would become the "doorway" for the world to the project *(ibid)*. In 1991 the European Community loaned the group $1 million and the project began. In each country three types of tourism were endorsed: cultural/ historical tourism, coastal tourism, and ecotourism or adventure tourism. Fourteen tourism circuits were established, each containing one of the three types of tourism *(ibid)*.

Examples of three of the circuits established in Honduras were the Copán ruins (cultural/historical tourism), Roatán Island (coastal beach tourism) and la Mosquitia/Río Plátano Biosphere Reserve (eco/adventure tourism). The inclusion of Roatán and la Mosquitia are ironic because these two sites have never been inhabited by the Maya, although it is likely that Maya might have visited these places. However, these areas have become popular tourist attractions for Honduras and have been featured in several articles promoting Honduran tourism.

Other projects were planned, along with the initial circuits, which included infrastructural improvements (airports, roads and marinas), increased hotel construction and international marketing.

In El Salvador and Chiapas, Mexico archeological projects were initiated and upon completion were to be included in El Mundo Maya *(ibid)*. More than two million international tourists visited Central America annually during the 1990s exceeding the arrivals from the previous decades.

The promotion of Central America as a single tourism region has become a trend in the 1990s. The joint initiative first began with the creation of El Mundo Maya and then in 1996 the Central American presidents signed the Declaration of Montelimar II. The declaration designated the tourism industry as the principal growth strategy for the isthmus and it emphasized the necessity for cooperative efforts among all the Central American countries in making the region a single tourism destination. The promotion of these initiatives has been supported financially by several international donors such as the World Bank, the International Development Bank, the United Nations, and USAID *(ibid)*.

In 1996 tourism contributed approximately $1.6 billion to Central America's foreign exchange earnings and more than 2.6 million tourists visited the region that year *(WTO 1997)*. 2001 estimates have suggested tourist arrivals reached 4 million and created $3 billion in foreign exchange earnings making tourism a viable component in the Central American economy *(WTO 2001)*.

CHRISTOPHER COLUMBUS AND THE ENCOMENDEROS

Christopher Columbus made contact with the aboriginal populations on the Bay Islands on his fourth voyage in 1502. Hence, Utila and the rest of the Bay Islands became a part of history on July 30, 1502, when Columbus and his crew anchored off the north shore of Guanaja. Columbus documented the island's appearance and subsequently called it Isla de Pinos, for the large pine stands located there. For nearly 136 years the Spanish crown held virtually uncontested rule over the Bay Islands

The Paya populations on the Bay Islands were inevitably subjected to slaving raids. Queen Isabella of Spain, however, commanded her conquistadores to make slaves of only those aboriginal populations who were unwilling to become Christians or those designated as "cannibals". Even though the populations

of the Bay Islands were noted as being relatively peaceful it served the purposes of the conquistadores based in Cuba to inform the Queen that the Bay Islanders were hostile, cannibalistic, and opposed to Christianity.

In 1516, Queen Isabella allowed Diego Velasquez to remove the aboriginal populations on the Bay Islands to be used on plantations in Cuba where populations had already been exterminated. Allegedly only two raids took place in the Bay Islands and according to Sauer, it was during the second in 1525 that the name Utila appeared for the first time. Although some islanders survived slaving seeds had been planted for future Spanish settlement.

The Roman Catholic Church had little influence on the Bay Islands unlike other places in Latin America. A seemingly more important landscape and cultural change occurred with the institution of the encomienda initiated in Honduras in 153. This system called for Spanish occupation of the islands where the encomenderos would Christianize the Indians. Utila obtained only one. The encomienda brought the islanders into constant contact with the Spanish encomenderos, thus changing the lifestyles of the natives.

NEW TRENDS IN DEVELOPMENT

Previous observers have noted a general pattern to the location of tourist facilities and the degree to which they alter the landscape. Until recently most of the tourist facilities that have been built on Utila have been concentrated in the settlement of East Harbour. Thus the islands' natural landscape, such as mangrove and tropical forests, had not been significantly altered.

However, the new trend to locate tourist facilities and residential areas away from the existing settlement of East Harbour has caused drastic changes to the natural landscape. These new developments have been constructed to cater to higher paying clientele and provide services beyond room and board. In the 1990s Utila acquired its first two resorts of this nature, the Laguna Beach Resort and the Reef Resort. Additionally, by the end of the decade two residential development projects had been started that have significantly altered the natural landscape.

There are two areas on Utila in which these developers have located: on the eastern tip of the island where the fragile iron shore is located and along the southwestern shore facing the cays. The development underway on the eastern tip of the island incorporates four different sites, including "Rocky Point Estates," "Paradise Cove at Red Cliff," an unnamed site, and "Aquarium" hotel and residential lots. However, for the purpose of this discussion, this area will be referred to as one site.

Both developments incorporate beach-front property in otherwise uninhabited parts of the island. It seems these developers bought large chunks of land for a relatively low price and then cleared the natural vegetation so that they could section the land off into smaller lots to sell to foreign tourists. We specify foreign tourists because, as many islanders explained to me, they can not afford to buy these lots from the developers. An estimated price of one such lot on the eastern tip was about $ 80,000 US dollars. These properties are being brokered through locally owned Alton's Real Estate, and American-owned Utila Island Properties.

The development on the southwestern section of the island was purchased and developed first, and already has attracted foreign buyers. Advertised prices for lots, including small houses, begin at $100,000 US dollars. The second development, on the eastern tip, came with the construction of the new airport. When the large machines were brought to the island to be used in the airport's construction, contractors soon realized the roads in the existing community were not strong enough or wide enough to allow passage. Therefore, a new road was cut beginning at the northern end of the old airport and wrapping around the northeastern coastline of the island.

The real estate development began soon after this road was cut because, before, this area was virtually inaccessible except by boat. Essentially these areas will become foreign enclaves, well separated both geographically and economically, from the rest of the community on Utila. Additionally, if this development continues unchecked, a previously undeveloped area, close to mangrove habitant, tropical forests, and the delicate iron shore, may well suffer irreversible damage. During the summer of 2001, many

locals became aware of the possible negative implications of these new developments. However, they soon discovered they had little say in the way in which land was sold and developed on the island. Therefore, fearing what had happened on Roatán, many local business owners petitioned the local government officials to create a Chamber of Commerce. This surge of local community participation was fueled by one of the owners of the sites on the eastern tip of the island.

An American man had begun developing land in this area, however, his land did not have direct access to the water because of the presence of the iron shore. Additionally, he had already sold the land near the iron shore and begun cutting paths to the beach without going through the proper channels and without acquiring the proper permits. Soon after he was fined and had to replace the coral he removed but the damage had been done. Many locals hope that by creating the Chamber of Commerce, unchecked development such as this will not continue to occur. If this new trend continues unabated, previously undeveloped areas of the island, which are close to important natural resources such as mangrove stands and iron shore, may suffer irreversible environmental degradation. The populated cays southwest of Utila are another matter.

3

The Nature-based
Eco-tourism

One of the reasons for continued debate on the merits of Eco-tourism to achieve sustainable development is that there is no blueprint for successful Eco-tourism development in all of its facets. Rather, there are examples of different projects in which particular components are innovative or well-implemented. Sites and potential projects need to be considered on a case by case basis, as many local factors-environmental, human, political, economic, social, cultural etc will work for the benefit of, or to the detriment of, an Eco-tourism project.

In some cases it will be very hard to 'develop' Eco-tourism. For example, in Cuc Phuong National Park mass tourism is already well established and the Park has developed facilities, hardened sites, opened up areas, to cater for these tourists. It will be very hard for Eco-tourism to be developed, unless the Park is able to restrict the number and movement of visitors, unless it can create specific Eco-tourism zones to direct ecotourists away from the present built up areas.

But this may place even more environmental pressure on the Park. Despite the lack of a blueprint, the last few years have seen a number of Codes of Sustainable Practice, Codes of Responsible Behaviour, Guidelines for Eco-tourism and Sustainability etc developed for tourists, tour operators, national park managers, policy makers alike. These have been developed by environmental NGOs; NGOs dedicated to raising awareness of the negative

impacts of tourism and striving to make the tourism industry more responsible and sustainable; national parks and nature reserves; and, within the tourism industry itself, international or regional tourism organisations; tour operators; outdoor equipment suppliers....

NATURAL AND CULTURAL HERITAGE

The goal of this topic is to emphasise the fact that natural and cultural heritage is the main motivation for a visitor to come to a region. By defining natural and cultural heritage and landscape the participants should be able to identify the specific characteristics of their region which are the fundaments for tourism.

Sustainable tourism is always based in the region's own attractions-not in something brought in from abroad (e.g. a fully air conditioned tropical greenhouse-landscape in a northern region or an indoor ski park in a region where there is never enough natural snow for skiing).

What is Natural and Cultural Heritage?

The heritage of a region consists of its physical natural and cultural environment, its natural phenomena and its cultural traditions and immaterial cultural goods. Heritage is always affiliated with a region and/or a society (or part of society) and it is based on the region's history. It has its origin in the past, it has been passed over from one generation to the next and maintained until the present. While cultural heritage is directly related to the region's and society's history, natural heritage also has its roots in the past as it forms the natural environment for former vegetation and wildlife and for mankind, undergoing constant development and changing through geological and hydrological processes, evolution and human influence.

Why is it Important for Tourism?

The natural and cultural heritage of a region is the main motivation for a tourist to visit the region. It is either the main reason for a trip, e.g. cultural or nature tourism, or it provides a complementary offer for other types of tourism, e.g. congress tourism, recreation and sports tourism. The outstanding natural

and cultural features of a region are those which make a place "special"-and worth a visit.

Natural Heritage

Natural heritage consists not only of flora and fauna, but also of every other part of the natural environment, e.g. the inorganic nature such as rocks, geologic formations, rivers, lakes, mountains as well as the relation between these natural components as ecosystems. The main components of the natural heritage are vegetation and wildlife, geology, hydrology and natural phenomena or events such as the climate, volcanic or astrological incidents, the course of the year, evolution and the changes in the ecosystems. They are of differing importance for tourism. This difference is shown in the table on page 3. Besides their importance as tourism attractions each component of the natural heritage may be the topic of educational and scientific interest.

Cultural Heritage

Any existing cultural phenomena, from the material, e.g. stone-made cathedrals, the arts and handicrafts, to the immaterial goods of a society such as music, dances, legends and rites, and the interaction between these features form the cultural heritage of a region and/or society. Cultural heritage is, as the word "heritage" demonstrates, based in the past, it forms a part of tradition. But that doesn't mean that contemporary culture like music, theatre, literature or fine arts and the like don't belong to cultural heritage. The most important characteristic of cultural heritage is that it is somehow related to a region and its people and that it represents the specific environment from which it originates. Sometimes it's difficult to decide whether a cultural phenomena is endemic, adopted or imported and therefore belongs or not to the cultural heritage.

Landscape

Landscape describes a regions shape and characteristics. Its primarily a part of the natural heritage as it is largely formed by geological, hydrological and botanical features, but it is strongly influenced by mankind and the societies economic activities. It can therefore be seen as an interface between natural and cultural

heritage. The landscape is an essential contributing factor to the visitor's impressions of and feelings about a region. Perceiving and admiring the landscape is an indispensable part of the travel experience. Landscape is usually not seen as a specific subject of interest-normally single features such as rock formations, geological phenomena or vegetation, e.g. forests or meadows, are what attracts the visitor. It is, however, experiencing these features in the context of the whole landscape of the area which makes visiting them extra special. Many tourist activities are based on the experience of landscape, like all kind of nature tourism, and nature oriented physical activities as hiking, biking, swimming, etc.

Why Should Heritage be Protected?

The natural and cultural heritage is often vulnerable to the impacts of modern development, consumer lifestyles and globalisation. In addition, the use of heritage in tourism may directly threaten its integrity. The local people and visitor's lack of environmental awareness, cultural insensitivity, improper management and insufficient legal framework and law enforcement can lead to deterioration of physical and immaterial natural and cultural goods. To provide the basis for tourism development not only in the present, but also for future generations, natural and cultural heritage must be protected.

How Can Heritage be Protected?

There are several approaches to protecting of heritage which are not necessarily related to tourism, e.g. environmental conservation laws, programmes and education, monument protection and cultural revitalization programmes. Legislation, direct protection via barriers, guarding and the exclusion of harmful activities and visitor management are the main measures which should be taken to protect the heritage from the negative impacts of tourism. Educational activities to increase environmental awareness and peoples appreciation of the natural and cultural heritage should be considered especially when developing tourism in sensitive natural and cultural sites. Considering protection and making use of tourism development as a means of conservation is a basic principle of sustainable tourism development.

Uniqueness Versus Unique Experience

From the point of view of the visitor's experience, unique natural "wonders" like the Grand Canyon, the Great Barrier Reef or the wildlife of Kruger National Park may be, at first sight, main attractions that most other regions can't compete with. But this doesn't necessarily mean that a region without such big attractions cannot be a place for an outstanding natural experience. The key to this experience is interpretation.

Explaining and informing about natural features like plants, animals, rivers or rocks and their role within complex ecosystems will change the visitor's perspective from just a fleeting experience to an insight into the wonders of the natural world. The same is true for cultural heritage-everybody wants to see the Eiffel tower or St. Peter's, and compared to them, the little village church may be of less importance. But what makes a visit special is the insight and understanding of a region's history, culture and the people as a whole-murals can tell exciting stories, dances can demonstrate great spirit and rites and habits can be inspiring-thus forming a vivid and unique experience.

Ecosystem in India

The Himalayan region is a particularly fragile ecosystem. The interconnections between the different types of vegetation, between plant life and the soil, between the soil, vegetation and water are so close and so precariously balanced that the slightest change in one plunges the entire system into jeopardy. Ecosystems on seismic belts, for example, are literally 'at the mercy of the land'. Nature plays havoc in other ways too: the monsoon pattern often spells drought in the dry season, and terrible floods during rainfall.

Deforestation

Way back in 326 B.C., when Alexander the Great came to India, his advance was checked by almost impenetrable forests along the Indus. By the time Emperor Ashoka ascended the throne, stretches of forests had already been cleared to make roads. Ashoka realised the importance of conserving forests, and even appointed an officer for the purpose.

Sher Shah Suri was also farsighted, and planted trees all along the route from Delhi to his capital Patna. However, the Mughals' interest in forests was sadly limited to a rather hedonistic passion for big game.

Under the British rule, deforestation became rampant in order to procure timber to build furniture, railway sleepers and ships for the British navy. However, the British soon realised that forests had to be spared the ordeal. After Independence, forests were cleared whenever wood was needed either for timber or agriculture, or for setting up townships. Forests were razed to the ground mindlessly till the eastern hill people decided to say a collective 'Stop'.

Forest Distructions Through Fire

Forest fires have largely contributed to deforestation. Forests in India are very susceptible to fires, especially in summer. All it takes is one little spark and a forest fire could reduce considerable green stretches to ashes in a matter of a few hours. Earlier the Bishnois of Jodhpur (Rajasthan) even laid down their lives to save trees.

The Bishnois are a religious community, famous for their loyalty towards animals and trees. In fact, they are known to worship the blackbuck as a sacred animal. Various measures are being taken to curb the felling of trees. Clearing forests is now an offence under Indian law, unless approved by the concerned authorities. However, deforestation has acquired alarming proportions in India. The country's total forest cover today has fallen to a little more than approximately 10 per cent –a dismal situation for a country with a population of over a billion.

Land Degradation

Every year, valuable topsoil is swept away by floods in the rainy season. and deforestation contributes to the problem of soil erosion. Man may well have compounded the problem.

Chemical Farming

To sustain the country's enormous population, intensive chemical farming was introduced in the 1960s, ushering in the

'Green Revolution'. Chemical fertilisers and high yield grains were used on an unprecedented scale. Although production tripled, the quality of the land took a battering. Chemicals and toxic substances too have taken their own toll on the land. Desertification (cultivable land turning barren) is a serious problem in some parts of the country, especially in Rajasthan.

Water Conditions

Despite high rainfall, water levels have dropped alarmingly in many places in the country. Obviously this is due to the demands of a burgeoning population. In any case, the monsoon cannot always be relied upon; it is not uncommon for a region like Rajasthan to be stricken by drought once every two to three years. While hydroelectric projects are a partial solution to the problem, their overall 'efficiency' is not beyond interrogation.

The Narmada Valley Project – a vast project of several dams aimed at providing water and power for Gujarat, Rajasthan, Madhya Pradesh and Maharashtra – when completed, is projected to submerge an estimated 350,000 hectares of forest and 200,000 hectares of cultivated fields, and displace nearly 400,000 people. Spearheaded by the environmentalist Baba Amte, Medha Patkar, and more recently Arundhati Roy, a vigorous campaign is in progress against the building of the dams. Another controversial project is the Tehri Dam in Uttar Pradesh. Besides the displacement and loss it is projected to cause, another dread is that the dam may burst as it is being constructed on an earthquake-prone zone. The distinguished man in white, Sunderlal Bahuguna has once again spared no effort at raising public consciousness about the issue at hand.

Pollution

Despite having some of the strictest laws in the world against pollution, India is one of the most environmentally polluted countries in the world. Air pollution is so grave in cities like Delhi, Calcutta, Kanpur and some others, that simply breathing the air is equivalent to smoking 10-20 cigarettes a day! Recently, Delhi acquired the dubious distinction of being one of the five most polluted cities in the world. The rivers in the country have not

been spared either. Industrial waste and a combination of other factors have contributed to the plight of these 'dying' rivers. In some places, safe drinking water, is a rare commodity. Lakes and river habitats too have been polluted. The Yamuna Action Plan was a project undertaken at a tentative cost of Rs 20,000 crore to cleanse the river of pollutants. A similar project was undertaken for the mighty Ganga River.

Conservation

Ancient texts including the epics, the Buddhist Jatakas, the Panchatantra or the more recent Jain scriptures, all preach non-violence towards even the lowest forms of animal and plant life, a philosophy that the Indian Maharajas and their British guests chose to overlooked for a while. The Indian Government has an uphill task to perform. It has been able to protect only about 4 per cent of the total forest cover in the form of National Parks and similar reserves. Underhand activities like poaching are not entirely unheard of even in these restricted areas. Currently there are about 80 National Parks and 441 sanctuaries in the country. Massive tree plantation Programmes are also being undertaken. The Vana Mahotsava, first started in 1950, is an annual tree-planting festival celebrated across the nation.

Individual Efforts

Vishweshwar Dutt Saklani of Garhwal, in Uttar Pradesh, is a small time farmer who started planting trees to seek solace after the death of his brother (who had initiated the practice) in 1948. In the last 50 years, Vishweshwar has overlaid 100 hectares of land with oak, cedar, walnut and rhododendron. People were dismissive of him until they saw the sea change that his work had brought about in the village. Denuded hills became green, land became more fertile and dry streambeds filled up. Fodder and fuel were in plenty and everyone was happy. Vishweshwar received the Indira Priyadarshini Vrikshamitra Award in 1986. Bikkalu Chikkaiah and Thimmakka were a childless couple who worked in a quarry close to Bangalore. They decided to raise banyan trees in lieu of the children they were unable to have. So they chose a barren piece of land en route to their quarry.

The couple planted saplings and put protective barriers around them. In the evenings, they lugged water from a well a kilometre away. 40 years later, 284 banyan trees provided shade to a 3km stretch. Thimmakka received the National Citizen's Award in 1996. Abdul Karim of Kasargod, Kerala too did something similar. He turned a dry piece of land into a veritable forest after 19 years of hard labour. His deciduous trees brought water back into the soil. Karim went a step ahead and got some animals in this forest, to successfully replicate a healthy ecosystem.

NATURE TOURISM

In industrial countries, mass tourism and recreation are now fast overtaking the extractive industries as the largest threat to indigenous communities, and 'pristine' environments. These are destinations that tourists now want to visit. Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountaintops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds. The threats to, and pressures on, these ecosystems are often severe because such places are very attractive to both tourists and developers. Since 1945, visits to the 10 most popular mountainous national parks in the United States have increased twelve-fold. In the European Alps, tourism now exceeds 100 million visitor-days. Every year in the Indian Himalaya, more than 250,000 Hindu pilgrims, 25,000 trekkers, and 75 mountaineering expeditions climb to the sacred source of the Ganges River, the Gangotri Glacier. They deplete local forests for firewood, trample riparian vegetation, and strew litter. Even worse, this tourism frequently induces poorly planned, land-intensive development.

One consequence of this continuing increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits almost half the CO_2 emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person

yearly. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Photo: Nature Tourism

Tourists using the same off road trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of biodiversity. Such damage can be even more extensive when visitors frequently stray off established trails. Wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists as they chase wild animals in their trucks and aircraft. This puts high pressure on animal habits and behaviours and tends to bring about behavioural changes. In some cases, as in Kenya, it has led to animals becoming so disturbed that at times they neglect their young or fail to mate.

After decades of sustained growth in volume and visibility, tourism is now one of the leading global industries (11% of global GDP) and one of the major migratory movements in modern society (about 700 million international travellers in 2001), producing significant impacts on resource consumption, pollution, and social systems. It can be compared in its deleterious impacts and environmental risks to any other major industry. On the other hand, tourism is a unique tool for awareness building and learning for guests and hosts alike. Sound natural and cultural environments are its basic assets, while peace is one of its basic requirements.

Fortunately there is an encouraging 'greening' of mainstream tourism. Greater sustainability in the industry as a whole will have the largest impact on overall wildlife protection, and on communities and individuals. But 'nature-based tourism' will play a crucial role in the communities and natural environments under the greatest pressure from the development of tourism.

Nature Tourism, often referred to as Ecotourism, was introduced to the tourist industry in the early 1980s. Nature tourism attracts tourists with an interest in temporarily living in, and coming to better understand a specific, novel, relatively natural ecosystem. Its primary focus is on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation. Nature tourism was initially connected with outdoor travel to remote, unique, and/or scenic areas. Although in its early stages there was a strong educational aspect, this was not a crucial or required element to the industry or the consumer. However, as the demand has increased, the inclusion of ecology as an integral educational element has become increasingly important. This is why nature tourism is an important topic in applied ecology.

Since its conception, nature tourism has grown to include an entire methodology of planning, conservation management, and economics. It is becoming a robust and encompassing process that not only includes site information, but also considers the sustainability of the ecosystem, conservation management, education, equitable social benefits, and community responsibility. Nature Tourism now includes several major principles:

- Education about the area
- Sustainable use of resources, and avoidance of degradation
- Enhancement of local community and assistance in development
- Respect for cultural/social/political aspects of local people
- Profit from the tourism industry providing a boost to the local economy

Nature-based tourism attracts people interested in visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Examples of on-site activities include hunting, fishing, photography, bird watching, and visiting parks and studying information about the ecosystem. An example is visiting, photographing, and learning about organgatuangs in Borneo.

The returns to an individual from the experience have been described as potentially life-changing or at least memorable, and the development of new skills and knowledge. Since the mid-1990's nature tourism has emerged as a human activity distinct from adventure travel. Packages tend to be marketed as a more politically correct, environmentally and culturally aware" form of tourism, e.g., responsible travel to natural areas that conserve the environment and improve the well-being of local people. In this sense nature tourism is being increasingly recognized as a tool for sustainable development. Achieving this aim is a challenge, because high standards have to be met. But when it is achieved, communities and natural environments are the immediate beneficiaries.

However, despite their "green image", few nature tourism packages contribute a positive benefit to the global environment. A major contradiction comes from considering the environmental impact of the energy consumed in transportation to the exotic location. One study estimated that a single transatlantic return flight emits almost half the CO_2 emissions produced by all other sources consumed by an average person yearly. Arrival also introduces its own set of problems. As in any tourist activity, adverse impacts are ever present, such as cultural erosion and atmospheric pollution, and the drain on local natural resources to provide Western living standards as enclaves in Third World

countries. Problems of sustainability are also evident in the developed countries.

For example in winter 2000, 76,271 people entered Yellow stone National Park on snow mobiles, outnumbering the 40,727 visitors who came in cars, 10,779 in snow coaches and 512 on skis. A survey of snow mobile impacts on natural sounds at Yellow stone found that snow mobile noise could be heard 70% of the time at 11 of 13 sample sites, and 90% of the time at 8 sites. At the Old Faithful geyser, snow mobiles could be heard 100% of the time during the daytime period studied. Snow mobile noise drowned out even the sound of the geyser erupting. In Yosemite National Park, the number of roads and facilities have been increased to keep pace with the growing visitor numbers and to supply amenities, infrastructure and parking lots for tourists. These actions have caused habitat loss in the park and are accompanied by various forms of pollution including air pollution from automobile emissions; the Sierra Club has reported "smog so thick that Yosemite Valley could not be seen from airplanes". This occasional smog is harmful to all species and vegetation inside the Park. Such issues are being addressed by planning and managing destinations, setting up institutional partnerships and the continued development of environmentally friendly technology.

The concept of ecotourism has come into common use in the last decade. It describes a goal towards which tourism entrepreneurs, government agencies, non-governmental organizations (NGOs) and communities have been aiming at for much longer. A definition put forward by The Ecotourism Society in 1991 describes it as 'responsible travel to natural areas that conserves the environment and sustains the well-being of local people.' Professionals working within the field of ecotourism generally agree that 'ecotourism' stands out within the area of nature tourism by:

- Travel to a natural area.
- Travel that supports the conservation of biodiversity.
- Travel that brings benefits to local host communities.
- Travel that leads to greater understanding of the natural or cultural environment visited.

Including these four components in a travel package significantly restricts the number of tourism products that can genuinely be labelled ecotourism. To some people, ecotourism is regarded as one niche market within the larger, and rapidly expanding market of nature tourism. Here it has been estimated that nature-based tourism now comprises 20 per cent of the world travel market, and ecotourism 7 per cent. A package labelled ecotourism has some inbuilt constraints; the main one being that participants are responsible and benefit conservation efforts and local communities, and the visitor has participated in some learning experience. One example might be camping at a national park, paying an entry fee, following park rules of conduct, buying supplies at a gateway community outside the park, and participating in a natural history lesson. However, these kinds of constraints are what all kinds of nature tourism are aiming for. In this respect, it is perhaps better to retain the term nature tourism as an umbrella for all packages that involve the softer interaction of people with habitats and species as a primary objective of the holiday.

Nature tourism requires interactions and partnerships with conservation NGOs, government tourism and resource management agencies, community groups and the private sector. Above all it requires the management of the many impacts of massed humans introduced into species rich ecosystems. Even better would be the integration of nature tourism into international strategies for sustainable development. In this context, the United Nations Environment Programme (UNEP) has been appointed by the Commission on Sustainable Development (CSD) as the Interagency Coordinator or lead agency responsible for implementation of Agenda 21 issues on tourism. Together with the World Tourism Organization (WTO/OMT), UNEP is the main focal point on sustainable tourism for CSD and the Convention on Biological Diversity for devising global strategies for tourism can contribute to environmental conservation.

NATURE BASED TOURISM IN THE WORLD

A new study out today found that many nations throughout the world, including the United Kingdom, are seeing an annual

increase in visitors to their conservation areas. The research, published today (29 June) in the journal PLoS Biology, found that in 15 of the 20 countries for which information was available there was an increase in the number of visitors to their nature reserves. This has important implications for nations who are reliant on nature-related tourism to generate funds for conservation, as well as for engaging the public about the importance of conserving biodiversity.

Professor Andrew Balmford, Professor of Conservation Science at the University of Cambridge and lead author of the study said: "Nature-based tourism is one of the most tangible benefits that people derive from conserving biodiversity. Unfortunately it is often remarkably poorly quantified. When a study based on visit rates to American and Japanese nature reserves last year showed these were declining, it prompted widespread concerns that the public was falling out of love with nature. However, this report refutes this contention."

For the study, the researchers compiled and then analysed a database with far broader geographical coverage than previous ones. Their findings show that since the 1990s, while visitor numbers have been falling slightly in the US and Japan, these results are exceptional: in three-quarters of the 20 countries analysed, visitation to nature reserves is increasing - in some countries by as much as 7 or 8 per cent per year. In Africa, Europe, Asia and Latin America the increases were on average positive and the United Kingdom saw an average 3 per cent annual increase.

It is believed that the previous results for the US and Japan arose because the growth in nature-based tourism is linked with wealth, with visit rates increasing fastest in the poorest countries (such as Ghana, Madagascar and India), and growing more slowly in richer ones, eventually falling below zero in the richest nations. Professor Balmford explains: "We don't yet have the data to understand why this link with wealth arises. It could be because affluence leads to a rise in sedentary alternatives to nature-based pastimes, such as TV or the Internet, but other explanations - such as a shift from increasingly overcrowded reserves to quieter nature areas nearby where visitors are not counted, or even to overseas reserves - are equally plausible."

Professor Balmford concludes: "The trends demonstrated in the paper underscore the point that nature-based tourism generally remains extremely popular and is in most places still growing quickly.

"There are many places where large-scale nature tourism is not feasible, and there are important concerns to be addressed about the potential negative impacts of tourism on local people and on the environment. But despite these caveats, we believe nature-based tourism continues to offer an important route to linking conservation with sustainable development."

Nature-based tourism has grown in importance in recent decades, and strong links have been established between it and ecotourism. This reflects rising incomes, greater levels of educational attainment and changing values, especially in the Western world. Nature-based tourism is quite varied. Different types of such tourism are identified and their consequences for sustainability of their resource-base are briefly considered. The development and management of nature-based tourism involves many economic aspects, several of which are discussed. For example, one must consider the economics of reserving or protecting land for this type of tourism. What economic factors should be taken into account? Economists stress the importance of taking into account the opportunity costs involved in such a decision. This concept is explained. However, determining the net economic value of an area used for tourism is not straightforward. Techniques for doing this, such as the travel cost method and stated value methods, are introduced. Natural areas reserved for tourism may have economic value not only for tourism but also jointly for other purposes, such as conserving wildlife, maintaining hydrological cycles and so on. These other purposes, should be taken into account when considering the use of land for nature-based tourism. According to one economic point of view, land should be used in a way that maximises its total economic value. While this approach has its merits, it does not take into account the distribution of benefits from land use and its local impacts on income and employment. These can be quite important politically and for nature conservation, and are discussed. Finally, there is some discussion of whether fees charged to tourists for access to

environmental resources should discriminate between domestic tourists and foreigners.

ECONOMIC VALUES, REVENUES AND MANAGEMENT SYSTEMS

The magnitude of benefits countries receive from nature tourism/Eco-tourism depends in large part on the scale of the tourism, the size of the country, and the complexity of the country's economy. The same can be said at the regional and local level.

Too much reliance on tourism renders an area susceptible to seasonal, economic fluctuations and changes in tourist tastes. It is best for tourism to be one of several activities, and to fit in with traditional activities e.g.: to compliment agriculture rather than competing with it or causing its decline. Care also needs to be taken to not place excessive emphasis on the economic (tourism) value of parks as this can lead to decision makers believing that parks exist primarily for economic profit. If tourism then fails to meet economic expectations, other more damaging economic activities could be taken up. "What will happen when forests, wildlife and other natural assets are increasingly valued in monetary terms? For instance, the visitor-attraction worth of each lion at Kenya's Amboseli Park has been estimated at US$27,000 per year and each elephant herd at US$610,000. To stress the profit-making potential of Eco-tourism, will the next step be to calculate the visitor attraction worth of a Maasai, a Karen or an Igorot?" In Vietnam, as in other countries, a hindrance to developing sustainable Eco-tourism is the problem of 'general revenue'. That is, park tourism revenue becomes general revenue for the central government, and/or provincial government, and there is considerable uncertainly about how much will be returned to the park as its budget allocation each year. This system can hinder conservation and also Eco-tourism:

- it makes the protected areas highly susceptible to government budget cuts during economic downturns;
- it does little to encourage local park personnel to develop and participate in Eco-tourism or improve training in tourism;

- it does little to encourage the park to provide or improve educational information for tourists;
- it does little to promote conservation and strengthen commitment to and pride in the park (Boo, E. 1990).

Development of Eco-tourism requires improved internal and financial management incentives. It requires a dedicated portion of park revenue to be controlled by park management to provide an incentive for efficient administration (with some still going to central government so that national support for the parks will be maintained) (Ziffer, K. 1989).

With such a system in place ecotourists will be satisfied as they generally like to know, or even demand to know, how the money they pay is spent on conservation and development projects. If they know it is not simply going to general revenue they are more likely to make voluntary contributions. It cannot be assumed that protected areas will be able to generate sufficient tourist revenues to be self sufficient. In many cases tourism should not be considered as a path towards self-sufficiency but as a means to defray the costs of operations. Eco-tourism will not be appropriate for all protected areas in Vietnam, nor for all parts of a particular protected area (Ziffer, K. 1989).

IMPACTS OF TOURISM ON THE NATURAL AND CULTURAL ENVIRONMENT

Tourism can be a lucrative source of revenue for a destination, but it can also have major negative impacts on it. These impacts are not only physical, but also cultural. The impacts vary according to the number and the nature of tourists as well as the characteristics of the site at which tourism activities take place. Individual tourists may have relatively small impacts, but every time large numbers of tourists gather at a destination and the resources are overused, tourism causes a variety of severe impacts.

These negative impacts can only be managed effectively if they have been identified, measured and evaluated. Only then can a tailored management of impacts be established. The goal of this topic is to familiarise the participants with the negative and positive impacts of tourism on the environment.

Dimension of impacts

The impacts of tourism on the environment can be classified in different ways:

* negative-positive
* ecological-economic-social
* direct-indirect
* financial-non-financial
* local-regional-global
* short term-long term.

Negative Impacts

Negative ecological impacts: The negative impacts of tourism on the natural environment can be put into three categories: Consumption of natural resources like water, energy, soil, landscape and others Pollution of air, water, littering and solid waste Disturbance and destruction of natural habitats All these impacts occur either through tourism development, such as the construction of hotels or development of the infrastructure, as well as through tourism activities themselves.

Environmental impacts on ecosystems: Whenever the negative impacts on the natural environment are dealt with, it should be considered that these impacts rarely effect only one entity, but that the ecological impacts of tourism usually effect ecosystems as a whole.

Environmental impacts on cultivated land: The impacts on the natural environment do not only effect pristine nature areas, but also cultivated land, which is an important part of the natural and cultural heritage of a region and ecologically valuable because it's the habitat of many species.

Environmental impacts on the global level

Environmental impacts of tourism occur at the local, regional and global level. Climate change and the depletion of the ozone layer are two mayor effects of the increasing global traffic and industrial development, in which tourism plays an important role. Environmental impacts that primarily have effects on the local and regional level also effect the environment globally in the long

run. Basically, loss of biological diversity is a major consequence of these impacts. Tourism itself is affected by the consequences of environmental impacts on a global level: natural disasters are normally followed by a decline of tourism. Climate change causes weather uncertainties which can affect the attraction of tourism destinations (skiing resorts, beach holidays).

Negative Socio-cultural Impacts

All viable societies create traditions, accept elements from outside, invent rituals and, by reinventing themselves, are undergoing a constant process of cultural change. Tourism aid change and development and thus have major effects on the cultural development of a society.

The reaction of societies towards tourism is diverse: some reject changes, others involucrate them into their traditions and some will abandon their cultural roots altogether. However, the inevitably spreading international culture is becoming universal, due to influences such as television and multinational cooperations. Tourism also spreads this uniform culture even bringing it to remote and isolated places and, very often, to sensitive, vulnerable cultures.

While cultural change is an unavoidable, natural part of human culture, the sudden and forced changes that tourism often brings can cause the complete breakdown of a society and may consequentially cause the loss of entire cultural tradition.

Cultures that are economically vulnerable and politically subordinated are those most at risk from cultural changes, which are unwanted by most of the societal members.

Socio-cultural impacts of tourism are often hard to identify or to measure and a subject of personal value judgements.

Generally spoken, tourism brings about changes in value systems and behaviour of the people and cause changes in the structure of communities, family relationships, collective traditional life styles, ceremonies and morality. The ambiguity of socio-cultural impacts is due to the fact that tourism may have impacts that are beneficial for one group of a society, but which are negative for another.

Negative Socio-economic Impacts

The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Economic improvement is the primary motivation to promote a region as a tourism destination, because tourism can cause massive economic development. But it also has hidden costs with unfavourable economic effects. Rich countries usually profit more from tourism than poorer countries. Least developed countries are at least able to realize the benefits of tourism. Large-scale transfer of tourism revenues out of the host country and the exclusion of local businesses and products reduce the revenues of tourism which could otherwise benefit the local population.

POSITIVE IMPACTS

Positive Socio-economic Impacts

The main positive socio-economic impact of tourism is that it generates income for the host economy as well as foreign exchange earnings. Furthermore, tourism stimulates investment in the regions economy and infrastructure, which leads to the generation of employment and, again, to an increase in income for the local population. Employment may be created directly in the tourism industry through hotels, restaurants, nightclubs, taxis, souvenir sales and other tourism related services, or indirectly through the supply of goods and services needed by tourism-related business. Tourism development often implicates infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks, thus improving the quality of life for residents. By stimulating economic development tourism contributes directly to government revenues by the taxes on the implementation of income from tourism and indirectly through contributions that originate from taxes and duties levied on goods and services supplied to tourists.

POSITIVE IMPACTS ON THE NATURAL ENVIRONMENT

Tourism income not only improves the economic situation of a destination, but can foster environmental protection. Direct financial contribution to conservation is generated through entrance

fees for protected areas, grants with which tour operators and other tourism providers support conservation measures, taxes which the government partly uses for financing environmental protection. Tourists appreciate a healthy and beautiful natural environment and reject destinations where the pollution and destruction of the natural environment takes place. Tourism can therefore raise the awareness of the local population concerning environmental problems and enhance the motivation for conservation activities or promote the improvement of conservation management. Another positive impact of tourism on the natural environment of a destination is that it provides an alternative to unsustainable economic activities, e.g. deforestation of the rainforest, intensified agricultural practices and highly polluting industries.

Positive Socio-cultural Impacts

Tourism as a force for peace: One motive for travelling is the desire to interact with people and to get to know foreign cultures. Cultural exchange supports understanding between peoples and cultures, can lead to the reduction of prejudices and thus contribute to the decrease of tension between societies.

Revaluation of Local Culture and Tradition

The experience of locals with tourists that appreciate local cultures, show interest and valuation of traditions and cultures goods and enjoy being with locals can increase the sense of regional identity and pride. The tourists' demand for the original and authentic elements of the destination's culture can cause a renaissance of indigenous cultures, cultural arts and crafts and the rejuvenation of events and festivals that are getting forgotten due to modern development and adaptation to western lifestyles. Tourism supports new or revitalised tradition by creating a demand for them. The cultural and historical traditions whose revitalization is encouraged by tourism often contribute to the environmental conservation and the sustainable management of natural resources.

Strengthening of Local Communities

The economic revenues of tourism can facilitate the reduction of emigration through the creation of jobs and improving the local

population's income. Tourism, when managed sustainably, can bring the idea of new strategies and concepts of community administration and regional planning to a region. The participative approach of sustainable tourism can encourage the civic involvement and increase the pride of the local population. Tourism can also increase the chances of education and job training because it demands qualified staff for tourism businesses.

Tourism is not a "white industry": It has many negative impacts on the natural and cultural environment of the host regions and on a global level. The positive impacts of tourism can contribute to a sustainable regional development which benefits local people, fosters environmental conservation and improves the quality of life of local communities. The goal of sustainable tourism development is to minimize the negative impacts and to realize as much positive impacts as possible.

4

Tourism Development in India

Internationally, tourism occupies a very important place in the economies of several countries. Among the world's largest industry, it is forecasted to grow 4 per cent annually till 2010. It currently contributes about 11.6 per cent to the global GDP and employs about 9.4 per cent of the global labour force.

However, in India, the industry has largely remained ignored, performing well below its potential, despite the fact that India has a unique heritage and culture and a wide gamut of tourism attraction it has to offer to the world. Surprisingly, despite the winds of liberalization blowing across the country, tourism seems to have been the least affected. Even now, setting up a resort means getting as many as 72 clearances from different authorities! Will the tourism industry in this country be yet another victim of missed opportunities? Will the tremendous potential, and the resultant benefits to the economy that it has to offer, go unexplored? And just what is the potential like? According to figures put up by Confederation of Indian Industries (CII), an apex body representing Indian industry, by the year 2020 India could have 40 million tourist arrivals, constituting 4 per cent of the world travel. Currently, the country gets 2.4 million international arrivals or 0.4 per cent of the world travel. The report goes on to state that the industry could end up employing about 50 million people, as against 20 million now — 10 million directly and another 10 million indirectly. At today's prices the travel and tourism economy

could grow as big as Rs.10 lakh crore or 7 per cent of the GDP, as against Rs 6 lakh crore now or 5.6 per cent of GDP. Foreign exchange earnings could grow ten times, from the current US $ 3 billion to about US $ 30 billion!

Speaking to domain-B, Mr. Ravi Bhoothalingam, president the Oberoi Group and head of the tourism committee at the CII said, "Looking at the tremendous potential the tourism industry offers, it is time the government pays some attention to the needs of the industry, lest it may turn out to be another case of "opportunity lost", which will be very sad." According to him, the travel and tourism economy in India accounts for 5.6 per cent of the GDP, supports 5.8 per cent of the total employment in the country and generates 10.8 per cent of the total exports from the country. In spite of this, the capital investment that goes into the industry is a paltry 6.4 per cent of the GDP compared to the world average of 11.8 per cent. The government's support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been 1 per cent of public spending, as against global average of 6.8 per cent. Despite this partisan approach on the part of the government, tourism in the country has registered a fairly impressive growth rate over the last few years. Says Mr. Bhoothalingam, "We, at CII, have come out with a 17 point agenda, which needs to be incorporated into the new tourism policy on the anvil if the country wants to avail the benefits the sector offers."

One of the most vociferous demands is to declare tourism an "infrastructure industry", which will help it attract low cost funds, so important to keep any industry globally competitive. Despite being the largest net foreign exchange earner and the second largest gross foreign exchange earner, after the IT industry, tourism as a segment continues to find itself ignored by the government. Insufficient aviation seating capacity, pathetic road and airport conditions, poor rail infrastructure, inadequate economical hotel accommodation and relatively high level of taxation continue to be the bane of an average international traveller. According to the World Travel and Tourism Council, an international association of the tourism industry, "Tax paid by tourists in India, is the highest in the world. Indian hotels charge about 40 per cent tax

compared to other Asian countries where the tax rate varies between 3 per cent and 6 per cent."

It is not surprising therefore that repeat visits of international travellers to India are few and far in between. The Indian government however stays unmoved. Strange and very criminal considering that India, as a nation, remains starved of foreign exchange and an adequate support to tourism could go a long way in bolstering its forex reserves. Needless to say that forex "Earned" in this fashion is "India's own" and not borrowed!

Procedural hassles in getting visas and poor infrastructure (including roads which are pot-holed, dusty and narrow to say the least) are some of the major problems that need to be attended to. Against present requirement of about 130,000 hotel rooms, India offers just about 60,000. Says Mr. Bhoothalingam, "The biggest shortfall is in the three star category. Our archaic land laws, which make land acquisition a very cumbersome process, are doing precious little to solve this problem. They render the cost of putting up a hotel very high. There is a big gap between five star and lower categories of hotels. The government needs to create separate zones and then give liberal floor space index or FSIs for setting up two and three star hotels. This will dramatically and drastically change the economics of the hotel industry."

The industry is also worried about airline seat capacity. Against a demand of 10 million seats in the international segment the supply is just about 5.3 million and in the domestic segment against a demand of 19 million supply is just about 9.79 million. According to Mr. Bhoothalingam, the demand-supply gap will get compounded with the outbound traffic growing so fast. He adds, "Our airports are bursting at the seams. We not only need more airports, but also mush better roads. The Cochin airport is a fine example of private enterprise. Privatisation is the only answer and we have to move towards open skies. The government must accept that aviation is no longer a luxury — it is the basic need of a growing economy."

Visa facilitation is yet another process, which needs to be rationalized urgently. Stringent eligibility requirements and cumbersome procedure put off many visitors from visiting India.

One of our major policy restrictive to the growth of tourism is "reciprocity", under which we give visas to citizens of only those countries which give to Indians. Countries like Bhutan, Nepal, Singapore, Seychelles, Maldives, Thailand, Turkey, Taiwan and Indonesia give visas on arrival without reciprocity as a condition.

Thailand has a visa-on-arrival policy for over 140 countries and there is no reciprocity in every case. Suggests Mr. Bhoothalingam, "We should abolish visa requirements for main source markets such as USA, European Union and Japan.

For other countries it should be visa-on-arrival. Finally we could have a third list of countries which could qualify for strict visa requirements." The government may however cite security concerns as prime reason for very strict visa requirements.

Advantages of tourism are plenty. It remains confined not just to urban agglomerations, but spreads its benefits deep and wide into the rural countryside providing significant gains for the economy. Further, by its very nature tourism is conducive to protecting the environment.

According to figures provided by the CII, an additional 1 million visitors can help generate revenues of Rs. 4,300 crore annually. For every Rs. 1 million of investment, tourism can help create 47.5 jobs, manufacturing 12.6 jobs and agriculture 44.7 jobs. With just 2.4 million arrivals (0.4 per cent of the world list of international arrivals) in fiscal 2000, India finds itself ranked a poor 43rd in the world list of international arrivals, despite the fact that it boasts of some of the most exquisite sites and locales, with some of the best monuments to see. Countries far smaller in size such as France (62 million arrivals — ranked 1st), Spain (41 million arrivals — ranked 3rd), Hungary (21 million arrivals — ranked 8th) and Poland (19 million arrivals— ranked 9th) are way ahead of India. Even a country as small as Sri Lanka, despite the ethnic conflicts plaguing it for the last 12 years, is ahead of India with about 4 million international arrivals.

It is time therefore that the government pulls up its socks and pushed tourism ahead. Else, it will be one more case of missed opportunities.

ECO-TOURISM IN INDIA

Kerala Eco-Tourism

The naturally beautiful and exquisite Kerala landscape is one of the greenest destinations in India and is the perfect place to go on eco-tourism vacations. The clean and tranquil Kerala backwaters, the soothing velvety Kerala hills and a riotous explosion of greens in the intoxicating Kerala wilds offers countless opportunities for eco-tourism and nature vacations. The entire Kerala landscape is generously covered with coconut palms, pineapple groves, banana trees, Pandanus plants, thick leafy plants, dense forests and neatly clipped tea bushes. Acres of submerged paddy fields located in perfect harmony with the winding Kerala backwaters and the gentle rolling Kerala hills are heavenly paradisiacal eco-tourism vacation destinations.

Regale the verdant Kerala beauty on your eco-tourism vacations to Kerala, South India with Kerala India Vacations. Visit the fascinating Kerala wildlife destinations and spot rare wild animals lazing in their natural habitat and enjoy the magic of nature. Eco-tourism in Kerala, South India is a fast developing sector and the state government is making extra efforts to promote eco-tourism. Among the manifold advantages of promoting eco-tourism in Kerala, South India one very important aspect is revenue generation and environment conservation at the same time. The concept of eco-tourism basically means that you get to visit the exotic nature rich tour destinations but at the same time you must take care not to soil the beauty of the region by not using polythene bags and other materials or things such as tin cans, wrappers etc that adversely affect the environment. Kerala India Vacations guides you through the lush green paths within acres of rubber plantations so that you can experience first hand the incomparable natural beauty of green Kerala, South India on your eco-tourism vacations. Kerala, South India happens to be one of the leading producers of rubber in India though rubber is not a native Indian plant and was introduced by the Dutch colonialists, in fact Kerala accounts for 92 per cent of the rubber produced in India. Stay at a luxury resort or a farmhouse near a Kerala rubber plantation and enjoy the warm hospitality of the Kerala rubber plantations during your

eco-tourism vacations to Kerala, South India and be fascinated by the rural Kerala lifestyle while you observe busy twittering birds, brightly coloured butterflies and squirrels scurrying here and there. Admire the thick shapely leaves on straight trunks that glisten in the bright sun.

Photo: Eco-tourism in India

Botanically known as Havea brasiliensis, a single rubber plant takes about 7 years to mature and can be harvested for latex (processed for natural rubber) for almost 20 years. The local rubber tappers who stay close to these lush rubber plantations harvest latex from these trees. Pineapple is planted as an intercrop in most of the Kerala rubber plantations so you get to taste the juicy Mauritius pineapple variety while on your eco-tourism vacations to the scenic Kerala rubber plantations. Kottayam in Kerala, South India is an important Centre of commercial rubber plantations set on the picturesque banks of the serene palm fringed Kerala backwaters. Extensive rubber plantations cover the hillocks wrapped by silver ribbons of the fascinating Kerala backwaters, not a sight you would like to miss while on your eco-tourism tours to Kerala, South India.

Acres of tea plantations interspersed with shade fruit trees wrap the gentle Kerala hill slopes in a warm embrace and create soothing and striking vistas for you to visit on your Kerala eco-tourism vacations. Rows of neatly clipped tea bushes carpet the Kerala hills on the Western Ghats in Kerala, south India and offer you ample opportunity to gaze at the naturally enthralling Kerala

beauty at its beatific best while on your Kerala India eco-tourism vacations.

The Britishers introduced the tradition of tea plantations in India. Tea bushes have the potential to grow to tree heights though they are kept neatly trimmed to waist height to make it feasible for the plantation workers to pluck tealeaves without much difficulty. Gaze at the lovely Kerala tea plantations while on your eco-tourism vacations and mark the fact that each tea bush is planted at a distance of 1 to 1.5 meter from each other along the contours of the landscape. Stay at the resorts and clean home-like accommodations on the Kerala tea plantations and spend your eco-tourism vacations in Kerala, South India in the midst of pure undulating greens. Watch the plantation workers plucking tealeaves and filling the baskets slung on their backs while you enjoy nature treks.

Usually it's the women who are employed for plucking tealeaves on these tea plantations in Kerala, South India. These women work in unison and sing peppy songs while plucking tealeaves and move along the rows of tea bushes in perfect rhythm. Kerala, South India has some of the highest tea estates located in India. Munnar is one of the most popular Kerala hill stations, which is known for its sweeping tea plantations. Some of the popular tea plantations in Kerala, South India are located at Peerumadu that is situated at a height of 914-meters above the sea level, Anayirankal that has acres of tea plantations located in the midst of dense evergreen forests and a few other Kerala hill stations that are definitely worth visiting on your Kerala eco-tourism tours to Kerala, South India.

Wander at leisure on the aromatic Kerala spice plantations during your Kerala India eco-tourism Vacations. Stay at the spice plantation farmhouses with the plantation owners and experience the magical charm of staying in the midst of luxuriant plantations laden heavily with a combination of scents of the various spices that are grown on these extensive plantations. Though you can visit spice plantations almost all over beautiful Kerala, Periyar is one of the most popular spice districts in Kerala, South India. This absolutely beautiful hill district is covered with a variety of spice

plantations that lie close to the famous Periyar wildlife sanctuary. Shop for rare spices at the local Kerala spice markets and inhale the intoxicating aroma of cinnamon, cardamom, pepper, ginger, turmeric, curry leaves and other spices. Besides the cultivation of these traditional Kerala spices the Kerala plantation owners have also taken to growing spices such as rosemary, oregano, mint, vanilla, bay leaves, basil, thyme and others. Discover the secret of the mouthwatering Kerala cuisine as you visit the acres of Kerala spice plantations on your eco-tourism vacations with Kerala India Vacations. Spices are basically fragrant substances of vegetable origin with distinct flavors used in selective combinations to give a special flavor to the exotic Indian cuisine.

Enjoy bird watching tours and nature treks to the lovely Kerala spice plantations with Kerala India Vacations and experience the Kerala natural beauty at its aromatic best. Watch the locals work on the extensive spice plantations and observe closely the way of life in these Kerala spice plantations and enjoy your eco-tourism vacations thoroughly.

Orissa Eco-tourism

Organized by Tourism of Orissa offers you the best seats in the house to attend what is essentially a spectacular show of competing colours, cacophony of voices, a jumble of animal instincts and raw emotions. No, we aren't talking about a Broadway show or a Hollywood musical production. Eco-tourism in Orissa is what concerns us at Tourism of Orissa. With Eco-tourism in Orissa tour package, offered by Tourism of Orissa, you get to see all the shades of the diverse ecological system that reside within the state of Orissa. Eco-tourism in Orissa may revolve around water bodies or beaches or national parks and wildlife sanctuaries alone or, it can be a combination of all these features that make Orissa such as enticing choice as a destination for eco travel and tours.

While hot springs (Atri and Tarabalo), lakes (Chilika), waterfalls (Badaghagra, Khandadhar) and reservoirs (Hirakud, Indravati) in Orissa have tourists lining up, the beaches of Orissa (Puri, Chandrabhaga, Gopalpur, Chandipur) have dazzled international and national tourist for centuries with their pristine beauty and positive vibes. Orissa's varying topography - from the wooded

Eastern Ghats to the fertile river basin - has proven ideal for evolution of compact and unique ecosystems. Thereby creating such treasure troves of flora and fauna that even seem inviting to many migratory species of birds and reptiles.

Bhitar Kanika National Park is famous for its second largest mangrove ecosystem. The bird sanctuary in Chilika (Asia's biggest brackish water lake) and the tiger reserve and waterfalls in Simlipal National Park are integral part of any eco tours in Orissa, arranged by Tourism of Orissa. The Gharial Sanctuary at Tikarpada and the Olive Ridley Sea Turtles in Gahirmatha turtle sanctuary also feature on the list of avid nature watchers. The city wildlife sanctuaries of Chandaka and Nandan Kanan are a must visit for the lessons they teach is conservation and revitalization of species from the brink of extinction. Since Orissa is so rich in culture - history, traditions and people, Tourism of Orissa can even have your eco tour clubbed with other tours in Orissa so that you get the best of al te worlds at a single destination called Orissa.

Eco-tourism in Chhattisgarh

Chhattisgarh, the 26th state of the Indian Union, is located in the central part of India. The newly formed Indian state of Chhattisgarh is famous for its enchantingly beautiful natural landscapes, rich cultural heritage and unique tribal populations. With over 44 per cent of its total area under forests, Chhattisgarh is also amongst the greenest states of India. The Chhattisgarh region is known as a great repository of biological diversity. The unique combination of rich cultural heritage and biological diversity makes Chhattisgarh an ideal eco-tourism destination with immense potentials for the growth eco-tourism the region. The Indian Govt. is actively collaborating with the local officials of the state to realize the full potential of Eco-tourism growth of the region in order to make Chhattisgarh as one of the most important eco-tourism destinations in India.

Chhattisgarh is one of the greenest states of India with over 44 per cent of its total area under lush forests. The forests of Chhattisgarh are not only known for their diverse flora and fauna but also contain about 88 species of medicinal plants. In addition, Chhattisgarh has also formulated several ecological plans and

working in the direction to become the country's first bio-fuel self-reliant state by 2015. And to achieve this goal the green state has devised a plan to plant over 100 million saplings of Jatropa Carcus. Chhattisgarh is also unique in its wildlife population and has 3 National Parks and 11 Wildlife Sanctuaries, housing some of the rare wildlife and bird species. With so much of variety for Eco-tourism, Chhattisgarh promises to be an ideal holiday destination for nature lovers, wildlife enthusiasts and also for those who want to discover the unique tribal life of the region.

Chhattisgarh has identified some regions with a very high potentiality for eco-tourism. The green state has launched an eco-tourism project covering three potential tourist tracks - Raipur-Turtiria-Sirpur, Bilaspur-Achanakmar and Jagdalpur-Kanger Valley National Park. In addition, a number of herbal gardens and natural health resorts have been created with increased local participation. The use of ethno-medicine, which has been practiced by aboriginal tribes since centuries, predating even Ayurveda, is also being promoted in Chhattisgarh. The major eco-tourism attractions, which are getting prime attention in Chhattisgarh, include the protection and development of the wildlife areas, camping grounds and trekking facilities. With so many initiatives, Chhattisgarh is destined to become the most Favourite eco-tourism destination in India and few among best in the world.

Rajasthan Eco-tourism

The Cultures of the Rajasthan Desert are some of the most well preserved in India. We, at Marwar Eco-Cultural Tours and Travels, are passionate about this land, its cultures and its people and we want to share this passion with you. The Desert and its people will captivate you.

Because we are able to provide you with in-depth cultural information that you would not receive on other Tours. If you have an adventurous spirit or a cultural thirst to quench, we have a Tour that should surpass all of your expectations. We also offer opportunities to get involved with the people and assist in ongoing, non-profit projects. As an NGO, we have assistance projects in most villages we will visit. All of our guides are from Rajasthan, and most are village natives or indigenous people. They have a

great knowledge of local and regional history and are great storytellers. They will keep your attention for hours next to a fire, counting tales of kings and warlords; castles, forts and Havelis (mansions); rituals and traditions. You will see the camel herds, observe villagers' craftsmanship, and gain insight into indigenous nomadic lifestyles. We will show you the best of Rajasthan, and we are very flexible and can modify our tours according to the group's needs. You can also design your own tour. You dream it up; we'll do the rest. We will organize the tour and guide you according to your wishes. Among other things, we can arrange a visit to a marriage ceremony, a farming or agricultural tour, Handicraft and Jewelry making, a stay in an Ayurvedic (traditional Indian Medicine) clinic, and more.

TOURISM POLICY OF INDIA

The Government of India announced the first Tourism Policy in November 1982. It took ten long years for the Government to feel the need to come up with a possible improvement over this. Thus the National Action Plan for Tourism was announced in May 1992.

Between these two policy statements, various legislative and executive measures were brought about. In particular, the report of the National Committee on Tourism, submitted in 1988 needs special mention. In addition, two five-year plans-the Seventh and the Eighth-provided the basic perspective framework for operational initiatives. The Seventh Plan advocated a two-pronged thrust in the area of development of tourism, viz., to vigourously promote domestic tourism and to diversify overseas tourism in India.

While laying stress on creation of beach resorts, conducting of conventions, conferences, winter sports and trekking, the overall intention was to diversify options available for foreign tourists. The Tourism Policy, 1982 was more an aggressive statement in marketing than a perspective plan for development. Its main thrust was aimed at presenting India to the foreigners as the ultimate holiday resort.

With a view to reach this destination, the following measures were suggested by the Policy:

- To take full advantage of the national heritage in arriving at a popular campaign for attracting tourists;
- To promote tourist resorts and make India a destination of holiday resorts;
- To grant the status of an export industry to tourism;
- To adopt a selective approach to develop few tourist circuits; and,
- To invite private sector participation into the sector.

Tourism as an Industry

The Planning Commission recognised tourism as an industry by June 1982. However, it took ten years to make most of the States to fall in line and accord the same status within their legislative framework. At the beginning of the Eighth Plan (1992-97), 15 States and 3 Union Territories had declared tourism as an industry. Four States had declared hotels as an industry.

The National Committee on Tourism was set up in July 1986 by the Planning Commission to prepare a perspective plan for the sector. Within the broad framework of the Seventh Plan, the Committee had to evolve a perspective plan for the coming years. The Committee, headed by Mr. Mohammed Yunus, submitted its recommendations in November 1987. The list of Members was as impressive Mr. S.K. Mishra (Secretary, Department of Tourism), Mrs. Kapila Vatsayan, Mr. K.L. Thapar, Mr. Rajan Jaitley, Mr. A.B. Kerker, Mr. R.K. Puri and Mr Pran Seth. The Committee in its Report recommended that the existing Department of Tourism be replaced by a National Tourism Board.

It suggested that there be a separate cadre of Indian Tourism Service to look after the functioning of the Board. It also submitted proposals for partial privatisation of the two airlines owned by the Union Government.

By September, 1987, the Central Government declared more concessions for the sector: these included tax exemption on foreign exchange earnings from tourism (a 50 per cent reduction on rupee earnings and a 100 per cent reduction on earnings in dollars), a drastic reduction in tariff on import of capital goods, and concessional finance at the rate of 1 to 5 per cent per annum.

The Tourism Development Finance Corporation was set up in 1987 with a corpus fund of ₹100 crores. Until then, the sector was financed on commercial lines by the Industrial Development Bank of India, Industrial Credit and Investment Corporation of India and other commercial banks.

National action Plan

The National Action Plan for Tourism, published in May 1992, and tabled in the Lok Sabha on 5 May 1992, charts 7 objectives as central concerns of the Ministry:

- Socio-economic development of areas;
- Increasing employment opportunities;
- Developing domestic tourism for the budget category;
- Preserving national heritage and environment;
- Development of international tourism;
- Diversification of the tourism product, and
- Increase in India's share in world tourism (from the present 0.4 per cent to 1 per cent during next 5 years)

As per the Action Plan, foreign exchange earnings are estimated to increase from ₹10,000 crores in 1992 to ₹24,000 crores by 2000 AD. Simultaneously, the Plan aims at increasing employment in tourism to 28 million from the present 14 million.

Hotel accommodation is to be increased from 44,400 rooms to 1,20,000 by 3 years. Other provisions in the Action Plan include a discontinuance of subsidies to star hotels, encouraging foreign investment in tourism and the setting up of a convention city for developing convention tourism.

The Action Plan envisages the development of Special Tourism Areas on lines of export processing zones. Special Central assistance is to be provided for the States to improve the infrastructural facilities at pilgrimage places. It proposes to set up a National Culinary Institute, and projects a liberalised framework for recognition of travel agents and tour operators.

Eighth Plan

The Eighth Plan document makes a special mention that the future expansion of tourism should be achieved mainly by private

sector participation. The thrust areas as enumerated in the Plan include development of selected tourist places, diversification from cultural related tourism to holiday and leisure tourism, development of trekking, winter sports, wildlife and beach resort tourism, exploring new source markets, restoration of national heritage projects, launching of national image building, providing inexpensive accommodation in different tourist centres, improving service efficiency in public sector corporations and streamlining of facilitation procedures at airports.

The Eighth Plan aims at luring the high spending tourists from Europe and USA. It also envisages a 'master plan' to integrate area plans with development of tourism. This is envisaged to ensure employment opportunities for the local population.

In April 1993, the Government announced further measures aimed at export promotion. The existing Export Promotion of Capital Goods Scheme (EPCG) was extended to tourism and related services.

Against the existing 35 per cent, the tourism sector would now pay an excise duty of 15 per cent only on capital goods import, subject to an export obligation of 4 times the cargo, insurance and freight (CIF) value of imports. With an obligation period of five years, this came as a boon to the hotel industry. The cost of construction had also come down by 20 per cent.

In addition to the above policy pronouncements by the Union Government, our planners had envisaged the possibilities of developing specific regions on a zonal plank. Special area Programmes like the Hill Area Development Programmes and the Western Ghats Development Programmes form part of the overall national plan. The Eighth Plan document stipulates that the strategy in such designated special areas is to devise suitable location-specific solutions, so as to reverse the process of degradation of natural resources and ensure sustainable development. This approach perhaps needs to be integrated into the project of special tourism areas, now being made popular by the Government. Administrative Control and Developmental Compromises The federal principles enshrined in the Indian Constitution require that the tourism sector be treated as a State subject.

As such, the Department of Tourism (under the Ministry of Civil Aviation and Tourism at the Centre) undertakes certain promotional and developmental activities with a view to enhance the sectoral potential. The Department has certain regulatory functions to perform involving the hotel industry, travel agencies and tourist operators. Over the years, there has been considerable erosion of powers so far as State Governments are concerned.

Government Action for States

The sustained campaign for privatisation in all the policy documents has left limited space of operation for the States. The public sector is increasingly being perceived as an agent of inertia than of change and hence the pressure for a hands-off policy. On the other hand, the Union Government has been usurping the powers of the State with some pretext or the other. Promotion schemes, designed at the Centre, are transferred for implementation at the State level.

The special Central Assistance, for example, granted for the development of infrastructure at the pilgrim centres, carries with it a pre-defined scheme and mode of execution. Furthermore, there are occasions when the Centre forces the State Governments to extend certain subsidies and concessions to the sector.

The terms of such concessions would have been fixed by the Centre and the States would have no choice but to fall in line. For example, during the State tourism minister's conference in December 1991, the States were urged to freeze water and electricity rates for 10 years. They were also asked to exempt certain hotels from local and state taxes for 10 years.

Seventeen circuits and destinations were identified under the National Action Plan for development through Central assistance and investment by the States and the private sector. The centres were identified by the Centre and the States were asked to do the needful. There were also times when the federal division of power resulted in operational contradictions. For instance, by 1989, many foreign hotel chains like Hilton, Hyatt, Penta and Kempinski had applied for licenses for investing in India. However, the revenue departments of the respective States failed to locate and allocate land for the construction of hotels.

The scheme, thus, fell flat. Curiously, the Union Government was not hesitant to make use of Constitutional provisions when it suited its interests. As has been stated earlier, the Yunus Committee had suggested the creation of the Tourism Board on lines of the existing Railway Board. (Perhaps, it was the brainchild of Mr. K.L. Thapar, then adviser to the Planning Commission, in charge of Transport and Tourism Sector.

Being from the Railway Service, it is not surprising that Thapar thought about a 'Tourism Board'). To begin with, the empowered committee of secretaries challenged the idea of creation of a Board.

Privatisation Process

It was said that the Railway Board as an independent entity was created for historical reasons. It would be difficult for tourism to be looked after by a Board, because legally the sector would come under the Industrial (Development) Act. It was also found that such a Board would not be viable financially.

In 1991, the think-tank on tourism created by Minister Madhavarao Scindia rejected the idea of a Board in toto. It was emphasised that the Board cannot be in charge of a sector that is basically under the jurisdiction of the States. Scope for Federal Interventions The previous section highlights the dubious ways by which the Centre attempts to hijack initiatives at the State-level. This is achieved essentially by threatening to curtail Central assistance or by cajoling through promises of more financial aid.

It is common knowledge that the resource-base of the States is very narrow, making them vulnerable at the negotiating table. However, States have the freedom to resist the Centre's strong-arm tactics, provided State assemblies stand-by the interests of the States.

For instance, State legislatures may refuse to freeze water and electricity rates on grounds of revenue generation. In that event, the concerned Chief Minister or the Minister of Tourism may convey the intensity of resistance that he is confronted with, and thus refuse to comply with the Centre's diktats. It is heartening to realise that the States have often exercised their power of self-determination and consequently refused to toe the line drawn by

the Centre. This offers enough scope for possible interventions at the federal strata of our political system in matters of policy formulation. Privatisation and its Implications

According to the Approach Paper to the Seventh Plan, " there is a vast potential for development of tourism in the country. Tourism should be accorded the status of an industry. Private sector investment will have to be encouraged in developing tourism and public sector investments should be focused only on development of support infrastructure". Thus the seeds of private initiatives were sown during the Seventh Plan.

The Government took the matter of privatising the tourism sector seriously by 1988. It was during the tenure of Mr. S.K. Mishra as Tourism Secretary that the talk of inviting private investment into the sector began.

The Government permitted foreign equity participation up to 5 1 per centin tourism projects. Foreign charters were allowed to operate in the country for the first time. Foreign companies were allowed to repatriate their profits to the extent of 3 per cent. The structural adjustment Programmes, initiated in June, 1992, paved the way for privatisation in almost all sectors of the economy. The Annual Plan (1992-93) document emphatically enunciated the Government's position vis-a-vis tourism: "

THE BOOMING TOURISM INDUSTRY

The year 2004-05 saw tourism emerging as one of the major sectors for growth of Indian economy, the foreign exchange earnings increased from Rs. 16,429 crore to 21,828 crore up to December. Similarly in the last year, tourism industry registered a growth rate of 17.3% in foreign tourist arrivals, which has been the highest in last 10 years. Foreign exchange earnings grew at an even higher rate 30.2%. India's tourism industry is thriving due to an increase in foreign tourists arrivals and greater than before travel by Indians to domestic and abroad destinations. The visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. At the same time, the number of Indians travelling has also increased. Some tourists come from Middle East countries to witness the drenching monsoon rains in India, a phenomenon

never seen in desert climates. Domestic tourists are also fueling the industry's revival. Many of them escape from the summer heat on the plains to resorts in the Himalayan Mountains. One of the major beneficiaries this year is Kashmir, where a cease-fire between India and Pakistan has reduced violence, if not completely, at least enough to help revive the state's sagging tourism industry.

Among the most favoured tourist destinations in India, Kerala for its scenic beauty, Agra for Taj Mahal, Khujraho for its sculptures and temples, Goa for its beaches and some pilgrimages are the most important. Interesting feature of this growth is that it has come even as global tourism has dropped, due to the September 11 terrorist attacks in the United States, the outbreak of Severe Acute Respiratory Syndrome in East Asia, and the Iraq war. Even the disastrous tsunami didn't affect India's tourism industry, as tourist arrivals in India rose 23.5 percent in Dec 2004 and tourist arrivals crossed 3 million mark for the first time in 2004.. The disaster was expected to have a negative impact on India's tourism in terms of large-scale cancellations of tourists to India but nothing of that sort was seen.

Reasons for this Boom

There could be several reasons for the buoyancy in the Indian tourism industry. First, the upward trend observed in the growth rate of Indian economy has raised middle class incomes, prompting more people to spend money on vacations abroad or at home. Also, India is booming in the information technology industry and has become the IT centre. Aggressive advertising campaign " Incredible India" by the government has also had contribution in changing India's image from that of a land of snake charmers, and sparking new interest among overseas travellers.

Tourism Contribution to the Indian Economy

It is not hidden that tourism is among India's important export industries. Even with comparatively low levels of international tourist traffic, tourism has already emerged as an important segment of the Indian economy. Tourism also contributed to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction.

Foreign exchange earnings from tourism during 2003-04 were US $ 3,533 million (Rs 16,429 crore). Besides being an important foreign exchange earner, tourism industry also provides employment to millions of people in India both directly and indirectly (through its linkage with other sectors of the economy.) It is estimated that total direct employment in the tourism sector is around 20 million.

Measures Taken for Tourism Promotion

Recently, Indian government adopted a multi-pronged approach for promotion of tourism, which includes new mechanism for speedy implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganized hospitality sector and new marketing strategy. A nation wide campaign, for creating awareness about the effects of tourism and preservation of our rich heritage & culture, cleanliness and warm hospitality through a process of training and orientation was launched during 2004-05. The aim was to rebuild that sense of responsibility towards tourists among Indians and re-enforces the confidence of foreign tourist towards India as a preferred holiday destination. More than 6500 taxi drivers, restaurant owners and guides trained under the programme.

Government also took several other initiatives to promote Indian tourism industry and increased the plan allocation for tourism *i.e.* from Rs 325 crore in 2003-04 to Rs. 500 crore in 2004-05. Road shows in key source markets of Europe, Incredible India campaign on prominent TV channels and in magazines across the world were among the few steps taken to advertise Indian tourism. In addition a task force was set up to promote India as prominent health tourism destination. However, in order to attract more visitors, India still needs to upgrade its airports, roads and other infrastructure to global standards. Even with the recent surge, tourist arrivals are just a mere percentage of those in such popular Asian destinations like Bangkok and Thailand.

Recent Development in Tourism Industry

India Tourism office at Tokyo won two International Awards in Tour Expo held at Daegu in Korea for excellent tourism

promotion. Indian Pavilion won the Best Booth Design Award as well as Best Folklore Performance Award competing with major players in tourism such as China, Japan, Thailand, Malaysia and Canada.

The theme of pavilion was the Buddhist pilgrimage in India. Multi promotional activities undertaken by Tokyo office drew a large crowd to India Pavilion, which added colours to the entire travel show. The Korea's leading newspapers published on the front page the Incredible India booth's photographs highlighting various aspects. The live Yoga performance and Indian traditional snacks at the pavilion were enjoyed very much by the visitors.

CURRENT STATUS AND FUTURE POTENTIAL

Tourism as an activity or as a phenomenon has been existing since the olden days. The quest travel often quoted as the "travel bug" is apart of human psyche. A result of this psyche is the birth and growth of the all encompassing "tourism industry". Goa has long been identified as a major tourism destination in India and the world over. The "flower children" of the 1960's ended up at the pristine and virgin beaches of Goa thus giving the first indications of what was to become of Goa as a tourist destination. Last year *i.e.*, 2004-05 season witnessed a tourist inflow of the magnitude of 2.4 million (Tourism Statistics: Govt. Of Goa) which included more than 300,000 international tourists and 2,100,000 domestic tourists. These figures are being seen in the last few years with the growth in the immediate past three years being in the range of 9% to 27%. This kind of phenomenal growth in a short span is certainly not without its share of issues as far as tourism is concerned. Growth is an essential part of life and tourism industry is no exception. However planning for growth is a prudent activity if one desires to harness its full potential.

Many people have researched destination growth and Miossec(1976) identifies a five-stage pattern in the growth of a destination. The destination witnesses these stages slowly and each stage is indicative of the changes that occur both in the tourists' perception of the destination as well as in the nature of the reaction of the local community to tourism activities at the destination.

Britton (1982) has argued that the international tourism industry, due to the commercial power held by the foreign enterprises, imposes on peripheral destinations a development mode that reinforces dependency on and vulnerability to, developed nations. This would be seen in different intensities at different stages of the destination's growth path.

Pearce (1989) observes that tourism is encouraged as a means of increasing the inflow of foreign funds into the economy or pursued for political purposes and not as an end in itself. It is perhaps this focus on tourism as a means that is creating the myopia that destination development activity is suffering from.

Honey-pot Areas in Tourism in Goa

Tourists like to travel and explore different places, people, cultures, traditions etc., and experience them. This penchant for travel in fact is the backbone of tourism so much so that Smith (1995) calls it "geography in action". Given this nature of tourism it is but natural that most destinations try to showcase their products and product potentials for the tourists so that visitation can be increased. In most resource-intensive destinations where the natural resources of the destination are the most visited attractions, the development takes place rapidly in the early stages of destination development. In fact Butler (1980) identifies the stage as the stage of involvement wherein the local and outside investment is seen for the growth of the destination. Further stage of development witnesses the loss of local control on investment n tourism as larger investment needs are felt by the destination to accommodate a larger inflow of tourists. In such a situation investments generally find their way to areas that have high resource interactive attractions, thus creating a honey-pot situation where the attraction is the main reason for which tourists come and related activities are planned around it.

Over a period of time this leads to either haphazard growth due to ad-hoc decision-making and ad-hoc development or saturation or both. In all the above cases destination resources get depleted in terms of quality as there is tremendous pressure on their capacity to service the tourists. In fact Jeffries (1971) indicates

that resources by themselves are not products at a destination but need to be developed in quite different ways in answer to the needs of quite different markets. This shows that one needs to showcase the tourism resources at a destination in a manner that is conducive to tourists form a viewpoint of creating a good experience for them. This is possible only when there is an optimum utilization of the resource base. With honey-pot areas this rarely happens as the resource gets degenerated and results in a negative experience for the tourists. Though honey-pot areas at a tourism destination generate higher revenues the concomitant depletion of the natural resources around the area negate the economic benefits arising out of it.

Tourism Experience Development

Creating tourism experiences for tourists is the central theme of any tourism destination stakeholder. This has to be borne in mind when the developmental platform of tourism is debated. The need for proper planning as far as tourism product development or tourism attraction development could never have been more emphasized than in the process of creating experiences for tourists.

One of the most desired experiences for tourists is to get the feel of being welcomed at a place, which she visits. If such experiences are designed then the tourist would certainly involve herself with the experience and create a better tourism experience for herself as well as for others around her. Currently Goa has seen a huge rise in the tourist inflows in the past three years and this is a good indication for the economic benefits to the industry in particular and to the general public at large. However one needs to look more deeply at this issue because there is more to economic benefits than meets the eye.

One needs to look as to who benefits and how the benefit percolates in society. Foster (1985) says that "the search for, and developing and launching of new products is essential for the long term survival in tourism. The slow rate of change in demand for tourism products disguises this necessity". This statement indicates that there is a dynamic activity that is necessary, which can look

at the product development process effectively throughout the destination.

The Future

The increase in tourism arrivals heralds with it the imminent need for increased resource usage. This is evident from the requirement of increased beds per tourist in terms of hotels in all categories. At the current level of Tourist arrivals in Goa in 2004 of 24,48,959 the total bed requirement is 39,183 beds. If we fit a trend to the tourist arrivals then the tourist arrivals for the year 2016 are projected at 42,80,000, which needs a phenomenal increase in bed requirement of 69,400, which is almost twice the amount for 2004. This is only one area of resource development need and one can imagine what kind of resources are needed in terms of basic resources such as water, electricity, garbage disposal, land, roads etc.

Furthermore one needs to look at the kind of resources on the primary demand side of tourism such as increased demand on attractions, natural as well as man-made. Viewed from this point one is compelled to take a hard look at the honey-pot areas such as Calangute, Baga, Candolim, Palolem etc., and then incorporate the tourism attraction demand from tourists in future. This would certainly lead to the development of hinterland areas of Goa and most of this would be in the realms of Heritage and Culture. This is where the destination managers and stakeholders need to come together to create strong policies that are conducive to better tourism experience creation. Till recently tourism has been viewed as an economic activity that creates and distributes wealth at the destination. One needs to look deeply into this phenomenon and realize what impacts this has on the phenomenon of tourism itself.

Most people call the traditional approach as the demand side approach in the sense that tourism is looked at from the benefits of demand for tourism. However the supply-side aspect is not taken with equal vigour. There are many organizations and stakeholders who are eager to market their product to the tourists but not many of them would get together and spend time, efforts and money in designing the tourism products that are offered to the tourists. The future of Tourism in Goa will certainly depend

on how this is created. Economic benefit dispersion and resource generation, maintenance and dynamic evaluation alone will help Goa retain its pristine nature and benefit both the hosts as well as the guests.

Tourism dependent economies generally create products and services keeping in mind the tourists. However it would be prudent to view the local economy and population as the main demand sector and tourism as an add-on economy. The reason for this is the involvement of all sections of the local economy. Tourism products created and distributed to the tourists have a built in risk factor of competition, market backlash by way of tourism activities not occurring in the region due to exogenous factors. If the tourism products are a part of the local economy then there is lesser fluctuation as far as the demand is concerned and hence price stability is relatively ensured. This in itself is a great relief for investors who seek a stable business environment to enable them to take better investment decisions. This in turn would lead to a sense of stability for investors thus boosting their confidence in terms of bringing in new investments to bolster the supply side of a destination.

Robustness of a Tourism Destination

A tourism destination is as robust as its weakest link or weakest spot. As such creating a destination growth path that includes growth and stability of resource utilization is the need of the hour. At current levels of resource strength Goa will reach saturation point in terms of Carrying Capacity in the year 2018. This is indicative of how fast the tourism scenario is growing in comparison with the resource development process. Unless priority is given to the development of resources there is no hope for Goa to keep creating better tourism experiences for the tourists. The level of resources needed for tourism development is large and individual organizations may not be able to marshal them. Since most of the firms that are functioning at a tourism destination are small and medium enterprises it becomes all the more imperative that larger investments come in from the state itself or are outsourced through other means such as joint ventures, alliances, specifically created organizations that have access to larger funds,

etc,. In terms of creating an image for the destination and in terms of ensuring that the effects of tourism are spread throughout the destination strong cooperative environment needs to be created. Co-operation can exist in the form of alliances, joint ventures, Co-operatives for specific purposes etc,. Most resource specific activities could use these forms to foster the growth and development of tourism as well as that of the resource.

One such example is of the heritage tourism in Portugal, which is created out of a strong co-operative organization to rejuvenate the hinterland tourism. Rural tourism is fostered through this Co-operative organization caller TURIHAB and its success in restoring cultural and heritage tourism is quite astounding. One can safely say that the future of tourism in Goa will depend a lot on how the different stakeholders of the destination will co-operate and build a significantly strong Goa from the viewpoint of tourism.

5

Development of International Tourism

International Tourism is when people travel globally outside of their region and home country.

And the people perform the activities are international tourist. International tourists are:

- Persons visiting the country for less than one year, specifically for purposes of recreation or holiday, medical care, religious observances, family affairs, participation in international sport and cultural events, conferences and other meetings, study tours and other student programs, as well as persons in transit to another country.

- Foreign students remaining for more than one year.

- Crew members of foreign vessels and aircraft docked in the country or on lay-over.

- Foreign business travelers who are in a given country for less than one year.

- Employees of international bodies who are on a mission of less than one year.

- Nationals who are residents of other countries who come back for visits of less than one year.

International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts should include any other

prepayment made for goods or services received in the destination country.

INTERNATIONAL TOURISM

Preliminary results processed by the OMT/WTO indicate that during 2005 tourism receipts worldwide amounted to US$ 455 billion and a further US$ 93 billion. In 59 countries the receipts amounted over US$ 1 billion.

Impact of Export Revenues from Tourism for Developing Countries

During the period 1995-1998, tourism revenues were one of the five leading sources of export revenue for 69 developing countries. Among the latter, tourism revenue was the main source of foreign currency in 28 countries, its share in total exports ranging between 79 and 20 per cent; in 27 countries it accounted for between 20 and 10 per cent; and in the 24 remaining countries it was around 10 per cent.

The contribution of export revenues to gross domestic product (GDP) was equally important and accounted for between 82.29 per cent (in Maldives) and 30 per cent (in Samoa). In the second group the contribution of export revenues to GDP is between 30 and 10 per cent and in the remaining countries under 10 per cent. One aspect to be underlined is that although the contribution of tourism revenues is important in all these countries, its contribution to GDP is declining as the economies become more diversified. The best examples of this are Mauritius, the Dominican Republic and Tunisia.

The Particular 'Situation of LDC

Although only 0.5 per cent of the world's exports of services originate in the LDCs, international services are an important part of the economies of those countries.

In 2005, services accounted for 20 per cent of the LDCs' total exports of goods and services. However, in 13 of the 49 LDCs services export receipts exceeded merchandise export receipts and in all but three of those the share of tourism services exports in

total foreign exchange earnings was more than twice the share of merchandise exports. During the year 2000, tourist flows to the LDCs increased more rapidly than tourist flows to the rest of the world. This growth was particularly strong in seven countries (Cambodia, Mali, Laos People's Democratic Republic, Myanmar, Samoa, Uganda, United Republic of Tanzania), which hosted over 1.2 million visitors in 2005, in comparison with 0.4 million in 2000. During that period, tourism growth was much slower in several LDCs, while a decrease was observed in a number of countries that suffered socio-political and economic instability.

The growth of international tourism receipts in the LDCs was also quite rapid during the 1990s: total receipts more than doubled between 2000 and 2005 (from US$ 1 billion to US$ 2.2 billion).

There is a great degree of concentration in the distribution of tourism receipts among the LDCs: five countries (Cambodia, Maldives, Nepal, Uganda, United Republic of Tanzania) accounted for 51 per cent of the total tourism receipts of the group in 2005. Particularly strong, over the decade, was the growth in international tourists' expenditure in Cambodia, the United Republic of Tanzania, Myanmar, Bangladesh, Samoa, Uganda and Haiti.

Tourism is the first source of foreign exchange earnings in the whole group of 49 LDCs, aside from the petroleum industry, which is concentrated in only three LDCs (Angola, Yemen, Equatorial Guinea): the combined tourism export receipts of all LDCs in 2005 accounted for 16.2 per cent of the total non-oil export receipts of the LDCs, thus exceeding the second and third largest non-oil export sectors (cotton and textile products) by 39 per cent and 82 per cent, respectively.

Level of Performance and Sustainability of Tourism in Developing Countries

The proper functioning of the tourism economy is linked to that of many other related economic activities, which accounts for the importance of its economic, social and environmental sustainability. As a matter of fact, the extent to which the business operations of international tourism, backward and forward are linked with other sectors will determine the level of performance and profitability of tourism, the extent of multiplier and spillover

effects, and the retention of value added, i.e. the leakage effect. The sectors producing goods and services are linked backwards with tourism in catering for the needs of tourists and tourism operators, e.g. agriculture and food-processing industries, and other manufacturing industries providing furniture, construction materials and other articles required by tourism establishments.

Similarly, many other services, such as transport, business services, financial services, professional services, construction design and engineering, environmental services, security services and government services, also ensure the efficient performance of tourism operators. Some of these sectors are also crucial for the proper linkage of tourism with foreign markets (forward linkages) because they constitute the platforms for "taking off" and for keeping the national tourism providers fully integrated with international tourism flows.

Many developing countries have found important to improve the linking of tourism (forward and backward) with the other sectors of the economy as one of the foundations of tourism development policies, so as to capitalize on the benefits of the globalization and internationalization of markets. Successful experiences of small economies and islands that have recently become emerging tourism destinations, such as Mauritius, Maldives, the Dominican Republic and other Caribbean islands, attest to the vital importance of the proper linkage of tourism with the rest of the economy, in their capacity of retaining value added, e.g., reducing leakages. Despite developing countries efforts to develop the most suitable domestic policy environment, the economic sustainability of tourism is being undermined by external factors beyond their control, notably the predatory behaviour of integrated suppliers which enjoy a dominant position in the originating markets of tourism flows.

Key issues of Tourism

This part presents an overview and illustration of the main issues affecting the viability of tourism in developing countries, including (a) the leakage effect produced by their structural vulnerabilities and their difficulties in taking advantage of commercial opportunities; and (b) anti-competitive practices

affecting tourism viability and performance in different segments of the tourism sector, as well as those in other sectors closely linked to travel and tourism.

LEAKAGES FROM TOURISM IN DEVELOPING COUNTRIES

As a modality of international commerce, tourism involves not only inflows of foreign financial resources but also outflows, referred to herein as "leakages".

When they exceed specific levels, these outflows can significantly neutralize the positive financial effect of international tourism. Leakage is the process whereby part of the foreign exchange earnings generated by tourism, rather than being retained by tourist-receiving countries, is either retained by tourist-generating countries or repatriated to them in the form of profits, income and royalty remittances, repayment of foreign loans, and imports of equipment, materials, capital and consumer goods to cater for the needs of international tourist and overseas promotional expenditures.

Leakages can be divided into three categories: internal leakage or the "import-coefficient" of tourism activities; external leakage or pre-leakage, depending on the commercialization mode of the tourism package and the choice of airline; and invisible leakage or foreign exchange costs associated with resource damage or deterioration.

Internal leakages can be measured by establishing "satellite accounts" within national accounting and survey procedures to detail all tourism-related economic activities. It is a normal effect present in both developed and developing countries.

In principle, import-related leakages are highest where the local economies are weakest owing to sparse factor endowment or inadequate quality of goods and services. The average leakage for most developing countries today is between 40 and 50 per cent of gross tourism earnings for small economies and between 10 and 20 per cent for most advanced and diversified developing countries. Importantly for LDCs, tourism import-related leakages are often inferior to other economic activity leakages, including manufacturing and, in some cases, agriculture, thus confirming

tourism as a choice sector of development for which they possess comparative advantages in many areas.

A first step in reducing internal leakage is to identify what levels are appropriate given the economic structure of a country and then to ensure that effective leakage remains near this objective range while strategies to build up the local supply capacity are put in place. Although restrictive trade policies can reduce the size of the market, it is important to note that import openness tends to facilitate the leakage effect unless the economy has already in place a structure capable of reacting to the competitive stimulus of imports, which is usually not the case in LDCs.

External leakage or pre-leakage is much more difficult to measure and relates to the proportion of the total value added of tourism of services actually captured by the servicing country. To the extent that developing countries have limited access to commercialization channels in their target markets, they can only offer base prices to intermediaries that capture the mark-up on those services. Observed differences between paid and received prices for developing country tourism services (lodging, food, entertainment, etc.) suggest external leakage or pre-leakage levels of up to 75 per cent. In some cases, base prices do not allow for the economic sustainability of projects, and normally do not contemplate replacement costs associated with resource depletion. This leads to problems of infrastructure and environmental sustainability, which tend to be overlooked in view of the short-term importance of crucial foreign exchange inflows.

As a flow variable, leakage levels do not have a static effect. They vary in time depending on:

1. The stage or cycle point of the tourism industry. For example, a nascent tourism industry tends to require large amounts of one-time imports, whereas loan grace periods may allow for a decrease in leakage during the first few years of operation. During a maturity phase leakage may increase as large sums are invested in marketing, rehabilitation of facilities and upgrading of products provided, etc.

2. The evolution of the economy to provide new services and

products resulting from demand from the tourism sector. The import of products and services initially not available should trigger enough entrepreneurial response to enable these to be provided locally, thus allowing for a lessening of leakage. It is therefore a main objective of leakage limitation to provide and promote these links between domestic industry and tourism. For example, in the Dominican Republic leakages diminished between 1990 and 1995 as local industry became increasingly interested in servicing the tourism market. The largest companies have now created subsidiaries specifically for this purpose.

Another factor to be evaluated in identifying appropriate leakage levels is the type of tourism being promoted. High-income tourism, because it requires the provision of very high quality and high priced goods, may actually result in increased leakage in some cases despite of the higher income it may generate. Mass tourism could have higher potential for leakage than ecological or adventure tourism because the latter value and consume local resources as part of the tourism experience.

However, low-leakage tourism can also equate to low-income tourism, resulting in lower total income and therefore limiting the possibilities for expansion and development by other sectors of the receiving country's economy. In order to correctly evaluate the return on investments it is necessary to carry out a cost-of-opportunity study that will establish a "leakage break-even point" as a function of the country's economic capacity to serve different types of tourism and choose the type most suitable for a project or country.

Leakage effects on tourism net income levels are nonetheless offset by increased value added or volume. As an example of the positive outlook for LDCs, value added in tourism, measured as tourism income per tourist arrival (Yt/At) has grown by over 100 per cent in 21 (almost half) of the LDCs surveyed between 2000 and 2005.

Interestingly, growth in income per tourist appears to bear no clear relationship to the level of or growth in arrivals. This suggests that growth in income per tourist is not a function of volume, and

has therefore grown basically because of a favourable quality/ price ratio. This also confirms the enormous diversity of situations present in LDCs and their tourism industries; but, in general, as value added grows, the *potential* for leakage lessens.

Tourism policy should therefore be based on the premise that although leakage is an intrinsic element of international tourism, and increased value added will also benefit the economy, leakage-containment measures have multiplicative effects that will allow developing countries to maximize the financial benefits to be derived from an expansion of tourism. A study on Indonesia showed that the tourism multiplier (1.59) was the highest of all categories, including final demand, and exhibited strong links to the agricultural sector, on which it had no direct effect at all.

To the extent that leakages lead to a definition of economic opportunities it can be useful as a strategic blueprint for further economic development. Domestic policies in developing countries against leakages from international tourism should include (i) the provision of incentives to reinvest profits and potential cash transfers that otherwise would be invested abroad; (ii) the enhancement of the capacity of tourist destinations for intensifying the production of goods and services required by the tourism sector; (iii) the provision of incentives to domestic investors to expand their participation in tourism and iv) the enforcement of domestic competition policy against anti-competitive practices by tour operators.

As regards external leakages, most issues address points of discussion under the GATS Annex on tourism in the WTO, such as (i) local and international competition policy, particularly with regard to market access issues and best business practices in relation to regulations on contractual practices; and (ii) ecological and economic sustainability and the valuation and use of non-tradable resources.

As such, a policy to reduce leakages and thus to improve the chances for a more viable tourism sector, should be based on the premise that leakages can be managed and need to be reduced from its present levels, where combined visible internal and external leakage can easily reach 75 per cent of the market value of paid services. Management of leakages, should allow countries to profit

as best as they can from the market expansion and competitive factor that tourism demand represents for local industry and the local economic structure in all fairness to least developed and developing countries, without engaging in anti-competitive practices that contradict other WTO principles, and reduce the contribution of tourism to sound economic development.

TYPES OF INTERNATIONAL TOURISM

There are two types of international tourism
- Inbound tourism
- Outbound tourism.

Inbound tourism: it covers all international tourist traffic entering a country. It is also known as 'export tourism' recognizing the contribution of international tourism to the export economy.

Benefits of Inbound Tourism

There are many benefits to export tourism including:
- International travel patterns are not focused around weekends and may level out seasonality problems.
- Spreading risk across a range of international markets can minimize the impact of any changes in the domestic or a single international travel market.
- International travel market is growing and consumers from many overseas countries have expressed a high desire and intent to visit destination.
- Inbound distribution networks open up new forms of distribution and give millions of potential travelers around the world easy access to your product
- International travelers are generally higher yield and spend, on average, three times more than domestic travelers on each trip.
- Lead times are generally longer, allowing better business planning.
- Opportunity to meet people from a range of cultures and backgrounds and be an ambassador for your country can be extremely rewarding.

E.g. in the year 2009, number of foreign tourist arrival in India is about 5.11 million and tourism receipts were Rs.54960 Crore.

Outbound tourism: outbound tourism covers all international tourist traffic going out of a country. According to Oliver Martin, Associate Director - Strategic Intelligence Centre, PATA, "As one of the world's most populated nations and with a rapidly expanding middle class, India offers huge potential as an outbound market supplying millions of potential travelers, PATA is projecting a relatively strong growth rate for India's outbound travel in the coming two years."

Accounting for 72% of the most recent leisure trips and 63% of business trips, Asia is the most popular destination for Indians when heading overseas. Other regions such as Europe attract a greater percentage (18%) of Indian travelers for business rather than pleasure (14%).

Nature and the environment (62%), culture and art (53%), safety (50%) and hygiene (48%) are the most important considerations for travelers when selecting their next travel destination.

According to the Nielsen Outbound Travel Monitor, Singapore is the most common travel destination for Indians (24%) in the next 12 months, followed by Dubai, Australia, and Malaysia, each at 17%.

On an average, Indians spend nearly US$ 1,789 per person per leisure trip. Other than travel and accommodation, Indians spend mostly on global branded goods. Accessories, electronics, local souvenirs, fine gifts, fragrances and fashion also rank high on Indian travelers' shopping list.

With its growing popularity and penetration in India, the Internet has fast become one of the most popular sources of information on destinations for close to half (48%) of those surveyed, behind travel agents and tour operators (56%). Other popular sources are newspapers/magazines (38%) and recommendation from others (23%).

However, conventional channels remain popular when it comes to making actual holiday bookings. While 12% of Indians make their bookings through online travel agents, a majority go through

regular travel agents or tour operators. One fifth of travelers would also book directly through friends/relatives at the destination country.

ETHICAL ISSUES IN THE TOURISM INDUSTRY

The tourism industry can become one of the main sources of income for several countries, especially developing nations, which have a huge potential for tourism. Ironically, it is also one of the prominent service sectors which see a gross violation of corporate ethical conduct. Simply because a foreigner to a country is not aware of the system of operations, as well prevalent cultures, the local population tends to exploit that ignorance to their benefit. They without a conscience act upon ways to manipulate the trust which the ignorant tourist places upon them.

One of the several issues in the ethical issues of the tourism industry is the non-disclosure of information to the tourist. The information provided to the tourist before they avail the service is many a time misguided and fine print, well, you could call it a bit too fine! A lot of relevant information is left out, leaving the consumer tourist confused. The exchange and return policy on products, the fares of commercial vehicles, the added expenses of a trip, you name it, the tourist has been exploited. Tourists on a regular basis are told about domestic travel and package deals, which seem pretty attractive and affordable prima facie, but when the actual trip commences they find several added expenses being incurred, leaving the tourist feeling cheated. The authorities do not provide sufficient information as to the rates of travel, stay, and places which are the places the tourist should be aware of, which might be a threat to them.

There are several ways the tourism industry may take better care of this problem. The main initiative is required from the tourism ministry of the country, since it is the regulatory authority. More stringent norms for tourist satisfaction, providing easy access of relevant information to the tourists, about rates, tariffs, certified places of accommodation and modes of travel are required to prevent the tourist being duped. A tourist's satisfaction is of the utmost importance, because a displeased tourist leaves a bad impression about a whole nation.

Disasters create difficult, often tragic, situations for the afflicted area and its residents. For a tourist destination, this period can represent a tourism crisis, which can threaten the normal operation and conduct of tourism related businesses; damage a tourist destination's overall reputation for safety, attractiveness, and comfort by negatively affecting visitors' perceptions of that destination; and, in turn, cause a downturn in the local travel and tourism economy, and interrupt the continuity of business operations for the local travel and tourism industry, by the reduction in tourist arrivals and expenditures.

FACTORS RESPONSIBLE FOR DEVELOPMENT OF OUTBOUND TOURISM

As the elements involved in a number of outbound tourism, therefore, the factors affecting outbound tourism market also more complex than domestic tourism. The researchers from multiple perspectives on the impact of outbound tourism factors were studied.

World Tourism Organization believes that the factors affecting the Development of outbound tourism include exogenous factors and important aspects of market forces. Among them, exogenous factors, including economic and financial development, demographic changes and social change (change), technological innovations and improvements, infrastructure Investment in equipment, administrative and legislative aspects of the regulatory factors, environmental planning and environmental impacts issues, trade development, and Travel security.

Outbound travel operating system

These are the travel agency who are responsible for building a relationship between the host country and guest country. Other who plays the key role in shaping the market are destination tourism service providers (land access agency, hotels, tourist attractions, transport companies, shops, tour guides, etc.), international airlines and their sales agents, source countries and destination countries Tourism administrative agencies and associations and so on. If these players are playing good role obviously it will lead to outbound tourism growth.

Disposable income and its distribution: Disposable income would affect the ability of outbound travel expenditure and preparation. The significance of this variable is reflected in such a matter of fact, todays global travel 3 / 4 by 20 individual countries with the highest disposable income created. The distribution of income in the population is also very important because it affects those who have sufficient available income to travel the proportion of the population.

Photo: Factors responsible for development of outbound tourism

Exchange rate changes: Involved in cross-border outbound tourism consumption, the Government's monetary policy and exchange rate changes on the international market will affect the source and destination countries of the exchange rate, thus the citizens of the countries in the decision-making behavior of outbound tourism consumption have a significant impact. For example, the source country's currency relative destination country's currency appreciation, source of income citizens of the country as measured by the destination country's currency will be a positive wealth effect, while the country of destination will be a corresponding decline in the prices of products, which will

affect the tourism persons traveling direction and the level of consumption of consumer decision-making.

Unemployment level: Development of economy as a whole will affect the level of unemployment, which affects not only have a travel-free disposable income of the population size, but also to influence the market in the region, the overall confidence in the cost of expenditures. The unemployed people have uncertainty regarding their future earning, which reduces people's expenditure on travel abroad for preparation.

To enhance the level of per capita income to promote outbound tourism: China's economic aggregate has grown rapidly from 1993 to-2008 years, 16-year period, GDP increased by 8.5-fold, the per capita GDP, per capita disposable income of urban residents and farmers are also the corresponding per capita net income has greatly increase. United Nations (the World's Cities 2008/2009) reported that China over the past 30 years, rapid economic development, its speed and scale of other countries in the world, never achieved before. This outbound tourism in China has laid a solid foundation.

High income gap between urban and rural areas: The United Nations "World's Cities 2008/2009" report pointed out that China in recent years, rapid urbanization, urban population increased from 25% in 1987 has increased to 42% in 2007 and by 2030 China's urban population will account for 60 % of the total population. China's urban-rural dual economic structure is more obvious, urbanization led to urban-rural income and disposable income inequality over the past 20 years expanding. China's outbound tourism market is largely supported by the urban residents.

The international financial crisis will affect consumer confidence and spending: The international financial crisis, affect people's confidence in the economic trends. Judging from the current market situation analysis, outbound tourism high-end luxury products are affected less. But in the case of middle class, who are termed as the main consumer, the numbers of trip have been reduced.

Even the exchange rate was partially affected by the price decline in outbound routes, but the overall economic downturn

has affected ordinary people in a certain degree of confidence and willingness to travel abroad. The outbreak of the international financial crisis led to personal wealth, consumer confidence and investor confidence hit and as a result outbound tourism consumption have greater negative effects.

As tourism is considered as a very sensitive industry, a little effect in one side may result into big downfall in the demand of the destination.

TOURISM GAP

The gap model of service quality was developed by Parasuraman, Berry and Zeithaml in 1985 and more recently described in Zeithaml and Bitner (2003). It has been served as a framework for research in service marketing including hospitality marketing, for over two decades. The model identifies four specific gaps leading to a fifth overall gap between customers' expectation and perceived service.

The five gaps: Customers have expectations for service experiences and they use them to measure against the measure against the perceived service performance in their judgment of service quality. It is essential, then, that manager determines what those expectations are when designing the service.

Knowledge Gap: The first gap in service quality occurs when management fails to accurately identify customer expectations. It is referred to as the knowledge gap. Specifically, it is the difference in customer expectations and management's perception of customer expectations. Hotel managers, for instance, must know and understand what their guests expect from their stay, including all tangibles (the room, amenities, and lobbies features) and intangible components (availability of additional services, ease of check-in and check-out procedures). The size of the gap is dependent upon the extent of upward communication (from customers to top management), the number of layers of management, the size of the organization, and most importantly, the extent of marketing research to identify customer expectations.

Design Gap: The second gap is termed as design gap. This gap is measured by how well the service design specifications

match up to management's perception of customer expectations. The extent of the gap depends upon the management's belief that service quality is important and it is possible, as well as the resources available for

Prerequisite of the service. A customer's expectations for being served within 20 minutes of ordering, a restaurant manager may understand, but may not have the resources or appropriate number of staff to insure service on time.

Performance Gap: The gap represents the disparity in service design and service delivery known as the performance gap. The extent of the gap depends on the many variables involved in the provision of the service.

Since individual perform the service, the quality may be affected by such factors as skill level, type of training received and job fit. Some service providers do not have a high service inclination, despite training.

Service recovery efforts along with extent of responsibility and empowerment also affect the size of this gap. The process is further complicated by the customer's participation in the service encounter. A customer may make a special request for a room type different from the one reserved or request a menu item after the initial order has been completed, making it more difficult to perform the service as anticipated.

Communication Gap: the fourth gap is termed as communication gap. It is the difference between what is promised to customer, and what is being delivered.

Hospitality organizations use advertising, personal selling and sales promotion to inform convince and remind guests about its products and services. Showing beautifully

prearranged hotel rooms, refreshing swimming pools and luxurious lobby areas in advertisement communicates to the potential customers. The extent of communication between the company and the advertising agencies will affect the size of gap. Over guaranteed is commonly responsible for the communication gap.

Accumulation Gap: Gap 5 is the total accumulation of variation in all the gaps above mentioned and represents the difference

between expectations and perceived service. Furthermore consumer evaluate perceived service along five quality dimensions.

Dimensions of service quality

Parasuraman, Berry, and Zeithaml (1985) introduced the definitions in their presentations of Gap Model of Service Quality. They proposed five dimensions of service qualities:

- Reliability
- Responsiveness
- Assurance
- Empathy
- Tangibles.

The most important service quality dimension to customers is reliability, the ability to perform the promised service dependably and genuinely. Having a room ready after check-in by the guest is an example the reliability dimension.

Responsiveness is the keenness to help customers and to provide prompt service. A customer judge the responsiveness of the company by assessing the amount of time taken and the attentiveness that is offered in response to his requests, questions, complaints and problems. Responding quickly to customer means higher rating on this dimension.

The third dimension of service quality is assurance. Assurance is the ability of the firm and its employees to build trust and confidence. Assurance dimension is particularly important in service industries. The expertise of an endorser or a particular service provider for a cruise vacations may affect the level of confidence and trust a customer has towards that service.

Empathy is the attention the firm provides to its customer. Customers want to be known on an individual basis and feel that the company understands and addresses their individual needs. Showing concern for a guest who is in need improve the overall perceived service quality.

The final dimension of service quality is tangibles. Tangibles are defined as the appearance of physical facilities, equipment, personnel and communication materials. Hotels and restaurants

rely heavily on tangibles. Guest often judges the quality of a hotel experience on the quality of the physical environment and tangible amenities.

The customers judge the overall service quality by looking at its five dimensions during all interactions with service providers. Companies need to perform well on all dimensions of service quality to ensure a positive overall evaluation.

FACTORS RESPONSIBLE FOR THE GROWTH OF TOURISM AT INTERNATIONAL LEVEL

A number of factors are responsible for the rapid growth and development of the tourism industry in the Asia Pacific region. These include the strong economic growth, increase in income, breakdown of political barriers, easing of travel restrictions, liberalization of air transport, and focused marketing campaigns. These factors are expected to accelerate the growth of tourism over the next decade.

Economic Growth

The rapid growth of the tourism industry is a reflection of the region's booming and diversified economies. Economic growth has ranged between an average of 6% to 9% in the last decade, in contrast to 3% to 4% growth achieved by the rest of the world. Only the industrialized countries of Australia, Japan, and New Zealand show a lower rate of growth than the rest of the region. China, which has achieved double-digit growth over the last 5 years, is poised to become one of the world's largest economies and surpass Japan in the next decade. The region is expected to maintain its growth at a rate between 6% to 8% over the next decade (IMF 1996b).

Strong economic growth in Asia is attributed to a focus on market reforms, export oriented industries, stable currencies, diversification of the economy, and massive injection of foreign capital. Billions of dollars are being poured into the tourism infrastructure to accommodate a burgeoning Asian tourism industry. This has intensified trade, investment, and travel within the region and with the rest of the world. Asian governments have

also sought to avoid extremes of inflation and unemployment, and are keeping budget deficits small or running surpluses. It is no wonder that the region has attracted much attention from the rest of the world regarding its success. The opening up of Indochina, Myanmar, and China to tourism, and given the increasing number of companies setting u p bases and new businesses in the region the volume of business travel will rise. This will provide ample marketing opportunities for travel-related businesses.

Increase in Income and Leisure Time

As a result of strong economic growth, disposable incomes have soared in Asian countries and along with it, the propensity to travel. Leisure consciousness has been enhanced with travel no longer seen as a luxury. In fact, it is now seen as an affordable commodity to be enjoyed by all who choose to engage in a variety of leisurely pursuits. Some Asians may see travel as a status symbol, while others see it as relief from the pressures of work. The introduction of a 5-day workweek in China will provide Chinese residents with more leisure time that will likely be devoted to travel. A number of Asian countries have recorded significant growth in real per capita income over the last 5 years with Singapore (7.3%), Thailand (6.8%), China (10.3%), 5. Korea (6.7%), and Indonesia (7.1%) showing the highest growth (IMF 1997). Rising incomes have created a middle class of sophisticated and affluent Asians who are better educated, have more disposable income, and who appreciate the value of leisure. Research by Mak and White (1992) has shown travel propensity and tourism spending to be positively correlated a ed with per capita income among the major Asia Pacific countries. This means that increases in income levels will enable a greater proportion of Asians to travel overseas. Unlike previous generations, these generations of primarily young travelers are intent on enjoying the fruits of their labor.

Although price conscious, they still demand high qualify products. Since Asians are more likely to travel in groups and families, more travel products and services, such as tour packages that incorporate activities, must be designed to cater to their needs. This may include travel to exotic places, soft-adventure travel, cruises, and sports related tours, among others. Disposable incomes

will continue to rise, and thus fuel the demand for leisure travel. The trend among Asia Pacific countries is towards more frequent regional holidays to various destinations and resorts within the region.

Political Stability/Breakdown of Political Barriers

In recent years, the Asia Pacific region has become politically more stable than it has ever been, especially in the Philippines, where tourism was adversely affected by terrorism, civil strife, and natural disasters in the last decade. However, the political, social and economic reforms of the current government have reversed the fortunes of the tourism industry. Tourism investments in the Philippines over the last 3 years were estimated at U5$6.27 billion, with a large portion of the funds allocated towards resort development. To encourage more investment, the Philippines Department of Tourism is urging financial institutions to provide funding to investors involved in tourism-related projects (Shaw 1997). Investors are showing confidence not only in the Philippines but also in Vietnam, Indonesia, and China. These nations, which were off-limits to foreigners at one time, are witnessing rapid hotel and resort developments. Even areas which were closed or long considered inaccessible in parts of China and Indonesia are now open to tourism. The opening of borders to both inbound and outbound travel, and the breakdown of political barriers, will provide tourists with opportunities to pursue their leisure interests. For example, South Korea's normalization of relations with China also is expected to boost arrivals from Seoul to major cities in China when non-stop air traffic routes are inaugurated.

Easing of Travel Restrictions

Historically, the demand for and freedom to travel increases when travel restrictions are lifted or eliminated. With strong demand for travel, a number of Asia Pacific countries have lifted some travel restrictions. The lifting of restrictions in South Korea and Taiwan in the late 1980s, for example, contributed to a surge in the demand for outbound travel. More recently, the Taiwanese government's open door policy and the institution of a 5-day visa-free entry program to 15 countries also helped to increase arrivals

to Taiwan by 10% in 1995 over the previous year (Wieman 1996a). Similarly, the Malaysian government's decision to allow tourists a 3-day visa-free stay in Malaysia, and Indonesia's granting of unilateral visa-free entry are steps in the right direction The general trend is towards a reduction of travel barriers to promote tourism.

Liberalization of Air Transport

Traditionally, Asian countries have safeguarded their national flag carriers to protect them from foreign competition. However, the situation is changing as governments realize that such restrictive policies are counterproductive to tourism. Singapore and Taiwan have already signed open skies agreements with the United States and similar agreements are expected between the U.S. and Malaysia, S. Korea and New Zealand (Dhaliwal 1997). Liberalization of air transport will only serve to enhance trade and tourism growth in the region. It will to lead to more multilateral open skies agreements between countries.

In other parts of the region, Thailand and Australia are showing more tourism growth as a result of liberalized internal aviation policies. Indonesia, the Philippines and South Korea have followed suit with similar aviation policies. Indonesia's limited open skies policy invites foreign airlines to fly to new international destinations and participate in code sharing agreements with Indonesian airlines. As a result of liberalized air policies in the Philippines, new international gateways have emerged, and more inter-island services initiated.

This will save travel time, increase convenience, and enable the promotion of more resorts in the islands. Liberalization of aviation policies have also sparked the creation of new carriers and subsidiaries of major carriers such as Silkair (Singapore), Dragonair (Hong Kong), and Sempati (Indonesia). These airlines have launched new routes to secondary destinations, especially in China, Indonesia, Thailand, and Malaysia, to serve the emerging and growing tourism market in secondary cities.

Technology Advancement

Technological developments have significantly impacted the travel industry in the Asia Pacific region and will continue to do

so over the next decade. Developments in large and more fuel efficient aircraft such as the Boeing 777, Boeing 747, and Airbus A340 have lowered operating costs, increased airline seat capacity, and raised the comfort and safety of air travel. These aircraft facilitate travel over longer distances and fly non-stop over trans-Atlantic and Pacific routes. Lower operating costs, coupled with cheaper airfares, have reduced the cost of travel, thereby making air travel the dominant mode of travel in the region. Most of the new wide bodied jets built over the next decade will be delivered to Asia Pacific airlines to meet their increasing demand for capacity.

Technological developments are also impacting the way in which the product is delivered to the customer. Ticketless travel will find its way into the major hubs in Asia this year. Singapore Airlines will introduce ticketless travel on selected regional routes while Malaysian Airlines will introduce it on domestic routes. Air New Zealand and Ansett Australia are also planning ticketless travel by the end of this year. Ticketless travel will speed up customer service, provide convenience, improve efficiency, and decrease distribution costs

Ticketless travel can save airlines up to 30% of their distribution costs if it is implemented and standardized successfully (Klyne 1997). With the availability of computer-based interactive information and product buying systems, tourists can view the facilities and destinations on the Internet, video, or CD-ROM and make direct purchases. The National Tourism Organizations (NTOs) of the Asia Pacific countries have also created custom-made destination promotion pages on the World Wide Web in order to reach a global audience. New technological developments and production efficiencies will continue to create more leisure time that will be devoted to travel.

Focused Marketing and Themed Campaigns

In light of the increasingly competitive situation in the Asia Pacific region, traditional methods of marketing a destination to the masses has yielded to more focused marketing segmentation strategies and themed campaigns.

Thailand started the trend towards international and nationwide events when it launched "Visit Thailand Year 1987"

to celebrate the Thai King's 60th birthday. The success of the campaign was reflected in visitor arrival figures, which jumped 24% in 1987 (Corben l996). Since then, the success of nationwide campaigns has been emulated all across Asia. In 1997, China will organize a second "Visit China Year 1997" to complement its recovery of sovereignty of Hong Kong. The theme for the campaign is" Visit China - A Completely New Experience" with major events planned throughout the country. These marketing campaigns are designed to enhance the destination image by focusing on the rich cultural, historical, and natural heritage of the country. Through creative and innovative p roduct differentiation strategies, each country has created a diverse destination product with a unique guest appeal that will enrich the visitor experience, provide quality, and maximize the value of the visitor's leisure time. Increased emphasis will be placed on niche marketing, whereby specific market segments are identified through visitor profile studies and then targeted by matching the destination product to appeal to the segment. For example, in 1995, the Korea National Tourist Corporation used its "Discover Korea: A Different Asia" campaign to emphasize the differences that South Korea had to offer over other Asian countries; its unique traditional culture, delicious cuisine, exceptional shopping, and four distinct seasons.

For the Japanese market, the theme was "Korea: The Nearest Country" capitalizing on its proximity to Japan. The success of the campaign was reflected in tourism receipts which jumped 46.6% over 1994 (Price 1995). Capitalizing on this trend, Malaysia has developed a new "Malaysia: Fascinating Destinations" theme to showcase eight different destinations within the country, each with its own attraction and appeal. The campaign is aimed at the North American, European, East Asian, and Australian markets. To complement existing promotional campaigns, some Asian countries have entered into joint marketing ventures and cooperative endeavors with neighboring countries and other NTOs. For example, Singapore and Indonesia jointly promote Bintan Island in Indonesia, with plans for more initiatives covering other Indonesian islands. Singapore and Indonesia have also identified seven target markets in the U.S., Europe, and Asia in which both countries will spend US$800,000 over the next 2 years to promote

both destinations (Business Times 1996). NTOs have also forged alliances with the private sector to promote destinations. For example, by setting up an alliance with major travel agencies in South Korea, the New Zealand Tourism Board was able to design and promote New Zealand tour packages aimed at the mature traveler from S. Korea.

Palmer and Bejou (1995) noted that alliances between the private and p ublic sectors will attract more visitors that can benefit both sectors. The value of forming alliances has also been recognized in tourism marketing (Gunn 1988; Stevens 1988). Joint promotions and marketing with members of ASEANTA (Association of South East Asian Nations Tourism Organization) and travel missions led by PATA (Pacific Area Travel Association) have also been successful. Both organizations have been instrumental in promoting the travel interests of members through trade shows, seminars, education and training, research, and destination marketing and sales promotion. For example, the collaborative efforts of ASEANTA paid off during" Visit ASEAN Year 1992," when visitor arrivals increased 9.5% to a record 21.86 million (WTO 1996a).

Development of Tourism in Maharashtra

Maharashtra attracts many tourists from different states and foreigners too and was the fourth most visited state by domestic tourists in the country in 2014. *Aurangabad* is the tourism capital of Maharashtra. Major urban centers include : Mumbai, Pune, Nashik, Aurangabad, Nanded and Nagpur.

HISTORY OF MAHARASHTRA

The history of Maharashtra can be traced to approximately the 4th century BCE. From the 4th century BCE until 875, Maharashtri Prakrit and its Apabhrakaas were the dominant languages of the region.

Marathi, which evolved from Maharashtri Prakrit, has been the lingua franca from the 9th century onwards. The oldest stone inscriptions in Marathi language can be seen at Shravana Belgola in modern-day Karnataka at the foot of the Bahubali Statue.

In the course of time, the term Maharashtra was used to describe a region which consisted of Aparanta, Vidarbha, Mulak, Assaka(Ashmaka) and Kuntal. Tribal communities of Naga, Munda and Bhil peoplesinhabited this area, also known as Dandakaranya, in ancient times. The name *Maharashtra* is believed to be originated from *rathi*, which means "chariot driver". Maharashtra entered the recorded history in the 2nd century BC, with the construction of its first Buddhist caves. The name *Maharashtra* first appeared in the 7th century in the account of a contemporary Chinese

traveler, Huan Tsang. According to the recorded History, the first Hindu King ruled the state during the 6th century, based in Badami.

Prehistoric Maharashtra

Chalcolithic sites belonging to the Jorwe culture (ca. 1300–700 BCE) have been discovered throughout the state.

Maharashtra during 4th century BC-12th century AD

The region that is present day Maharashtra was part of a number of empires in the first millennium. These include the Maurya empire, Satavahana dynasty, the Vakataka dynasty, the Chalukya dynasty and the Rashtrakuta dynasty. Most of these empires extended over a large swathes of Indian territory. Some of the greatest monuments in Maharashtra such as the Ajantha and Ellora Caves were built during the time of these empires. Maharashtra was ruled by the Maurya Empire in the 4th and 3rd century BCE.

Around 230 BCE Maharashtra came under the rule of the Satavahana dynasty which ruled the region for 400 years.

The greatest ruler of the Satavahana Dynasty was Gautamiputra Satakarni who defeated the Scythian invaders. The Vakataka dynasty ruled from c. 250–470 CE. The Satavahana dynasty mainly used Prakrit rather than Sanskrit or Dravidian languages. while the Vakataka dynasty patronized Prakritand Sanskrit.

Pravarapura-Nandivardhana dynasty

The Pravarapura-Nandivardhana branch ruled from various sites like Pravarapura (Paunar) in Wardha district and Mansar and Nandivardhan (Nagardhan) in Nagpur district.

This branch maintained matrimonial relations with the Imperial Guptas Vatsagulma branch:The Vatsagulma branch was founded by Sarvasena, the second son of Pravarasena I after his death. King Sarvasena made Vatsagulma, the present day Washim in Washim district of Maharashtra his capital. The territory ruled by this branch was between the Sahydri Range and the Godavari River. They patronized some of the Buddhist caves at Ajanta.

The Chalukya and Rashtrakuta

The Chalukya dynasty ruled Maharashtra from the 6th century to the 8th century and the two prominent rulers were Pulakeshin II, who defeated the north Indian Emperor Harsha and Vikramaditya II, who defeated the Arab invaders in the 8th century.

The Rashtrakuta Dynasty ruled Maharashtra from the 8th to the 10th century. The Arab traveler Sulaiman called the ruler of the Rashtrakuta Dynasty (Amoghavarsha) as "one of the 4 great kings of the world". The Chalukya dynasty and Rashtrakuta Dynasty had their capitals in modern-day Karnataka and they used Kannada and Sanskrit as court languages. From the early 11th century to the 12th century the Deccan Plateau was dominated by the Western Chalukya Empire and the Chola dynasty. Several battles were fought between the Western Chalukya Empire and the Chola dynasty in the Deccan Plateau during the reigns of Raja Raja Chola I, Rajendra Chola I, Jayasimha II, Someshvara I and Vikramaditya VI.

Between 800-1200 CE,parts of Western Maharashtra including the Konkan region of Maharashtra were ruled by different Shilahara houses based in North Konkan South Konkan and Kolhapur respectively.At different periods in their history,the Shilaharas served as the vassals of either the Rashtrakutas or the Chalukyas.

Yadav dynasty 12th-14th century

The Yadavas of Devagiri Dynasty was an Indian dynasty, which at its peak ruled a kingdom stretching from the Tungabhadra to the Narmada rivers, including present-day Maharashtra, north Karnataka and parts of Madhya Pradesh, from its capital at Devagiri (present-day Daulatabad in modern Maharashtra). The Yadavas initially ruled as feudatories of the Western Chalukyas. The founder of the Suena dynasty was Dridhaprahara, the son of Subahu. According to Vratakhanda, his capital was Shrinagara. However, an early inscription suggests that Chandradityapura (modern Chandwad in the Nasik district) was the capital. The name Seuna comes from Dridhaprahara's son, Seunachandra, who originally ruled a region called *Seunadesha* (present-day Khandesh). Bhillama II, a later ruler in the dynasty, assisted Tailapa II in his war with the Paramara king Munja. Seunachandra II helped Vikramaditya

VI in gaining his throne. Around the middle of the 12th century, as the Chalukya power waned, they declared independence and established rule that reached its peak under Singhana II. The Yadavas of Devagiri patronised Marathi which was their court language. Kannada may also have been a court language during Seunachandra's rule, but Marathi was the only court-language of Ramchandra and Mahadeva Yadavas. The Yadava capital Devagiri became a magnet for learned scholars in Marathi to showcase and find patronage for their skills. The origin and growth of Marathi literature is directly linked with rise of Yadava dynasty.

According to scholars such as George Moraes, V. K. Rajwade, C. V. Vaidya, A.S. Altekar, D. R. Bhandarkar, and J. Duncan M. Derrett, the Seuna rulers were of Marathadescent who patronized the Marathi language. Digambar Balkrishna Mokashi noted that the Yadava dynasty was "what seems to be the first true Maratha empire". In his book *Medieval India*, C.V. Vaidya states that Yadavas are "definitely pure Maratha Kshatriyas".

Islamic Rule

In the early 14th century, the Yadava dynasty, which ruled most of present-day Maharashtra, was overthrown by the Delhi Sultanate ruler Ala-ud-din Khalji. Later, Muhammad bin Tughluq conquered parts of the Deccan, and temporarily shifted his capital from Delhi to Daulatabad in Maharashtra. After the collapse of the Tughluqs in 1347, the breakaway Bahmani Sultanate governed the region for the next 150 years from Gulbarga and later from Bidar . After the break-up of the Bahamani sultanate in 1518, the Maharashtra region was split ibetween five Deccan Sultanates: Nizamshah of Ahmednagar, Adilshah of Bijapur, Qutubshah of Golkonda, Bidarshah of Bidar and Imadshah of Elichpur. These kingdoms often fought with each other. United, they decisively defeated the Vijayanagara Empire of the south in 1565. The present area of Mumbai was ruled by the Sultanate of Gujarat before its capture by Portugal in 1535 and the Faruqi dynasty ruled the Khandesh region between 1382 and 1601 before finally getting annexed by the Mughal Empire. Malik Ambar, the regent of the Nizamshahi dynasty of Ahmednagar from 1607 to 1626 increased the strength and power of Murtaza Nizam Shah and raised a large

army. Malik Ambar was a proponent of guerilla warfare in the Deccan region. Malik Ambar assisted Mughal prince Khurram (who later became emperor Shah Jahan) in his struggle against his stepmother, Nur Jahan, who had ambitions of getting the Delhi throne for her son-in-law. The Deccan kingdoms were eventually swallowed by the Mughal Empire or by the emerging Maratha forces in the second half of the 17th Century.

The early period of Islamic rule saw atrocities such as imposition of Jaziya tax on non-Muslims, temple destruction and forcible conversions. However, the mainly Hindu population and the Islamic rulers over time came to an accommodation. For most of this period Brahmins were in charge of accounts whereas revenue collection was in the hands of Marathas who had watans (Hereditary rights) of Patilki (revenue collection at village level) and Deshmukhi (revenue collection over a larger area). A number of families such as Bhosale, Shirke, Ghorpade, Jadhav, More, Mahadik, and Ghatge and Nimbalkar loyally served different sultans at different periods in time. All watandars considered their watan a source of economic power and pride and were reluctant to part with it. The Watandars were the first to oppose Shivaji because that hurt their economic interests.Since most of the population was Hindu and spoke Marathi, even the sultans such as Ibrahim Adil Shah I adopted Marathi as the court language, for administration and record keeping.

The decline of Islamic rule in Deccan started when Shivaji founded the Maratha Empire by annexing a portion of the Bijapur Sultanate in 1674. Shivaji later led rebellions against the Mughal rule, thus becoming a symbol of Hindu resistance and self-rule. Maratha Empire went on to end the Mughal rule and ruled over a vast empire stretching from Attock to Cuttack.

Maratha Empire

The Marathas dominated the political scene in India from the middle of the 17th century to the early 19th century as the Maratha Empire. The term Maratha here is used in a comprehensive sense to include all Marathi-speaking people rather than the distinct community with the same name to which Shivaji, the founder of the maratha empire belonged.

CITY TOURISM

Mumbai

The eastern equivalent of New York City and Los Angeles, the financial capital and entertainment (Bollywood) capital of the country. Places of interest include: Haji Ali Dargah situated about 500 yards from the shoreline in the middle of the Arabian Sea.

Photo: Taj Mahal Palace & Tower

Along with being a religious place, it is a great attraction for tourists, more than ten thousand people of all religions visit the place every day. Gateway of India, The Bandra-Worli Sea Link, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Chatrapati Shivaji Terminus, a humongous architectural stone structure built by the British more than 200 years ago, Downtown Mumbai - reminiscent of the 19th century British architecture. Girgaon chowpati beach, Madh island beach and other beaches towards the south of Mumbai. Elephanta Caves, carved out of a giant stone on an island are a short ferry away into the Arabian sea. Due to its cosmopolitan nature, Mumbai has proven a popular tourism destination most often visited by Indians.

Pune

The cultural capital of the state of Maharashtra, is said to be the educational center of India. Pune has forts dating back to the seventeenth century such as Sinhagad, Purandar, Shaniwar Wada (a weekend residence of the Peshwas) and Lal Mahal (the red palace), residence of Chatrapati Shivaji maharaj. Pune also has

educational institutes of repute such as Fergusson College, a 200-year-old college built by the British.

Ambajogai

This city lies in the central part of Maharashtra and cultural attraction of tourists for cultural heritage places. TheShivleni Caves and Ambajogai Temple, The town named Ambajogai by goddess Ambabai - Yogeshwari a heritage temple. There is an ancient underground cave called Shivleni Caves (Hattikhana) or Jogai Mandap declared as a heritage point (Archaeological sites in Maharashtra), where Lord Shankar, Nandi and Elephants were carved in stone. The town has other heritage temples like [Sakleshwar] 12 khambhi, Kholeshwar, Mukundraj cave and Dasopant Swami Samadhi, Kashivishwanath, Amruteshwar, etc. In the 13th century "Swami Mukundraj" wrote first Marathi poetry 'Viveksindhu' [Meaning: The Ocean Of Wisdom'] in Ambajogai. This work is widely acclaimed for its literary quality as well as the philosophical content. It remains not only the first but among the best literary works ever produced in Marathi. Ambajogai has good connectivity by road and railways. Ambajogai is widely considered the educational and cultural capital of Marathwada.

Aurangabad

This city lies in the central part of Maharashtra and attracts tourists for its natural beauty. The Ajanta Caves and Ellora Caves, that lie on the outskirts of Aurangabad are internationally renowned for man made caves and intricate carvings in them. Ellora is notable for having a unique monolithic vertically excavated building known as Kailasa temple, Elloraand Ajanta Caves is notably for Lord Buddha in stone. Ancient Buddhist life has been depicted in delicate stonework. While Ajanta is completely buddhist caves, Ellora caves belongs to Buddhism, Hinduism and Jainism. Summers are not advisable for touring as temperatures can reach up to and above 44 degrees C during the day. There are other famous places of interest like Bibi Ka Maqbara (The Taj Mahal of Deccan), Daulatabad Fort, Panchakki, Sunheri Mahal etc. Aurangabad has good connectivity by air, road and railways.

Nagpur

The winter capital of the state is a wonderful city. With a tradition of producing the best Oranges, this city is known as the *City of Oranges*. Nagpur is also known as second most greenest city in India due to number of trees in the city. The tourism in Nagpur is due to large number of National Parks/Wildlife Sanctuaries surrounding Nagpur. All of these sanctuaries have Tiger as their major attractions. Two notable National Parks around Nagpur are Pench National Parkaround 60km north of Nagpur, and Tadoba National Park around 180 km south of Nagpur. In a recent years, Tadoba National Park gained much importance among wildlife enthusiasts nationally and internationally due to the high probability of sighting Tigers. The other wildlife sanctuaries include Nagzira Wildlife Sanctuary around 110 km east of Nagpur, Melghat Tiger Reserve around 260 km west of Nagpur, Umred Karhandla Wildlife Sanctuary 60 km southeast of Nagpur, Bor Wildlife Sanctuary 60 km southwest of Nagpur, Kanha National Park 260 km northeast of Nagpur,Satpura National Park 270 km northwest of Nagpur.

Photo: Tourism in Maharashtra

Beside these Nagpur has much historical significance. Deekshabhoomi - the place where Dr. Babasaheb Ambedkarand

lakhs of so-called lower caste who deemed as untouchables by Hindu caste system, embraced Buddhism. Another important place to visit is Tekadi Ganesh mandir on Sitabuildi fort complex. The city has other places of tourist importance such as Maharajbagh zoo, Futala lake chowpati, Raman science center and some premier research institutions such as NEERI, CICR, NBSSLUP. Nagpur is well connected with all major cities of India by roadways and railways, and also have international airport.

Nanded

Nanded is a place of religious importance for adherents of the Sikh faith; its best known landmark is the Hazur Sahib Nanded Gurdwara, a former Sikh palace. Nanded is also the holy place for Hindus as it has Renukadevi shaktipeetha temple at Mahur. Nanded has many Sufi shrines as well.

Parbhani

Parbhani is well known for Sufi shrine of great sant Hazarat Shah Turabul Haq. Annual 2 week fair between 2 February to 15 February attracts around half million tourists and followers. Because of its popularity within Maharashtra, it is often called as Ajmer Sharif of Maharashtra.

Satara

This city lies on western part of Maharashtra. It is known for tourist places like Mahabaleshwar, Wai, Panchgani and rivers such as Koyna and Krishna. Mahabaleshwar and Panchgani are one of the famous tourist places of India.Krishna originates at Mahabaleswar near the Jor village in the extreme north of Wai district. The Kaas plateau is also one of the most popular tourist attractions in Satara. This plateau falls under the Sahyadri Sub Cluster of Western Ghats which is now a UNESCO World Heritage Site.

Adventure tourism

Maharashtra offers the adventure lovers over 45 adventures to choose from across its length and breadth. It has over 550 forts to visit including over 20 Sea Forts, 720 km of coastline, the

incredible vistas of its western ghats that has superb wildlife and camping possibilities. From water to land to aero, there is a host of adventures to choose from

- Paragliding
- Gliding
- Rock climbing
- Scuba diving
- Snorkeling
- Kayaking
- Canoeing
- Trekking
- Wildlife Safari.

7

Development of Tourist Centres in India

TOURISM AND NATIONAL DEVELOPMENT

Tourism emerged as a global phenomenon in the 1960s and the potential for tourism to generate economic development was widely promoted by national governments. They appreciated that tourism generated foreign exchange earnings, created employment and brought economic benefits to regions with limited options for alternative economic development.

National tourism authorities were created to promote tourism and to maximize international arrivals. However, an awareness of the negative environmental, social and some other impacts also increased.

The importance of economic benefits at the local level, environmental and social sustainability was also widely accepted. It was observed that tourism presents excellent opportunities for developing entrepreneurship, for staff training and progression and for the development of transferable skills.

Tourism development focuses on national and regional master planning. It also focuses on international promotion, attracting inward investment. The primary concern has been with maximizing foreign exchange earnings. These earnings enable the government to finance debt and also to finance some investment in technology and other imports for economic development.

No trade barriers to tourism

Unlike many other forms of international trade, tourism does not suffer from the imposition of trade barriers, such as quotas or tariffs. Mostly, destination countries have free and equal access to the international tourism market. This position has become strengthened by the inclusion of tourism in the General Agreement on Trade in Services, which became operational in January 1995.

Redistribution of wealth

Both internationally and domestically, tourism is seen as an effective means of transferring income, wealth and investment from richer, developed countries or regions to less developed, poorer areas. This redistribution occurs as a result of both tourist expenditures in destination areas and also of investment by the richer, tourist generating countries in tourist facilities. Thus it appears as if, the developed countries support the economic growth and development of less developed countries.

TOURISM CENTRES BY STATE

Andhra Pradesh

Andhra Pradesh has a rich cultural heritage and a variety of tourist attractions. The state of Andhra Pradesh comprises scenic hills, forests, beaches and temples. Also known as The City of Nizams and The City of Pearls, Hyderabad is today one of the most developed cities in the country and a modern hub of information technology, ITES, and biotechnology. Hyderabad is known for its rich history, culture and architecture representing its unique character as a meeting point for North and South India, and also its multilingual culture.

Andhra Pradesh is the home of many religious pilgrim centres. Tirupati, the abode of Lord Venkateswara, is the richest and most visited religious centre in the world. Srisailam, the abode of Sri Mallikarjuna, is one of twelve Jyothirlingalu in India, Amaravati's Siva temple is one of the Pancharamams, and Yadagirigutta, the abode of an avatara of Vishnu, Sri Lakshmi Narasimha.

The Ramappa temple and Thousand Pillars temple in Warangal are famous for some fine temple carvings. The state has numerous

Buddhist centres at Amaravati, Nagarjuna Konda, Bhattiprolu, Ghantasala, Nelakondapalli, Dhulikatta, Bavikonda, Thotlakonda, Shalihundam, Pavuralakonda, Sankaram, Phanigiri and Kolanpaka. The golden beaches at Visakhapatnam, the one-million-year old limestone caves at Borra, picturesque Araku Valley, hill resorts of Horsley Hills, river Godavari racing through a narrow gorge at Papi Kondalu, waterfalls at Ettipotala, Kuntala and rich bio-diversity at Talakona, are some of the natural attractions of the state. Visakhapatnam is home to many tourist attactions such as the INS Karasura Submarine museum, Yarada Beach, Araku Valley, VUDA Park, Indira Gandhi Zoological Gardens.

The weather in Andhra Pradesh is mostly tropical and the best time to visit is in November through to January. The monsoon season commences in June and ends in September, so travel would not be advisable during this period. Also worth visiting, the only Indian Buddhism Based Theme Park and Resorts on the Vijayawada-Guntur Highway-Agrigold Haailand.

Arunachal Pradesh

Arunachal Pradesh attracts tourists from many parts of the world. Tourist attractions include Tawang, a beautiful town famous for its Buddhist monastery, Ziro, famous for cultural festivals, the Namdapha tiger project in Changlang district and Sela lake near Bomdila with its bamboo bridges overhanging the river. Religious places of interest include Malinithan in Lekhabali, Rukhmininagar near Roing and Parshuram Kund in Lohit district. Rafting and trekking are common activities. A visitor's permit from the tourism department is required. Places like Tuting have wonderful, undiscovered scenic beauty.

Assam

Assam is the central state in the North-East Region of India and serves as the gateway to the rest of the Seven Sister States. Assam boasts of famous wildlife preserves - the Kaziranga National Park, which is home to the Great Indian One-Horned Rhinoceros and the Manas National Park, the largest river island Majuli, historic Sivasagar, famous for the ancient monuments of Ahom Kingdom, the city of eternal romance, Tezpur and tea-estates dating

back to time of British Raj. The weather is mostly sub-tropical. Assam experiences the Indian monsoon and has one of the highest forest densities in India. The winter months are the best time to visit. Assam has a rich cultural heritage going back to the Ahom Kingdom, which governed the region for many centuries before the British occupation. Other notable features include the Brahmaputra River, the mystery of the bird suicides in Jatinga, numerous temples including Kamakhya of Tantric sect.

'Gurdwara Sri Guru Tegh Bahadur also known as Damdama Sahib at Dhubri '. This famous Gurudwara is situated in the heart of the Dhubri Town on the bank of the mighty Brahmaputra river in far north-east India. Guru Nanak the first Sikh Guru visited this place in 1505 and met Srimanta Sankardeva as the Guru travelled from Dhaka to Assam, ruins of palaces, etc. Guwahati, the capital city of Assam, boasts many bazaars, temples, and wildlife sanctuaries.

Bihar

Bihar is one of the oldest continuously inhabited places in the world with history of 3000 years. The rich culture and heritage of Bihar is evident from the innumerable ancient monuments that are dotted all over this state in eastern India.

This is the Place of Aryabhata, Great Ashoka, Chanakya and many more. Bihar is one of the most sacred places of various religions such as Hinduism, Buddhism, Jainism, Sikhism and Islam. Famous Attraction includes Mahabodhi Temple, a Buddhist shrine and UNESCO World Heritage Site is also situated in Bihar, Barabar Caves the oldest rockcut caves in India, Khuda Bakhsh Oriental Library the Oldest Library of India.

Delhi

Delhi is the capital city of India. A fine blend of old and new, ancient and modern, Delhi is a melting pot of cultures, religions. Delhi has been the capital of numerous empires that ruled India, making it rich in history. The rulers left behind their trademark architectural styles.

Delhi currently has many renowned historic monuments and landmarks such as the Tughlaqabad fort, Qutub Minar, Purana

Quila, Lodhi Gardens, Jama Masjid, Humayun's tomb, Red Fort, and Safdarjung's Tomb.

Modern monuments include Jantar Mantar, India Gate, Rashtrapati Bhavan, Laxminarayan Temple, Lotus temple and Akshardham Temple. New Delhi is famous for its British colonial architecture, wide roads, and tree-lined boulevards. Delhi is home to numerous political landmarks, national museums, Islamic shrines, Hindu temples, green parks, and trendy malls.

Goa

Goa is one of the most famous tourist destinations in India. A former colony of Portugal, Goa is famous for its excellent beaches, Portuguese churches, Hindu temples, and wildlife sanctuaries. The Basilica of Bom Jesus, Mangueshi Temple, Dudhsagar Falls, and Shantadurga are famous attractions in Goa. Recently a Wax Museum has also opened in Old Goa housing a number of wax personalities of Indian history, culture and heritage. The Goa Carnival is a world famous event, with colourful masks and floats, drums and reverberating music, and dance performances. The celebrations run three days culminating in a carnival parade on fat Tuesday.

Himachal Pradesh

Himachal Pradesh is famous for its Himalayan landscapes and popular hill-stations. Many outdoor activities such as rock climbing, mountain biking, paragliding, ice-skating, and heli-skiing are popular tourist attractions in Himachal Pradesh. Shimla, the state capital, is very popular among tourists. The Kalka-Shimla Railway is a Mountain railway which is a UNESCO World Heritage Site. Shimla is also a famous skiing attraction in India. Other popular hill stations include Manali and Kasauli. Dharamshala, home of the Dalai Lama, is known for its Tibetan monasteries and Buddhist temples. Many trekking expeditions also begin here.

Jammu and Kashmir

Jammu and Kashmir is the northernmost state of India. Jammu is noted for its scenic landscape, ancient temples, Hindu shrines, castles, gardens and forts. The Hindu holy shrines of Amarnath

in kashmir attracts about. 4 million Hindu devotees every year. Vaishno Devi alsoattract tens of thousands of Hindu devotees every year.

Jammu's historic monuments feature a unique blend of Islamic and Hindu architecture styles. Tourism forms an integral part of the Kashmiri economy. Often dubbed "Paradise on Earth", Kashmir's mountainous landscape has attracted tourists for centuries. Notable places are Dal Lake, Srinagar Phalagam, Gulmarg, Yeusmarg and Mughal Gardens etc. Kashmir's natural landscape has made it one of the popular destinations for adventure tourism in South Asia.Marked by four distinct seasons,Ski enthusiasts can enjoy the exotic himalayan powder during winters. 7000000 tourists arrived in kashmir in the months of April,May and June alone In recent years, Ladakh has emerged as a major hub for adventure tourism. This part of Greater Himalaya called "moon on earth" comprising of naked peaks and deep gorges was once known for the silk route to High Asia from the subcontinent. Leh is also a growing tourist spot.

Karnataka

Karnataka has been ranked as fourth most popular destination for tourism among states of India. It has the second highest number of protected monuments in India, at 507. Kannada dynasties like Kadambas, Western Gangas, Chalukyas, Rashtrakutas, Hoysalas and Vijayanagaras, ruled Karnataka particularly North Karnataka. They built great monuments to Buddhism, Jainism, Shaivism.

The monuments are still present at Badami, Aihole, Pattadakal, Hampi, Lakshmeshwar, Sudi, Hooli, Mahadeva Temple, Dambal, Lakkundi, Gadag, Hangal, Halasi, Galaganatha, Chaudayyadanapura, Banavasi, Belur, Halebidu, Shravanabelagola, Sannati and many more. Notable Islamic monuments are present at Bijapur, Bidar, Gulbarga, Raichur and other part of the state. Gol Gumbaz at Bijapur, has the second largest pre-modern dome in the world after the Byzantine Hagia Sophia. Karnataka has two World heritage sites, at Hampi and Pattadakal, both are in North Karnataka. Karnataka is famous for its waterfalls.

Jog falls of Shimoga District is one of the highest waterfalls in Asia. This state has 21 wildlife sanctuaries and five National parks and is home to more than 500 species of birds. Karnataka

has many beaches at Karwar, Gokarna, Murdeshwara, Surathkal. Karnataka is a rock climbers paradise. Yana in Uttara Kannada, Fort in Chitradurga, Ramnagara near Bangalore district, Shivagange in Tumkur district and tekal in Kolar district are a rock climbers heaven.

Kerala

Kerala is a state on the tropical Malabar Coast of southwestern India. Nicknamed as one of the "10 paradises of the world" by National Geographic, Kerala is famous especially for its ecotourism initiatives. Its unique culture and traditions, coupled with its varied demography, has made it one of the most popular tourist destinations in India. Growing at a rate of 13.31%, the tourism industry significantly contributes to the state's economy. Kerala is known for its tropical backwaters and pristine beaches such as Kovalam.

Madhya Pradesh

Madhya Pradesh is called the "Heart of India" because of its location in the centre of the country. It has been home to the cultural heritage of Hinduism, Islam, Buddhism, Sikhism, Jainism. Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the State. The temples of Khajuraho are world-famous for their erotic sculptures, and are a UNESCO World Heritage Site.

Gwalior is famous for its forts, the Tomb of Rani Lakshmibai, and the Palace of Tansen. Madhya Pradesh is also known as Tiger State because of the tiger population. Famous national parks like Kanha, Bandhavgadh, Shivpuri, Sanjay, Pench are located in MP. Spectacular mountain ranges, meandering rivers and miles and miles of dense forests offering a unique and exciting panorama of wildlife in sylvan surroundings.

Maharashtra

Maharashtra is the second most visited state in India by foreign tourists, with more than 2 million foreign tourists arrivals annually. Maharashtra boasts of a large number of popular and revered religious venues that are heavily frequented by locals as well as

out-of-state visitors. Ajanta Caves, Ellora Caves and Chhatrapati Shivaji Terminus are the three UNESCO World Heritage sites in Maharashtra and are highly responsible for the development of Tourism in the state. Mumbai is the most cosmopolitan city in India, and a great place to experience modern India.

Mumbai famous for Bollywood, the world's largest film industry. In addition, Mumbai is famous for its clubs, shopping, and upscale gastronomy. The city is known for its architecture, from the ancient Elephanta Caves, to the Islamic Haji Ali Mosque, to the colonial architecture of Bombay High Court and Chhatrapati Shivaji Terminus. Maharashtra also has numerous adventure tourism destinations, including paragliding, rock climbing, canoeing, kayaking, snorkeling, and scuba diving in places like Kolad, Tarkarli, Koyna, Manor. Maharashtra also has several pristine national parks and reserves, some of the best ones are Tadoba with excellent accommodation and safari experiences besides little known by amazing wildlife destinations like Koyna, Nagzira, Melghat, Dajipur, Radhanagari and of course the only national park within metropolic city limits in the world-Sanjay Gandhi National Park. The Bibi Ka Maqbara at Aurangabad the Mahalakshmi temple at Kolhapur, the cities of Nashik, Trimbak famous for religious importance and the city of Pune the seat of the Maratha Empire and the fantastic Ganesh Chaturthi celebrations together contribute for the Tourism sector of Mahrashtra.

Manipur

Manipur as the name suggest is a land of jewels. Its rich culture excels in every aspects as in martial arts, dance, theater and sculpture. The charm of the place is the greenery with the moderate climate making it a tourists' heaven. The beautiful and seasonal Shirui Lily at Ukhrul, Sangai and the floating islands at Loktak Lake are few of the rare things found in Manipur. Polo, which can be called a royal game, also originated from Manipur.

Meghalaya

Meghalaya has some of the thickest surviving forests in the country and therefore constitutes one of the most important ecotourism circuits in the country today. The Meghalayan

subtropical forests support a vast variety of flora and fauna. Meghalaya has 2 National Parks and 3 Wildlife Sanctuaries. Meghalaya also offers many adventure tourism opportunities in the form of mountaineering, rock climbing, trekking and hiking, water sports etc. The state offers several trekking routes some of which also afford and opportunity to encounter some rare animals such as the slow loris, assorted deer and bear. The Umiam Lake has a water sports complex with facilities such as rowboats, paddleboats, sailing boats, cruise-boats, water-scooters and speedboats.

Cherrapunjee is one of the most popular tourist spots in North East of India. It lies to the south of the capital Shillong. The town is very well known and needs little publicity. A rather scenic, 50 kilometer long road, connects Cherrapunjee with Shillong. The popular waterfalls in the state are the Elephant Falls, Shadthum Falls, Weinia falls, Bishop Falls, Nohkalikai Falls, Langshiang Falls and Sweet Falls. The hot springs at Jakrem near Mawsynram are believed to have curative and medicinal properties.

Orissa

Orissa has been a preferred destination from ancient days for people who have an interest in spirituality, religion, culture, art and natural beauty. Ancient and medieval architecture, pristine sea beaches, the classical and ethnic dance forms and a variety of festivals. Orissa has kept the religion of Buddhism alive. Rock-edicts that have challenged time stand huge and over-powering by the banks of the river Daya.

The torch of Buddhism is still ablaze in the sublime triangle at Udayagiri, Lalitagiri and Ratnagiri, on the banks of river Birupa. Precious fragments of a glorious past come alive in the shape of stupas, rock-cut caves, rock-edicts, excavated monasteries, viharas, chaityas and sacred relics in caskets and the Rock-edicts of Ashoka. Orissa is also famous for its well-preserved Hindu Temples, especially the Konark Sun Temple and The Leaning Temple of Huma. Orissa is the home for various tribal communities who have contributed uniquely to the multicultural and multilingual character of the state. Their handicrafts, different dance forms, jungle products and their unique life style blended with their

healing practices have got world wide attention. The Sitalsasthi Carnival is a must see for everyone who wants to see a glimpse of the art and culture of Odisha at one place.

Puducherry

The Union Territory of Puducherry comprises four coastal regions viz- Puducherry, Karaikal, Mahe and Yanam. Puducherry is the Capital of this Union Territory and one of the most popular tourist destinations in South India. Puducherry has been described by National Geographic as "a glowing highlight of subcontinental sojourn". The city has many beautiful colonial buildings, churches, temples, and statues, which, combined with the systematic town planning and the well planned French style avenues, still preserve much of the colonial ambience.

Punjab

The state of Punjab is renowned for its cuisine, culture and history. Punjab has a vast public transportation and communication network. Some of the main cities in Punjab are Amritsar, Chandigarh, and Ludhiana. Punjab also has a rich religious history incorporating Sikhism and Hinduism. Tourism in Punjab is principally suited for the tourists interested in culture, ancient civilization, spirituality and epic history. Some of the villages in Punjab are also a must see for the person who wants to see the true Punjab, with their beautiful traditional Indian homes, farms and temples, this is a must see for any visitor that goes to Punjab. India-Pakistan border at Wagha is also a popular tourist attraction.

Rajasthan

Rajasthan, literally meaning "Land of the Kings", is one of the most attractive tourist destinations in Northern India. The vast sand dunes of the Thar Desert attract millions of tourists from around the globe every year.

Sikkim

Originally known as Suk-Heem, which in the local language means "peaceful home", Sikkim was an independent kingdom till the year 1974, when it became a part of the Republic of India. The

capital of Sikkim is Gangtok, located approximately 105 kilometers from New Jalpaiguri, the nearest railway station to Sikkim. Although, an airport is under construction at Dekiling in East Sikkim, the nearest airport to Sikkim would be Bagdogra.

Sikkim is considered as the land of Orchids and mystic cultures and colourful traditions.

Sikkim is well known among trekkers and adventure lovers, as West Sikkim has a lot to give them. Places near Sikkim include Darjeeling also known as the Queen of hills and Kalimpong. Darjeeling, other than its world famous "Darjeeling tea" is also famous for its refined "Prep schools" founded during the British Raj. Kalimpong is also famous for its flora cultivation and is home to many internationally known Nurseries.

Tamil Nadu

Tamil Nadu is the top state in attracting the maximum number of foreign tourists in India. Tamil Nadu. Marina Beach, Carnatic music, Bharata Natyam dance and country's largest Shopping locality. This city is also famous for Medical tourism and houses Asia's largest hospital. Archaeological sites with civilization dating back to 3800 years are found in Tamil Nadu. With more than 34000 temples this state also holds the credit of having maximum number of UNESCO heritage sites in India which includes Great Living Chola Temples and Mahabalipuram.

Country's largest temple srirangam and Pichavaram the world's Second largest Mangrove forest are located in this state. Tamilnadu has some great temples like Madurai Meenakshi Amman Temple, Tanjore Brihadeeswarar Temple, Srirangam Ranganathaswamy Temple and all the mentioned temples has world class architecture that really mesmerize everyone.

Kanyakumari is the southernmost tip of India provides sceneic view of sunset and sunshine over the Indian ocean.Hill stations like Yercaud, Kodaikanal, Ooty, Valparai, Yelagiri are widely visited. Velankanni Church and Nagoor Dharga are visited by people of all religion.Water Falls and Wildlife sanctuaries are located across the state.

Uttarakhand

Uttarakhand, the 27th state of the Republic of India, is called "the abode of the Gods". It contains glaciers, snow-clad mountains, valley of flowers, skiing slopes and dense forests, and many shrines and places of pilgrimage. Char-dhams, the four most sacred and revered Hindu temples: Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the Himalayas.

Haridwar which means Gateway to God is the only place on the plains. It holds the watershed for Gangetic River System spanning 300 km from Satluj in the west to Kali river in the east. Nanda Devi is the second highest peak in India after Kanchenjunga.

Dunagiri, Neelkanth, Chaukhamba, Panchachuli, Trisul are other peaks above 23000 Ft. It is considered the abode of Devtas, Yakashyas, Kinners, Fairies and Sages. It boasts of some old hill-stations developed during British era like Mussoorie, Almora and Nainital.

Uttar Pradesh

Situated in the northern part of India, Uttar Pradesh is important with its wealth of monuments and religious fervour. Geographically, Uttar Pradesh is very diverse, with Himalayan foothills in the extreme north and the Gangetic Plain in the centre.

It is also home of India's most visited site, the Taj Mahal, and Hinduism's holiest city, Varanasi. The most populous state of the Indian Union also has a rich cultural heritage, and at the heart of North India, Uttar Pradesh has much to offer. Places of interest include Varanasi, Agra, Kanpur, Lucknow, Mathura, Jhansi, Prayag, Sarnath, Ayodhya, Dudhwa National Park and Fatehpur Sikri.

West Bengal

Kolkata, one of the many cities in the state of West Bengal has been nicknamed the City of Palaces. This comes from the numerous palatial mansions built all over the city. Unlike many north Indian cities, whose construction stresses minimalism, the layout of much of the architectural variety in Kolkata owes its origins to European styles and tastes imported by the British and, to a much lesser extent, the Portuguese and French.

The buildings were designed and inspired by the tastes of the English gentleman around and the aspiring Bengali Babu. Today, many of these structures are in various stages of decay.

Some of the major buildings of this period are well maintained and several buildings have been declared as heritage structures. From historical point of view, the story of West Bengal begins from Gour and Pandua situated close to the present district town of Malda.

The twin medieval cities had been sacked at least once by changing powers in the 15th century.

However, ruins from the period still remain, and several architectural specimens still retain the glory and shin of those times. The Hindu architecture of Bishnupur in terracotta and laterite sandstone are renowned world over. Towards the British colonial period came the architecture of Murshidabad and Coochbehar.

8

Infrastructure of Tourism

INTRODUCTION

Tourism involves activities of persons traveling to and staying in places outside their usual environment for leisure, business and other purposes. Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption. Several infrastructure sectors like power,telecommunication, water supply, roads and some production sectors like travel items, sports equipment, photographic materials, medicines and cosmetics are included in this category along with Tourism Infrastructure.

The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, drainage,sewerage, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of Tourism Infrastructure. Planning for sustainable development of Tourism Infrastructure, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner.

The Central Department of Tourism meets almost the entire expenditure, except the cost of land and interior decoration in the case of construction projects. The Central Government provides

28% cost of the project and 12% is provided by the State Governments. The remaining 60% has to be raised as a loan from financial institutions or banks. It is expected that the State Governments would be able to mobilize more resources from financial institutions for investment in Tourism Infrastructure

DEVELOPMENT OF TOURISM INFRASTRUCTURE

Public-related Tourism Infrastructure

The operation of tourism facilities, services and amenities are often dependent on a number of travel infrastructure networks. These networks may include transportation, water supply, energy/ power, waste disposal and telecommuni-cations. There is some ambivalence towards the view that all the infrastructure networks must be in place before tourism activity can take place.

The reason is that in some developing countries, resort developments appear to function adequately and to the satisfaction of their clients without full infrastructure systems being in place. In the case of some forms of tourism development, the lack of a complete network of modern highways may be advantageous in that the absence of the network acts as a deterrent to the penetration of mass tourism to environmentally sensitive areas.

For some isolated tourism development, such as independent and sometimes remote integrated resorts, all the basic operating infrastructure systems are incorporated in the overall design, while in regard to infrastructure the resort may be self-sufficient without needing any connection to any more general urban or regional systems. The problem with the independent resort unit may be that it solves satisfactorily all its infrastructure needs within its own territory, but by doing so, may "export" some of the water supply and waste disposal problems to other areas.

The most usual case in tourism development is for infrastructure development to precede the completion of the tourism facilities. This may mean that the installation of the infrastructure becomes a public sector responsibility, with some escalation of the cost for development as a contribution to the overall costs of tourism development.

A rationale for the infrastructure services being a public sector responsibility includes consideration of the following factors:

- The network of services is most likely available to both tourists and residents of the area;
- Achievement of consistency in standards is desirable;
- The construction of an integrated system may facilitate non-tourism development within the region;
- The network will facilitate development that contributes to the economic welfare of the resort or region;
- The network will need to be maintained by public agencies to ensure that prescribed standards are met.

Transportation

Easy access to tourism destinations in terms of international transport and facilities for easy movement within the destinations are generally considered to be prerequisites for the development of tourism. In addition, these two elements are best considered as complementary and a part of a comprehensive communications system.

One of the forces that may impede the cohesiveness and comprehensiveness of a communications strategy is the fragmentation of responsibility for the various modes of transportation and the different route systems and networks. For planning and management purposes, transportation infrastructure in the Asia-Pacific region can be seen as comprising:

- International air services and international airports;
- Domestic air services;
- Land transport systems and routes;
- Water transport.

International Air Services

One of the controlling factors of the nature and magnitude of the international visitor market is the availability of international air access. The significant determinants of international visitor numbers using international air services include flight schedules and frequency, seat capacity of aircraft on the routes, proportion

of seat capacity dedicated to intermediate points, flight routes and linkages, journey times, fares, flight origins and choice of airline.

Some of these determinants are themselves affected by such factors as the operating characteristics of the international terminal, including:

- Operational time-frame;
- Operational category;
- Operational characteristics including the navigation system, runway, apron and handling capacity, passenger terminal capacity, cargo handling capacity, fuel storage and car parking;
- Facilitation processes;
- Special facilities.

A satisfactory performance level of all these factors will only partially determine the success of tourism activity.

Domestic Air Services

Some countries have a poorly developed and serviced internal or domestic air network, whereas others have a reasonable network of airports.

It is clear that if the full economic benefits of tourism are to be realised, then a viable network of airports is necessary to accommodate growth and distribute tourism activity. The private sector must be encouraged to set up safe and reliable services to outer regions.

Land Transport Systems and Routes

It is necessary to develop an efficient land transport system to complement a land-use strategy, in order that:

- Major circulation systems can be identified, planned and provided with an adequate budget;
- Major centres and points of tourism can be linked;
- Road systems can be placed into appropriate hierarchical categories;
- Routes can be used to open up new areas and properly service emerging tourism resorts, while also providing access to natural tourism attractions and circuits for tours

It is not necessary to achieve a comprehensive road network to service tourism; in fact, some routes may be left undeveloped to restrict and limit visitor access. In a comprehensive land transport system, assessments need to be made of the availability to tourists of adequate private vehicles, buses, taxis, private rental vehicles, and any indigenous "means of transport". These are matters best left to private enterprise and market forces, with licensing controls by the government.

Water Transport

From the point of view of tourism development, water-based transport is an important item. It can be used to provide access to areas with no road connections, restrict development at other destinations and, in some instances, provide a unique and indigenous tourism experience.

In the development of the water transport component of the transport strategy, due recognition should be given to the different types of vessels and their distinct purposes, which include:

- Inter-transport;
- Circuit transport and access vessels to transport tourists from the "mainland" to offshore resorts;
- Day-trip, sightseeing and excursion boats;
- Short-duration cruise transport;
- Specialized boats for diving, snorkelling, offshore marine pursuits, sport fishing, lagoon cruising and underwater viewing.

The nature of water-based transport is such that a specialized government agency should be responsible for licensing operators.

IMPORTANCE OF TOURISM INFRASTRUCTURE DEVELOPMENT

Visits by tourists creates additional development of the place such as parks, gardens and museums. Additional facilities include roads, water systems, public toilets, signage etc. Because of all these Infrastructure Development in important for Tourism Sector. While there are many programs organized by Government at top

level it is the governance by local government that supports the system uniform.

Every development with regard to a place is depended onÂ the need of the visitors. Visitors use a variety of facilities depending upon the priority. By proper analysis of the opportunities plan, necessary facilities that need to be implemented can be identified. These generally include Transportation facilities, Healthcare Facilities, Water Management Facilities, waste management facilities, Recreational Facilities etc. Accessibility to the above facilities is the key element in creating the impression among tourists. The satisfaction of the tour program is measured by these facilities.

The population of a place and the tourists visiting that place can have a significant effect on the infrastructure development. Foreseeing the demand that may occur during seasons is crucial in determining how much money should be invested in developing the destination.

The development of a place for tourism can also help in boosting the economy of the locality. Even though this kind of development is not noticed easily the factor of contribution by tourism sector on the economy is higher.

9

Cultural and Heritage Tourism

Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture.

The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the 'Incredible India!' campaign and this has led to the growth of culture tourism in India.

India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.

The most popular states in India for cultural tourism are:
- Rajasthan
- Tamil Nadu
- Uttar Pradesh
- Uttaranchal.

Among the various states for cultural tourism in India, Rajasthan is the most popular. The reason for this is that Rajasthan

is famous for its rich cultural heritage. The state is renowned for many magnificent palaces and forts which showcase the rich cultural heritage of Rajasthan. The various folk songs and music also reflect the cultural heritage of Rajasthan. A large number of festivals and fairs are held in Rajasthan such as the camel festival, Marwar festival, and Pushkar festival. All these attract many tourists to Rajasthan for they get to see the rich culture of the state.

Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India.

Uttaranchal is also famous for cultural tourism India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

Cultural tourism India has witnessed a lot of growth in recent years. For this growth to continue, the government of India needs to take further pro-active steps and measures.

CULTURAL TOURISM IN KERALA

Cultural Tourism is travel to experience and, in some cases, participate in a vanishing lifestyle that lies within human memory. Destination activities include meals in rustic inns, costume festival, folk performance, and arts and crafts. Music tourism, which could be described as part of cultural tourism is becoming more prominent and brochures frequently list out the musical attractions of the places they seek to advertise.

Music tourism extends the two ends of a spectrum. On one end is the attraction of the music which evokes memories, passion, and nostalgia and above all gives the listener a sense of enjoyment. On the other end is the acute commodification of music, manifested in the memorabilia like glasses inscribed with Beethoven's symphony, Elvis teddy bears and jewellery. Because dance requires

a certain amount of musicality and theatricality, it is commonly asserted that it is necessary for a good dancer to take an interest in music and theatre. In any Art, insularity is inexcusable. In taking an interest in an art form other than your own, an artiste undoubtedly becomes more aware and therefore becomes a more 'holistic' artiste.

Culture and tradition play an important role in the promotion of tourism. Kerala State is so much inclined to cultural and health tourism. Festivals, Ayurveda treatment, Martial Arts, untapped rivers, birds and beautiful beaches make Kerala a favorable tourist destination.

The inter-disciplinary character of tourism is universally accepted and thus approaching the problem from different angles can develop new perspectives. For tourism to succeed in an area, the tourists, the businesses, the Government and the host community must have a positive attitude towards the industry. Tourism has its bearing on society, economy, culture, history and development. Besides, travel is the language of peace.

Tourism is the fastest growing industry in the world in terms of employment and revenue. International tourist arrivals grew by 4 per cent in 2012 to reach 1.035 billion, according to the latest UNWTO World Tourism Barometer. Comparatively, foreign tourist arrival to India is far less than that to other countries. The number of International tourists during 2011-12 was only 6.3 million for India whereas they were 62.7 million for U.S.A, 29.3 million for U.K and 82 million for France. The Top 10 International tourism destinations in 2012 were France, the U.S, China, Spain, Italy, Turkey, Germany, the U.K, Russia and Malaysia (WTO).

Tourism has the following features which contribute towards the foreign exchange earnings in any society.

1. Health
2. Relaxation
3.Pleasure
4. Participation in sports
5. Curiosity and culture.
6. Ethnic and family

7. Spiritual

8. Professional or business.

The current global trend towards a more integrated world is challenging our understanding of public health. In recent years, more and more patients have decided to seek medical treatment in countries where they are not resident. Affluent patients might search for the highest possible quality of healthcare, whereas others might be looking for less expensive treatment abroad. That is why Health came up to the first position in the above listing. Health is defined as the general condition of a person's mind and body, usually meaning to be free from illness, injury or pain.

Though tourism is not to be evaluated only in terms of the money involved, it is definitely concerned about joy, peace and leisure. *It has so many categories like Medical Tourism, Ayurveda Tourism, Dental Tourism, Cosmetic Tourism, Spa Tourism, and Yoga/ Meditation Tourism and Kalari / Martial Arts Tourism.* A visit abroad is different from a visit to another part of one's own

country since it requires much more planning, time and money. The differences in culture and tradition, customs and food make a foreign country a totally different experience- a veritable paradise. In fact, the first visit abroad is a 'cultural shock!' When tourists purchase a vacation as a package, they also buy a culture as a package. Regardless of how ancient or complex the destination culture, it is reduced to a few recognizable characteristics, such as dance, music, martial art and buildings, and is promoted as a commodity.

The Acculturation theory asserts that when two cultures come into contact for any duration, each becomes somewhat like the other through a process of borrowing. Borrowing is by no means symmetrical and is largely influenced by the nature of the contact, the socio-economic profiles of interacting individuals or groups and the numerical differences in the population. Since many of the destinations of cultural tourism are in less developed countries, tourists who are generally western and wealthier are less likely to borrow from their hosts than their hosts are from them. It seems to be inevitable that, as host societies adapt to tourism and attempt to satisfy the needs of the tourists, they will succumb to tourists'

attitudes and values and become more like the culture of their visitors.

A nation's cultural attractions must be presented intelligently and creatively. Cultural treasures are of great interest to people all over the world. With this varied culture and heritage, Kerala can improve her tourist numbers. In this technical age of uniformity, the products of one nation are almost indistinguishable from those of another. There is a great need for encouraging cultural diversity. Quality tourism development implies protecting the environment, maintaining cultural identity and achieving high levels of tourist satisfaction while still generating economic benefits.

The marketing of culture is at its worst in developing countries. Cultural tourism relates to the 'doings of man' that lend attractiveness to the landscape. Human resources, coupled with heritage ruins of history, contribute to the richness of any landscape which a student of cultural tourism must study with geographical curiosity. Thus Heritages - Tourism- Health centres - have strong linkages. These linkages always exist in a society but are hardly defined. The benefit of linkages is tried and tested and visible in the growth of cultural tourism.

Cultural Tourism development is community-based, participatory and designed to improve the economic and social well-being of local residents in addition to the concerned institutional and physical environment. India for tourism purposes is projected as a cultural destination. Indian culture is unique in several ways. Indian culture shows a rich plurality of cultural traditions and not a monolithic entity.

Tourism is a genuinely powerful and unique force for change in the community. The tourist has been described as a "temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change. Tourism planning requires a holistic approach to the problems of protection of ecosystem, infrastructure facilities and management of tourism product. Actually tourism serves as a link between society and the political system and cuts across the borders of culture, environment and socio-economic parameters of human life. Tourism is very much part of the globalization process. In essence globalization involves

the exchange and flow of economic and intellectual items in terms of goods, knowledge, values and images, as well as people, on a global scale. The interdisciplinary character of tourism is universally accepted and thus approaching the problem from different angles can develop new perspectives.

For tourism to succeed in an area - the tourists, the businesses, the host, Government and the host community --- must have a positive attitude towards the industry. Tourism has its bearing on society, economy, culture, history and development. The national trust's definition of cultural heritage tourism is "travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." Cultural heritage tourism can have a tremendous economic impact on local economies to economic benefits like new businesses, jobs and higher property values; tourism adds tangible – but equally important - payoffs. A well managed tourism program improves the quality of life as residents take advantage of the sources and attractions tourism adds. It promotes community pride which grows as people work together to develop a thriving tourist industry. Tourism industry needs infrastructure – as roads, airports, water supplies and public service like police and fire protection as well as security.

Heritage is anything that is or may be inherited. According to Collins Dictionary Heritage is "Anything which has been transmitted from the past or handed down by tradition." Cultural Heritage is a tourism product. India mixes such varied and enchanting experiences which are to be preserved by present generation. If we want the future generations to feel a link with their roots, it is imperative that we preserve the physical heritage of the past. Heritage Tourism refers to tourism in the natural, cultural and built-environment of an area providing the tangible links between past, present and future.

Healthcare systems contribute much towards the medical bill of a person. Every Indian has to bear 93 per cent of the medical expenses and the balance seven per cent is contributed by the Government. If an average Indian stop using the traditional medical system and follow allopathy only, then every Indian would have

to spend $5,277 a year for medical facilities. Thus preventive methods like *KALARI, YOGA AND MEDITATION* become more popular. Thus Health Tourism is gaining importance. Private sector expenditure on health care in India was three times public sector expenditures. Luckily, the private sector has helped to fill some of the vacuum left by the public sector.

INDIA IS A GREAT DESTINATION FOR CULTURAL TOURISM

India with its sheer size & heterogeneous culture stands out as the perfect destination for Cultural tourism. Columbuslost.com explores some of the factors:

Yoga: Yoga traces its origin to the six systems of philosophy mentioned the Vedic texts. It has seen a great revival of late and is seen in the huge amount of interest it has generated across the world. India has numerous places which teach Yoga in every form - Hatha Yoga, Raja Yoga, Kriya Yoga etc. The best place to learn Yoga would be India.

Ayurveda : This ancient system of medicine was largely ignored in the past. But with increasing awareness about the side effects of allopathic system of medicine, people have started adopting it large numbers. The southern state of Kerala has got premier institutions who have been practising Ayurveda for centuries like the Kotakkal Arya Vaidhyasala which treats patients across the globe.

Ancient Libraries: This one is largely unexplored but has enormous potential. With a civilization dating back to thousands of years, India has produced books on almost everytopic in the world in almost all its languages. Some of the prominent oriental libraries to mention a few are

- Khudha Bakhsh Oriental Library, Patna
- Bhandarkar Oriental Research Institute, Pune
- Saraswathi Mahal Oriental Library, Thanjavur

They contain a treasure trove of books, palm leaf manuscripts on astronomy, history, medicine, sociology, literature in a wide set of languages such as Sanskrit,Tamil, Hindi,Telugu, English....The list is endless.

Temples: We are not talking about the famous ones or the religious ones here.

There are quite a lot of unknown temples which even most of the Indians are not aware of. From majestic temples such as Gangaikonda Cholapuram in South India to Undersea Nishkalank Mahadev temple in Gujarat to Color changing Ksheer Bhavani in Kashmir, it would take years, if not decades for someone to explore even a part of it.

Fairs: Fairs such as Kumbha Mela, Pushkar Mela , Mahamagam (celebrated in Tamil Nadu)where people from all over India converge to give a glimpse of its rich traditions.

Archaeological Monuments: Archaeological Survey of India manages a whole lot of heritage buildings such as temples, excavation sites , tombs etc. Some of the excavation sites date back to several thousands of years.

Sacred Grooves: They are sacred forests which are untouched by humans for hundreds of years due to their spiritual prominence. For example the Mannarshala Nagaraja temple is a small tropical forest with a shrine in the center.

Monasteries: Indian Landscape is dotted with Mutts, Buddhist Monasteries, Ashrams which have long served as centres of learning on spirituality and they still continue to do so. As with any other system, the respect attached to ashrams has led to rampant Commercialization and misuse. However, there are several genuine places across India which have not become prominent because they choose to remain not to be prominent.

Sacred Rivers and Lakes: Sacred lakes such as Pushkar, Manasarovar, Brahma Sarovar, riverssuch as Ganga, Yamuna, Cauvery along with their bathing Ghats, customs, traditions have hadan great impact on the culture of India. The Ganga Aarti at Haridwar or Banares is a must visit for travellers visiting these regions.

Antiques & Handicrafts: It is very common to find 200-300 old items in Indian houses and things which are more than 1000 years old in temples. In several temples in south India, the bronze idols used in rituals, called the Panchaloha idols, are examples of

architectural beauty and antiquity. Some households have bronze idols or Saligrama stones which was used for more than 10 generations.

Music and Dance : Carnatic and Hindustani Music along with multiple forms of dance -Bharatanatyam, Kuchipudi, Kathakali, Oddissi have created a big interest in foreigners.Several dance schools such as Kalakshetra in Chennai have foreigners as students from almost every part of the globe.

What has been stated above is only a miniscule portion of cultural/heritage tourism aspects of India. There is a lot more which needs to be explored, documented, and translated. If the world's tourism sector could leverage this, it would be win-win situation for all.

HERITAGE TOURISM

Bradford Metropolitan District, with its population of 480,000 people, is located on the western fringes of the West Yorkshire conurbation.

Bradford is a product of the Industrial Revolution of the nineteenth century, and its economic base until very recently was founded on textiles and engineering, factors which had contributed to a popular image of the place as a grim and grimy northern city, plagued by poor housing and amenities and suffering extreme levels of unemployment.

By the 1980s, inevitable decline in traditional industries posed major challenges to attempts to restructure and revive the area. Surprisingly, the new strategies that emerged to address these problems included proposals for the promotion of tourism, using several established or potential attractions as a basis.

These included:
- An existing stock of hotel bed spaces associated with the city's commercial activity;
- A superb Victorian industrial heritage, including the model community of Saltaire;
- Proximity to the Yorkshire Dales National Park and other scenic areas such as Ilkley Moor;

- The village of Haworth (which lies in the Metropolitan District) and which is the centre of 'Brontë Country';
- The Keighley and Worth Valley steam railway;
- Locational settings for the popular TV soap *Emmerdale.*

Table. Major Tourism Attractions in the Bradford Metropolitan District, 1994.

Attraction	No. of visitors
Haworth village	1,000,000*
Esholt (Emmerdale)	750,000*
National Museum of Film, Photography and Television	737,098
Ilkley Moor	550,000*
1853 Gallery (Salt's Mill)	500,000*
Bradford Cathedral	202,200
Bradford Industrial Museum	170,000
Keighley and Worth Valley Steam Railway	141,028
Brontë Parsonage	101,900
Cliffe Castle	99,739
Cartwright Hall	90,477
Bolling Hall	37,908
East Riddlesden Hall	34,923
Yorkshire Car Collection	24,000

These attractions have been built into promotional strategies that focus upon short-break forms of tourism with strong thematic foci—'In the Steps of the Brontës', 'Industrial Heritage' and (reflecting the distinctiveness of the Asian community in Bradford) 'Tastes of Asia' all being successful initiatives with clear heritage links.

By 1994, estimated annual visitor levels had reached almost 5 million, although a significant proportion of these would be day visitors rather than tourists making overnight stays. Indeed, one of the constraints on the development of tourism in Bradford that has emerged is a shortage of hotel beds, a matter that the city council is now addressing as the values of conference-based tourism have become more apparent.

Overall, tourism is currently estimated to be worth £64 million to the local economy. As a different mark of success, popular destinations are already revealing the stresses and strains of congestion, pollution and disruption to local life that tourism can create. The small village of Esholt (which masquerades as *Emmerdale*, in the TV soap) draws an estimated 500,000 visitors to a settlement without a single public lavatory!

The case of Bradford demonstrates several points. It shows the power of heritage attractions to promote new tourism destinations but, more importantly, it shows the importance of images of places. To succeed, Bradford had to reinvent itself, to cast off the old images of the industrial city and through conscious policies of investment and promotion, construct a new set of images that would appeal to the fickle and unpredictable tastes of the tourist.

The fact that it was able to do so successfully and provide a model for similar places seeking to follow the same path tells us just how flexible the modern geographies of tourism are becoming.Source: Davidson and Maitland (1997).The composite effect of these changes has been to define new tourism geographies in countries such as Britain where heritage promotion forms a central plank in tourism development strategies.

So alongside the established sites of heritage tourism—London, Canterbury, Oxford, Chester, York, Edinburgh—are a host of sites that were once the antithesis of tourism—a source of tourists rather than a destination—but places to which the visitors now flock. Unfashionable places such as Liverpool, Manchester, Wigan, Gateshead, Bradford, Stoke-on-Trent and Dudley now have a local tourist industry, based around heritage, which provides a valuable new medium for economic revival and a reassertion of a distinctive local sense of place.

Theme Parks

The development of theme parks as tourist attractions illustrates several aspects of the contemporary redefinition of tourism practices and places.

- They are the quintessential post-modern spaces with their overt and conscious mixing of styles and deliberate confusion of the real with the artificial.

- They represent the globalisation and homogenisation of tourism cultures as the parks have spread and multiplied from their origins in North American amusement parks to reach Britain, continental Europe and the Pacific Rim of Asia (Japan, Korea, Australia, etc.).
- They appeal strongly to the 'post-tourists', the playful consumers of superficial signs and surfaces that some writers see as embodying the new age of tourism.
- Theme park developments also illustrate very effectively the idea of invented places.

This operates at two levels. First, in many parks the visual and contextual fabric is often an invention since it portrays imaginary characters and places that circulate around cartoon characters, fairy stories, myths or legends. 'Magic Kingdoms' and 'Fantasy Lands' are popular constructions in theme parks across the world, whilst themes that have a stronger grounding in reality, such as Disney's 'Frontier Land' and 'Main Street USA', present idealised and selective recollections.

Second, theme parks are quite capable of inventing new tourism geographies by the manner in which they are located. Whilst some ventures have gravitated towards established tourism areas, such as the theme park developments in Florida, others have been obliged (through their considerable land requirements) to take on greenfield sites in places where tourism is not currently present. The original Disney development at Anaheim, Los Angeles (opened in 1955), was located in a nondescript zone on the city fringe where the tourist stock amounted to just seven rather modest motels. Similarly, the subsequent development of Euro-Disney on a 2,000-ha site at Marne-la-Vallée, 32 km east of Paris, although close to a major tourism city, also introduced large-scale tourism to an area that had only been lightly affected previously.

The specific character of theme parks varies from place to place, and this has led to some problems in their definition. For purposes of this discussion a theme park is viewed as a self-contained family entertainment complex designed around landscapes, settings, rides, performances and exhibitions that reflect a common theme or set of themes.

The leading exponent of the modern theme park, the Disney Corporation, reveals in its parks a remarkable synergy of resort development, state-of-the-art rides and amusements, as well as integral cross-references to the Corporation's own film and television products. But where Disney leads, others have followed, as the theme park concept has been replicated and reproduced in a growing number of settings across the globe.

Initially, the theme park grew out of fairground-style amusement parks of the 1920s, and a number of successful ventures had been established in North America and Europe prior to the opening of Disney's park at Anaheim. (Disney borrowed several ideas from the Efteling Park in the Netherlands, for example.)

But the success of Disney's initial venture encouraged others to enter the field, including major entertainment corporations and, particularly, film companies. The successful development of American parks encouraged expansion in European theme parks from the late 1970s and East Asian and Australian parks during the 1980s.

The area of fastest growth in theme parks is now centred on the Pacific Rim, the trend with an outline of a case study of theme park development in Japan. Alongside the rapid expansion of theme parks, other tourist attractions have also incorporated themed areas as part of their planned developments. Shopping malls such as West Edmonton and The Mall of the Americas at Minneapolis (USA) are spectacular examples of new tourist spaces in which theming is a prominent aspect of the appeal.

Recent Growth of Theme Parks

The development of theme parks in Japan illustrates not only the rapidity with which these tourist spaces have become popular, but also the importance of thematic diversity, location and accessibility, effective management and political support in securing the establishment of successful parks.

The first recognised theme park—a reconstruction of a Meiji village—opened in 1965 at Inuyama City, some 200 km west of Tokyo. This was followed in 1975 by a second park at Kyoto that is based on a theme of films. Until 1983, these two parks were

Japan's only examples, but between 1983 and 1991 a further twenty-five parks were opened.

The catalyst to this remarkable expansion was the opening in 1983 of Tokyo Disneyland at Urayasu City. Set in the heart of Japan's most populated area, with 30 million people resident within a 50-km radius, the location and the high levels of accessibility to Japan's major cities have been key variables in the dramatic success of this venture. The advantages of location have been further reinforced by the skills of the Japanese as business managers and their instinctive attention to the efficiency of customer services, the cleanliness of the park and the smoothness of its operations. Tokyo Disney also demonstrates the importance of ongoing investment and the production of new rides and attractions as a means of retaining their market share—a lesson that smaller ventures have been slower to learn.

The success of Tokyo Disney spawned a number of direct imitations but also encouraged the promotion of parks centred on other themes. Japanese parks mirror the cultures in which they are produced, so alongside the themes of fantasy and adventure (which seem to possess a universal appeal) are parks that reflect Japanese interest in their history, nature, technology and—rather unusually—the cultures of other countries. The latter theme (which includes parks centred on reconstructions of Nordic villages, German towns of the Middle Ages, New Zealand farms and Dutch cities) produces decontextualised spaces that often leave foreign visitors who know the originals quite bemused, but which Japanese tourists apparently take in their stride.

Part of the growth and diversification of Japanese theme parks is explained by the natural enthusiasm of the urban Japanese for tourism and travel, but it is also the product of political support from the Japanese government and its prefectures (local authorities), together with substantial investment from enterprises outside tourism. Tokyo Disney, for example, is owned by real estate and railway companies, with local government as a minor shareholder. Several of the less well positioned parks (such as Noboribetsu Nordic Village on Hokkaido and Reoma World Water Park on the island of Shikoko) would not have come into being without strong local political support and investment. In Japan,

the theme park is a mark of local success and for some communities is literally a means of getting onto the map.

However, it is becoming clear that there are limits to the growth of theme parks in Japan. Whilst the 1990s have seen several more large projects added to the list, concerns over problems of identity within the market, the spiralling costs of investment and reinvestment, as well as uncertainties over the longer-term impacts of theme park development, have led to cancellations and postponements of other planned ventures.
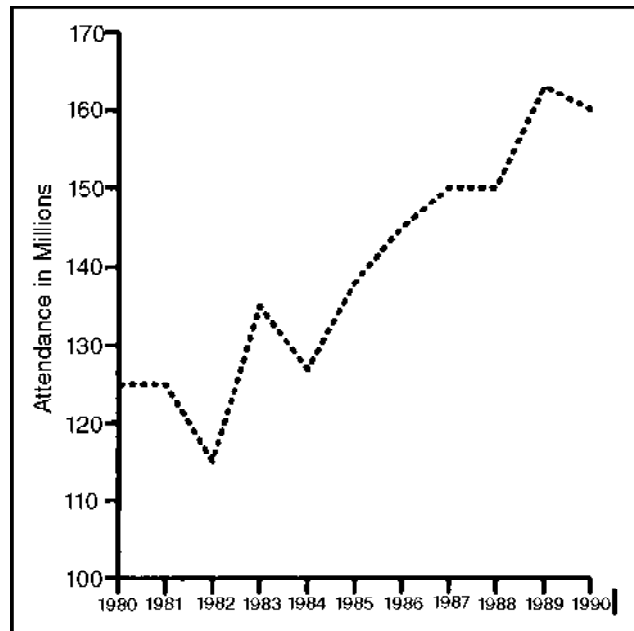
*Fig. **Growth of Theme Park Attendance.***

The spatial expansion of theme parks as tourist attractions is, of course, a reflection of the success of the concept and its almost universal appeal—something that is strongly reflected in their capacity to draw huge numbers of visitors. These are family attractions that, perhaps surprisingly, also appeal to older tourists. This is especially true when the theme park focuses upon historical, natural or cultural attractions, rather than 'white-knuckle' rides alone. In Britain, Alton Towers and Blackpool's Pleasure Beach

consistently dominate the rankings of attractions at which visitors pay for entry, with Alton Towers drawing around 2.5 million visitors in a typical recent year. This pales almost into insignificance, however, compared to the market leaders in North America and the Far East. Tokyo Disney attracted almost 16 million visitors in 1993 while Disney's original venture at Anaheim drew 11.4 million people in the same year. In fact, the combined total attendance at the four Disney parks in the USA (Disneyland, Magic Kingdom, EPCOT and Disney World/MGM—the last three all in Florida) reached a staggering 41 million people. Aggregate attendance at theme parks in the USA and Canada in 1990 touched 160 million, an increase of 24 per cent over the decade since 1980.

The spatial distribution of the major parks is interesting. As the Japanese case shows, there are clear advantages to being close to major urban markets and/or established tourism regions.

In the USA, the largest parks generally favour the warmer states such as Florida and California, since these represent the preferred destinations for American tourists in general. The more attractive climates in these locations clearly favour outdoor parks. (This was a requirement that Disney discovered to its cost in the near-disastrous opening of Euro-Disney in the damp and often cold outskirts of Paris.)

But interestingly, parks can also be developed successfully in less propitious locations. Some of the most rapid rates of expansion in visits to American theme parks have been recorded in less popular areas such as Illinois, Ohio, Missouri, Tennessee and Kentucky.

Similarly, in Britain, the most popular theme park, Alton Towers, is buried deep in the lanes of rural northeast Staffordshire, one of the least visited counties in England—especially if visitors to the park are deducted from aggregate totals! The capacity of tourism to invent new places is indeed remarkable.

The case studies and examples that have been employed in this final chapter demonstrate particularly well how the dynamic quality of contemporary tourism has become one of its defining features. The traditional patterns of annual holidays by the sea in high summer, which in some locations endured for the best part

of a century, are fast receding into individual and collective memories, replaced by new tourism geographies that emphasise different ways of seeing the world we inhabit.

The seasides, lakes and mountains that supported the development of tourism for a large part of the twentieth century still attract, but so, increasingly, do shopping malls, centres of culture and heritage, sporting venues, theme parks, centres of industry, rainforests, savannahs, wildernesses and icefields.

The (post-)modern tourist, no longer confined to traditional times and spaces, has become virtually ubiquitous. So, too, have tourism's effects, impacts and influences.

For human geographers, a central theme within the discipline is interpreting and understanding our changing world—a world in which geographic patterns are constantly being reworked by powerful forces of change: population shifts; new patterns of economic production and consumption; evolving social and political structures; new forms of urbanism; and globalisation and the compressions of time and space that are the product of the ongoing revolutions in information technology and telecommunications.

Tourism Pilgrimages

PILGRIMAGE TOURISM: CONCEPT, DEFINITION AND SIGNIFICANCE

Pilgrimage tourism is also known as religious tourism, faith tourism whereby people individually or in group travel to pilgrimage centers for religious, missionary or leisure purposes. This is the fastest growing area in the holiday industry. Many places like Bodhgaya, Amritsar, Tirupati and other most popular tourist destinations are related to ancient places of worship or the site of noticeable miracles.

Countries such as Italy, Spain and the Slavic states are experiencing an explosive interest in the old pilgrim routes subsequent to the..2000th anniversary of the birth of Christ. More than 10 million Christians are expected to visit Lourdes in 2008 for the 150th anniversary of the apparition of the Virgin Mary. Muslims performing the annual *hajj* pilgrimage to Mecca number three million while the *Kumbh Mela* held every 12 years in Allahabad northern India attracted 75 million Hindus on the occasion in 2001.

India is home to some of the world renowned temples such as

- Tirupati Balaji, which is visited by 50,000 to 100,000 people every day, making it the most visited and richest holy place in the world, while on special occasions and festivals, like the annual Brahmotsavam, the number of pilgrims shoots up to 500,000.

- Vaishno Devi, place of worship near Jammu, northern part of India, where more than 6.7 million tourists visited last year. For this purpose only Indian Railways Tourism Corporation runs a special package tour, while India's only helicopter ferry service, Pawan Hans, runs a helicopter service right up to the temple

- Golden Temple the holiest Sikh shrine in the city of Amritsar in Punjab offers online booking for accommodation around the temple complex.

- Religious tourism is an emerging market in India, a study by Delhi based National Council for Applied Economic Research (NCAER) shows that of the 230 million tourist trips were undertaken in India, the largest proportion is made up of religious pilgrimages. The research also shows that of all of the package tour organised in India, religious trips account 50 % , much higher than leisure trips ie,28%.The government has realised the potencial market, thus investing more than one million euros for development of tourism department under religious circuits to boost spiritual tourism.

- A domestic tourism survey conducted by the Indian Ministry of Tourism in 2002 reported that more than 100 million visitors traveled for 'religious purposes and pilgrimages' and eight of the top-ten ranking domestic tourist destinations were pilgrimage sites. According to the Ministry's Tourism Satellite Accounts, religious tourism segment contributed almost 20% towards the total domestic tourism consumption (approximately INR 2.8 Billion) and this contribution is likely to increase annually.

FOUR DHAMS

"Dham" means "Abode". There are four dhams in four directions of India which are believed to be the abodes of Hindu gods, and the holiest places of pilgrimage. The four dhams at the four corners of India symbolize the essential unity of India's spiritual traditions and values. To the north is Badrinath, to the west Dwarka, to the south Rameshwaram and to the east is Puri.

Each of the four dhams is a citadel of ancient temples and religious monuments, with one most significant temple as its distinguishing landmark.
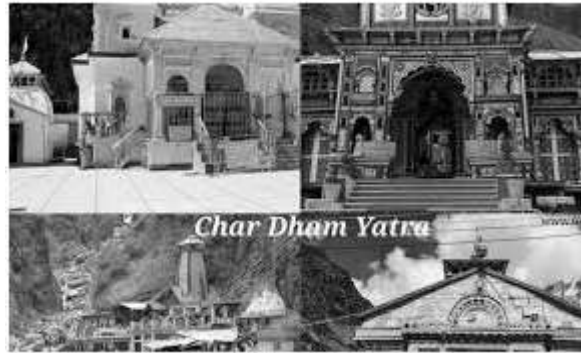

Photo: Four Dhams

The great 8th century reformer and philosopher Shankaracharya (Adi Sankara) was prominently involved in reviving the Hindu Dharma in India (Bharat). He traveled throughout the country and grouped the four sacred places Badrinath, Rameshwaram, Puri and Dwarka as the Char Dham which are dedicated to the Vishnu Avatars (incarnations). Geographically spealing the char dham make a perfect square with Badrinath and Rameswaram falling on same longitude and Dwarka(old) and Puri on same latitude, representing the farthest north east west and south points of India(at that time, before coastlines changed).

BADRINATH

Badrinath is situated at an altitude of 10,244 feet amidst the snowy and magnificent valley between the two mountains known as Nara and Narayana where the great sages known by these names, meditated. The temple is situated on the right bank of the river Alakananda which is another name for Ganga. The idol of the Lord here is a saligrama (type of stone) seated naturally in padmasana (lotus pose). This is the only idol of Vishnu in this yogic pose. Here he sits alone in splendid isolation without his consort and is immersed in his own atmic bliss. According to eminent historians, the temple had existed well before the period

of the Mahabharata. With the advent of Buddhism, the territory surrounding this sacred place came under the influence of the Buddhists. Some zealots destroyed this ancient temple and threw the idol into the Alakananda River.

It was Adi Shankaracharya, the founder of the Advaita Vedanta school of philosophy, who discovered the image in the Alakananda from the pool known as Narad Kund and installed it in the Garud Gupha near the hot water spring known as Tapta Kund. It remained here for about seven centuries. Then at the insistence of the great Vaishnava saint called Varadarajacharya, the then ruler of Garhwal made a temple at the spot where the present temple stands and had the idol installed therein. The gold canopy of the temple is supposed to have been a gift of the famous Queen, Ahalyabai of Holkar.

A short distance below the temple is the hot water pool known as Tapta Kund, The pilgrims take a holy dip in the Tapt Kund before entering the temple. The temple remains closed from October to April due to the winter snow, when temperatures fall to sub-zero degrees. fed by a sulfur spring which is said to be the abode of Agni, the god of fire. This water has a temperature of 130 degrees. To the left of this pool is the Surya Kund fed by a branch of the same thermal spring. These waters are said to be very nourishing to the body. The Alakananda flows swiftly just below these kunds and the boiling water falls into the icy waters of the river giving rise to clouds of steam.

To the west of the temple between the gaps of two mountains soars the magnificent peak of Neelkanth. It towers to a height of 21,650 feet.

There are four other shrines (dedicated to Lord Vishnu) near Badrinath shrine. They are Yogadhyan Badri, Bhavishya Badri, Bridha Badri and Adi Badri. Not far from the Badrinath temple is the Hemkund Lake. According to legends, Guru Govind Singh, the tenth Guru of the Sikhs, meditated on the banks of this Lake. The other places of worship in Badrinath are Gupt kashi (Ardh -Narisvara and Viswanath temples), Kedarnath temple, Vyas Gufa and Ganesha Gufa (where saint Vyas is said to have dictated the Mahabharata to Ganesha).

DWARKA

One of India's oldest and most venerated pilgrimage sites, Dwarka's archaeological and historical background is shrouded in mystery. Mythologically, Dwarka - or Dvaravati as it is known in Sanskrit - was the site chosen by Garuda, the Divine Eagle, who brought Krishna here when he departed Mathura. Krishna founded the beautiful city and lived there the remaining years of his life until he died (according to legend) in 3102 BC. Scholars confer that the oldest parts of the Jagatmandir temple may only date to the reconstructions of the Gupta period in 413 AD.

In the 7th century the sage Shankaracharya established four great monasteries in the cardinal directions of the country (Sringeri in the south, Puri in the east, Joshimath in the north, and Dwarka in the west). This emphasis on Dwarka further increased its importance as a pilgrimage destination.

The original temples were destroyed during the 11th century by Muslim armies; frequently rebuilt, they continued to be attacked by the Muslims through the 15th century. The existing temple of Jagatmandir, also known as Sri Dwarkadish, dates from a 1730 rebuilding. It is 52 meters tall, and enshrines an idol called Sri Ranchhodrayji. The temple stands five storeys tall and is built on 72 pillars.

Among the large number of temples belonging to different periods in the history of Dwarka, the most popular with pilgrims is the temple of Rukmini, Lord rishna's wife, who is considered an incarnation of Lakshmi, the goddess of wealth and beauty. This small temple is an architectural masterpiece. The temple walls are decorated with beautiful paintings depicting Rukmini's pastimes with Krishna. This temple is dating back to the 12th century. The story behind this temple is that one day, Durvasa Muni, who was known as a saint who could be easily angered, was invited by Lord Krishna and his wife, Rukmini, to dinner. When a person is invited to dinner, etiquette dictates that the host should not eat until the guest has been satisfied. On the way to dinner, Rukmini became thirsty and asked Krishna for help. Krishna then put his foot in the ground and the Ganges water flowed forth from the earth. As Rukmini was drinking the water, however, Durvasa turned and

saw her drinking without his permission. He became angry and cursed her to live apart from Lord Krishna. That is why Krishna's temple is in the town and hers is located outside the town.

RAMESHWARAM

Rameshwaram is an island- of Lord Rama's temple at Tamil Nadu is a terrific destination. Along with being a major pilgrimage for the Hindus, Rameshwaram is a happening holiday spot too.The religious island is spread in an area of 61.8 square kilometers and happens to be in the shape of a conch.

The Ramanatha Swamy Temple occupies major area of **Rameshwaram Tours**. The masterpiece of Dravidian architecture boasts of the largest temple corridor in India.

Different rulers built the Ramanatha Swamy Temple over a period of time starting from the 12th century. The temple comprises of twenty-two wells where the taste of the water of each well is different from the other. The waters of the wells are believed to possess medicinal properties.

According to the Hindu mythology i.e. the story of Ramayana Lord Rama performed thanksgiving rituals to Lord Rama after the battle at Sri Lanka and his triumph over the demon king Ravana. Owing to this Rameshwaram attracts Vaishnavites (worshippers of Lord Vishnu) and Saivites (worshippers of Lord Shiva) alike.Sri Lanka is at a distance of 24 kilometers from Rameshwaram. In fact the entire area of Rameshwaram is associated with various incidents from the Ramayana. Rameshwaram happens to one of the most visited pilgrim sites in India.

One of the most significant mythological landmarks in Rameshwarpuram is the Gandhamardhan Parvat (a hill) on top of which Rama's footprint is still found embedded.

Sethu Karai is a place 22 km before the island of Rameshwaram from where God Ram built a Floating Stone Bridge "Ramasethu" till Rameshwaram that further continued from Dhanushkodi in Rameshwaram till Talaimannar in Sri Lanka as mentioned in the great Hindu epic Ramayana. The ruins of the Ramasethu are submerged under the sea as shot from Gemini 1 satellite of NASA in 2004.

AJMER

Ajmer is located 132 kms away from Jaipur and 198 kms from Jodhpur. It is connected by road to Jaipur, Jodhpur, Bikaner, Udaipur and Kota. Ajmer situated in the foothills of 'Ajaya Meru' the unconquerable hill, this green paradise was founded in 1100 AD by Aijpal Chauhan. The city was founded by Raja Ajay Pal Chauhan in the 7th Century A.D. and continued to be a major center of the Chauhan power till 1193 A.D.

Dargah Shariff of Hazrat Khwaja Muinuddin Chishti a must visited place in India, one of the holiest place and utmost divinity for Muslims, dargaah is open for the people from all faiths, every one can come and perform prayers.

Khwaja Moin-ud-din Chishti had come from Persia and established the Chishtia (Sufi) order at Ajmer, India. Khwaja Moin-ud-din Chishti was so popular among the masses that his followers cut across all the religions. He was popularly known as 'Gharib Nawaz' (protector of the poor) as he dedicated his life to the service of mankind.

Ajmer is famous for the tomb of Hazrat Mu'inuddin Chishti, the founder of the Chishti Sufi order, one of the most important Sufi organizations in India and Pakistan. Sufi teachers were important missionaries of Islam, through their piety, charisma, blessings, and service. Muinuddin lived in Ajmer from 1190 until his death in 1232.

.The great saint is believed to have retreated to his meditation grounds six days prior to his death, he was burried at the same spot. The death aniversary of the great saint, known as the festival of Urs, is celebrated over a period of six days. Devouts from all over the world come here to pay their homage to the great saint.

Under the rule of Humayun the Ajmer Sharif mosque was completed. Empror Akbar was a regular visitor to this religious shrine.

Ajmer is very hot and dry in summer and extremely cold in winter. Situated 130 km west of Jaipur, in a basin at an altitude of 486 meters, Ajmer is situated in a valley surrounded by the Aravalli hills.

The Dargah

The Dargah Bazaar leads to the inner courtyard of the Dargah Sharif. The high gateway of the Dargah has beautifully carved silver doors. In the courtyard there are two huge cauldrons. The grave of Khwaja Moin-ud-din Chishti is surrounded by a silver railing and is partially covered with a marble screen.

The "crown" on the tomb's summit is made of solid gold, and the open space in the foreground is a mosque built by the Moghul emperor Shah Jahan. The pilgrims in the foreground are taking an opportunity for private prayer.

The prayer room for women devotees at the Dargah was built by the daughter of Shah Jahan, the Mughal king. In the premises of the Dargah Sharif there are tombs of Khwaja's daughter, Bibi Hafiz Jama and the tomb of Shah Jahan's daughter.

Shahjahan's Mosque

It is the most outstanding of all the sanctums within the shrine of the Dargah. Inside the premises of Dargah there is a dazzling structure in white marble with a long (30.5m) having low corridor and delicate carvings with trelliswork.

Adhai-din-ka-jhonpra

Mohhamed Ghauri conquered Ajmer and transfigured the building into a mosque by constructing a seven arched wall in front of the pillared hall in just two-and-half days (adhai-din). An unprecedented structure, this is a masterpiece of Indo-Islamic architecture located just beyond the Dargah. In 1193 A.D.

Taragarh Fort

A view of the entire city from the fort is unimaginable. Initially the fort was Mugals for the military activity, later it was used as a sanitarium by the British.The remnants of the Taragarh Fort, perched on a hill, can be approached by a exciting one and a half hour steep climb.

11

Adventure Tourism

The endless scope of adventure tourism in India is largely because of its diverse topography and climate. On land and water, under water and in the air, you can enjoy whatsoever form of adventure in India you want.

It is one opportunity for you to leave all inhibitions behind and just let yourself go. The mountainous regions offer umpteen scope for mountaineering, rock climbing, trekking, skiing, skating, mount biking and safaris while the rushing river from these mountains are just perfect for river rafting, canoeing and kayaking.

The oceans are not behind in any manner as well. The vast and deep expanse of water provide tremendous opportunity for adventure sports in form of diving and snorkelling.

The forest and the desert region have their own distinct place in providing scope for adventure tourism in India. You can enjoy animal safari, jeep safari, bird watching, wild camp, wildlife safari and jungle trail in the forest region while jeep safari and camel safari are the most favoured adventure sports in the desert region. After all this, if you think the list of adventure sports in India has ended, think again. There is still much left in form of paragliding, hand gliding, hot air ballooning, etc. Adventure tourism in India is meant to provide you an exhilarating experience for life. Many a times in process of having fun, an entirely new aspect of life manifests itself before you and an awareness and appreciation about the surroundings emanates somewhere from deep within your heart.

HISTORY OF WILDLIFE ADVENTURES IN INDIA

Mystic and powerful, for him the stealth is his greatest weapon and It is believed sighting a tiger in wild is very different from one seeing in a zoo or a circus. In the jungle a tiger is supreme and mighty. Tigers are not just any animal, it is at the apex of the ecological chain. Tiger had been hunted down for centuries., first for trophy and now for Chinese medicines Today the tiger is protected in India, here it is still roars. The very symbol of power and stealth, the national animal of India, can be found in the high Himalayas to the rainforests, from the mangroves of the river Ganges to the semi arid region of Ranthambhore.. The central India state of Madhya Pradesh has highest number of wild tigers in India today. The Bandhavgarh National Park and Kahna National Park are places were wildlife very diverse and plentiful. These national parks are well connected and have wide array of hotels to take care of all types of travelers. Wildlife tourism in India gives opportunity to unravel the treasures of Indian wildlife. Tours are designed to give the best and in comfort.. We have tiger tours, tours for birding in North India.. Tours are designed to give the best of India wildlife. The Corbet Tiger Reserve and Ranthambhore National Park are best for wildlife viewing in North India. Kahna National Park, Bandhavgarh National Park and Pench are among the good and well maintained parks. These are also the best places to sight innumerable species of birds.

We at India wildlife Adventure endeavour is to let you have the experience of the Indian jungle in an manner that you would like to come back again and again. Through wildlife packages one can explore the forest and view the wildlife and birds keeping in mind the rich legacy of wildlife and the comforts of the travelers. India wildlife tourism includes wildlife photography, Eco-tourism and wildlife conservation. The Indian Government has taken adequate steps for the conservation of the wildlife. Through tourism wildlife is also getting it due importance in the country.

Due to its diverse topography and varying climatic conditions, India has a vast variety of different species of flora and fauna. An effort to maintain a balance between ecology and tourism is essential to protect the highly endangered species on earth.

Extensive covers of forests have been preserved in India through 80 National Parks and 441 Sanctuaries for wildlife viewing. Still today the tiger is the spirit of the Indian jungle. Even his distant roar, or an alarm call from some animal announcing his presence, charges the whole atmosphere.

Wildlife tours into India are well organized and every effort is made to take to give the best in terms of comfort and experience. Accommodation is arranged in the best of the hotels available in the place. The tours are designed keeping in mind of one preference. The tours range from 10 days to 21 days. This gives an opportunity to explore the Indian wildlife.

POLO SPORTS

The sport of polo had its beginnings in India, in the state of Manipur. Rajasthan's princely kingdoms adopted the sport and made it their own, with their natural proclivity for riding. Kingdoms kept special stables for polo ponies, and their teams included among the very best in the world. Very often, the players were the rulers and members of their families, though their armies also encouraged the sport. In the zenanas, even the women of the royal family were encouraged to play polo, and proved themselves adept at it. In fact, if the sport has a presence in the country today, it is because the former royal families have continued to provide encouragement for it, and the Indian Army has been able to contribute its mite to it. In recent years, corporate sponsorship too has been able to make a contribution to the sport.

HORSE POLO

The Jaipurs were a formidable polo playing family, and the last maharaja of the state literally died with his spurs on, on a polo field. With the glamour of the game, they drew international publicity for India, and the sport has remained one of the most prominent in the elite social circuit. Along with Jaipur, there are also formidable polo teams in Jodhpur and Udaipur, while the 61st Cavalry, also based in Jaipur, has kept it alive in the army.

It is not possible to simply arrive and start playing polo, since the sport needs especially bred horses in large numbers. These are

largely maintained by the players themselves, or with the help of their sponsors. You will therefore have to seek out an invitation to play, something you are best advised to do in advance. However, it is possible to send in a special request while planning your trip to Rajasthan, especially if you are a group with polo-playing members. This is important because, in season, when the game is played (September-March), the polo teams are often out (in Delhi, Calcutta or Mumbai) on the circuit, or may even be playing overseas. Of course, there is also the chance of having visiting teams in Rajasthan coinciding with the time of your visit. Even if you do not get the chance to play, there is every chance of being able to watch the sport as an observer which is almost as good as playing. There is something extremely satisfying about watching men on their horses as they pursue the ball with their sticks with skill and adroitness.

CAMEL POLO

At various tourist festivals in the state, camel polo has been introduced as a friendly, competitive sport. Perhaps the only place in the world where it is played, the game provides a great deal of amusement and mirth, but is not yet a serious pursuit. If you would like to have a game especially organised, request your tour operator to have it arranged.

BICYCLE POLO

For those who like the fast pace of horse polo, bicycle polo provides an option that is at least as exciting. During the sixties and seventies, a lot of impetus was provided to the sport, particularly in Bikaner, though in recent years it has become somewhat dissipated. However, for those who may like to participate in a friendly match, or to observe one, special arrangements can be made on request. In more recent years, the sport has developed a following in the Shekhawati region.

WATER SPORTS

Remember, when you were young, you loved to play in and with water. You loved to splash it at yourself or on your parents for the sake of fun. As you grew up, you began to learn newer ways of having fun with water. So much so that it has now become a huge

attraction for you while you are planning a trip to any new destination during your vacation. If this is the case this time as well, just think of India.

With the Bay of Bengal in the east, the Arabian Sea in the west, and the Indian Ocean in the south, India has vast expanse of water bodies bordering its land. Additionally, there are towering mountains in the country that are origin point of the innumerable big and small rivers and streams. Some of the major rivers running through the length and breadth of the country include Ganga, Yamuna, Brahmaputra, Kaveri, Narmada, Godavari and Krishna. This piece of fact is enough to enthuse lovers of water-sports like you around the world. And, as for the various options available for water-sports in India is concerned, the list is long-sailing, boating, rowing, swimming, canoeing, kayaking, fishing, angling, yachting, surfing, wind surfing, kite-surfing, snorkelling and diving. Each sport offers you fun that is unique to it.

For example, if swimming offers you more of a refreshing round in water, snorkelling and diving offer you a glimpse of the colourful magical marine world in varying degree. There is surfing where you need to catch a good wave and then ride down the face of it while staying just ahead of its breaking part. In sharp contrast are rowing and kayaking wherein you just need to enjoy the beauty of the water and the feeling on being in midst of it while moving it with the help of oars or kayaks.

Equipment, trainers and guides and courses, anything that is required for enjoying water sports in India is readily available. You just need to choose the sport you will like to enjoy during your trip. The water sports destinations in India await to enthral you.

AERO SPORTS

There is a hidden desire in all of us to fly like a bird and aero sports give life to precisely this wish of ours. Aero sports have gained famed all over the world and India, too, attracts a whole bunch of aero sports lovers every year. Aero sports in India takes the form of paragliding, para sailing, hang gliding, hand gliding and hot air ballooning. Each is different from the other in one way or the other yet the basic intention is the same-to provide you that feeling of exhilaration while you soar above in the sky like a free

soul.

The destination for aero sports in India range from the hilly to coastal regions and from plains to desert regions. This means that you have an opportunity to enjoy a bird's eye view of the vast expanse of blue sea, sandy desert and high mountain ranges, as per your wishes. You also get an opportunity to fly over and watch the cities as they move by in usual manner.

The risk involved while indulging in aero sports, except in perhaps hot air ballooning, is great and it is the same in India. You need to be physically fit and mentally prepared to enjoy any kind of activity in the air.

As for the best time to enjoy aero sports in India, it is worth noting that the varied topography and climatic zone has made the country an year round aero sports destination. Moreover, there is no prior permission required to take up aero sports in India, except for in some restricted areas. So, if you nurture a desire to soar above in the sky, aero sports in India is definitely one of the best pick for you. Take it up and get ready to be enthralled.

World history of Adventure Tourism

It is difficult to trace its origin but first adventure travellers were merchants. To brush up your memories a bit here are a few example; Erickson discovered North America. Columbus discovered America and Vasco Da Gama found out India. But that was when modernization had not been a part of our daily lives.

The adventure travel as we know it today began three and held decades back when people started exploring the Nepalian Himalayan mountain ranges. The wanderers discovered all of this by accident. They traveled to Bhutan, Afganistan, Algeria Bali, Nile and very recently the Alps. In the world people have been going around but in India adventure has developed quiet recently. But the rise has been steady and India is believed to be one among the top ten destinations of the world.

Present Situation

In India tourism is the largest service industry bringing in 6.23% of the national GDP. It brings in 8.78% of the total employment of

the country. Each year there is increase in number of tourists visiting India by 5 million mark. Besides foreigners, locals alone count up to 527 million. In US figures Indian tourism industry is a 100 billion dollar affair which is predicted to increase to 275.5 billion by next decade.

All the credit can be given The Ministry of Tourism which is the main working institute behind promotion in India. To create interest in tourism, the ministry introduced an 'Incredible India' campaign. The punch line of this campaign is 'Atithi Devo Bhava' which means guest is our God.

Everything is not as rosy as it looks. India falls behind certain countries it faces serious issues in the face of inadequate number of hotel rooms.

Until a year back India only had 25000 tourist hotel rooms. Other reason why tourism lags behind is that getting visa to the country is a complicated process. The Indian airports are crammed and foreigners do not take that fact too well.

But despite all of it tourism is only expected to grow in the coming years. This year saw a considerable decline in International tourism everywhere across the globe. But surprisingly the hospitality business in India was busy and flourishing. This happened as a result of service tax exemption and ending of fringe benefit tax. This has resulted into luxurious expansive tourist destinations like the Kerala Backwaters or the Golden Triangle Tours to be affordable to foreign tourists. British have gone ahead and voted India as one of the top 10 overseas travel destinations.

Tourists that come to India are mesmerized by what they see here. The rich contrast of culture and varied topography topped with a huge diversification in weather is more than what a stranger in this land can handle.

When he lands in a modern airport and when he steps out in the streets to honking horns and crammed streets with beggars on the roads and even cows sharing that space, the contrast mesmerizes. And this contrast is exactly what they come looking for. The colourful culture and vibrant helpful people, the lands, mountains and rivers, the religious places and thousand year old Yog tradition, India goes on attracting.

Major Adventure activities that you can avail here are:

Camel Safari

Thar Desert safari is one of Asia's most popular adventure holidays. This safari also takes you through camel treks. These include camel treks which pass through the sand dunes of Jaisalmer.

Mountaineering

The Himalayan mountain ranges are the major reason why mountaineering and other related activities are so popular here. The mountains are perfect for rock climbing and rappelling. The gorges and valleys are challenging. People who go mountaineering also try Jeep Safaris, bike trips as well as biking trips to these high altitudes.

Elephant Safari

The large number of national parks and tiger reserves in India makes elephant safari the most done activity in India. Be it in Jaipur in the Amber fort or seeing the tiger from behind the elephants back, the experience of sitting on this giant animal is one you can never forget.

Scuba Diving

The long coast line of India makes scuba diving a much sought after sport. The marines' life in the Andaman and Nicobar Island, Lakshadeep and Goa are so rich that one can have a helluva time simple snorkeling.

Skiing

Abundant snow and mountain in the winters make skiing a sport for all age group. Skiing in Alchi or any other cold place is a very obvious activity among tourists.

River Rafting in India

The rivers like Ganges, Brahmaputra, Kali and Yamuna are turbulent and offer great opportunities to the tourists to try white water rafting. As much there is for a person to desire, India goes on quenching the thirst of all the adventure lovers.

TREKKING

If you love challenges and desire to tread the fascinating unexplored trails made by nature or wish to explore an entirely different culture and living style, then trekking in India is for you. Undoubetedly, the trails in the great Himalayan ranges are the ones that will attract you the most, but other parts of India also have vast opportunities for enjoying a trekking expedition. So much so that you will invariably feel drawn towards it again and again once you have experienced its magic.

So what do you exactly come across while trekking in India? Well, the snow capped mountains definitely have a prime place. Accompanying them are the rushing rivers, cascading waterfalls and lush tropical forests, brilliant with scented flowers, chirping birds and dreamily colourful butterflies. Offering a bit of contrasting beauty are the rugged terrains that have their own charm despite being devoid of any beauty. Adding more variety and fun to your trekking expedition in India are the villages where life is simple but carries a warmth that is unfortunately missing on the plains.

The people residing here are not advanced and therefore offer you an opportunity to know, understand and enjoy a lifestyle that is at its most basic and unhurried self. Moreover, there are a lot more other attractions in form of Hindu temples, Buddhists monasteries etc. in store for you while trekking in India.

You just need to keep yourself ready for any kind of surprises that might spring up during your expedition. What is perhaps more interesting is that trekking in India offers every kind of trekker to enjoy himself. Whether you prefer an easy low altitude trek for simple fun or difficult high altitude trek for real challenge, India has it all. You just need to pick your choice and start off a journey off the beaten track.

Some Famous Trek Routes:
- Base Camp — Naitala.
- Bukki to Dokriani Glacier-23 km.
- Bukki to Bukki Village-2 km.
- Bukki to Kheratal-17 km.
- Kheratal to Dokriani Glacier-5 km.

- Bukki to Uttarkashi-34 km.
- Uttarkashi to Rishikesh-149 km.

Skiing

Skiing, as an adventure sport, has come a long way in India. Introduced by the Europeans, it started out as a purely elitist sport, which provided the foreigners an adventurous respite from the heat of the plains. However, it has today become a sport of the common man. People from within India as well as all around the world flock to the country in large number to enjoy the pleasure of skiing. The fun, excitement and the thrill while sliding down the snow clad slopes of the Himalayans ranges in India is, in one word, fantastic. If you are a novice, you will scream, cry and laugh simultaneously as you speed down the slopes, whereas if experienced, you will enjoy your run down the challenging snowy slopes.

Moreover, the slopes in the skiing destinations in India give you an opportunity to enjoy both snow skiing as well as heli-skiing. In snow skiing itself, you can enjoy both Alpine and Nordic. This means that you can slide downhill in a straight route as well as in a zigzag course, jump from an elevated position, or for extreme adventure, hire a helicopter and have yourself dropped on the snow clad peak itself. From there, the fun and adventure of skiing downwards it enhanced multifold. Assistance for skiers, in form of equipment, trained guides, pilots and even short courses are available, in an attempt to give them an unmitigated sense of joy when they come to India. So, next time when you feel like running down a snowcapped hill slope with cool icy breezes hitting your face, just think of India. It is here that you will have some of the best moments skiing down the snowy slopes.

Kerala Backwaters

The charm of Kerala lies in its unique attraction, something which is not seen or experienced anywhere else in the world. And there is not just one or two of these. You go on counting as Kerala springs surprises one after another from its treasure chest. You will get tired of witnessing Kerala's marvels, still Kerala will have more to show you.

Backwaters....One such unique attraction, or rather an exhilarating experience comes in the form of a trip to the Kerala Backwaters. For those who have come across the term backwaters for the first time, here's a bit of explanation as to what it actually is. Backwaters are formed when the sea water collects at the beach by the to and fro motion of waves. In Kerala, they constitute the canals, lakes, lagoons and estuaries. The entire network include five large lakes connected by 1500 km of canals. Most of them are natural, however, there are man made canals as well. These are supplied by 38 rivers that flow through the entire state.

A touch of legendary folklore is also interesting here according to which the land of Kerala sprung up as a result of the throwing of axe in the sea by the sage warrior, Parshurama. The distance covered by the axe dried up to give way to land which today is known as Kerala. So the link between Kerala's land and water is invariably strong and the water still takes care of and nourishes it unfailingly.

*Significance of Backwaters-*Past, Present and Future: In earlier times, when the technology was not much advanced and when roadways were not properly developed, Kerala's backwaters served as its main highway. Passengers and goods were transported from one place to another in equal measures by means of these backwaters.

However, as of today, these backwaters are mainly used by the tourism industry to introduce tourists to the hidden troves of the state. The Backwaters is inextricably linked to its past history and culture, is an important part of the present and promises to remain so in future as well.

Backwater Tourism: A number of times, while you are on a trip discovering a new place, a sense of dissatisfaction dawns upon and makes you feel as if the happiness felt at knowing the place was not worth the effort put in to reach there. Not so with Kerala Backwaters. Kerala's Backwater experience will give you much more than just simple happiness. It will give you a feeling of elation-a feeling that has eluded you for a long time now. It is pristine, probably even child like where you feel like clapping with delight.

Plenty of clean water, refreshing greenery, amazing scenery

around and a silence broken only by chirping of birds and waters moving below the boat-this is what you will definitely get on your Backwater trip to Kerala. Remote places that are otherwise disconnected from main areas seem to sail past like a dream. Fishing villages, tribal hamlets, people carrying on with their day to day work-scenes like this will be abundant.

The Backwaters of Kerala are also a venue for the annual boat races that take place in the different parts of the state. If you happen to visit during this season (which is around July to September), you can also witness the enthusiasm of the Backwaters as huge boats rush past each other to win the competition amidst loud cheers from the spectators.

The perfect way to explore the beauty and serenity of Kerala Backwater is to hire a boat or a canoe. For a little longer trip, houseboats, which are converted kettuvallom earlier used to carry cargo and passengers, can be hired.

River Rafting

The challenge of holding your balance in the midst of speedy water is what river rafting is all about. And India, with a large network of rivers, is the place to be if you wish to enjoy the thrills of rafting.

Originating from the great heights of the mountains, especially the great Himalayas, these rivers speed down in a way that makes you feel as if they are in a hurry to reach the plains and enjoy a long overdue freedom. Enroute they whirl, froth, foam and crash over rocky gorges and boulders.

They make your raft wobble and wet you with an icy splash in an attempt to divert your attention. In brief, the rivers in India exude every bit of their untamed qualities and challenge you to overpower them. Also, they put to test your strength, both physical and mental, and it is in this that the whole excitement of rafting lies.

The river rafting destinations in India are comparable to the best in the world. Also, very much like trekking, rafting in India offers different levels so that both amateurs as well as trained and professional rafters can enjoy themselves. Moreover, for those, in need of a bit of training, there are quick courses on offer too.

RAFTING

For adventure lovers, Himachal Pradesh in India is a destination par excellence. Amongst many adventure sports that can be enjoyed in Himachal, trekking, skiing, gliding and rafting are the most popular ones. The last one, rafting, is also known as the white water rafting and can be enjoyed to the maximum extent in the state of Himachal. The reason for this is the presence of a number of snow fed rivers in the state that rush down the Himalayan ranges and make their way through the various regions.

These rivers bumping, swirling and rolling present wonderful stretch of water for rafting enthusiasts. As a matter of fact, the rivers of upper Himalayas are considered the best in the entire world for enjoying rafting. While rafting, the fun and thrill is at its peak. With water rushing at great speed and sometimes even splashing at your body and face, you feel completely delighted. Moreover, the sights enroute will give a new dimension and direction to your imagination.

Rafting Places In Himachal: There are four rivers in Himachal that offer opportunities to enjoy white water rafting. These rivers flow in the north westerly direction and are almost parallel to one another. The first of these, Beas has its genesis in the Rohtang Pass and flows through the Kullu valley. Rising from the Raigarh glacier, river Ravi makes its way down Chamba valley. The third river, Chenab originates from the tributaries, Chandra and Bhagha and passes swiftly through the Chenab or Pangi valley. It finally enters the state of Jammu and Kashmir.

Lastly, there is Satluj river that originates beyond Indian borders and enters the country near Shipkila and is later joined by the Spiti river at Khab. This river flows through Kinnaur and Shimla. Amongst all these river, rafting in Beas has gained tremendous popularity. You can raft on the rapids of Beas, specially between Shamsi and Aut. This is around 20 km stretch and provides most thrilling rafting experience. This river is also the venue for many rafting competition in the state. And while talking about venues for rafting races, the Sutlej near Shimla, Ravi near Chamba and the Chandra in Lahaul are not behind. Only chances for rafting races are being found out on the Spiti river.

Tourists Info

The first important thing to know about rafting in Himachal is the season in which it can be enjoyed. Summers, spring and autumn are the time to go on a rafting since during winters and part of monsoons, this sport is stopped for a while. The equipments required for river rafting are provided by HTPDC, Himachal Tourism Development Corporation. These equipments include dinghy (inflatable rubber life raft), lifejackets and helmets. Apart from these, an expert guide is also provided for the benefit of rafters. There are certain things, that you will need to carry yourself as well. Amongst these items are sunscreen lotion, sunglasses, shorts, T-shirts, suitable shoes, a windproof jacket, a light sweater, towels, a flashlight and not to forget, a camera and first aid kit. Those who are under medication must carry their required medicine along. You can carry your personal items in a small dry box or a bag.

Uttaranchal River Rafting

River Rafting is an adventure sport which thrills and chills you at the same time. It is like a challenge to tame a wild river. When it comes to river rafting, Uttaranchal offers the broadest possible options for river rafting in the world, from milder river courses to wilder ones. Uttaranchal has in abundance rivers and terrains to suit all levels of river rafting. The challenge and thrill of flowing with the river and controlling yourself at the same time is the true thrilling experience. Following the river course right from the time it emerges from the glacier upto the plains is a not just a fun water sports. Deep gorges, rocky course, boulders and moraines, all are in the your way.

Rafting in Garhwal

Garhwal is the origin land of many rivers in Uttaranchal, Ganga being the most significant one. The river courses in Uttaranchal are such that everyone from a novice to an amateur and expert can enjoy this watery thrill. At Devprayag when Alaknanda and Bhagirathi meet Ganga, the waters are frothy and racy. River rafting here in Grade IV to V is packed with a power punch of thrill, it is recommended for experts only. Down the course of the river, ahead of Devprayag, the river turns into a pool, just suitable for amateurs.

The best thing about river rafting in Garhwal is the complimentary sight seeing. Rafting through the river, you closely follow the white sands where you camp in night.

Also to be seen are the grassy terrains of oaks, pine spruce and fir, the terraced fields, and here and now glimpses of some wildlife. Not to forget the spiritualness of the river combined with the riverside ashrams. Since when did rafting got so much more then just wading in the frothy waters, well, the answer is for you to find in Garhwal. The most popular stretch for rafting in Garhwal is between Kaudilya and Shivpuri. There are other stretches also including a variety of grades on rivers Alaknanda, Mandakini and Bhagirathi.

Rafting in Kumaon

Rafting in Kumaon is no less exciting. Infact, it has long stretches of dangerous waters where only the experienced can make a move. River Kali Ganga, also known as Sharda in the lower reaches, enters India from Nepal. At Jauljibi when it meets River Gori, it is then that the real adventure begins. The river gains volume and for the next 117 kilometres it is a taxing run. It passes through some dangerous rapids, hence this run is recommended only for experienced. It's a three day rafting to Tanakpur. Further down the course of river, rafting gets easier.

Jammu and Kashmir Rafting

Rafting in J&K-Life in The Fast Flow: There are so many things to do in Jammu and Kashmir but nothing more challenging than rafting in the white waters of the many rivers that cut through the state of Jammu and Kashmir. The two most famous rivers where you can go for this extreme sport is River Indus and Zanskar river.

River Lidder also has few stretches that are good enough to keep you enthralled. The rivers run trough few of the most mesmerizing landscapes, giving you the opportunity to explore those wonders of nature, which are otherwise unreachable through land routes. Few stretches are big enough that they take days to complete. And in between, you will stay in camps set up under the snowcapped mountains and hilltop monasteries, just by the sides of these roaring rivers.

Though there are rafting options in Jammu and Kashmir region but they don't compare up to rafting in Laddakh region, especially in Zanskar. There are many private agencies that offer these rafting trips. In other adventure sports, you get training sessions before you indulge in the real thing, but rafting is something where there can be no trial runs. All you get are few precaution tips and safety presentation. Here only the real thing prepares you for the real thing.

Famous River Rafting Destinations: The best place in Jammu and Kashmir where you can indulge in River Rafting is in River Lidder near Pahalgam. The river hosts the two different stretches, which are quite suitable for river rafting. They are great for rafting but they cannot be called treacherous as the slopes are not that steep, and this attribute of the river is idle location for the first timers and learners. One can go for a daylong excursion to the river. You can also take up white water canoeing in rivers like Sindh and Drass and Suru and in the many high altitude lakes like Gangabal, Kaunsarnag and Vishensar. The facilities for this sport are not very advanced since the sport is only just catching up in the state. But still, its worth the time and money that you will spend on it.

Rafting In Laddakh Region

This is the place where you will have an appointment with and the roaring and thrashing beast, the Zanskar river. The Zanskar is graded as a class IV, extremely rough river. But the first look of the river will be deceiving and the thought that the said difficulty of the river seems exaggerated will definitely cross your mind. The rafting trip will be few days long and the first two days might not feel that adventurous. But hold on, the real test begins after two days of rapids. The next few days you will be hitting fast rapids in the deep gorges and reveal it yourself why this rated so high. Apart from Zanskar River, Indus River also is a great option for thrilling white water rafting.

The best time for rafting in Jammu and Kashmir is during summer time when the rivers are full of water. In winters many rivers and lakes get frozen. Even in summers the water is freezing cold. So it is advised that you wear a wet jacket before you indulge in this sport. Rafting is an extremely challenging sport so do not

ignore the precautionary measures and warning signs that your tour guide tells you to look out for. Make sure that there are adequate rescue measures before you embark on this adventurous thrilling sport.

SAFARI

The varied topography and climatic conditions of India ensure the lovers of safari, like you, a real treat. You can enjoy a safari on the back of a yak in the mountainous region and on the back of a camel in both the cold as well as the arid desert region of the country.

Horse safari and elephant safaris are two other options for you to enjoy yourself on the back of an animal in India. A ride on a horse is as royal as it is on an elephant, the only difference being the speed of the two animals.

Leaving the animals behind, you can choose more speed and set out on a jeep or motorbike safari. These new modes of transportation allow you to see a great deal more in less time as compared to that of animals. This is not to say that the fun is more while you are enjoying a safari trip in a vehicle in India. Rather, it is more of a singular experience you get to enjoy in each of these that make your entire trip a memorable one. With animals it is their movement, which you are not accustomed to, that will make your safari trip interesting.

As for the locales that you traverse through while on a safari trip in India, there is a whole variety. If you are on a camel safari trip, then sand dunes are the major attraction in dry desert while the rugged mountain terrain, ancient passes and remote villages are the highlights in the cold desert region of India. In the mountainous regions of the country, riding on the back of yak can throw up sceneries like shimmering lakes, gurgling streams, glacial valleys, breathtaking cascades, towering snow peaks, meadows and forests. The beauties of the mountain regions can also be captured by undertaking a jeep or motorbike safari tour in India. Infact, given their convenience, these vehicles can be used to explore almost any part of the country. Jeep safari, additionally, is also quiet popular in the wildlife sanctuaries and parks. That leaves us with the royal elephants and well bred horses. Elephant safari in the royal cities

and the wildlife destinations is a classic means to enjoy the splendours of the places. And as for horses, they are perfectly suitable to discover the magic of plains as well as mountains.

If by now, you are thinking that it is just the landscape that can be enjoyed during a safari tour in India, you are in for a surprise. This is because what is more interesting and attractive about the safari tours in the country is the fact that they allow you to interact with local people regularly. They encourage you to understand their culture more closely and let you be a part of it, even if it is for a while. After, so much of information, there is hardly any need to stress the fact that safari, as an adventure activity in India, is not only famous but also growing more and more every day. Therefore, pick up any safari tour and get ready for an adventurous time ahead.

Tourism in the Himalayas

INTRODUCTION

Tourism in a broader sense has existed for a long time in the Himalayas: in the form of pilgrimage to Hindu sanctuaries that are located high up in the mountains. With the arrival of the British in the 19th century, summer resorts, the so-called Hill Stations, were established.

Examples for these foundations are Darjeeling, Nainital, Mussoorie or Shimla. Nowadays, these Hill Stations are most frequented by members of the Indian and Pakistani middle-class. "Modern" tourism in the Himalayan region – activities such as trekking, mountain climbing, sightseeing and winter sports – has been introduced only in the last few decades. These forms of western mass tourism have a huge impact on the environment and on the local social structure. This chapter will explain the history of tourism in the Himalaya and discuss the effects of modern mass tourism on the local society and environment and possible enhancements towards a sustainable tourism in this region.

IMPACTS OF MODERN MASS TOURISM

Impact on Economy

The dawn of the mass tourism era in the Himalayas had an enormous influence on the local economy: with the number of visitors increasing dramatically, the total amount of money spent by these visitors increased in the same way. In Nepal, tourism

accounts for 10% of the GDP and is the single-most important source of foreign currency. In India, tourism is the second-largest source of foreign currency behind the gem and jewelry business.

The money spent by the tourists has diverse effects on the local economy. It stimulates the economy and induces the so-called "multiplier-effect" – jobs are created, capital is accumulated and local workers that used to be dependent on subsistence farming start their own businesses that serve the tourists: selling or renting supplies, providing guides or selling souvenirs to the tourists. Those businesses, in turn, employ people as guides or workers, which thereby benefit indirectly of the tourist money. But a part of the money can also be used to improve the local living standards through better health care, education and building structure. The huge amount of money spent in the tourism industry makes the economy extremely dependent on the revenues out of this sector. But because the tourism sector is also an extremely sensible one, the earnings out of this sector are extremely fluctuant. This became obvious on several occasions: the Maoist insurgency that started in 1996 destabilized the tourism economy – in 1996, the yearly growth of tourist arrivals dropped 4.1% from 11.3% in 1995 to 7.2% in 1997. In December 1999, after the hijacking of the Indian Airlines flight, the number of tourists started to diminish increasingly. The decline was compounded by the tragic events in the Royal Family in June 2001 and the escalation of the Maoist violence. After the terror attacks in the United States in September 2001 the November 2001 tourism earnings in Nepal plummeted to 50% of the earnings in the previous year.

Impact on Ecology

The most obvious and visible impact of modern mass tourism is the impact on the ecology (this is not only true for the Himalayas, but also for the rest of the world).

Deforestation

Deforestation in general (and not only the deforestation induced by tourism) in the Himalayas has been the source of long-lasting debates. Eckholm describes the Himalayas as a fragile ecosystem, where "forces of ecological degradation building so

rapidly and so visibly" and adds that "the pace of destruction is reaching unignoreable proportions". The World Bank issued a report in 1978 that suggested that the hill areas of Nepal would be completely deforested by 1993 and, in 1987, Newsweek reported that Himalayas, once fertile and productive, could become a desert within 25 years. These calculations are based on the fact that a huge percentage of the population relies on firewood as primary source of energy. With a rapid increase in the population growth, the amount of firewood needed and therefore the area being cleared will increase in the same way. This will in turn, according to Eckholm, intensify the monsoon-induced erosion and soil loss from the mountain slopes and leave these mountain slopes barren and infertile. But Eckholms theory is, according to other authors, not only oversimplified, but also "seriously distorted" . Ives and Messerli showed that deforestation in the Nepali Himalayas is not a recent development, but that deforestation has been happening over centuries and that the forest cover of the Middle Hills has not changed significantly since the 1950s. Aerial photography of the Middle Hills, taken between 1964 and 1977, showed that only 1.5 of the original tree cover was lost – a rather insignificant number. Nonetheless, Walder states that "This is not to suggest, however, that the mountain areas are free of environmental problems, notably deforestation. The more pragmatic view is that while there are inevitably conflicts between man's activities in the mountains and the natural ecological balance, it is the extent of the resulting problems that has been overstated.".

Which role does tourism play in the deforestation of the Himalayas? Even though the use of firewood by trekking groups is strictly forbidden since the late 1970s, it is still done – for example, it is estimated that only 7 to 10% of the visitors to the Sagarmatha National Park used other sources of fuel than firewood. The 1979 ban on the collection and use of firewood in the Sagarmatha National Park was not applied to the tourist lodges, what in turn led to an decrease of porter-assisted treks and to an increase of the so-called "tea house" treks. Today, lodges on average use about 75kg of firewood each day during the peak season. With an increasing number of tourists in the region, this leads to an increasing pressure on the forests close to the main trekking

corridors. Walder states, "[…] while the problem of forest depletion is not widespread throughout the park area, in the main trekking corridors it is said to be severe.".

Waste Disposal

Another severe problem related to tourists and trekking in the Himalayas is waste disposal. Again, the Sagarmatha National Park can serve as an example: Despite a law from 1979 that requires trekkers to bury or carry out their waste, the amount of waste left behind on the trails and campsites is tremendous. It is estimated that one group of trekkers (consisting of 15 people) creates 15kg of waste that is not biodegradable or burnable during a 10 day trek. According to a Mountain Agenda report on the Everest region, it is estimated that there are 17 metric tons of garbage per kilometer of tourist trail – for this reason, the Everest region is sometimes labeled as "the world's highest junkyard" and the trail to the Everest Base Camp as "the garbage trail". Because the garbage problem in the Everest region has had a high profile and the media brought it to the attention to the people in the west, several initiatives have been started to reduce the amount of waste in the region: local initiatives that are assisted by NGOs, governmental initiatives, foreign initiatives like the " Everest Environmental Expedition", or foreign individual volunteers. In 1984, a team of Sherpas collected and removed 1000 bags of litter from the lower parts of the mountain. Between July 1995 and 1996, the Sagarmatha Pollution Control Committee removed a total of 190 tons (145 tons of burnable and 45 tons of unburnable) of garbage. The disposal of human waste can also pose a threat to the environment: if not buried at least 50 m away from water, human waste can pollute the water. But even if human waste is buried correctly in a so-called "cat hole", the sheer amount of people having to do so is a problem: nowadays, areas in the vicinity of popular campsites look like "moonscapes" because of the amount of "cat holes" dug..

Trail Degradation

Another problem that arises with the increasing number of tourists in the Himalayas is trail degradation. When trails are not maintained properly, soil erosion and deep ruts along trails will

occur because of heavy use by tourists and local people. These obstacles make the trails difficult to walk, thereby inducing people to seek alternative paths and leave the formal routes. These informal paths, in consequence, lead to increased damage of the vegetation cover through trampling. The damage to the vegetation cover, in turn, can lead to habitat loss and a change of species composition.

IMPACT ON SOCIETY

A third impact of mass tourism is the impact on the local society. It has changed the structure of society itself by preferring certain groups of the population that are able to interact with the tourists and provide services to them. But tourism has also an influence on the local culture by introducing new elements and showing the people different, "modern" ways of living. The Sherpas of Nepal may serve as an example for these statements: in the early days of modern tourism in Nepal, they were the first to come in contact with foreigners. In the following years, the Sherpas earned a reputation as sturdy, reliable guides and this image was spread in the western countries, the source of most tourists. Because of their reputation, the

Sherpas were in high demand as guides and were able to earn their living with tourism-related business. Tourism made the Sherpas one of the most affluent ethnic groups in the Nepali society. Although certain researchers suggest that in spite of the influence of tourism, Sherpas have been able to maintain their distinctive lifestyle and customs , there are signs that this is not completely the case. Nepal states that he is "[…] somewhat skeptical of the above statements [*by Fisher and Stevens*].

The Rinpoche (the incarnate abbot) of Thyangboche Monastery expressed his concern for deteriorating traditional values among young Sherpas. […] during the 1970s […] many young Sherpas became drug addicts, a problem which did not exist in Nepal before the advent of tourism. Many Sherpas have married foreigners and are now living abroad." Even the monks have become involved with tourism – they get a two-month leave during peak season each year to earn money with tourism – and the Rinpoche of Thyangboche Monastery himself operates a tourist lodge close to the monastery.

But the economic success of the Sherpas led to increasing number of conflicts between them and non-Sherpa ethnic groups: the non-Sherpa groups (for example, the Rai or the Tamang) complain that they have been de-facto barred from the better-paid jobs in tourism and that the Sherpas are the sole beneficiaries of tourism. These groups do not feel that they get a fair treatment by the Sherpas, but that they are being humiliated and deprived.

MODERN APPROACHES ON TOURISM-RELATED ISSUES

Nowadays, there is an increasing awareness of the effects that mass tourism has on the local economy, ecology and society. With this increasing awareness, the concepts of a sustainable tourism became more and more accepted:

- Tourism should be one part of a balanced economy.
- The use of tourism environments must allow for long-term preservation and for use of those environments.
- Tourism should respect the character of an area.
- Tourism must provide long-term economic benefits.
- Tourism should be sensitive to the needs of the host population.

Following these concepts, several codes of conduct, ethical codes and minimum impact codes which aim on minimizing the impact of tourism and raising the awareness of ecological problems have been published for tourism in general and been partially adapted to the Himalayas. But as these codes of conduct completely rely on the acceptance by the tourist, success is not guaranteed. Therefore, other strategies must additionally be used to support the effort of creating a sustainable tourism:

- The seasonal dispersal and regional diffusion of the tourists: in Nepal in 1995, over 60% of the trekkers went to the Annapurna area and half of annual number of tourists visited in the time between October and November. A seasonal dispersal and regional diffusion of the trekkers could help in taking pressure off the local ecosystem. This could be achieved by either regulating the number of tourists allowed in a certain area, or, by introducing a

more dynamic pricing policy, creating incentives to visit less frequented areas or to visit outside of the peak season.

- The promotion of alternative, fuel saving technologies: the use of alternative energy sources such as micro-hydro can help in reducing the use of firewood by locals and tourists and, thereby, reducing the pressure on local forests .

-The creation and promotion of designated campsites: when designated campsites are created that offer certain amenities (such as washing facilities, for example), the amount of "wild" camping along the trails could be reduced.

- The sharing of revenues: The management of the environment can involve an enormous amount of money. The revenue from user charges and mountaineering royalties should not only help the governments, but should be shared between the governments and the areas where this revenue is created.

- The training of local people as guides: this can help the local people to develop the skills needed to guide tourists. This, in turn, can give these people the confidence to get involved in the tourism business and start an own enterprise. Additionally, by setting a minimum skill level for porters through training, the service to the tourists is improved and a higher income can be expected .

- The creation of community-based, participation-oriented tourism management committees: this allows locals to participate in the decision-making process and influence the decisions that have a direct effect on their lives. At the same time, participation increases the support and co-operation of the locals for protection projects. Additionally, the amount of knowledge that the locals have of their environment and the ways to save it, should not be underestimated .

That these measures can be successful is shown by the Sikkim Biodiversity and Ecotourism project: started in 1995, its goal was the conservation of biodiversity and natural resources through increased capacity and actions of the stakeholders. The main threats to biodiversity were identified: fuelwood use and the grazing by

pack animals. The fuelwood consumption problem has been tackled by introducing alternative fuel saving technologies: between 1996 and 1998, the fuelwood consumption was reduced by 60% .

At the same time, participation by the private sector and the local communities in the decisionmaking process has increased and there has been a 50% rise in the number of households involved in tourism-related activities. This rise can be partly attributed to training courses and enterprise support of porters, guides, etc. These training courses have also increased the base daily rate for porters and pack-animal operators by 30% .

HISTORY OF TOURISM IN THE HIMALAYAS

Tourism in the Himalayas, seen from a historical viewpoint, can be divided into three distinct phases or categories: the religious pilgrimages, the British hill stations of the 19th century and the modern mass tourism of the 20th century.

Pilgrimage

Pilgrimage to the Himalayas has played an important role for a long time in several different religions: the worshipping of holy rivers and nature deities has its roots in the Aryan culture and was later integrated into Hinduism. The whole Himalayan region has an important spiritual meaning for Hindus as a "sacral space". This leads to a different, Hindu point of view of the Himalayas: not a collection of natural features or a beautiful landscape, but a representation of the divine. It is estimated that pilgrimage to the sanctuaries in the Himalayas started between the 4th and 2nd century B.C. The earliest written evidence for pilgrimage to the Himalayas is the Epos Mahabharata from the 1st century B.C., which mentions Hardwar and the sources of the Ganga (Badrinath and Kedarnath) as pilgrimage destinations. The most important pilgrimage destinations were and still are the sources of the rivers Ganga and Yamuna, and, even more important, the lake Manasarovar and Mount Kailash, the home of Shiva, in southern Tibet. Vaishno Devi and Amarnath, two cave sanctuaries, are located in Jammu and Kashmir. Even though most of the sanctuaries in the Himalayas are Hindu sanctuaries, there are also Buddhist and Bon sanctuaries such as the Kongpo Bonri in central Tibet.

Until the middle of the 20th century, the number of pilgrims that went on the arduous trek to one of the sanctuaries was relatively low: for example, about five to ten thousand pilgrims arrived in Badrinath each year after a 30-day hike in the middle of the 19th century. But with the expansion of streets in the middle of the 20th century, Badrinath could be reached from Rishikesh within one and a half day by bus. Since then, the number of pilgrims arriving in Badrinath and the whole Garhwal region has increased dramatically.

The total number of pilgrims arriving in the pilgrimage places of the Garhwal Himalaya (Badrinath, Kedarnath, Gangotri, Yamunotri, Hemkund) is still rising, too: from 355 000 in 1975 to 751 000 in 1989. It is obvious that this development has an impact on the environment in this area: Grötzbach reports on the fact that in Badrinath undeveloped areas are used as garbage dumps and even the water of the holy river Alakananda is contaminated with feces and sewage.

The British Hill Stations

The second stage of tourism had its beginning in the 19th century, when the British discovered the Himalayas as a recreation area. After several military excursions of the British in the early 19th century discovered the restorative effects of a stay in the Himalayan hills, several sanatoriums were established to provide services to members of the military. The first hill station was Simla, founded in 1819. It was recognized as the government and military summer headquarters for India in 1838 (which it stayed until the British withdrawal from India in 1947), thereby gaining importance. Simla has retained its importance until the present day, being the capital of the Himachal Pradesh.

Other hill stations were Mussoorie (founded in 1827), Darjeeling (1835), and Nainital (1839). Up to 1869, several more hill stations were founded: Dalhousie, Dharamsala and Ranikhet. After some time, in the late 1830's, the hill stations became more attractive for the civilian residents of India (especially for the colonial middle and upper class), due to the fact that they were an opportunity to escape the hot pre-monsoon months and the summer monsoon, at the same offering a stay in a more pleasant

region with a beautiful landscape. Change started in 1947, when India became independent and the number of British tourists decreased dramatically. After a few years of crisis the number of tourists started to increase again: the Indian urban middle class had discovered the Hill Stations as an interesting vacation destination. Modern mass tourism started in the 1960s and the number of tourists visiting the hill stations increased by huge numbers: in Nainital, the number of visitors increased from 166000 in 1958 to 332000 in 1968 and to 560000 in 1988. In Mussoorie, the number of visitors increased from 158000 in 1958 to 306000 in 19666 and 720000 in 1981. This enormous increase had, of course, its negative side effects on the nature: Joshi, for example, describes the situation in Nainital as follows: "[…] Sukhatal, a small lake northwest of the town at an altitude of 1960 m, has dried up and its bed is being used as a dumping ground for building debris. […] The waters of the [Naini] lake are no longer clear due to the increased turbidity. Bacteriological pollution and the concentration of coliform and E-coli bacteria in the lake are at unsafe levels. Similarly, the levels of chlorine, lead and manganese are far beyond those considered safe."

Modern Tourism of the 20th century

Modern mass tourism in the Himalayan region started in 1950s after Sir Edmund Hillary and Tenzing Norgay climbed the Mt. Everest and made the region popular in other parts of the world, that had until then more or less ignored the region. In the first years, the lack of transportation infrastructure limited tourism to the Hill Stations and the Garhwal region. But soon after the Indian-Chinese border war in 1962, a huge number of roads were built in the Indian part of the Himalayas – until 1970, 10 000 km of roads. Although their purpose was primarily a military one, they opened the region to modern mass transportation. After these roads were also opened for foreign tourists, the regions close to the roads experienced an enormous growth in tourism – in Ladakh, e.g., the number of visitors increased from 0 in 1974 to 15.000 in 1982. Nepal, too, witnessed an enormous growth of tourism in the last 50 years. In 1962, 6179 tourists arrived in Nepal. The growth in the number of tourists reached its climax in 1999,

when 421 000 tourists arrived in Nepal.

The Himalayas offer the modern tourist a widespread range of possibilities: the activities range from visiting the unique cultural attractions, hiking, skiing, to the more adventurous types of tourism. In the last years, the modern (western) trend sports have been established in the Himalayan region: rafting, kayaking, canyoning, rock climbing, mountain biking, bungee jumping, paragliding etc . The modern mass tourism has an enormous impact on the economy, ecology and society in the Himalayas.

FORMS OF HIMALAYAS

Physically, the Himalayas forms three parallel zones: the Great Himalayas, the Middle Himalayas (also known as the Inner or Lesser Himalayas), and the Sub-Himalayas, which includes the Siwalik Range and foothills and the Tarai and Duars *piedmont* (an area of land formed or lying at the foot of a mountain or mountain range). Each of these lateral divisions exhibit certain similar topographic features.

The Great Himalayas, the highest zone, consists of a huge line of snowy peaks with an average height exceeding 6100 m (20,000 ft). The width of this zone, composed largely but not entirely of gneiss and granite, is about 24 km (about 15 mi). Spurs from the Great Himalayas project southwards into the Middle Himalayas in an irregular fashion. The Nepal and Sikkim (a state of northern India) portion of the Great Himalayas contains the greatest number of high peaks. The snow line on the southern slopes of the Great Himalayas varies from 4480 m (14,700 ft) in the eastern and central Himalayas of Nepal and Sikkim to 5180 m (17,000 ft) in the western Himalayas. To the north of the Great Himalayas are several ranges such as the Zaskar, Ladakh, and the Kailas. The Karakoram Range lies on the Tibetan side of the Great Himalayas. The Great Himalayan region is one of the few remaining isolated and inaccessible areas in the world today. Some high valleys in the Great Himalayas are occupied by small clustered settlements. Extremely cold winters and a short growing season limit the farmers to one crop per year, most commonly potatoes or barley. The formidable mountains have limited the development of large-scale trade and commerce despite the construction of highways

across the mountains linking Nepal and Pakistan to China. Older trails, which cross the mountains at high passes, also have limited trade and are open only during the summer months.

The Middle Himalayas range, which has a width of about 80 km (about 50 mi), borders the Great Himalayan range on the south. It consists principally of high ranges both within and outside of the Great Himalayan range. Some of the ranges of the Middle Himalayas are the Nag Tibba, the Dhaola Dhar, the Pir Panjal, and the Mahabharat. The Middle Himalayas possess a remarkable uniformity of height; most are between 1830 and 3050 m (between 6000 and 10,000 ft).

The Middle Himalayas region is a complex mosaic of forest-covered ranges and fertile valleys. While not as forbidding as the Great Himalayas to the north, this range has nonetheless served to isolate the valleys of the Himalayas from the plains of the Indus and Ganges rivers in Pakistan and northern India. Except for the major valley centers such as Srinagar, Kangra, and Kathmandu, and hill towns such as Simla, Mussoorie, and Darjiling (Darjeeling), the region is moderately populated. Within the Middle Himalayas the intervening mountain ranges tend to separate the densely populated valleys. The numerous gorges and rugged mountains make surface travel difficult in any direction. Few roads or transport routes exist between towns, partly because it is expensive to build them over the high, rough terrain. Only major population centers are linked by air and roads with principal cities in India and Pakistan.

The Sub-Himalayas, which is the southernmost and the lowest zone, borders the plains of North India and Pakistan. It comprises the Siwalik Range and foothills as well as the narrow piedmont plain at the base of the mountains. The width of the Sub-Himalayas gradually narrows from about 48 km (about 30 mi) in the west until it nearly disappears in Bhutan and eastern India. A characteristic feature of the Sub-Himalayas is the large number of long, flat-bottomed valleys known as *duns*, which are usually spindle-shaped and filled with gravelly alluvium. South of the foothills lies the Tarai and Duars plains. The southern part of the Tarai and Duars plains is heavily farmed. The northern part was

forest inhabited by wild animals until about the 1950s. Most of the forests of this region have been destroyed, and much of the land has been reclaimed for agriculture.

HIMALAYAS INFLUENCES THE CLIMATE

The Himalayas influences the climate of the Indian subcontinent by sheltering it from the cold air mass of Central Asia. The range also exerts a major influence on monsoon and rainfall patterns. Within the Himalayas climate varies depending on elevation and location. Climate ranges from subtropical in the southern foothills, with average summer temperatures of about 30° C (about 86° F) and average winter temperatures of about 18° C (about 64° F); warm temperate conditions in the Middle Himalayan valleys, with average summer temperatures of about 25° C (about 77° F) and cooler winters; cool temperate conditions in the higher parts of the Middle Himalayas, where average summer temperatures are 15 to 18° C (59 to 64° F) and winters are below freezing; to a cold alpine climate at higher elevations, where summers are cool and winters are severe. At elevations above 4880 m (16,000 ft) the climate is very cold with below freezing temperatures and the area is permanently covered with snow and ice. The eastern part of the Himalayas receives heavy rainfall; the western part is drier.

NATURAL VEGETATION OF HIMALAYAS

The natural vegetation is influenced by climate and elevation. Tropical, moist deciduous forest at one time covered all of the Sub-Himalayan area. With few exceptions most of this forest has been cut for commercial lumber or agricultural land. In the Middle Himalayas at elevations between 1520 and 3660 m (between 5000 and 12,000 ft) natural vegetation consists of many species of pine, oak, rhododendron, poplar, walnut, and larch. Most of this area has been deforested; forest cover remains only in inaccessible areas and on steep slopes. Below the timber line the Great Himalayas contains valuable forests of spruce, fir, cypress, juniper, and birch. Alpine vegetation occupies higher parts of the Great Himalayas just below the snow line and includes shrubs, rhododendrons, mosses, lichens, and wildflowers such as blue

poppies and edelweiss. These areas are used for grazing in summer by the highland people of the Great Himalayas. Animals such as tigers, leopards, rhinoceroses, and many varieties of deer once inhabited the forested areas of the Sub-Himalayan foothills and the Tarai plain. As a result of deforestation the habitat of most of the wildlife has been destroyed. They are now restricted to special protected areas such as the Jaldapara and Kaziranga sanctuaries in India and the Chitawan preserve in Nepal. There are few animals in the Middle Himalayas because of extensive deforestation. In the Great Himalayas musk deer, wild goats, sheep, wolves, and snow leopards are found. The existence of the Yeti has been reported by highland Sherpas in Nepal but has eluded discovery by several expeditions.

POPULATION, SETTLEMENT, AND ECONOMIC PATTERNS OF THE HIMALAYAS

The population, settlement, and economic patterns within the Himalayas have been greatly influenced by the variations in topography and climate, which impose harsh living conditions and tend to restrict movement and communication. People living in remote, isolated valleys have generally preserved their cultural identities. However, improvements in transportation and communication, particularly satellite television programs from Europe and the United States, are bringing access from the outside world to remote valleys. These outside influences are affecting traditional social and cultural structure.

Nearly 40 million people inhabit the Himalayas. Generally, Hindus of Indian heritage are dominant in the Sub-Himalayas and the Middle Himalayan valleys from eastern Kashmir to Nepal. To the north Tibetan Buddhists inhabit the Great Himalayas from Ladakh to northeast India. In central Nepal, in an area between about 1830 and 2440 m (between about 6000 and 8000 ft), the Indian and Tibetan cultures have intermingled, producing a combination of Indian and Tibetan traits. The eastern Himalayas in India and nearby areas of eastern Bhutan are inhabited by animistic people whose culture is similar to those living in northern Myanmar and Yunnan province in China. People of western

Kashmir are Muslims and have a culture similar to the inhabitants of Afghanistan and Iran.

Poto: Natural vegetation of Himalayas

The economy of the Himalayas as a whole is poor with low per capita income. Much of the Himalayas area is characterized by a very low economic growth rate combined with a high rate of population growth, which contributes to stagnation in the already low level of per capita gross national product. Most of the population is dependent on agriculture, primarily subsistence agriculture; modern industries are lacking. Mineral resources are limited. The Himalayas has major hydroelectric potential, but the development of hydroelectric resources requires outside capital investment. The skilled labor needed to organize and manage development of natural resources is also limited due to low literacy rates. Most of the Himalayan communities face malnutrition, a shortage of safe drinking water, and poor health services and education systems.

Agricultural land is concentrated in the Tarai plain and in the valleys of the Middle Himalayas. Patches of agricultural land have also been carved out in the mountainous forested areas. Rice is the principal crop in eastern Tarai and the well-watered valleys. Corn is also an important rain-fed crop on the hillsides. Other

cereal crops are wheat, millet, barley, and buckwheat. Sugarcane, tea, oilseeds, and potatoes are other major crops. Food production in the Himalayas has not kept up with the population growth.

The major industries include processing food grains, making vegetable oil, refining sugar, and brewing beer. Fruit processing is also important. A wide variety of fruits are grown in each of the major zones of the Himalayas, and making fruit juices is a major industry in Nepal, Bhutan, and in the Indian Himalayas.

Since 1950 tourism has emerged as a major growth industry in the Himalayas. Nearly 1 million visitors come to the Himalayas each year for mountain trekking, wildlife viewing, and pilgrimages to major Hindu and Buddhist sacred places. The number of foreign visitors has increased in recent years, as organized treks to the icy summits of the Great Himalayas have become popular. While tourism is important to the local economy, it has had an adverse impact on regions where tourist numbers exceed the capacity of recreational areas.

Historically, all transport in the Himalayas has been by porters and pack animals. Porters and pack animals are still important, but the construction of major roads and the development of air routes have changed the traditional transportation pattern. Major urban centers such as Kathmandu, Simla, and Srinagar, as well as important tourist destinations, are served by airlines. Railways link Simla and Darjiling, but in most of the Himalayas there are no railroads. The bulk of goods from the Himalayas, as well as goods destined for places within the Himalayas, generally come to Indian railheads, located in the Tarai, by road. The pack animals and porters transport goods from road heads to the interior and back.

ECONOMIC CHANGES AND POPULATION INCREASES IN HIMALAYAS

Economic changes and population increases are threatening the ecology of the Himalayas. In recent years deforestation in the foothills and the Middle Himalayas and overgrazing on the high pastures have led to soil erosion and other environmental problems. Deforestation is a particular concern in the western Himalayas,

where increased demand for firewood, extensive tree trimming in order to feed livestock, and construction of roads in the border regions have increased the destruction rate of forests and the number of landslides. Rapid population growth has accelerated pollution, and Himalayan streams that were once clear are now polluted with refuse and sewage. Hill people who use the water for drinking suffer from dysentery; cholera and typhoid epidemics are also common. Large lakes like Dal in Kashmir and Naini Lake (Nainital) have also become polluted.

Regional variations in environmental degradation exist in the Himalayas. Conditions range from a critical situation in the Himalayas of Nepal, Sikkim, Uttarakhand, and Kashmir to a moderately serious situation in Bhutan and the eastern Himalayas.

If rapid development continues in Bhutan and the eastern Himalayas without due regard for conservation, the problems there may assume critical proportions in the near future. The governments of India, Nepal, and Bhutan are aware of the dangers of environmental degradation in the Himalayas, and environmental management concerns are being integrated in development projects in this region.

Economic and Social Development in Tourism

TOURISM ECONOMICS

Most of the tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions over tourism often involve debates between industry proponents touting tourism's economic impacts (benefits) and detractors emphasizing tourism's costs.

Sound decisions rest on a balanced and objective assessment of both benefits and costs and an understanding of who benefits from tourism and who pays for it. Businesses and public organizations are increasingly interested in the economic impacts of tourism at national, state, and local levels. One regularly hears claims that tourism supports X jobs in an area or that a festival or special event generated Y million dollars in sales or income in a community. "Multiplier effects" are often cited to capture secondary effects of tourism spending and show the wide range of sectors in a community that may benefit from tourism. Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favourable to tourism.

Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community. Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development. Economic impacts are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area.

A variety of methods, ranging from pure guesswork to complex mathematical models, are used to estimate tourism's economic impacts. Studies vary extensively in quality and accuracy, as well as which aspects of tourism are included. Technical reports often are filled with economic terms and methods that non-economists do not understand. On the other hand, media coverage of these studies tend to oversimplify and frequently misinterpret the results, leaving decision makers and the general public with a sometimes distorted and incomplete understanding of tourism's economic effects. How can the average person understand these studies sufficiently to separate good studies from bad ones and make informed choices? The purpose of this bulletin is to present a systematic introduction to economic impact concepts and methods. The presentation is written for tourism industry analysts and public officials, who would like to better understand, evaluate, or possibly conduct an economic impact assessment. The bulletin is organized around ten basic questions that either are asked or should be asked about the economic impacts of tourism.

ECONOMIC IMPORTANCE OF TOURISM IN ASIA PACIFIC

Tourism is one of the most important sectors in the economies of Asia Pacific countries. Currently, tourism is the most important sector and major source of foreign exchange earnings in Thailand,

Australia, and New Zealand. It is ranked second in Hong Kong, Malaysia and the Philippines, and ranked third in Singapore and Indonesia. For example, in New Zealand, the tourism industry employs more than 200,000 people, with projections of a 14% annual growth till the year 2000. In Hong Kong, tourism employs 12% of the workforce and contributes about 7% to the economy. The tourism sector in Thailand supports over 1.5 million jobs and contributes 5% to the economy. Tourism is also gaining importance in China.

By the year 2000, China expects to receive 55 million visitors with foreign exchange earnings of US$14 billion, which will contribute 5% to China's economy, making tourism one of the most significant components of the national economy. In Singapore, the healthy overall balance of payments is attributed to the huge surplus achieved by the tourism sector which contributes about 10% to the economy. Despite Singapore's open economy, and its vulnerability to external shocks and import leakages, tourism has made a significant contribution to output, employment, and income.

Based on 1988 input-output tables, Khan *et al.* (1995) estimated that tourism contributed 11.9% to Singapore's GDP (Gross Domestic Product) in 1992, while employment accounted for 13.4% of the labour force. The employment effect of a million dollars in tourist expenditures would create 25 new jobs. The results its showed that every dollar of tourist expenditure would generate S$1.97 of output and S$1.05 in income. The income multiplier for tourism was larger when compared to Hong Kong, Indonesia and Malaysia, while the tourism output multiplier was greater relative to other sectors of the Singapore economy. Comparisons with previous studies showed an increase in the contribution of tourism over time, a strong indication of the significance of tourism in the Singapore economy.

The estimated economic impact of tourism is also significant in South Korea. According to Lee and Kwon (1995), the total impact of tourism receipts of US$4.7 billion in 1993, generated US$11.7 of output, US$2.4 billion in income, and created 350,000 full time jobs. The secondary impacts were also found to have a

considerable effect on the economy. The findings suggested that tourism should be promoted as a strategic export industry.

It is no surprise that the key to the success of tourism in the Asia Pacific region is a clear recognition by the host governments of the important role of tourism in the economic development of the country. Tourism serves as an important means to increase economic growth, raise the quality of life, create employment, and improve the overall balance of payments by helping to offset deficits in other sectors. Many Asia Pacific countries show a net surplus in their tourism balance of payment account.

Japan, Taiwan, and South Korea are major tourist generating countries in the region and this is reflected by the deficits in their respective travel balance of payments accounts. Mak and White (1992) attributed the travel account deficits for these high income countries to a higher allocation of disposable income to leisure travel. The relaxation of travel restrictions in Taiwan also had a significant impact on its travel account, due to the large increase in outbound travel. On the other hand, China, Thailand, and Singapore are major receivers of tourists, enjoying a huge surplus. As a percentage of exports, tourism contributes more than 13/n to the economies of Australia, New Zealand, and Thailand, again reflecting its ranking as the top export. Its contribution to the GDP is significantly greater in Singapore (10%) and Hong Kong (7%).

Almost all Asian nations are committing substantial manpower and resources to attract more arrivals whose expenditures represent significant contributions to national income and foreign exchange earnings. For example, Singapore has unveiled a new tourism blueprint titled "Tourism 21" that is expected to turn the nation into a world class tourism business centre and the tourism capital of the East. Plans call for increasing arrivals and receipts by 6.4% and 6.6% annually to 10 million and US$11.4 billion, respectively, by the year 2000.

Even Indonesia and Malaysia have raised their commitments towards developing the tourism sector. Indonesia plans to make tourism the nation's number one foreign exchange earner by the year 2004, when arrivals will hit 11 million and receipts reach US$15 billion from current levels of 4.3 million and US$5.4 billion,

respectively. In the current Seventh Malaysia Plan, which ends in the year 2000, a number of strategies were formulated to turn tourism into a top revenue earner for the country.

Millions of dollars will be allocated for tourism infrastructure in an effort to increase arrivals and receipts to 12.5 million and US$6.3 billion, respectively, by the end of this decade. With increasing competition for the tourist dollar, the national tourism organizations of New Zealand, Thailand, Australia and Hong Kong, among others, have also allocated an increase in tourism funding to tap the emerging tourism markets that promise new income and employment opportunities.

OBSTACLES TO CREATING ECONOMIC DEVELOPMENT FROM TOURISM

There are a number of obstacles to creating economic development through tourism. These obstacles are discussed below.

Market Obstacles

The potential for a region or municipality to attract tourists on a long-term basis is a key factor. Tourism activities, to a very large degree, are dictated by what is considered "popular" at a given point in time.

In addition, the ability and interest of tourists to travel and how far they are willing to travel is dependent on a variety of factors, such as income levels, cost of fuel, job security, physical condition and mobility, and travel motivations. The ability of a destination to conduct a reliable market survey, identify a positioning strategy and promote itself is essential. However, this requires skill and knowledge that is often lacking in many areas.

In addition, cooperation in the marketing effort is important but difficult to achieve in many urban and rural settings.

Community Obstacles

Negative perceptions of tourism are often found at the local level. Tourism activities are not generally viewed as "viable" or "appropriate" business ventures. Generally, tourism is viewed as a short-term activity until more appealing and profitable

employment can be found, since many tourism positions pay low wages and are seen as low-status occupations. These perceptions act as a deterrent to local people participating in tourism-related employment.

Lack of Infrastructure

As is discussed later in this study there are a number of infrastructure elements that are crucial to the success of tourism at all levels of a country or region. As tourism tastes change and become more sophisticated, and as the competitive environment further develops, countries and destinations will require adequate infrastructure to meet market demands as well as environmental regulations.

Environmental Obstacles

The emphasis in most tourism activities tends to be on attracting larger numbers of tourists to a region or site, posing problems for environmentally sensitive areas. It is clear that some environments may have to generate high-yielding tourist activities to generate sufficient income while protecting social and natural environments. This is difficult to accomplish in the highly competitive tourism market.

Lack of Integration

There is limited integration and cooperation between many tourism businesses given that, for the most part, the local tourism industry tends to be fragmented or lacking in tourism expertise.

Institutional Obstacles

There is very little coordinated governmental support and promotion for tourism development and initiatives. In addition, governmental activities are often poorly structured to help plan and manage tourism. In other instances, political and other ideologies make tourism planning and management difficult to implement.

Employment and Training Obstacles

There is a serious lack of training and education opportunities in tourism planning and management. The training that is available

is often very narrow in focus, and does not address the broader context of tourism and the range of potential opportunities. The scarcity of employment equity and opportunities for women is a serious obstacle in ensuring an equitable distribution of the benefits of tourism activity. In addition, access to education and training is limited for a number of disadvantaged groups. It is clear from this discussion that there are a number of factors and obstacles that need to be considered in the expansion of tourism. It is essential that an integrated approach be taken. The role of infrastructure in that particular process will be explored in the remaining portion of this study.

THE ECONOMICS OF TOURISM

In a tourism context, the economics of tourism has been defined by one writer as being. The concerned with the use of scare resource, labour, capital, land, and environmental resources, to produce the product, tourism, and with the distribution of this product between different.

It should be noted that in this definition, environmental resources are differentiated as a separate resource (rather than included as part of the 'land' resource.) In so doing, the underlying critical importance to the tourism product of the environment in terms of air and water quality and the aesthetic beauty of nature and the landscape is recognised.

Indeed, Bull (1995) argues that the basis for tourism lies in building upon these 'free' resources (or 'renewable resources' as they are sometimes termed), with a mixture of public sector and private sector resources. These free resources, together with the other scarce resources, are combined to form what most tourists perceive as the tourist 'product' they consume and which suppliers produce.

As Bull (1995) points out, in today's world there are few truly free resources since any human activity makes demands on the world's resources and, as a consequence, ultimately someone will have to pay a price.

All the resources have competing demands made upon them so that, if they are used for one form of development, they cannot

be used in others ways. For example, a large flat land coastal area might be suitable for the development of a resort area for tourism or as a site for heavy industry.

If tourism is chosen ahead of heavy industry, an opportunity to develop heavy industry on this site has been lost and the cost of this choice is known as the 'opportunity cost', which represents the potential economic returns that are being given up in favour of developing tourism. Economics, then, can be viewed at two levels. The *micro* level considers individual business and consumers and the *macro* level considers the economy as a whole in a particular area or in relation to the national or international economy.

Microeconomics in tourism is therefore, concerned with how economic decisions are reached at the level of the individual tourism business or the individual tourism consumer.

Key questions to consider include:

- What makes consumers decide which tourism products they are going to buy, and in what quantities?
- How do specific tourism businesses, decide with tourism products are going to be sold and distributed to consumers and in what quantities?
- How are the market prices for buying and selling tourism products arrived at?

Microeconomics in tourism is concerned with the study of the total (usually termed aggregate) effects of economic phenomena affecting the local, national or international economy. Key questions include:

- What factors determine the level of aggregate tourist spending?
- What is aggregate economic effect of tourism on the economy through the so-called 'multiplier' effect?
- In this chapter we will consider some of these questions first at the micro level and thereafter at the macro level.

Economic Choices

The cornerstone of economic analysis at the micro level is the consideration of supply and demand and the interaction between

them. Every individual demands goods and services (products) and, when all these demands are put together, the resulting aggregate demand is what the industry must supply if all consumers are to achieve satisfaction.

The interaction of the forces of supply and demand determine the price of a product. Products have a price because they are useful (or have *utility* to use the economists' jargon), and because they are scarce.

Their usefulness is shown by the fact that consumers demand them and scarcity is revealed by the unwillingness of firms of provide unlimited amounts of a product. Neither demand nor supply are static but vary with changing condition. Furthermore, the nature of demand and supply will vary according to the nature of the product in question.

Before going on to consider the nature of demand and supply in tourism, it is necessary to consider briefly where the interaction of these forces takes places in a market. Markets are situations where buyers and sellers of products come together in order to exchange.

To an economist, the term 'market' does not represent the geographical place where buyers and sellers meet buy instead, refers to all those buyers and sellers who exert an influence on the price of a product. Some markets are worldwide, such as the markets for oil, gold or foreign exchange, whereas others are more localised, such as the markets for holidays or transportation.

In analysing markets, economists distinguish between *perfect* and *imperfect* competition in markets. All markets have some imperfections, but economics often study perfect markets as they provide useful insight to the theoretical behaviour of markets and demonstrate what would happen if all the imperfections were to be removed.

A perfect market exists where there are a large number of buyers and sellers and no individual buyer or seller has enough market power to influence the market price. In a perfect market:

- Individual firms must sell at the prevailing market price.
- All buyers and sellers have the same information about prices.

- The consumer will act rationally by purchasing at the lowest available price.
- The product is uniform across the market (*i.e.* it is homogeneous).
- There is freedom of entry into the market for new sellers.
- It is easy and cheap of transfer purchases from one seller to another.

These conditions, outlined above, ensure that price difference in the market are rapidly eliminated and that one market price is established for each product. In the world, of course, perfect markets do not exist, although some markets such as the market for foreign exchange, come close.

All markets exhibit some degree of imperfection. Reasons for this include:

- Suppliers creating the impression that their products are different or better than those of their competitors.
- The loyalty of consumers to particular products preventing rational buying decisions being made.
- Buyers and sellers not having complete access to information on prices.
- An individual buyer or seller (or a group of buyers and sellers) being powerful enough to influence the price of the products on offer.

At the opposite end of the spectrum of market types from perfect markets are monopolistic markets where there is only one seller in the market, and the seller thereby has a very large influence on the price (unless the market is regulated by outside bodies). For example, the aviation market is heavily regulated by government agencies.

Having briefly considered the nature of markets, we can now move on to consider demand and supply and how they interact in markets through the *price mechanism.*

The Concept of Demand

Demand represents the quantity of a product buyers are willing and able to buy at a particular price over a specified period of time.

Demand to an economist is not quite the same as wants. Everyone might want to go on a round-the-world cruise, but not everyone has the ability to pay for it. Thus, wants are unlimited, but demand is limited by the ability to pay. Several factors influence the total market demand for a product such as:

- The price of the product.
- The price of competing products.
- The size and distribution of household incomes.
- Fashion and tastes.
- Opportunities for consumption (*e.g.* leisure time).

Central to a consideration of demand is the theory of demand which states that: Other things being equal, the quantity of a good or service demanded is inversely related to its price. In other words, as the price goes down the quantity demanded goes up and, conversely, as the price goes up the quantity demanded goes down.

The Demand Curve

This relationship between demand and price is usually shown graphically as a demand curve. A demand curve can be drawn:

- For an individual consume.
- A *market* demand curve which represents the aggregate quantity of a product demanded by all consumers together, at a given price.

A demand curve is constructed from a *demand schedule,* which shows the quantities of a product that are demanded at different prices. The market demand curve generally slopes downwards to the right because:

- As prices fall the product becomes cheaper relative to other products and, therefore, expenditure will shift to the product whose price has fallen. That is, a fall in the relative price of a product increases the demand for it—*the substitution effect.* (An increase in the relative price of a product decreases the demand for it).
- A fall in the product's price means that people with lower incomes will be able to afford it and the overall demand

therefore increase. That is, a fall in the absolute price of a product increases in the demand for it—*the price effect.* (The converse is also true if the product's price rises).

Analysis of a given demand curve gives a great deal of information about the nature of demand for a particular product. In particular two factors are of interest:

1. The shape or slope of the demand curve.
2. The position of the demand curve.

The shape or slope of the curve is a reflection of its steepness, and tells us how sensitive demand is to changes in price; that is, the *elasticity of demand.* The position of the curve refers to its position in relation to each axis. As already established, changes in price result in movements along the curve.

TOURISM CONTRIBUTION TO ECONOMIC CONSERVATION

The main positive economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities. These are discussed briefly here; further information on economic contributions from tourism can be found at the World Travel & Tourism Council's home page.

Foreign Exchange Earnings

Tourism expenditures and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Some countries seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country again at the end of the trip. An important indicator of the role of international tourism is its generation of foreign exchange earnings.

Tourism is one of the top five export categories for as many as 83% of countries and is a main source of foreign exchange earnings for at least 38% of countries.

Contribution to Government Revenues

Government revenues from the tourism sector can be categorized as direct and indirect contributions. Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes.

Indirect contributions are those originated from taxes and duties levied on goods and services supplied to tourists. The United States National Park Service estimates that the 273 million visits to American national parks in 1993 generated direct and indirect expenditures of US$ 10 billion and 200,000 jobs. When visits to land managed by other agencies, and to state, local, and privately-managed parks, are added, parks were estimated to bring around US$ 22 billion annually to the US economy. These expenditures also generate significant tax revenues for the government.

The World Travel and Tourism Council estimates that travel and tourism's direct, indirect, and personal tax contribution worldwide was over US$ 800 billion in 1998-a figure it expects to double by 2010.

Employment Generation

The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. According to the WTO, tourism supports some 7% of the world's workers.

Stimulation of Infrastructure Investment

Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks, all of which can improve the quality of life for residents as well as facilitate tourism.

Contribution to Local Economies

Tourism can be a significant, even essential, part of the local economy. As the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas.

For example, Dorrigo National Park in New South Wales, Australia, has been estimated to contribute 7% of gross regional output and 8.4% of regional employment. The importance of tourism to local economies can also be illustrated by the impacts when it is disrupted: the catastrophic 1997 floods that closed Yosemite National Park in California cause locally severe economic losses to the areas around the park.

In the most heavily impacted county, Mariposa County, 1997 personal income was reduced by an estimated US$1,159 per capita (US$18 million for the entire county)-a 6.6% decline. The county was also estimated to have lost US$1.67 million in county occupancy and sales tax revenues, and 956 jobs, a significant number in a county of fewer than 16,000 residents.

There are other local revenues that are not easily quantified, as not all tourist expenditures are formally registered in the macro-economic statistics. Money is earned from tourism through informal employment such as street vendors, informal guides, rickshaw drivers, etc.

The positive side of informal or unreported employment is that the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again. The World Travel and Tourism Council estimates that tourism generates an indirect contribution equal to 100% of direct tourism expenditures.

MULTIPLIER MODEL OF TOURISM REVENUE TURNOVER

Multipliers measure the effect of expenditures introduced into an economy. Tourism multipliers are used to determine changes in output, income, employment, business and government receipts, and balance of payments due to a change in the level of tourism expenditures in an area. For example, if tourism expenditures increase by 15 per cent due to attendance at a special event in the destination, some of this added revenue may be used

by the event to purchase food and other goods from the local economy, as well as on payment of wages, salaries, government taxes etc.

The suppliers to the event may then spend the money received from the event on other goods, services, taxes etc., thus generating yet another round of expenditures. Employees from the events and local suppliers to the events may use the additional personal income, derived from the direct and indirect effects of the increase in tourism expenditures, to consume local goods and services.

Some of the added revenues from the increase in tourism expenditures may, however, undergo leakage. For example, revenues may leak out of the local economy in the form of payment for imports or monies saved. Import payments can take several forms, such as repatriation of profits to foreign corporations and salaries to non-local managers, as well as payment for imported goods and promotion and advertising by companies based outside the destination.

Tourism-related commodities and services could be purchased from within the destination, thereby reducing leakages through the creation of economic interrelationships among the goods and service providers in the destination. The net effect of the successive rounds of spending of added tourism expenditure is the multiplier effect.

In essence, tourism multipliers attempt to describe the relationship between direct tourism expenditure in the economy and the secondary effect of that expenditure upon the economy.

Some of the factors that affect the multiplier are the size of the local economy, the propensity of tourists and residents to buy imported goods or services, as well as the propensity of residents to save rather than spend. In mathematical terms.

Some common multipliers are:

- The income multiplier, which measures the extra domestic income generated by an extra unit of tourism expenditure;
- The employment multiplier, which measures the increased number of primary and secondary jobs created by an extra unit of tourism expenditure;

- The government multiplier, which measures the extra government revenue created by an extra unit of tourism expenditure.

Multipliers can be calculated for a country, region or community. However, the information provided by tourism multipliers has to be very carefully evaluated. Factors such as the size of the destination can significantly affect the multiplier. A smaller economy may have a much smaller multiplier than a larger one since more goods and services might be imported to meet the tourists' needs, resulting in a greater leakage of revenues out of the destination.

Hence, multipliers may vary greatly among communities within a country or region. Furthermore, since tourism multipliers can be calculated in a number of different ways, care must be taken when comparing the multipliers of different countries. Multipliers should be examined together with other measurements and indicators in order to determine the positive and negative economic impacts of tourism on the community.

Input-output Analysis

Studies of the economic impacts of tourism generally include inputoutput analysis. This kind of analysis helps to demonstrate how economic sectors are related, the number of linkages and the effect of these linkages. This form of analysis is, therefore, a means of analyzing inter-industry relationships in the flow of goods and services in an area's economy, through the chain of producers, suppliers and intermediaries to the final buyer.

Input-output analysis commences with the development of a table that illustrates, in matrix form, how transactions flow through the economy over a given time period. The rows of the matrix show the sales of the total output by each sector to every other sector. The columns demonstrate the inputs required by every sector from the other sectors. When assessing tourism accommodation, the rows in the table would demonstrate the output, *i.e.*, the revenues generated by each industry from the sale of products or services, including accommodation, meals, tour guides and related services such as laundry, medical services etc.

The columns would allow us to see the inputs that go into the output of the accommodation sector, including food, utilities, paper products, advertising and promotion services, wage and salary levels etc. Using a combination of matrix manipulations, multipliers can be calculated to provide an assessment of the effects of different sectors on each other. While input-output tables are helpful in understanding the linkages of the sectors in the economy, it must be remembered that the information obtained provides a snapshot of inter-industry economic actions at only one point in time.

Tourism Satellite Accounts

Satellite accounts provide comprehensive information on a field of economic activity, and are generally tied to the economic accounts of a nation or region. The Tourism Satellite Account is a relatively new phenomenon. For example, the British Columbia Ministry of Development, Trade and Tourism has developed a Tourism Satellite Account as a separate input-output model designed to display tourism's contributions to the province related to the overall input-output model of the province.

A Tourism Satellite Account has also been developed by Statistics Canada in order to assess the significance of tourism to Canada. The account uses concise definitions of tourism and attempts to provide a clear and real measure of tourism-related economic activity. Both direct and indirect tourism activities are accounted for in areas such as, but not limited to, demand, supply, employment, taxes etc. Such a tool is crucial in determining the complex spending patterns of visitors as well as the goods and services that cater to their needs.

Some of the advantages of the Tourism Satellite Accounts can be summarized as follows:

- They help governments and businesses determine the value of tourism to the economy, and thereby develop strategies for ensuring competitive advantage;
- They identify the amount of benefit enjoyed by various sectors, and the employment, income, taxes and other benefits that flow from those sectors;

- They provide a comprehensive picture of the size and scale of tourism in a country, and can help to gather support for ensuring adherence to the principles of sustainable tourism development.

Cost-benefit Evaluation

By applying a number of economic tools and methods, destinations are able to obtain a large array of economic information on tourism; this information can then be used to make decisions. In assessing this information, analysts, planners, and managers have to determine not just whether jobs and wealth are created, but also how the benefits are distributed, what costs result from the development process, and whether the benefits of tourism outweigh the economic, social and cultural costs.

It is clear that economic analysis needs to be integrated with other data in order to provide a reasonable indication of whether tourism is a good strategy for the destination. Cost-benefit analysis is an important activity to perform, but is also difficult to carry out, since a number of the costs are very difficult to quantify.

How does one measure the "sense of place" or "spiritual happiness" of a population? How does one quantify the loss value of habitat fragmentation to ecological integrity? While strides are being taken to develop full-cost, environmentally-based accounting, some measures may need to remain qualitative rather than quantitative. Full-scale cost-benefit analysis, while recommended, can therefore be time consuming, expensive and difficult to conduct. Another challenge of cost-benefit analysis lies in identifying who benefits from, and who pays the costs of, tourism. Smaller cost-benefit analyses can be conducted on specific issues to provide information related to tourism.

SOCIO-CULTURAL CONTEXT OF ECOTOURISM

In the past decade or two ecotourism has become increasingly visible and significant in a number of ways. It is commonly referred to as the fastest growing sector of the tourism industry; estimates of the amount of money it generates annually range from $30 billion to $1.2 trillion. Early in the 1990s, the organization that

became the International Ecotourism Society, a combination of trade organization and advocacy group, was founded. That same period saw the appearance of the Journal of Sustainable Tourism, and in 2002 the Journal of Ecotourism appeared.

More spectacularly, the United Nations declared 2002 the International Year of Ecotourism. The growth of the industry is not hard to understand, for its expressed goals and image are laudatory.

Ecotourism involves travel to enjoy and engage with attractive and interesting surroundings—often identified as 'natural'—in a way that does not degrade those surroundings. It also involves travel to enjoy and engage with attractive people and their activities—often identified as 'indigenous' or 'exotic'—in a way that respects and supports them.

More materially, ecotourists are seen to be more likely than regular tourists to make use of locally owned accommodation and services, and consequently to benefit the local economy. Further, they are likely to pay user fees that support parks and other conservation projects.

As the executive director of the International Ecotourism Society put it, ecotourism 'should:

- Protect and benefit conservation;
- Benefit, respect, and help empower local communities; and
- Educate as well as entertain tourists'.

In these descriptions of ecotourism is an implicit, and at times explicit, favourable contrast with regular tourism. For instance, the executive director of the International Ecotourism Society said that ecotourism is 'a profound, indeed revolutionary, concept, challenging the mass tourism industry and travel as we've known it'. Some have expressed unease about this contrast and the laudable construction of ecotourism that it includes.

Here we focus on two aspects of that unease. One revolves around the definition of ecotourism, which is so elastic that it may be close to meaningless. This elasticity is manifest in the divergent estimates of ecotourism expenditure presented above; the difference

between them would seem to reflect widely divergent definitions of ecotourism. The other is the tendency to conceptualize ecotourists and ecotourism in what may be termed an 'ecotourist bubble'. By this we mean viewing ecotourism in a way that ignores its context.

Perhaps because of the positive and commercially valuable perception of ecotourism, more and more tourist facilities apply the label to themselves. While there are endless attempts to produce a standard definition, this means that the ecotourism industry ends up including, at one extreme, firms that cater to deep-green conservationist hikers in the Appalachians or the Pennines and, at the other extreme, package tour operators who include an optional afternoon snorkelling or even sunbathing in a park near the tourist hotel.

This fluidity of definition in practice is apparent in an influential review of ecotourism by the International Union for the Conservation of Nature. In it, Ceballos-Lascurain (1996: 20) invokes a fairly strict definition, effectively as sustainable tourism with a low environmental impact. However, when he produces estimates of the economic value of ecotourism (1996: 46), he invokes without reservation a study that states that 40-60 per cent of all international tourists are ecotourists, which would seem to employ a much looser definition. The result of this fluidity is an appropriation of the label by interested parties, so that 'ecotourism' becomes a brand used to promote tourist destinations just as it is used by tropical countries as a label for their tourism development policies.

From one perspective, this has led to the complaint that 'far too much gets labeled as ecotourism' while, from another, the divergence of definition is seen to spring from differing understandings of the environmentalism with which ecotourism is associated. There is a tendency to see and experience ecotourism in what we said is an 'ecotourist bubble'. Regular tourists are often said to travel in a 'tourist bubble' that manages them and insulates them from important parts of their destinations. We think that there is an analogous bubble apparent in the ways that ecotourism is presented and understood.

This ecotourist bubble focuses attention on the interaction between ecotourists and the particular nature or culture that they

are visiting, which induces ignorance of the context of the visit, the antecedents and corollaries that we describe in this chapter, which are relatively invisible because they are outside the bubble. Obviously this bubble is not uniformly present or of uniform effect; the existence of much of the critical literature on ecotourism is evidence of this. However, we think it fairly common, and worth critical attention.

The nature of this bubble and its exclusions became apparent to one of us in communication with a woman who identified herself as an environmentalist. She pointed out that when she visited Antarctica she was careful not to step on any of the local plant life because it was so fragile.

Although made only in passing, her statement illustrates the effects of this ecotourist bubble because it construes her tourist activity in a way that ignores the environmental effects of the infrastructure and operations that got her from her home in the Northern hemisphere to Antarctica, guided and supported her through that continent, and returned her home again. These antecedents and corollaries can be significant. Consider the typical Northern-hemisphere ecotourist visiting a tropical country, who normally travels by air.

Gossling (1999) calculated that, on average, getting such a visitor from home to destination and back again used 205 kg of aircraft fuel and generated about 650 kg of C emissions (for data on travellers to New Zealand, a growing ecotourist destination. This environmental cost routinely is excluded from the ecotourist bubble by those who discuss—and especially those who support— ecotourism.

This bubble has socio-cultural aspects as well which are unsettling given ecotourism's expressed respect of and support for local cultures. There is a substantial body of work that points to the ways in which local populations can be dislocated and disadvantaged in the creation of ecotourist destinations like parks and reserves.

Equally, there is substantial work on the ways in which local people can be led to staging authenticity in their dealings with tourists as well as on the local strains and disruptions that can be

induced by catering to ecotourists. Ecotourism does not inevitably harm the natural environment and local people. When removed from its bubble and viewed in the round, some ecotourism may have beneficial effects on the environment—Gossling (1999) says that the C emissions may be less harmful than alternative uses of the environment that ecotourists travel to see—and for local people. Moreover, we do not mean that the environment and local people should be seen as properly or naturally existing in some stable, untouched state.

However, the existence of the ecotourist bubble means that the tourists and the industry that serves them are approached by many advocates and commentators without much attention to their antecedents and corollaries. This inattention is unsettling given the professed environmental and socio-cultural claims made for this form of tourism. We want to disperse the bubble by showing parts of the context in which some ecotourism exists; in particular, the effects of ecotourism on local people's relationship with their surroundings, effects that often do not accord with ecotourism's socio-cultural claims. These effects have interested others.

They are worthy of further consideration because they shed light on the cultural underpinnings and institutional context of ecotourism, and on the way in which ecotourism affects the local populations whom the industry is said to support and respect. Our concern here is the relationship between the nature of ecotourism and the ways in which it is presented. Although we present some material on ecotourists themselves, their experiences and understandings are only tangential to our central argument.

14

Environmental Management of Tourism Development

Tourism plays an important role in economic development at community, national, regional and global levels by using natural resources and environments as key physical inputs. In making use of the environment and natural resources, the negative impacts have to be minimized to assure sustainable use, as well as generate enough tourism revenue to reinvest a certain portion of funds. The reinvestment should aim at enhancing the quality of the resources and build the management capacity at various levels.

There is a complex relationship between tourism and the environment, such that tourism has inevitable and important environmental impacts, including: resource use, consumption, waste, pollution and effects from tourism-related transport.

At the same time, beaches, mountains, rivers, forests and diverse flora and fauna make the environment a basic resource that the tourism industry needs in order to thrive and grow. While the viability of tourism could be threatened by negative environmental impacts, tourism could also contribute significantly to environmental protection.

This shows that tourism and the environment are interrelated and interdependent in complex ways, and together they could provide a sustainable economic base for development. In light of these observations, tourism policy-makers, managers and planners must address the issues of environmental management of tourism development in a sustainable manner. The adverse impact of

tourism on the environment relates to pressure on natural resources, harm to wildlife and habitats, creation of pollution and waste and related social and cultural pressures.

Among the environmental issues that need to be addressed are:

• Deterioration of natural resources (fresh water, land and landscape, marine resources, atmosphere and local resources), which may be resilient, but can deteriorate rapidly if impact exceeds tolerable limits;

• Disruption of wildlife and habitats, including vegetation, endangered species, use of forest resources, intrusion into fragile areas with sensitive ecosystems;

• Creation of pollution and waste contaminating the land, fresh water sources, marine resources, as well as causing air and noise pollution.

There has been growing recognition that traditional tourism management practices have led to such undesirable social and environmental impacts, thus threatening the tourism industry's prospects for continued prosperity. The Environment Committee of the World Tourism Organization (WTO) has taken action through its Tourism and Environment Task Force by developing indicators of sustainability that are relevant to the tourism industry and accepted internationally. Tourism managers and planners can use these indicators to address concerns about sustainability. The ecological aspects of environments that become tourist destinations should be seen as ecosystems that are life-creating natural networks. Ecosystems temper climate, purify and store water, recycle wastes, produce food and support all other living things.

There are five categories of ecosystem, of which four are natural:

1.   Coastal and marine,

2. Fresh water

3. Grasslands and

4. Forests; plus

5. Man-made ecosystems based on agriculture or aquaculture.

All five ecosystems can be viewed as tourism resources. The main issue for all categories is whether they can absorb negative impacts and remain sustainable. The notion of carrying capacity

can indicate whether an ecosystem can sustain itself or whether it has become irreparably damaged. At the international level, attention to ecosystems and environmental threats to tourism has come from the World Tourism Organization through its ten-point Global Code of Ethics for Tourism approved in 1999, Agenda 21 agreed at the United Nation's Conference on Environment and Development, and the 1992 Rio Declaration on the Environment and Development.

Major environmental threats to the tourism industry have been identified as:

- Global warming,
- Loss of biological diversity and
- Deterioration of the abiotic environment (climate, soil, water and air) that nurture biotic components of ecosystems.

All of these issues make it evident that formulating policies to preserve the environment are decisive and must be made while meeting economic development goals, especially eradicating poverty, at the community, national, regional and global levels. Making effective policies require that the roles of different stakeholders be considered. The major stakeholders involved with issues of sound environmental management are: the community, the tourism industry, non-governmental organizations (NGOs), the government and international communities.

Each type of stakeholder should be actively involved and aware in managing the sustainable development of tourism, and they must also work in partnership. If all stakeholders work in partnership to sustain tourism development plus protect the environment, then the present generation will provide a meaningful legacy for future generations. Understanding the limits to economic growth, the carrying capacity of natural resources and the need for sustainable action should be the guiding forces in the management of tourism development.

ENVIRONMENTAL IMPACTS AT THE GLOBAL LEVEL

Biological diversity is the term given to the variety of life on Earth and the natural patterns it forms.

The effects of loss of biodiversity:

- It threatens our food supplies, opportunities for recreation and tourism, and sources of wood, medicines and energy.
- It interferes with essential ecological functions such as species balance, soil formation, and greenhouse gas absorption.
- It reduces the productivity of ecosystems, thereby shrinking nature's basket of goods and services, from which we constantly draw.
- It destabilizes ecosystems and weakens their ability to deal with natural disasters such as floods, droughts, and hurricanes, and with human-caused stresses, such as pollution and climate change.

Tourism, especially nature tourism, is closely linked to biodiversity and the attractions created by a rich and varied environment. It can also cause loss of biodiversity when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain, marine and coastal environments and water resources exceed the carrying capacity. This loss of biodiversity in fact means loss of tourism potential.

Introduction of Exotic Species

Tourists and suppliers-often unwittingly-can bring in species (insects, wild and cultivated plants and diseases) that are not native to the local environment and that can cause enormous disruption and even destruction of ecosystems.

DEPLETION OF THE OZONE LAYER

The ozone layer, which is situated in the upper atmosphere (or stratosphere) at an altitude of 12-50 kilometers, protects life on earth by absorbing the harmful wavelengths of the sun's ultraviolet (UV) radiation, which in high doses is dangerous to humans and animals. For instance, one of the reasons scientists have put forward for the global decrease of amphibian populations is increased exposure to UV radiation.

Ozone depleting substances (ODSs) such as CFCs (chlorofluorocarbon) and halons have contributed to the destruction

of this layer. The tourism industry may be part of the problem; direct impacts start with the construction of new developments and continue during daily management and operations.

Refrigerators, air conditioners and propellants in aerosol spray cans, amongst others, contain ODSs and are widely used in the hotel and tourism industry. Emissions from jet aircraft are also a significant source of ODSs. According to Tourism Concern, scientists predict that by 2015 half of the annual destruction of the ozone layer will be caused by air travel.

UNEP's OzonAction Programme works with governments and industries, including the tourism industry, to phase out ODSs and find safer alternatives. UNEP has developed extensive information and guidance on how many types of businesses can eliminate ODSs and contribute to preservation of the ozone layer.

Climate Change

Climate scientists now generally agree that the Earth's surface temperatures have risen steadily in recent years because of an increase in the so-called greenhouse gases in the atmosphere, which trap heat from the sun. One of the most significant of these gases is carbon dioxide (CO_2), which is generated when fossil fuels, such as coal, oil and natural gas are burned (e.g. in industry, electricity generation, and automobiles) and when there are changes in land use, such as deforestation. In the long run, the accumulation of CO_2 and other greenhouse gases in the atmosphere can cause global climate change-a process that may already be occurring.

Global tourism is closely linked to climate change. Tourism involves the movement of people from their homes to other destinations and accounts for about 50% of traffic movements; rapidly expanding air traffic contributes about 2.5% of the production of CO_2. Tourism is thus a significant contributor to the increasing concentrations of greenhouse gases in the atmosphere.

Air travel itself is a major contributor to the greenhouse effect. Passenger jets are the fastest growing source of greenhouse gas emissions. The number of international travellers is expected to increase from 594 million in 1996 to 1.6 billion by 2020, adding greatly to the problem unless steps are taken to reduce emissions.

HOW GLOBAL ENVIRONMENTAL IMPACTS AFFECT TOURISM

Natural Disasters

Catastrophes like floods, earthquakes, wildfires, volcanoes, avalanches, drought and diseases can have a serious effect on inbound and domestic tourism and thus on local tourism industries. The outbreak of the foot and mouth disease epidemic in England earlier this year (2001), for instance, has severely affected Great Britain's inbound tourism market. A BHA/Barclays Hospitality Business Trends Survey found that 75% of hotels in England, 81% in Scotland and 85% in Wales continued to be affected by the foot and mouth outbreak, and over 60% forecast a decline in business in the June-September 2001 period.

Climate Change

Tourism not only contributes to climate change, but is affected by it as well. Climate change is likely to increase the severity and frequency of storms and severe weather events, which can have disastrous effects on tourism in the affected regions. Some of the other impacts that the world risks as a result of global warming are drought, diseases and heat waves.

These negative impacts can keep tourists away from the holiday destinations. Global warming may cause:

- Less snowfall at ski resorts, meaning a shorter skiing seasons in the Alpine region. In already hot areas like Asia and the Mediterranean, tourists will stay away because of immense heat, and out of fear of diseases and water shortages.
- Harm to vulnerable ecosystems such as rainforests and coral reefs because of rising temperatures and less rainfall. A major risk to coral reefs is bleaching, which occurs when coral is stressed by temperature increases, high or low levels of salinity, lower water quality, and an increase in suspended sediments. These conditions cause the zooxanthallae (the single-celled algae which forms the colours within the coral) to leave the coral. Without the

algae, the coral appears white, or "bleached"-and rapidly dies. The Great Barrier Reef, which supports a US$ 640 million tourism industry, has been experiencing coral bleaching events for the last 20 years.

- Rising sea levels, the result of melting glaciers and polar ice. Higher sea levels will threaten coastal and marine areas with widespread floods in low-lying countries and island states, increasing the loss of coastal land. Beaches and islands that are major tourism attractions may be the first areas to be affected.

- Increased events of extreme weather, such as tornadoes, hurricanes and typhoons. These are already becoming more prevalent in tourist areas in the Caribbean and South East Asia. Hurricane Mitch in 1998, for instance, heavily affected tourism in the Caribbean. Wind damage, storm waves, heavy rains and flooding caused major losses in the local tourism sector.

EFFECTS OF OTHER INDUSTRIES ON TOURISM

Impacts from other industries often have a more dramatic effect on the environment and can seriously affect tourism.

- Oil spills, like the oil tanker disaster that occurred off the Galapagos Islands (Ecuador) in January 2001, can cause severe short-term damage to tourist attractions. In that case, a freight ship loaded with 160,000 gallons of diesel fuel and 80,000 gallons of other petroleum products ran aground on the coast of San Cristobal and spilled nearly all of its load. Unique local marine and land species and the tourism potential of the area were badly affected.

- Agricultural runoff or industrial discharges can cause water pollution and may cause algae blooms like those that occurred in the Adriatic Sea in the early 1990s. In spite of improved control of sewage from tourism developments, the Mediterranean sea floor is increasingly carpeted with these quick-growing invaders, many rising 30 inches or more above anchoring runners. They appear equally adept at colonizing rock, mud, and sand in a virtually continuous

swath that can extend from the beach out to a depth of about 150 feet, smothering coral reefs, fish and other sea flora and fauna in the process.

• Destructive practices such as blast fishing, fishing with poisonous chemicals like cyanide, and muroami netting (pounding reefs with weighted bags to scare fish out of crevices) directly destroy corals. They can also destroy a major draw for tourists.

How Tourism can Contribute to Environmental Conservation

• Direct financial contributions: Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

• Contributions to government revenues: Some governments collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as hunting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

For Costa Rica, for example, tourism represents 72% of national monetary reserves, generates 140,000 jobs and produces 8.4% of the gross domestic product.

Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural areas. But this requires careful planning for controlled development, based on analysis of the environmental resources of the area. Planning

helps to make choices between conflicting uses, or to find ways to make them compatible. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism.

Cleaner production techniques can be important tools for planning and operating tourism facilities in a way that minimizes their environmental impacts.

For example, green building (using energy-efficient and non-polluting construction materials, sewage systems and energy sources) is an increasingly important way for the tourism industry to decrease its impact on the environment. And because waste treatment and disposal are often major, long-term environmental problems in the tourism industry, pollution prevention and waste minimization techniques are especially important for the tourism industry. A guide to sources of information on cleaner production (free) is available here.

Environmental Awareness Raising

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation may heighten awareness of the value of nature and lead to environmentally conscious behavior and activities to preserve the environment. For instance, Honduran schoolchildren from the capital city of Tegucigalpa are routinely taken to visit La Tigra cloud forest visitor centre, funded in part by eco-tourist dollars, to learn about the intricacies of the rainforest.

If it is to be sustainable in the long run, tourism must incorporate the principles and practices of sustainable consumption. Sustainable consumption includes building consumer demand for products that have been made using cleaner production techniques, and for services-including tourism services-that are provided in a way that minimizes environmental impacts. The tourism industry can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions. Tourists and

tourism-related businesses consume an enormous quantity of goods and services; moving them toward using those that are produced and provided in an environmentally sustainable way, from cradle to grave, could have an enormous positive impact on the planet's environment.

Protection and Preservation

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In Hawaii, new laws and regulations have been enacted to preserve the Hawaiian rainforest and to protect native species. The coral reefs around the islands and the marine life that depend on them for survival are also protected. Hawaii now has become an international centre for research on ecological systems-and the promotion and preservation of the islands' tourism industry was the main motivation for these actions.

Grupo Punta Cana, a resort in the Dominican Republic, offers an example of how luxury tourism development and conservation can be combined. The high-end resort was established with the goal of catering to luxury-class tourists while respecting the natural habitat of Punta Cana. The developers have set aside 10,000 hectares (24,700 acres) of land as a nature reserve and native fruit tree garden. The Punta Cana Nature Reserve includes 11 fresh water springs surrounded by a subtropical forest where many species of unusual Caribbean flora and fauna live in their natural state. Guests can explore a "nature path" leading from the beach through mangroves, lagoons of fresh water springs and dozens of species of Caribbean bird and plant life. The Punta Cana Ecological Foundation has begun reforesting some parts of the reserve that had been stripped of their native mahogany and other trees in the past. Other environmentally protective policies have been put into effect at the resort, such as programs to protect the offshore barrier reefs and the recycling of wastewater for use in irrigating the grounds. The fairways of the resort's new golf course were planted

with a hybrid grass that can be irrigated with sea water The grass also requires less than half the usual amounts of fertilizer and pesticides. The resort has also established a biodiversity laboratory run by Cornell University.

Tourism has had a positive effect on wildlife preservation and protection efforts, notably in Africa but also in South America, Asia, Australia, and the South Pacific. Numerous animal and plant species have already become extinct or may become extinct soon. Many countries have therefore established wildlife reserves and enacted strict laws protecting the animals that draw nature-loving tourists. As a result of these measures, several endangered species have begun to thrive again.

COMMUNITY-BASED SUSTAINABLE TOURISM

Thailand's rich historical, cultural and natural attractions have contributed to the development of mass tourism, which has had both positive and negative effects on development. Small-scale tourism development projects that are community-based, focus on an ethnic group at a remote location and involve NGOs are less well known. For three years, a community-based sustainable tourism project has been implemented at the ethnic Karen village of Baan Huay Hee in the northwestern Thai province of Mae Hong Son. The project has been carried out with the help of a small NGO, the Project for Recovery of Life and Culture (PRLC).

The aims have been to:

- Improve the overall quality of village people's lives,:
- Preserve and reinforce the importance of Karen culture,
- Empower villagers to make their own decisions about their way of life and
- Contribute to the conservation of natural resources and the environment.

Tourism development in Thailand has spead from Bangkok to almost all parts of the country. Since the 1970s, the natural, cultural and historical attractions and friendly people of northern Thailand have made it a popular destination, first with trekking tourism followed by hilltribe tourism. Six major hilltribe groups

make their home in the North: Akha, Hmong, Karen, Lahu, Lisu, Shan, Mien and Haw Chinese. By the 1990s, hilltribe tourism had become highly organized.

However, the number of visitors has not been monitored systematically by the Tourism Authority of Thailand. Over the past ten years, the northern province of Mae Hong Son has become a major tourist destination due to its mist-covered mountains, dense forest areas and the cultural and ethnic diversity. While most hilltribe communities have maintained their way of life, some have become vulnerable to the negative aspects of tourism, especially giving a false image of the people as exotic and primitive based on lack of knowledge and communication among the tourists and the local people. Uncontrolled access to many remote areas has caused problems with waste management and has threatened the ecology in general.

The concept of community-based sustainable tourism (CBST) was developed as a way to overcome or minimize negative effects of tourism in a remote, rural area. CBST was developed as a form of tourism aimed at empowering local communities to be self-reliant, use a group process for local decision-making, support people's human rights and capabilities and help people raise incomes and improve standards of living on their own terms. Local knowledge, community participation, support for local capabilities and cultural exchange with tourists would help to sustain both cultural and natural resources.

The NGO (PRLC) helped the Karen village at Huay Hee become the first site for CBST. The village became a successful model for over 60 villages and communities. The project for CBST became holistic in its approach and included natural resource management, sustainable tourism development, strengthened civil society, prevention of HIV/AIDS and drug abuse and youth leadership development. The people of Huay Hee developed a land classification system and cooperation model to work with government agencies responsible for a nearby national park in order to prevent deforestation and degradation of watersheds.

The village has been receiving tourists for about three years with the help of PRLC and another Thai NGO, Thai Volunteer

Service-Responsible Ecological Social Tours (TVS-REST). Villagers could explain how they protect the forest and follow their own traditions, while adding to their incomes and improving their standard of living. Villagers became more aware of environmental issues, especially when tourists left garbage behind and picked rare orchids as they trekked on the mountains.

Men in the village received guide training and increased their understanding about how tourists should behave during treks. Women in the village provide meals, sell items made with traditional Karen weaving and take care of tourists during home stays. Home stays and guiding were shared among the families on a rotation basis, which meant both responsibility and income were shared.

Some of the earnings from tourism activities were saved in a village fund that was used to conserve the forest, grow orchids, buy equipment for hosting tourists and support education and travel related to their tourism training.

Well-informed exchanges with tourists helped prevent cultural degradation and created more respect for Karen traditions. Equally important, the people at Huay Hee were empowered to see that tourism should provide supplementary income, especially since it was a seasonal activity. With training and support from the CBST project, people used their knowledge of traditional agricultural methods of subsistence farming to be self-reliant in food and to show tourists the role of agriculture in their everyday way of life.

The community-based sustainable tourism project implemented by Karen villagers at Baan Huay Hee in Mae Hong Son Province can serve as a model for other communities. They can be empowered to control the impact of tourism, avoid degrading the environment and create a stronger, empowered community. NGOs can help spread the concept and provide training, but then they must step back as villagers work together to find ways to make the CBST project succeed. The most sustainable form of tourism will be achieved when local people take control of their lives and determine to live according to their traditions on their own terms.

Promotion of cultural tourism and heritage site management

The major contribution of the tourism industry as a vehicle for economic development in many countries around the world has been widely acknowledged. At the same time, tourism should be seen as an activity that contributes to a better understanding of places, people and their cultures. In the process of sharing and experiencing the culture and heritage of a country such as China, international tourists will also have a stronger positive image of the country at the present time.

The phenomenon of cultural tourism can be understood in terms of supply, demand, marketing and promotion. The issues concerning heritage site management can be considered by looking at the supply and demand sides. Many sites, artifacts and festivals in countries worldwide have special meaning and significance for local people and reflect the varied history of mankind. In fact, many places have been designated as world heritage sites. However, the creation of special events and arrangement of sites for the purpose of attracting tourists is a relatively recent phenomenon. The notion of supply with respect to cultural tourism relates to an assessment of how a cultural manifestation would be accepted by the market.

An objective, unbiased assessment would be needed, and it is usually best obtained from knowledgeable outsiders. Local culture may also have to be assessed in terms of suitability for tourism, and this means that it is important for local stakeholders to be identified, especially who will benefit more and who will benefit less. Considering cultural tourism from the demand side requires understanding that people become tourists for a variety of reasons and motives. Most of the time, tourists seek a variety of attractions at a location and cultural tourism products may be one of several factors that create a tourist attraction.

There may be sites of cultural and historical significance that are so unique that they create their own demand, such as the Great Wall in China. Of course, demand for cultural tourism products will also depend on the adequacy of tourism infrastructure, quality of accommodations, state of the environment, etc. The possibility

of overcrowding at a cultural site, especially during special holiday periods, will affect demand Evaluating tourists based on their country of origin can help to identify the different interests and expectations concerning visits to cultural and heritage sites. At the same time, it is important to be aware that most tourists travel for leisure, so that the culture has to be explained in ways that are easy to understand, including gestures of hospitality.

For most tourists, cultural experiences are embedded in other tourist experiences such as nature walks, shopping, dining and relaxing at the beach. There are several issues for marketers to keep in mind when marketing and promoting cultural tourism. Since tourism is a business for tour operators, principals and intermediaries, cultural products may have to be well known and contribute to making a package of tourist activities more attractive in revenue terms. A destination and its cultural attractions have to compete with other   destinations offering similar experiences.

It could be best to have a marketing strategy that focuses on a small number of carefully selected target markets and targets appropriate travel writers and journalists to create a positive image. Procedures and related formalities must contribute to facilitating the movement of tourists and infrastructure at cultural sites should also focus on visitors' health and safety. When looking at heritage site management from the supply side viewpoint, it is important that sites be identified, registered and categorized in terms of their tourism potential.

The tourism potential of sites can also serve as an incentive for their restoration and protection. Another incentive is to have World Heritage designation for cultural sites, of which China has 23 World Heritage sites. The demand side viewpoint of heritage site management relates to the profiles and expectations of international tourists.

It is important to know how long tourists will be staying, whether the heritage site is at a remote location, how developed is the transport infrastructure for reaching the destination, and what are some alternative, competing tourist activities that visitors might prefer. Management of the actual heritage site raises a number of issues that policy-makers, planners and managers in

developing countries faced with limited resources (for protection and preservation) must consider.

A site may have started as a manifestation of the nation's cultural history, but it has been transformed into a tourist attraction. There must be adequate protection against removal of artifacts; there must be adequate funds and a long-term commitment to maintain and restore the site; there must be balance between site protection and accessibility to interested tourists; there must be knowledge and understanding through interpretation provided by well-educated and trained guides, guidebooks and signs; and the use of souvenirs and promotional products to maximize revenues must be carefully managed.

Promotion of cultural assets and heritage sites can help to attract certain segments of the tourist market, but it is important to understand that most international tourists have a variety of interests and expectations when they visit a country. Cultural attractions and heritage sites must be well managed and properly interpreted in order to gain the maximum tourism benefit for the local community, the tourists and the site managers. This will enhance the image of the country, as well as create greater international understanding of people, places and cultures.

INFLUENCES ON THE TOURISM MARKETING ENVIRONMENT

Microenvironment

The marketing environment is made up of a microenvironment and a macroenvironment. The microenvironment consists of forces close to the organization that can affect its ability to serve its customers: the organization itself, marketing channel firms, customer markets, and a broad range of stakeholders or publics. For a tourism marketer, these factors will affect the degree of success in attracting target markets, so it is important to understand their importance.

Marketing managers need to work closely with other departments in the company, as all of these departments will have some impact on the success of marketing plans. Every tourism organization will differ as to how many departments it has and

what they are called. However, finance is normally responsible for finding and using the funds required to carry out marketing plans, accounting has to measure revenues and costs in order to evaluate marketing objectives, and human resources will be crucial in supporting a service marketing culture. Suppliers also have an important role to play in supporting marketing objectives. Suppliers are firms and individuals that provide the resources needed by the company to produce its goods and services. Marketing management must pay close attention to trends and developments affecting suppliers, and to changes in supply availability and supply costs. At a micro level, hotels and exhibition centres contract with restaurant companies to supply food and beverage services. In turn, these restaurants will have their own favoured suppliers of produce. On a macro basis, tourist destinations will need suppliers in the form of airlines, hotels, restaurants, ground operations, meeting facilities, and entertainment.

Macroenvironment

The macroenvironment comprises the larger societal forces that affect the entire microenvi-ronment, and this will shape opportunities and pose threats.

Although an organization cannot control many of these external factors, they should never be allowed to come as a total surprise. A planned response to potential environmental issues allows for a balanced, thoughtful reaction – a process often referred to as 'environmental scanning'.

Competitive Forces: Being aware of who the competition is, knowing what their strengths and weaknesses are, and anticipating what they may do are important aspects of understanding the macroenviron-ment. The marketing concept states that to be successful, a company must satisfy the needs and wants of consumers better than its competitors. Furthermore, competitive advantage is now widely accepted as being of central importance to the success of organizations, regions, and countries. As we enter the third millennium, the world of tourism is becoming increasingly competitive. Although competition occurs between hotels, airlines, tour operators, travel agents, and other tourism services, this inter-

enterprise competition is dependent upon and derived from the choices tourists make between alternative destinations. Competition therefore centres on the destination. Countries, states, regions and cities now take their role as tourist destinations very seriously, committing considerable effort and funds toward enhancing their touristic image and attractiveness. As a consequence, destination competitiveness has become a significant part of tourism literature, and evaluation of the competitiveness of tourism destinations is increasingly being recognized as an important tool in the strategic positioning and marketing analysis of destinations.

As a result of globalization, a growing number of countries are aware of the importance of tourism to their economies, as was mentioned at the beginning of this chapter. These countries have therefore increasingly targeted international tourism markets, augmenting their investment in marketing to attract international visitors and increase foreign earnings. For example, competition is intensifying to grab a larger share of the expected growth in outbound travel from China. The World Tourism Organization expects that by the year 2020, China will become one of the world's major outbound tourism markets, generating globally 100 million tourists, or 6.2 per cent of the world total. Competitive product, price, and quality, as well as access to and delivery of tourism goods and services will be the major success factors in attracting new Chinese outbound tourists and encouraging repeat travellers in the next decade and beyond.

Demographic Forces: Demographics are statistics that describe the observable characteristics of individuals, including our physical traits, such as gender, race, age, and height; our economic traits, such as income, savings, and net worth; our occupation-related traits, including education; our location-related traits; and our family-related traits, such as marital status and number and age of children. According to David Foot, author of *Boom, Bust & Echo* (2000), demographics explain about two-thirds of everything. For example, the dramatic increase in popularity of golf over the last 25 years is explained by golf's popularity among aging baby boomers who are entering a stage of life that enables them to spend more time on the golf course.

In fact, the single most notable demographic trend in many countries is the aging population. The over-50 segment, sometimes referred to as the maturing or greying market, constitutes nearly 30 per cent of many western countries, and this market has a keen interest in travel and leisure services. Other demographic trends affecting the marketing of tourism worldwide include the relatively slow population growth, the continued increase in education and service sector employment, increasing ethnic diversity, the demise of the traditional family, and the geographic mobility of the population. In addition to understanding general demographic trends, marketers must recognize demographic groupings that may turn out to be market segments because of their enormous size, similar socioeconomic characteristics, or shared values.

Economic Forces: Economic forces in the environment are those that affect consumer purchasing power and spending patterns. Total purchasing power depends on current income, prices, savings and credit, so marketers must be aware of major economic trends in income and of changing consumer spending patterns. For example, newly rich Russians, Indians and Chinese and a wider rise in disposable income are expected to boost the luxury goods market over the next decade. As a consequence, the luxury travel market will grow considerably. The market is already a lucrative one. In 2005, Virtuoso, a network of over 6,000 travel consultants that specialize in the luxury travel segment, booked more than US$4.2 billion in travel for their clients.

Environmental and Natural Forces: The last four decades have witnessed a dramatic increase in environmental consciousness worldwide. Media attention given to the greenhouse effect, acid rain, oil spills, ocean pollution, tropical deforestation and other topics has raised public awareness, which has had an impact on the tourism industry. International leisure travellers are increasingly motivated by the quality of destination landscapes, in terms of environmental health and the diversity and integrity of natural and cultural resources. Studies of German and US travel markets indicate that environmental considerations are now a significant element of travellers' destination-choosing process, down to – in the case of the Germans – the environmental programmes operated by individual hotels (Ayala, 1996).

The growing concern amongst consumers for the protection of the environment has clearly attracted the attention of companies seeking to profit from environmentally sound marketing practices. Surveys have shown that consumers are more likely to choose one brand over another if they believe the brand will help the environment, and environmental quality is a prevailing issue in making travel-related decisions. This has led to the 'greening' of attractions, hotels, and even resorts, and to an increase in the number of environmentally friendly tourism products. An increasing emphasis is also being placed upon evaluating the likely environmental impacts of any tourism development, with environmental audits, environmental impact analysis, and carrying capacity issues being taken more seriously. A recent report from the UK (2005) suggested that there are a growing number of concerned individuals in Britain who have begun to turn away from international travel because of its environmental price.

Finally, uncontrollable natural forces can have a negative impact on the tourism industry. For example, the South Asian tsunami of 2004, due to the number of victims among foreign visitors and among workers of the tourism sector, constitutes the greatest catastrophe ever recorded in the history of tourism. Before the tsunami, tourism was at an all-time high in many of the affected countries. A two-year cease-fire between the Sri Lankan government and the Tamil Tigers had helped produce an 11 per cent increase in the number of tourists. Thailand was continuing its strong growth with a 20 per cent rise from the previous year. Even Bali, which was unaffected by the tsunami, had seen an almost complete recuperation of tourism revenues, to the level they were at prior to the Al-Qaeda bombings in October 2002. The tsunami devastated tourism in many of these countries. Due to its magnitude and repercussions the disaster took on a global scale, reflecting the worldwide reach tourism has today.

Technological Forces: The most dramatic force shaping the future of tourism and hospitality is technology. The accelerated rate of technological advancement has forced tourism organizations to adapt their products accordingly, particularly in terms of how they develop, price, distribute, and promote their products. Technology facilitates the continual development of new systems

and features that improve the tourism product. It has allowed for extra security in hotels and resorts, thanks to security systems and safety designs. It has also created new entertainment options for travellers, such as in-room movies and video games. Increasingly, hotels and even airplanes are offering internet services to cater to the technological needs of today's consumer.

The internet fits the theoretical marketing principle in the travel industry because it allows suppliers to set up direct links of communication with their customers. Travellers are turning in increasing numbers to the internet to help them plan and book their travel.

Technology is also beginning to have an impact on consumer research, as tourism organizations realize the potential of database management and the value of relationship marketing. Databases of customer profiles and customer behaviour are the basis for effective direct marketing.

In tourism, the collection and analysis of data streams that now flow continuously through distribution channels and booking systems provide the modern information base for strategic and operational decisions of large organizations. The rate of technological change as databases connect and interact indicates that the speed and quality of information flows will be further enhanced in the coming decade.

Political Forces: Marketing decisions are strongly affected by developments in the political environment. This environment is made up of government agencies and pressure groups that influence and limit the activities of various organizations and individuals in society. Government policies can have far-reaching implications for the tourism industry. For example, the nation of Myanmar (formerly called Burma) receives very few tourists because of the turbulent political situation in the country. The Case Study at the end of this chapter explores these issues in more depth. In Fiji, tourism is often influenced by political forces. A military coup in December 2006 – the country's fourth in 20 years – had a negative impact on tourism arrivals.

Terrorism can also have a devastating impact on tourism around the world. Since 11 September 2001 there have been more than

3,000 major terrorist attacks worldwide, most of which have impacted on the tourism industry.

The media attention given to these attacks is usually enough to persuade many international travellers to reconsider their vacation plans. The terrorists themselves target tourism destinations in order to force governments to rethink and abandon specific policies, or to deny governments the commercial and economic benefits of tourism.

Political actions can also have a positive impact on tourism. In some parts of the world, the relaxing of political barriers is making areas more accessible to tourists. An example is Mongolia, where Soviet influence smothered Mongolia's cultural traditions and closed off outside access until recently. But now, adventurous Westerners are exploring central Asia's vast wilderness of grasslands, deserts, and alpine terrain.

Cultural and Social Forces: Marketing's consumer focus relies on an understanding of who the markets are, what motivates them, and how to appeal to them.

Understanding the cultural environment is thus crucial for marketing decision-making. This cultural environment includes institutions and other forces that affect society's basic values, perceptions, preferences, and behaviours.

Cultural values influence consumer behaviour, and marketers tend to concentrate on dominant cultural values or core values. A grouping technique that is used to track trends in cultural values is psychographics, which determines how people spend their time and resources (activities), what they consider important (interests and values), and what they think of themselves and the world around them (opinions).

Core values are slow and difficult to change, but secondary values are less permanent and can sometimes be influenced by marketers.

ENVIRONMENTAL IMPACTS OF TOURISM

The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have

adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Three main impact areas: natural resources, pollution, and physical impacts

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Economic Impacts of Tourism

The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences.

In this chapter we would talk about

* Negative economic impacts from tourism
* How tourism can contribute to economic development.

According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more US$ 478 billion. International tourism receipts combined with passenger transport currently total more than US$ 575 billion-making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food.

TOURISM AND ECONOMIC DEVELOPMENT

This chapter seeks to introduce some of the important concepts and concerns associated with expanding the economic benefits of tourism through investment in infrastructure. It is adapted from previous work by the author and colleagues, and was presented in part in a World Tourism Organization publication.

There is growing recognition that innovative approaches must be adopted in order to maintain the economic health of many

countries, communities and regions. While conditions vary from region to region, tourism has been seen as an important form of economic development. It has also been promoted as a somewhat benign agent of economic and social change, a promulgator of peace through interaction and dialogue, and a service-based industry capable of creating employment and income.

The perception that tourism has only positive economic benefits has lessened in recent years, due to the growing awareness and knowledge of the more intangible and indirect economic costs of tourism. While it can be argued that tourism does offer an important alternative form of economic activity, it must be seen as only one component of a larger series of development initiatives within any economic system. That is not to say that tourism in selected circumstances cannot be the major source of income and jobs in a community or region, but rather that the impact and role of tourism will vary from region to region. Experience has shown that tourism may take many forms and meet a number of tourist motivations. Experience has also shown that destinations can rise and fall in popularity, driven by various factors in the destination's internal and external environment.

A destination that is entirely dependent on tourism is much more vulnerable to these shifts than an economy that is well diversified and has tourism as just one of its industries.

Economic effects of tourism

The ability of a tourism destination to attract tourism revenues and investment in infrastructure is influenced by a complex number of characteristics, such as:

- Political constraints and incentives;
- The resources and conveniences offered;
- Market characteristics;
- Political stability;
- The ability of the destination to market and promote itself effectively.

The primary and secondary effects of tourism expenditures. In its simplest form, the economic impact of tourism can be

measured as the difference in economic well-being between the income levels that would have existed without tourism activity and the income levels after tourism activity. There are a number of potential tangible and less tangible economic benefits and costs.

The potential economic benefits of tourism development include:

- Increased resources for the protection and conservation of natural and cultural heritage resources;
- Increased income and improved standard of living from tourist expenditures;
- Increased induced income from tourism expenditures;
- New employment opportunities;
- Increased community visibility leading to other economic development opportunities;
- New induced employment opportunities;
- Increased tax base;
- Improved infrastructure and facilities;
- Development of local handicrafts.

The potential costs include:

- Seasonal employment;
- Low status/paying jobs;
- Inflation;
- Increased costs;
- Pollution;
- Increased traffic/congestion;
- Negative impacts on cultural and natural heritage resources;
- Increased crime;
- Increased taxes;
- Leakage of revenues and external domination;
- Over-dependence on tourism as a prime economic activity.

There are other costs that may have an indirect or long-term impact on the economic contributions of tourism. For example, land values may change as high-priced projects replace traditional

and less profitable land uses. If agricultural landowners choose to sell or develop their land for tourism purposes, the tourism economy may have to rely on some food imports to feed the tourists and locals. The loss of traditional land values can also have an impact on the local heritage and sense of place. Moreover, conflict may arise between those landowners who do not wish to see the loss of the historic character of their community and area, and pro-tourism proponents.

Residents and speculators who suffer or benefit from rising land prices might join in the fray. Such conflict could escalate as tourism pressures increase, and the resulting scars on the community might take a long time to heal. This short example helps to illustrate that understanding and measuring economic impacts is more complex than simply measuring direct impacts. It is also important to view economic impacts from a long-term perspective. Environmental degradation and pollution will result in short-term environmental costs and associated economic costs incurred in repairing the damage caused by the pollution. There could also be considerable long-term economic costs to the local, regional, and national economies if the destination is no longer desirable due to the effects of degradation and pollution.

Measuring economic impacts of tourism

A major objective of any tourism planning and development process should be to minimize negative impacts and ensure that the benefits are realised in an equitable manner. While there are significant problems on the road to achieving this objective, there is growing recognition that sustainable tourism approaches will help in reaching this goal. There are a number of methods for measuring the economic impacts of tourism activity. Measuring the economic impact and employment creation activities of tourism should be carried out in an integrated fashion, taking into account direct and indirect job creation as well as the economic well being of the community.

While employment creation is seen as an important objective, concern for the overall local economy must also be a major consideration. As has been discussed, this implies that jobs and economic benefits may be realised from a number of sources other

than tourism. It may also imply that jobs are created as the result of private sector entrepreneurial activity as well as community initiative.

Supply-demand and price elasticities

The economic contribution of tourism activity to a community or region is influenced by a diverse number of factors within and outside the destination. Given that diversity, it is difficult to calculate impacts due to the wide range of effects associated with tourism economic activities, the diverse number of participants involved in those activities, and the complex interrelationships between various sectors. Tourism economic activity is often explained using the concept of supply and demand. A number of variables influence the demand and supply of a tourism product or service. For example, if the price of a hotel room increases, demand may decrease, as visitors seek other locations or accommodation sources, and the supply of available hotel rooms therefore increases.

The supply-demand relationship of tourism goods and services can be influenced by factors such as the price elasticity of demand for tourism. When demand is price elastic, a lower price could generate a higher demand and hence higher revenues.

Similarly, if demand is price inelastic, a lower price could result in lower overall revenues. Knowing the price elasticity of demand can aid tourism service providers in designing their product mix. However, a number of factors affect price elasticity, making it difficult to calculate.

Direct and indirect effects of tourism earnings

The economic benefits of travel and tourism can be derived directly or indirectly. The primary effect is direct benefits that result from direct tourist expenditures for goods and services in the destination. These are realised through business receipts, income, employment and government receipts from the sectors that directly receive the tourism expenditure. Indirect benefits are generated by the circulation of tourism expenditures in the destination country through domestic inter-business transactions. For example, indirect benefits can be generated from the investment

and spending by the businesses that benefit directly from tourism expenditures. The direct business receipts, when re-funneled as investments or used to purchase other goods and services from domestic suppliers, stimulate income and employment in other sectors. In addition, tourism spending within the destination area can create induced benefits.

As income levels rise due to the direct and indirect effects of change in the level of tourism expenditure, some of the additional personal income is spent within the destination. This results in induced benefits, such as local income and jobs in the local goods and service sector. Hence, the spending by tourists at the destination can create direct benefits in tourism-related services and sectors such as accommodation, hospitality, attractions, events and transportation. This spending can also create a significant amount of indirect and induced benefits in other sectors such as agriculture, construction and manufacturing. Indirect and induced benefits are also referred to as the secondary effect.

NEGATIVE IMPACTS

There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

Leakage

The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers' home countries), and not to local businesses or workers. In addition, significant amounts of income

actually retained at destination level can leave again through leakage.

A study of tourism 'leakage' in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand (via foreign-owned tour operators, airlines, hotels, imported drinks and food, etc.). Estimates for other Third World countries range from 80% in the Caribbean to 40% in India.

Of each US$ 100 spent on a vacation tour by a tourist from a developed country, only around US$ 5 actually stays in a developing-country destination's economy.

There are two main ways that leakage occurs:

Import Leakage: This commonly occurs when tourists demand standards of equipment, food, and other products that the host country cannot supply. Especially in less-developed countries, food and drinks must often be imported, since local products are not up to the hotel's (i.e. tourist's) standards or the country simply doesn't have a supplying industry. Much of the income from tourism expenditures leaves the country again to pay for these imports.

The average import-related leakage for most developing countries today is between 40% and 50% of gross tourism earnings for small economies and between 10% and 20% for most advanced and diversified economies, according to UNCTAD.

Even in developed regions, local producers are often unable to supply the tourism industry appropriately even if good will is present: the 64-room hotel "Kaiser im Tirol" in Austria, an award-winning leader in sustainable practices, cannot find organic food suppliers in the local farming networks in the appropriate quantity, quality and reliability, as production cycles and processes are not compatible with its needs.

Export Leakage: Multinational corporations and large foreign businesses have a substantial share in the import leakage. Often, especially in poor developing destinations, they are the only ones that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.

A 1996 UN report evaluating the contribution of tourism to national income, gross levels of incomes or gross foreign exchange, found that net earnings of tourism, after deductions were made for all necessary foreign exchange expenditures, were much more significant for the industry. This report found significant leakage associated with: (a) imports of materials and equipment for construction; (b) imports of consumer goods, particularly food and drinks; (c) repatriation of profits earned by foreign investors; (d) overseas promotional expenditures and (e) amortization of external debt incurred in the development of hotels and resorts. The impact of the leakage varied greatly across countries, depending on the structure of the economy and the tourism industry. From the data presented in this study on the Caribbean, St. Lucia had a foreign exchange leakage rate of 56% from its gross tourism receipts, Aruba had 41%, Antigua and Barbuda 25% and Jamaica 40%.

Economic Enclave Tourism

Local businesses often see their chances to earn income from tourists severely reduced by the creation of "all-inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.

The Organization of American States (OAS) carried out a survey of Jamaica's tourist industry that looked at the role of the all-inclusives compared to other types of accommodation. It found that 'All-inclusive hotels generate the largest amount of revenue but their impact on the economy is smaller per dollar of revenue than other accommodation subsectors.'

It also concluded that all-inclusives imported more, and employed fewer people per dollar of revenue than other hotels. This information confirms the concern of those who have argued that all-inclusives have a smaller trickle-down effect on local economies.

The cruise ship industry provides another example of economic enclave tourism. Non-river cruises carried some 8.7 million international passengers in 1999. On many ships, especially in the

Caribbean (the world's most popular cruise destination with 44.5% of cruise passengers), guests are encouraged to spend most of their time and money on board, and opportunities to spend in some ports are closely managed and restricted.

Other Negative Impacts

Infrastructure Cost

Tourism development can cost the local government and local taxpayers a great deal of money.

Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

Price Hikes

Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

A San Francisco State University study of Belize found that, as a consequence of tourism development, the prices for locals increased by 8%.

Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, it can also result in a dominance by outsiders in land markets and in-migration that erodes economic opportunities for the locals, eventually disempowering residents.

In Costa Rica, close to 65% of the hotels belong to foreigners. Long-term tourists living in second homes, and the so-called amenity migrants (wealthy or retired people and liberal professionals moving to attractive destinations in order to enjoy the atmosphere and peaceful rhythms of life) cause price hikes in their new homes if their numbers attain a certain critical mass.

ECONOMIC DEPENDENCE OF THE LOCAL COMMUNITY ON TOURISM

Diversification in an economy is a sign of health, however if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.

In The Gambia, for instance, 30% of the workforce depends directly or indirectly on tourism. In small island developing states, percentages can range from 83% in the Maldives to 21% in the Seychelles and 34% in Jamaica, according to the WTO. Over-reliance on tourism, especially mass tourism, carries significant risks to tourism-dependent economies. Economic recession and the impacts of natural disasters such as tropical storms and cyclones as well as changing tourism patterns can have a devastating effect on the local tourism sector.

Malta has only 380,000 residents, but received 1.2 million tourists in 1999. As 25% of GDP (and indirectly 40%), tourism generated more than $650 million in foreign exchange earnings. Malta's high dependence on tourism and a limited number of export products makes its trade performance vulnerable to shifts in international demand.

Seasonal Character of Jobs

The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.

Marketing of Modern Tourism

CHARACTERISTICS OF TOURISM PRODUCTS

A product is something that a producer makes and offers to consumers to provide satisfaction of needs. Like all products, tourism also needs marketing and it is different from marketing of manufactured goods since tourism product has different characteristics.

Intangible

Manufactured goods are tangible in the sense that they have physical dimensions and attributes and can be seen, felt, or tasted. The tourism product is an intangible product. Take for example, an aviation industry. One can see the airplane, the facilities provided within, etc. But none of these would determine the nature and quality of services imparted by the airline. One cannot see, feel, smell, touch or measure a service performed. It can only be experienced from the effects produced during the journey.

Inseparability

A physical product is produced in the factory, bought in the shop and consumed in the customer's premises at his convenience. But when the customer buys a service like travelling in an airline, the production and consumption of the services takes place at the same time. The experience of the tourist product exists when it is produced as well as consumed. The service in the airline is the

promptness of delivery of baggage or courtesy of the airhostess or safety of travel.

Perishability

A manufacturer of a physical product can anticipate the demand in advance and store the goods in warehouse and deliver them to the customers at the time of need. But the supply of the tourism product cannot be stored because tourism products are highly perishable. A seat in the plane or a room in the hotel not used today is a total waste. If an advertisement placed in the media channel is not seen or read, it is a waste. If the supply is not used, it perishes. So, the seats in an aircraft, the rooms in the hotels, the space in the ship, the services of a tourist guide, the time of the travel agency, etc. all perish if not utilized when available. What is not sold cannot be carried forward like stocks to be sold the next day or at any other time.

Ownership

No ownership passes from seller to buyer in a service. The buyer only acquires the right to certain benefits of what the seller offers. One may have the right to use a hotel room or a railway berth for a period of time, but the ownership of the room or berth remains with the hotel or the railways.

MARKETING MIX IN TOURISM MARKETING

Tourist marketing mix is largely a complex group of factors to achieve the 'end products', which helps the marketing manager to understand the demand in relation to supply and marketing investments. A balanced mix is necessary to reach this targeted result.

The tourist marketing mix can include the following elements:

The Product:

- Image, reputation, positioning
- Size and facilities offered
- Staff members and their attitudes
- The characteristics of the product

The Price:
- Corporate
- Discounted
- Normal
- Promotional
- Seasonal
- Wholesaler rates

The Promotion:
- Advertising
- Direct mail
- Public relations
- Sales promotion

The Distribution:
- Airlines
- Channels of distribution
- Clubs/Associations
- Intermediaries
- Reservation systems

'Marketing mix' has both short-term as well as long-term aspects. Long-term plans are based on study of natural, economic, social and technological aspects of the markets and customers. The short-term aspects relate to price reduction, aggressive promotion, or introduction of a new product in the market.

TOURISM MARKETING STRATEGY

One of the basic considerations for successful marketing strategy is the need for research. It provides the information base for effective marketing.

It relates to providing answers to various questions pertaining to the marketing activities.

Market research can be defined as the "systematic collection of information relating to supply and demand for the product in such a way that the information may be used to make decisions about its policies and objectives".

In order to formulate any marketing strategy, it is essential for a tourist organization and others engaged in marketing of tourist products to know the answer of following questions:

- Who are the persons engaged in tourism and where do they live?
- Who are the potential customers and where do they come from?
- What are their likes and dislikes?
- What are their travel preferences and interests?
- What do they buy and where do they stay?
- What mode of transport do they use?
- What are their entertainment preferences?
- What are the trends in competition?
- What type of marketing programmes would be needed?

Market research provides answers to all the questions. To make the overall marketing efforts effective and successful, as in the case of manufactured products, the tourist organization has to be totally aware of the trends in travel habits, vacation habits and complete knowledge about potential customers.

It is very important to have detailed information on all aspects of a market.

Results of such research will work as a guideline for designing and launching a successful marketing programme. A lot of data can be collected through publications, commercial analysis, trade information, press cuttings, previous studies etc.

Other ways to obtain data are:

- Tourism Departments,
- Discussion with tourists,
- Observation of customers at premises,
- Observations and discussions with visitors in exhibitions and trade shows,
- Attitudes, image perceptions and awareness studies,
- Advertisement and other media response studies,
- Studies of usage pattern.

INTEGRATED MARKETING: COMMUNICATION AND PROMOTION

Integrated Marketing Communication (IMC) involves the idea that a firm's promotional efforts should be coordinated to achieve the best combined effects of the firm's efforts. Resources are allocated to achieve those outcomes that the firm values the most. Promotion involves a number of tools we can use to increase demand for our products.

The most well known component of promotion is advertising, but we can also use tools such as the following:

- Public relations (the firm's staff provides information to the media in the hopes of getting coverage). This strategy has benefits (it is often less expensive and media coverage is usually more credible than advertising) but it also entails a risk in that we can't control what the media will say. Note that this is particularly a useful tool for small and growing businesses-especially those that make a product which is inherently interesting to the audience.

- *Trade Promotion:* Here, the firm offers retailers and wholesalers temporary discounts, which may or may not be passed on to the consumer, to stimulate sales.

- *Sales Promotion:* Consumers are given either price discounts, coupons, or rebates.

- *Personal Selling:* Sales people either make "cold" calls on potential customers and/or respond to inquiries.

- *In-store Displays:* Firms often pay a great deal of money to have their goods displayed prominently in the store. More desirable display spaces include: end of an aisle, free-standing displays, and near the check-out counter. Occasionally, a representative may display the product.

- Samples.

Generally, a sequence of events is needed before a consumer will buy a product. This is known as a "hierarchy of effects." The consumer must first be aware that the product exists. He or she must then be motivated to give some attention to the product and what it may provide. In the next stage, the need is for the consumer

to evaluate the merits of the product, hopefully giving the product a try. A good experience may lead to continued use. Note that the consumer must go through the earlier phases before the later ones can be accomplished.

Promotional objectives that are appropriate differ across the Product Life Cycle (PLC). Early in the PLC-during the introduction stage-the most important objective is creating awareness among consumers. For example, many consumers currently do not know the Garmin is making auto navigation devices based on the global position satellite (GPS) system and what this system can do for them. A second step is to induce trial-to get consumers to buy the product for the first time. During the growth stage, important needs are persuading the consumer to buy the product and prefer the brand over competing ones. Here, it is also important to persuade retailers to carry the brand, and thus, a large proportion of promotional resources may need to be devoted to retailer incentives. During the maturity stage, the firm may need to focus on maintaining shelf space, distribution channels, and sales.

Different promotional approaches will be appropriate depending on the stage of the consumer's decision process that the marketer wishes to influence. Prior to the purchase, the marketer will want to establish a decision to purchase the product and the specific brand. Here, samples might be used to induce trial. During the purchase stage, when the consumer is in the retail store, efforts may be made to ensure that the consumer will choose one's specific brands. Paying retailers for preferred shelf space as well as point of purchase (POP) displays and coupons may be appropriate. After the purchase, an appropriate objective may be to induce a repurchase or to influence the consumer to choose the same brand again. Thus, the package may contain a coupon for future purchase.

There are two main approaches to promoting products

- The "push" strategy is closely related to the "selling concept" and involves "hard" sell and aggressive price promotions to sell at this specific purchase occasion.
- In contrast, the "pull" strategy emphasizes creating demand for the brand so that consumers will come to the store with the intention of buying the product. Hallmark, for example,

has invested a great deal in creating a preference for its greeting cards among consumers.

There are several ways that a firm can budget for advertising. The strategy used depends on the firm's policy and internal politics. Some of the methods commonly used are:

- *Percentage of Sales:* Here, the firm decides to base its advertising budget on how much has been sold. This appears to be an "objective" way to make the budget decision and to "reward" performing brands and products with resources. However, this method is quite arbitrary. A firm may find it worthwhile to invest heavily in advertising up-front-before the product has begun to sell significantly-so that a promising product can achieve its potential. When a product is performing well, staying with a fixed percentage may also result in spending more than is cost-effective.

- *Percentage of Profits:* This is similar to the above, but takes into consideration that some products may have larger margins than others. Thus, a product with lesser sales but high margins may be a better investment than one with high sales but low margins.

- *Competitive Parity:* This entails setting the budget to match competitors. Note, however, that different brands may have different needs. Coke and Pepsi may be competing "head-on," and competitive parity may be appropriate. In contrast, some firms may be targeting customers who are relatively brand loyal while others target "switchers." The firm that targets loyal customers may be better off spending money on product quality than on promotion.

- *Affordability:* This entails budgeting based on the resources that the firm has available. Smaller firms obviously do not have the same resources as larger ones. However, the firm should still evaluate how effective such a budget will be in meeting the brand's needs. A firm may be able to afford to spend more than is appropriate. In contrast, other firms may not be able to spend what is needed to adequately influence consumers. In such cases, it may be more

appropriate for the firm to try to sell of this brand rather than fighting a losing battle.

- *Objective and Task:* This method sets the budget based on what is needed to achieve what the firm has set out to accomplish.

TOURISM MARKETING INFORMATION SYSTEM

The major aim of Tour MIS is an optimal information supply and decision support for the tourism industry. The first step is to provide aniline tourism survey data, as well as evaluation programmes to transform data into precious management information. Tour-MIS predominantly comprises:

1. A database containing tourism market research data (declarative knowledge),
2. Various program modules (method-base, procedural knowledge) converting acknowledged methods/models into simple surfaces, and
3. Various administrative programmes which assist the maintenance of the database and track and control the information search behaviour of users.

The internet supports the transport and presentation of animated and unanimated pictures, sound and video recordings and text and numerical data and is expandable. A high-performance SQL-database and a functionally designed user interface for Tour MIS based on hypertext and Perl permits the development of interactive applications. The programme modules contained in the method-base are developed according to the specific requirements of tourism managers. The internet offers a number of advantages against the old PC-solution. Since changes in the database have immediate worldwide effect the speed of information transmission can be reduced to the availability of the information source. For example, Tour MIS makes the monthly projections of Statistics Austria available within only a few seconds to all regional managers of the Austrian National Tourist Office regardless of whether they are located in New York, Sydney, Tokyo or Madrid. Anybody provided with access to the internet and entitled to use Tour MIS may access data and information, make calculations or

simulations send or receive data – without tiresome postal procedures, danger of loss, delays and costs. All these advantages have led to a significant expansion in the number of users.

Conditions for the Use of the System

In the beginning Tour MIS was provided with strict access control and used to be only accessible to certain users. In this respect the application did differ from traditional internet offers. However, the present concept is also not an Intranet. Unlike the Intranet which supports internal information management systems Tour MIS is not owned by a certain organization but is open to all authorized tourism organizations, societies, tourism consultants, companies, tourism training centres, pressure groups, etc. in Austria and abroad. By covering the maintenance costs, a consortium of 12 of the most important initiators of market research projects in Austria (Austrian National Tourist Office, nine provincial tourism organizations, the two special interest associations for Hotel Trade and Restaurant

Trade of the Federal Chamber of Commerce, Federal Ministry for Economic Affairs and Labour Tourism and Recreational Commerce Section) guarantee the continuous updating of the comprehensive database. Since 2000 this initiative has provided the Austrian tourism industry with free access to overall data and functions (with some exceptions) of Tour MIS. The necessary hardware resources are situated at the Institute for Tourism and Leisure Studies at the University of Economics and Business Administration in Vienna where a major part of the necessary maintenance work is carried out.

The Tour MIS Database

In the beginning Tour MIS contained data that was strongly influenced by the internal interests of its commissioner, the Austrian National Tourist Office. In this respect international tourism statistical data, empirical tourism studies and economic indicators for the most important markets of origin for the Austrian tourism industry have been collected in Tour MIS. The PC-version, developed in the early nineties, contained more than 10,000 time series. The periodicity of information was generally based on

annual data, however the most significant time series have also been recorded for periods of less than a year. Over the years the database has continually expanded. Due to the increasing importance of overseas markets further information has been required. Unequal needs of provincial tourism organizations led to additional statistics regarding the federal provinces and Vienna, being city and federal province at the same time, acquired an exceptional position. Furthermore data on the Austrian and international city tourism has been added. This information was collected at the branch offices of the Austrian National Tourist Office, transmitted by fax and data was entered manually into the marketing information system in order to be available to users. Later based on international cooperation (European Cities' Tourism, European Travel Commission) the first online maintenance agreements with local tourism organizations were initiated. The most important available data sources of Tour MIS are indicated in. Besides the basic information search functions the method-base has also been continually upgraded. In this respect the system more and more meets the requirements of an efficient decision support tool. In the next paragraphs the most important data sources and the facilities for analysis and reporting are discussed.

National Tourism Statistics Austria

One of the first data sources which was installed in Tour MIS was the official tourism statistics in Austria. Data generated from the registration with accommodation suppliers is one of the fundamental supports of the official inbound tourism statistics in Austria. Accommodation statistics are divided into two different kinds of survey: the accommodation for inbound travel and the accommodation capacity.

The data on arrivals and over nights are surveyed for 50 generating countries related to 13 different accommodation types and 1,600 municipalities (= report communities) on a monthly basis.

Thus the official travel survey offers 25 million data points per annum which can be transformed into precious information for tourism managers. From the data material important information on tourism development, trends in markets of origin and

accommodation types, evaluation of the competing situation can be derived. For example, for each of the 1,600 municipalities the database allows the user to regularly monitor the development of the average duration of stay, the seasonality, market shares, guest-mix structure, and, in connection with the capacity statistics, the occupancy rate.

Tour MIS presently offers official tourism statistics only at the provincial basis which nevertheless requires maintenance work of 11,700 data sets per month. The necessary data transfer from the host system of Statistic Austria (ISIS) to Tour MIS takes place automatically each time after the arrival of new data segments and in accordance with various maintenance routines.

The information supply of Tour MIS users takes place by means of predominate tables and reports created for the user in real time operations. The content and design of tables or reports plays an important role in the user's perception of the system's usefulness and usability. Only if the information supply meets the users' needs will the system achieve its aim of providing a high-performance usage of market data and improve the information supply in tourism management.

TOURISM MARKETING

It is a well known fact that as long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel in order to see new sights and experience new things, to live under different environments will always grows. The marketing in tourism industry has evolved as part of the process initiated by the desire for travel in people. Without exception, all human beings will always nurture a desire to travel in order to see places. The question arises that if the desire is ever present in people to travel and experience new things, why then would the tourism industry need marketing efforts at all?

The marketing problems in tourism is quite different from marketing problems in other industries, and this justifies making marketing in tourism, a subject for separate and specialized enquiry. The concepts and principles, the techniques and methods of marketing can be equally applied to tourism. The concept of tourism

marketing can be better understood by identifying and considering the differences between markets for physical, tangible goods on the one hand and the market for tourism on the other.

Tourism marketing could be defined as the systematic and coordinated efforts exerted by tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of a sustained tourism growth. Krippendorf, "Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings, whether private or state owned, at local, regional, national or international levels to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return."

Tourism is a very complex industry because of its multifaceted activities, which together produce the tourist products otherwise considered as independent industry. Besides, its complexity lies mostly in the fact that tourists are located in different places, have different socio-economic structures, different needs, tastes, attitudes, expectations, and behaviour patterns. The marketing concept helps the tourist organization to establish a consistent and effective communication system with actual and potential tourists in the selected markets. It also helps them to know their customers' wishes, needs, motivations, likes and dislikes.

SPECIAL FEATURES OF TOURISM MARKETING

From ancient times when travel was a prerogative of a select few who travelled in search of adventure to the present day jet travel, there have been many changes. Travel in ancient times was a simple affair. The type of facilities that were required by the people to travel was provided by a handful of suppliers of such services. In the present scenario of travel expansion, markets necessitated the application of marketing techniques. Marketing of tourist products has certain peculiarities.

The difference arises due to peculiar nature of tourist products:

- *A tourist product is assembled by many producers*: The tourist product cannot be provided by a single enterprise. In tourism, airline provides 'seat' to travel, hotels provide

'accommodation', a travel agent 'bookings' while a museum provides 'place of experience'. So, the tourist product is an amalgamation of many components, which together make a complete product.

• Intermediaries play a dominant role: In tourism, sales intermediaries like tour operators, travel agents, reservation services and hotel brokers play a dominant role. They determine to a large extent which services will be sold and to whom.

• *Production and consumption of tourist services are closely Interrelated*: The travel agent who sells his product cannot store it since there is a close link between production and consumption of tourist services. Production can only take place or can only be completed if the customer is actually present.

• *Tourism demand is highly unstable*: Tourism demand is influenced by seasonal, economic, political and other such factors. For example, political unrest affects inflow of tourist to a particular destination.

• *Tourism is an intangible, non-material product*: Unlike a tangible product, no transfer of ownership of goods is involved in tourism. Instead certain facilities are made available for a specified time and for a specified use like a seat in an aeroplane or room in a hotel.

• *Travel motivations are diverse in nature*: The reasons, expectations, and desires, which influence tourists' choice for certain holiday destinations, types of accommodation and vacation activities are varied. Very often people make exactly the same choice for entirely different reasons.

To a considerable extent, tourism marketing depends on various market factors. Therefore, marketing of tourism as compared to other industries needs a somewhat different approach.

PRODUCT IN TOURISM

The needs of the tourist relate to comfort and pleasure in travel, stay, food arrangements and visiting spots of interest and attraction.

Hence, the tourist expectations are:

- Able to experience the new places –their life-styles, food, culture, heritage, etc. as per one's own choice.
- Be able to visit places of interest, spend adequate time at such places.
- Facility of transportation available.
- Facing no risk to one's person or belongings, etc.
- Getting suitable food to one's tastes and health.
- Not to be hurried or hustled against the preferred place.
- To be looked after and cared for.

The three basic components of a tourist product are:

- Attractions,
- Facilities, and
- Accessibility.

Attractions constitute an important feature of the product. Attractions are those elements in the tourist product, which determine the choice of the particular tourist product, to visit one particular destination rather than another. These are things to see and enjoy like cultural sites, historical buildings, beaches, mountains, national parks, or events like trade fairs, exhibitions, music festivals, etc. Facilities are those elements in the tourist product, which are a necessary aid to the tourist centre. The facilities complement the attractions. These include accommodation, food, communications, guides and so on.

Accessibility is a means by which a tourist can reach the areas where attractions are located. Tourists' attractions are of little importance if their locations are inaccessible by the normal means of transport. It also relates to the formalities in reaching the places like visas, customs, bookings etc.

In Tourism, the products are varied. A travel agent may arrange for itineraries and airline bookings and may also help in getting passport, visas, foreign exchange clearances, embarkation facilities at airport and so on. Similarly attractions are added to a destination. For example, 18 rooms of Buckingham Palace have been opened to visitors, which are a major tourist attraction to visitors. Apart from the Throne Room, Drawing Room and the Picture Gallery,

the Souvenir shop selling white china mugs with Buckingham Palace written on it or Crystal Balls with details from the State Dining Room is also a part of the attraction. A product in tourism is the place of destination and what one may experience while proceedings to and staying at that destination.

For example,

- Sentose islands of Singapore, is packaged as a place where there are no shops, no skyscrapers, no offices- a place of quiet and tranquility, to relax and be with nature, so different from Singapore. Travelling by cable car to the island is also a part of the package.

- Places in Rajasthan like Jaisalmer are being offered as tourism products to experience the life-style of Maharajas, living in real palaces with kingly comforts, travelling on ' Palace on Wheels', the luxuriously fitted railway train, going hunting on elephant back and so on. The product is not merely the city of Jaisalmer and what it may offer as historical and cultural importance. The product is the total experience of travel and other attractions, all related to the royalty of Jaisalmer.

The tourism product may be developed with emphasis on art, architecture, culture, religion, history, sports, leisure, temples, life-styles, etc.

- Himalayas are a product not only for sports and adventure tourism, but also for nature lovers and spirituality.

- Varanasi is a product based on religion, the Ganges capturing the essence of Oldest Hindu heritage.

- The accommodation provided, is as much a part of the safari in the African forests as the prospect of seeing wild-life. Many prefer and pay more to live in the open country 'with nature' instead of in five-star comfort.

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Wildlife Tourism

The wildlife in India comprises a mix of species of different types of organisms. Apart from a handful of the major farm animals such as cows, buffaloes, goats, poultry, pigs and sheep, India has an amazingly wide variety of animals native to the country. It is home to Bengal tigers, deer, pythons, wolves, foxes, bears, crocodiles, camels, wild dogs, monkeys, snakes, antelope species, varieties of bison and not to mention the mighty Asian elephant.

The region's rich and diverse wildlife is preserved in 89 national parks, 18 Bio reserves and 400+ wildlife sanctuaries across the country. India has some of the most biodiverse regions of the world and hosts three of the world's 34 biodiversity hotspots – or treasure-houses – that is the Western Ghats, the Eastern Himalayas and Indo-Burma. Since India is home to a number of rare and threatened animal species, wildlife management in the country is essential to preserve these species. According to one study, India along with 17 mega diverse countries is home to about 60-70 % of the world's biodiversity.

India, lying within the Indomalaya ecozone, is home to about 7.6% of all mammalian, 12.6% of avian, 6.2% of reptilian, and 6.0% of flowering plant species. Many ecoregions, such as the *shola* forests, also exhibit extremely high rates of endemism; overall, 33% of Indian plant species are endemic. India's forest cover ranges from the tropical rainforest of the Andaman Islands, Western Ghats, and Northeast India to the coniferous forest of the Himalaya.

Between these extremes lie the sal-dominated moist deciduous forest of eastern India; teak-dominated dry deciduous forest of

central and southern India; and the babul-dominated thorn forest of the central Deccan and western Gangetic plain. Important Indian trees include the medicinal neem, widely used in rural Indian herbal remedies. The pipal fig tree, shown on the seals of Mohenjo-daro, shaded the Gautama Buddha as he sought enlightenment.

Many Indian species are descendants of taxa originating in Gondwana, to which India originally belonged. Peninsular India's subsequent movement towards, and collision with, the Laurasian landmass set off a mass exchange of species. However, volcanism and climatic change 20 million years ago caused the extinction of many endemic Indian forms. Soon thereafter, mammals entered India from Asia through two zoogeographical passes on either side of the emerging Himalaya.

Photo: Wildlife Tourism

As a result, among Indian species, only 12.6% of mammals and 4.5% of birds are endemic, contrasting with 45.8% of reptiles and 55.8% of amphibians. Notable endemics are the Nilgiri leaf monkey and the brown and carmine Beddome's toad of the Western Ghats. India contains 172, or 2.9%, of IUCN-designated threatened species. These include the Asian elephant, the Asiatic lion, the Bengal tiger, the Indian rhinoceros, the Mugger crocodile, and the Indian white-rumped vulture, which suffered a near-extinction from ingesting

the carrion of diclofenac-treated cattle. In recent decades, human encroachment has posed a threat to India's wildlife; in response, the system of national parks and protected areas, first established in 1935, was substantially expanded. In 1972, India enacted the Wildlife Protection Act and Project Tiger to safeguard crucial habitat; further federal protections were promulgated in the 1980s. Along with over 515 wildlife sanctuaries, India now hosts 18 biosphere reserves, 9 of which are part of the World Network of Biosphere Reserves; 26 wetlands are registered under the Ramsar Convention.

The varied and rich wildlife of India has had a profound impact on the region's popular culture. The common name for wilderness in India isJungle, which was adopted into the English language. The word has been also made famous in *The Jungle Book* by Rudyard Kipling. India's wildlife has been the subject of numerous other tales and fables such as the *Panchatantra*.

Fauna

India is home to several well-known large mammals, including the Asian Elephant, Bengal Tiger, Asiatic Lion, Leopard, Sloth Bear and Indian Rhinoceros. Some other well-known large Indian mammals are: ungulates such as the rare Wild Asian Water buffalo, common Domestic Asian Water buffalo, Gail, Gaur, and several species of deer and antelope. Some members of the dog family, such as the Indian Wolf, Bengal Fox and Golden Jackal, and the Dhole or Wild Dogs are also widely distributed. However, the *dole,* also known as *the whistling hunter,* is the most endangered top Indian carnivore, and the Himalayan Wolf is now a critically endangered species endemic to India. It is also home to the Striped Hyena, Macaques, Langur and Mongoose species.

Conservation

The need for conservation of wildlife in India is often questioned because of the apparently incorrect priority in the face of direct poverty of the people. However, Article 48 of the Constitution of India specifies that, "The state shall endeavour to protect and improve the environment and to safeguard the forests and wildlife of the country" and Article 51-A states that "it shall be

the duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers, and wildlife and to have compassion for living creatures."

Large and charismatic mammals are important for wildlife tourism in India, and several national parks and wildlife sanctuaries cater to these needs. Project Tiger, started in 1972, is a major effort to conserve the tiger and its habitats. At the turn of the 20th century, one estimate of the tiger population in India placed the figure at 40,000, yet an Indian tiger census conducted in 2008 revealed the existence of only 1,411 tigers. 2010 Tiger census revealed that there are 1700 tigers left in India.

The passing of the Forest Rights Act by the Indian government in 2008 has been the final nail in the coffin and has pushed the Indian tiger to the verge of extinction. Various pressures in the later part of the 20th century led to the progressive decline of wilderness resulting in the disturbance of viable tiger habitats. At the International Union for the Conservation of Nature and Natural Resources (IUCN) General Assembly meeting in Delhi in 1969, serious concern was voiced about the threat to several species of wildlife and the shrinkage of wilderness in India. In 1970, a national ban on tiger hunting was imposed, and in 1972 the Wildlife Protection Act came into force. The framework was then set up to formulate a project for tiger conservation with an ecological approach. However, there is not much optimism about this framework's ability to save the peacock, which is the national bird of India. George Schaller wrote about Tiger conservation:

"India has to decide whether it wants to keep the tiger or not. It has to decide if it is worthwhile to keep its National Symbol, its icon, representing wildlife. It has to decide if it wants to keep its natural heritage for future generations, a heritage more important than the cultural one, whether we speak of its temples, the Taj Mahal, or others, because once destroyed it cannot be replaced."

INCREASE WILDLIFE TOURISM IN INDIA: A POSITIVE STEP TOWARDS CONSERVATION

Like the two phases of a coin, wildlife tourism is also bejeweled with two perceptions. As per one opinion wildlife must be set apart

from tourism, so as to protect the endangered species. On the other hand, a different school of thoughts promotes wildlife tourism as a means of conservation. Indian wildlife tourism supports the second set of opinion.

With 99 national parks and 400 plus wildlife sanctuary, India is the home to various exotic fauna and flora species. One of the recent ongoing buzz around the town is the upward graph of India wildlife tours. Earlier wildlife tourism brought new challenges for the governmental bodies, but in the present time this rise is indeed supporting the conservation initiatives taken for the welfare of flora and fauna.

FACTORS BEHIND INCREASED WILDLIFE TOURISM IN INDIA

There is a reason behind everything and the rise of Indian wildlife tours is no exception. Though there are several factors behind the mounting rate of wildlife tour, mentioned below are the top two reasons:

Presence of Rare Fauna Species

Various endangered and on the brink of extinction wildlife species inhabit in Indian national parks, sanctuaries and reserves. These rare species form major tourist attraction during wildlife expedition. The top species that work as the crowd puller are stated below:

- Bengal Tigers
- One Horned Rhinoceros
- Asiatic Lions.

People love spending wildlife holidays in India because they can't afford to miss the glimpse of the most furious predator – tigers. Project Tiger 1973, was started at the Jim Corbett National Park (the oldest established national park of India) covering 9 tiger reserves. Presently around 43 tiger reserves fall under the respective project.

Amidst all the reserves, The Sunderban National Park is acknowledged for forming the largest tiger reserve in India. Coming to One Horned Rhinoceros, then Kaziranga National Park, Assam is known for inhabiting the world's largest populace of this

endangered species. Further, the Gir National Park is the only dwelling place of Asiatic Lions.

Beautiful Collection of Floral Species

The astounding beauty of Indian wildlife sanctuaries and parks is another reason behind rising tourism. Their lush green forests not only offer a shed to the wild species but also attracts tourists from different nooks and corners of the globe. It is the Sunderbans National Park and the Valley of Flowers National Park that are regarded as the paradise for botany lovers.

Both of these national parks are renowned World Heritage Sites by UNESCO. On one hand where the Sunderbans National Park is recognized for having one of the largest Mangrove forests, on the other Valley of Flowers is known for owing meadows of endemic alpine flowers. Further, there are various other sanctuaries that are acknowledged for showcasing the plethora of natural beauty.

Tourism aiding Conservation

An India wildlife tour ultimately helps the respective authorities for further conservation initiatives. The fare collected via wildlife tourism is used for the maintenance of national parks and sanctuaries. In a study conducted in the year 2012 at three prominent national parks – Nagarahole, Kanha and Ranthambore, the facts revealed that tourist spends around $600 in their visit. The study also showed that tourists are willing to re-visits and are even ready to pay higher entry fares as they simply love the tour.

The funds thus collected are then utilized for the welfare of the wildlife dwelling in different parks and sanctuaries. In addition to the financial help, wildlife tourism also promotes awareness about fauna and flora species. These tours bring people closer to the nature and make them understand the ecological importance of wildlife.

FACTOR IN DECLINING OF WILDLIFE IN THE HIMALAYA

Habitat Destruction

Rapid rate of urbanization in many parts of the Himalaya with explosion of human population has lead to deforestation and

disappearances of many rare and useful species of wildlife. The tropical rain forests in the world are disappearing at an alarming rate of 50 acres per minute.

Many wild animals and bird have died and the remaining resorted to straying or incursion into the abutting geographic region in the endeavour to struggle and seek safer home ground.

The present rash and thoughtless destruction of natural resources clearly indicates our existence on earth is gravely threatened if we do not take coarse of the forest. Wisely maintained forest not only provides economic benefits to mankind but also insurances the nature against such eco-disasters as floods, droughts and landslides. Glaring examples of havoc wreaked by deforestation are known. The USA, once blessed with over 800 million acres, when colonized lost forests ruthlessly in building cities making Oklahoma, a man made desert. Fertile grass of country provided graying for thousands of cattle; farmers ploughed up to plant crops destroying thick carpet of grass roots that hold water. This followed a long period of drought with high wind that blew soils away in great sand storms. In Britain, well-wooded within the living memory the forest have dwindled to the vanishing point by relishing the precious forest wealth is "penny-wise, proud-foolish policy".

Fast increasing desertification is also a contributing factor to habitat deterioration. Loss of habitat is the main process by which species become extinct. The tropical rainforest covers only 7% of the Earth's surface area, and yet harbours more than 50% of all existing wildlife species in the world.

Agro-practices adopted by man in these isotopes are of rudimentary and in sufficient nature, wit wasteful use of land. Some aspects of improper management and commercial over-exploitation in many parts of Himalaya in Nepal are grave and proving disastrous. The Himalayan degradation and loss of habitat of wildlife can be reality be stopped by suitable and appropriate means of ecological management and conservation of the forest cover.

Indiscriminate Poaching

Hunting by man has been the second major causes contributing to the disappearance of many wildlife species. The Ranas, then

ruling Nepal and their Royal guests from British India and the Shah Ruler were hunting in different sectors of Nepal and killing precious animals as a pastime. During political up heals, the protection slackened resulting in extensive poaching. Uncontrolled felling of trees, over grazing of grassland, poaching of wildlife and burning of forests-all of which have continued unabated in many parts of the Himalaya. However, some satisfaction steps have been taken at Regional/District levels of check poaching of wildlife resources.

Under the respectable camouflage of crop protection, wild animal and birds were shot everywhere even in national parks and reserves and their surrounding VDCs in Buffer zone areas. This uncontrolled massacre through unceasing poaching vanquished many magnificent and rare species and the decline of the remaining forms is still continuing.

Food, feather, fur and recreation have always enticed people raid a large number of animals and birds through indiscriminate poaching and shooting. In spite of legal protection to wildlife, poacher and unauthorized hunters seriously impairs our threatened wildlife in the Himalayan regions due to lack of attention of forest and wildlife authorities, who must take strong and penalizing steps against the abrogates of game laws.

The successful protection of wildlife in the hills and high altitude areas are obviously difficult affairs. The need special laws and provision for the implementation and protection of wildlife. Some of the loopholes in the present wildlife (protection) act need amendments and inclusion are:

Hunting in group (gang) provides best means of posting a look-out to watch for wildlife authorities in hills by poachers can help easy escape at the approach of any threat.

Nominal cash fines as penalties by wildlife department can be easily paid by poachers, payment of much fine will suitably constitutes a license to the offenders by meager fines to the department.

No provision of punishing offenders by the wildlife department unless caught red handed. The standard excuse for armed poachers is self-defence against danger of wild animal.

Armed presence of civilians in forest is never questioned by wildlife staff.

Poachers had taken the precaution of skinning animals in the forest and burying of skin if no commercial value says anything at home. Thus house raids by wildlife department are circumvented.

Public opinion usually favours poachers as most hill people lack sufficient awareness of the values of wildlife preservation. The issues of eco-conservation of forest, wildlife, and other natural resources are considered as a frivolous pastime.

Bhatia traders inhabiting high Himalayas reaches mainly encourage and finance commercial poaching in such inaccessible biotopes and over killed victimized wildlife eventually succumbs to extinction.

Indiscriminate Use of Pesticides

Serious human and animal health hazard have appeared with the emergence of new era of insecticide eradication campaign. Wildlife, in particular some rare birds and mammals could not escape from the hazardous effects of such insecticides.

Sprays and dusts of insecticides in open fields expose wildlife to the risk of feeding on crops treated with them bringing numerous health problems that go unnoticed causing heavy mortality in nature.

Insecticides not only contaminate the environment and bring pollution but also interfere body metabolism and accumulate a poisoning activity (bio-concentration) in the body system.

DDT'! Stream, lakes, sea'! plankton '! fish (adipose tissue) '! birds '!inhibits shells gland '! thin shell '! fail to hatch '! bird population victimized.

Himalayan species of predatory bird (eagles/vultures). Long term effect of pesticides on environmental sue has been band in developed nation (USA, Canada and Scandinavian Countries).

Predation of Wildlife in Natural Environment

The impact of predators on prey varies from region to region. Of the candid predators, the red fox and Himalayan wolf are quite

commons at extreme altitude and prey heavily on a variety of threatened wildlife.

The chief Himalayan predator which considerably impact the high altitude herbivore population is: Asiatic black bear, brown bear, snow leopard, wolf and red fox. Snow leopard and wolves kill bharal where as red fox and jackal is potential predator of the young.

High altitude predatory birds may kill the newborn of many threatened species of mammals and birds. Lammergeyers are known to have carried off a young goral. Likewise Giant golden eagle and lammergeyers considerably decimate the population of marmots, weasels, pheasants and other rare birds.

WILDLIFE TOURISM IN INDIA: FOR THE LOVE OF ANIMALS

Wildlife: The Precious Natural Wealth of India

The uniqueness of the Indian sub-continent lies in the diversity it offers in every aspect. India is blessed with the most disparate geography and climate which provide habitat to a vivid range of flora and fauna. The incredible range of wildlife in India is a nature's gift that makes India the ideal location for Wildlife Tourism.

Protecting the birds and animals in the zoological parks is a good thing but there is nothing better than serving them exactly where they are best suited. Therefore, India houses a number of wildlife sanctuaries and national parks that help in preserving the wildlife in its natural form.

The exotic range of flora and fauna in India is the reason behind the successful growth of Wildlife tourism in the country. There are about 400 plus wildlife sanctuaries and 99 national parks sprawling across the country. These natural homes accommodate an estimate of over 350 species of mammals, 2100 types of birds, 350 varieties of reptiles and countless insects. A tour of the wildlife sanctuaries provides an experience that is beyond expression. Some of them are animal specific while the others sustain a plethora of distinct birds and animals.

Wildlife Tourism, which also comprises of Eco-tourism and Sustainable tourism, has witnessed a massive growth in the recent

years. Like everything, wildlife tourism too has its own pros and cons. Positively, it has proved to be the best way to conserve the rich wildlife of India. People have become more aware of the endangered species and initiatives are being taken to save them. Wildlife tourism also supports the projects on conservation monetarily. It has led to a reduction in the poaching activities in the country.

On the contrary, Wildlife Tourism can cause hindrance in the peaceful living of animals at their natural homes. Setting foot in their territories can scare the animals away and thus cause animosity in their behaviour. The presence of tourists can also have a negative impact on the breeding and feeding activities of the animals. The construction of lodges and jungle resorts can harm the environment as well as nature. The jungle safaris which bring in the raging drivers have often hurt the smaller species.

Nonetheless, a balanced approach towards the conservation of the wildlife can prove to be immensely beneficial for the country. There is no doubt about the fact that wildlife tourism is a popular and profitable industry for India's growth as a nation.

But it is extremely important to make sure that the development of one does not lead to the fall of the other. Only a wise and systematic approach can lead to the success of wildlife tourism in India.

People love animals but more than that they love watching them in their natural surrounding. For the die-hard lovers of flora and fauna, here is a list of some of the must visit wildlife sanctuaries in India! Try visiting each one them for a lifetime experience. But always remember, protecting animals is as important as loving them!

- Jim Corbett National Park, Uttarakhand
- Kaziranga National Park, Assam
- Bandhavgarh National Park, Madhya Pradesh
- Bandipur National Park, Karnataka
- Gir National Park, Gujarat
- Ranthambore National Park, Rajasthan
- Periyar National Park, Kerala

- Bharatpur Bird Sanctuary or the Keoladeo Ghana National Park, Rajasthan
- Sariska Wildlife Sanctuary- Alwar, Rajasthan
- Sunderbans National Park, West Bengal.

CONSERVATION-FRIENDLY WILDLIFE TOURIST, NATURE LOVER OR PHOTOGRAPHER

The number of people visiting wildlife reserves for recreation is increasing rapidly, thanks largely to an upwardly mobile middle class with a penchant for watching animal channels on TV and with a disposal income to spend. There is also a growing tribe of well-paid young professionals who feel the desperate need to stretch their legs and 'recharge their batteries' on weekends after being cooped up in offices all week. Many possess expensive cameras and lenses, which provide additional motivation to visit wildlife reserves on a regular basis.

On one hand, this growing interest may be taken as a good sign, because, according to conventional wisdom, people will protect what they love. But the question that we must ask today is, are we 'loving' our wildlife to death with our visits? What is the impact of wildlife tourism on the wildlife that we profess to love?

What benefit accrues to nature from the visits of thousands of 'nature lovers'? Can one find a way to commune with nature without being a cause of more destruction? Do we really care? Many people with a conscience are grappling with these questions, and we hope that this article will provide some answers. While it may be unrealistic to ask people to avoid trips to the jungle, every person who enjoys the privilege of entering a wildlife reserve should ask themselves these overarching questions: How can I meaningfully offset the impact of my visits? How can I do more good than harm?

SOME OBVIOUS AND NOT SO OBVIOUS IMPACTS OF WILDLIFE TOURISM

Resorts

There are now scores of resorts around every popular wildlife reserve in the country, to cater to the unending number of urban

tourist/photographer/nature lover. Many of these have come up in the buffer areas surrounding reserves; some are even bang in the middle of important animal movement routes or migration corridors. To protect their property and their guests, these resorts often have trenches or electrified fences around them, thus preventing the traditional movement of wildlife in these areas.

Since greed rather than sustainability appears to the national motto, most resorts continue to add rooms and beds without concern for the carrying capacity of the fragile environment they sit on.

They draw enormous quantities of ground water for their needs, depleting underground aquifers.

Many buy firewood that is illegally cut from the same forest, which is used for cooking, to heat water for guests and to provide 'campfires' in the evenings.

Most don't have an environmentally friendly garbage disposal system. Raw sewage from toilets is often let into the nearest stream or nallah. Water and liquor bottles are usually dumped into pits dug in the nearby forest.

To maximize profits, noisy diesel vehicles are used for 'safaris'. Since these vehicles ply only in the forest, they are rarely, if ever, checked for pollution levels.

No orientation is given to guests about dos and don'ts before jungle trips.

Drivers and guides are not trained, and lack discipline. Rather than correct erring tourists, they simply ignore those who shout and scream or throw litter. Worse, many provoke animals such as elephants by driving up to them and revving their engines to provoke a charge. For this 'thrill' the grateful but ignorant guests reward them with tips, reinforcing these horrific habits.

A few resorts pay lip service to responsible tourism by keeping a small leaflet in each room with dos and don'ts printed in microscopic lettering.

Roads

The katcha mud roads in our popular wildlife reserves are usually more smooth and comfortable than most average city roads.

If they weren't this comfortable, perhaps many casual visitors, who don't have much interest in nature but are just there for an 'outing', would not wish to go on safaris (or they might at least avoid repeated trips).

Thanks to these comfy roads, most people get the feeling that they are in an open zoo rather than in a wildlife reserve. They therefore tend to behave like zoo visitors. They talk loudly, chatter constantly and generally make as much noise as possible because no one has told them how to behave in a wildlife reserve.

The smooth roads encourage speeding by resort drivers, who rush around the park in an attempt to show the guests as much wildlife as possible to get more tips. Many animals including big cats have been injured or killed by speeding vehicles and the disturbance they create to the wildlife and to genuine nature lovers is considerable.

Since these mud roads get damaged easily during monsoons, the Forest Department usually digs vast quantities of soil from the forest to re-do the roads every year, creating extensive habitat destruction.

In many parks, one can see large craters right beside the road from where mud has been taken over the years. In one famous Tiger Reserve, the topsoil from its meadows was being scraped to remake roads. Since it can take 500 years for one inch of topsoil to form naturally, the fertility loss to the forest can well be imagined.

Other 'management' interventions in the name of tourism:

Every year more roads are made in the name of tourism. Many parks have the habit of clearing a wide swathe of forest along the roads, which are called 'viewlines', to ostensibly make wildlife more visible to tourists. Initially, the grass that comes up in these openings does attract animals. But within no time, invasive weeds like Lantana, Parthenium and Eupatorium take over and choke the viewlines and become a fire hazard.

What can we do?

Although we may not feel responsible for all these problems, we are very much a reason for their prevalence. So how do we offset at least some of the negative impact of our visits? There are two ways:

1. Be a proactive watchdog
2. Or minimize your impact by adopting some simple measures

Being Proactive

Photograph nature by all means, but look beyond the beauty. It is extremely important that we document the ugliness and destruction as well. Photograph and make a note of any destructive or illegal activities you see during your trips to the forest and send them to Conservation India with specific details such as exact location, date and time. We will upload these in our gallery of conservation pictures. If you do not wish to be identified, we will ensure that your name is withheld.

Some examples for photo documentation:

- Livestock grazing. This is prohibited in National Parks and in the Core Areas of Tiger Reserves, but continues in many parks due to lack of enforcement.
- Tree felling or lopping of branches. In fact, even removal of dead or dying trees, grass etc., from protected areas – even by the Forest Department – is prohibited under a Supreme Court Order.
- People carrying firewood.
- Poaching or evidence of poaching – snares, traps, etc.
- Any construction, digging, presence of earth-moving equipment, new roads, etc. These may not all be illegal, but photograph it anyway.
- Irresponsible tourism.
- Anything else you feel should not be happening in a park. When in doubt, photograph it!

Reporting violations and making formal complaints

Even though you may not normally report or complain about any problems you see, and your driver / guide / resort manager might dissuade you, make it a point to formally complain about any violations seen before you head back home. Please note, 'passing on information' and 'making a complaint' are two different things. The former need not be taken seriously. You can visit the

local forest office (typically the office of the Range Forest Officer) and hand over your complaint to the senior-most officer present. Photograph the letter for your records since you might not have access to a scanner (send us a copy). Also, make a more elaborate complaint to higher authorities (such as the Chief Wildlife Warden of the State) once you return home, attaching some relevant supporting images.

Also, discuss the issue(s) with any active local NGO(s). The Resources section has a listing of active NGOs involved in wildlife conservation.

Don't want to be that proactive? Then, at least follow these simple guidelines.

- Do not plan parties or bashes at parks / resorts as this creates unnecessary disturbance. Discourage others from doing so also.
- Engage with local NGOs who work on park issues and try and understand how you can contribute.
- When inside the park follow all rules – stay on designated routes, don't get-off safari vehicles and do not speed. Make it a point to complain about any violations of park rules by others to the authorities.
- Make it very clear to your guide and driver before your first ride that you will not tolerate rash driving or harassment of animals. Maintain a considerate distance from wild animals. Do not chase or rush behind them. Do not step or drive off the path after animals. Do not stress wild animals or disturb them. Withdraw if you see any signs of that they are agitated by your presence.
- Never, ever, feed wild animals including monkeys.
- Do not go on night safaris. Refuse even if the resort offers to take you. In almost all parks, night driving is a banned, punishable offence.
- Check if the resort you are staying at serves wild meat. Shockingly, some do. Enquire about the possibility and collect enough evidence before you complain to local authorities and alert CI.

- Check about the source of fuel of your resort's kitchen – is firewood being collected from the park?

- Ensure that your resort has all the necessary permits in running a wildlife resort and operating jungle treks / safaris. Please note that, without this, you can be in serious trouble for illegally entering protected areas even if your resort has escorted you into the forest.

- Understand from the resort management how they manage sewage and garbage. Do they handle / dispose of them responsibly, or do they just dump them in the nearby stream?

- Use all resources in the resort carefully and frugally – especially water. Try and carry your own drinking water so you generate far less plastic.

- Don't be obsessed with tigers and leopards in the jungle – enjoy the rest of nature.

- Do not litter our parks. Do keep your eyes open for, and pick up others' garbage (especially plastic) if it is lying on your route inside the park

- However, don't pick up anything natural that belongs in the park. Picking up feathers, bones, antlers, driftwood, pebbles, stones etc. could be potentially illegal.

- Don't pick any live animals like pups, cubs, calves, etc. assuming they are abandoned.

- Do not smoke in the forest. Beware of any combustible material that you could leave behind thus causing a fire. Do not carry any material that could be a fire hazard

- Learn about your destination, its offerings, its conservation issues etc. before getting there, so that you are an informed tourist.

These are just indicative guidelines. If you can think of anything else that should be on this list, please let us know and we will include them if appropriate. Of course, it goes without saying that, when in the forest, it is best to wear dull clothing and maintain silence. Let's make our wildlife reserves the temples of peace they should be.

Tourism Promotion

PROMOTION

Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Ford spends about $2.3 billion each year on advertising to tell consumers about the company and its many products. The franchised dealers and salespeople assist potential buyers to buy a Ford car. Ford and its dealers offer promotions- sales, cash rebates and low financing rates as purchase incentives.

The promotion activities of marketing are concerned with communication with the customers that the product is available at the right price and at the right place. The promotional communication aims at informing and persuading the actual and potential customers into actual purchase of the product. An effective marketing programme moulds all the marketing mix elements– product, price, place and promotion to achieve the marketing objectives.

PROMOTIONAL OBJECTIVES

Effective promotion starts from an analysis and formulation of clear-cut objectives.

These include:

- Identification of the target audience to be reached;
- Identification of the purpose of the communication;
- Formulation of message to achieve the goal;

- Choice of media for delivering the message to the target audience;
- Allocation of the budget to achieve the desired purpose;
- Evaluation in terms of sales and feedback obtained from the customers.

The more carefully objectives are set the better promotion works.

Promotional planning can be done with a view:

- To create new ideas and attitudes: The purpose could be to create awareness of completely new tourism products such as Spa and Spirituality in Himalayas.
- To change the image: The purpose could be to change the unfavourable image of an existing tourism product in the minds of customers. For example New York, in late seventies changed the image of the city to promote tourism.
- To reinforce the image: Larger firms try to reinforce the attitude of customers to retain their existing market like visit to Disneyland and destinations like Goa, Uttaranchal and Singapore.

SALES PROMOTION

Sales promotion can be defined as: Those marketing activities other than personal selling and advertising and publicity that stimulate purchases such as exhibitions, shows, and demonstrations. In a way they refer to short –term incentives offered to the consumer to induce a booking, reservation or sale.

Objectives Of Sales Promotion

The sales Promotion in tourism is done with the following objectives:

- *Creating awareness*: Sometimes companies devise special promotions like two or more companies join or tie up together to build awareness. For example, an Airline and hotel group tie-up to promote a particular destination.
- *Encouraging early bookings*: Tour operators often offer discounts at the start of the season to generate immediate bookings. For example, Deccan Airways providing airline

tickets at auction to Pune, Bombay or Goa if booked in advance.

- *Increase trial*: The tourists are encouraged to try the product by giving incentives like free stays or trial coupons at much discounted prices.

- *Enhanced repeat buy*: Some promotions are done to encourage repeat stays or visits. For example, Indian Airline offers of multi-coupon discounts to frequent flyers.

- *Combating competition*: Tour operators or hotels may cut down their prices to combat any price cut by competitors or may be done to block competitors' moves in advance.

- *Promote use of tourist product during off- season*: When demand is low for hotel rooms, during low season, special season offers are used to attract customers. For example, Goa hotels offer special discounts during the rainy season; Jaipur and Agra hotels offer discounts during the summer season.

- *Motivating sales force*: The travel agencies give commission to travel agents for selling a certain number of tickets. The agents are also provided coupons, free offers, sales aids and training materials.

TECHNIQUES OF TOURISM SALES PROMOTION

Some of the sales promotion activities used in travel and tourism are as follows:

- *Rebates*: The tourist product is made available at special price less than original price for a limited period of time.

- *Discounts*: Certain percentage of price is deducted as discount from the original price to induce them to buy or buy more.

- *Refunds*: The seller offers to refund a part of the price paid by the customer on previous purchase of the product.

- *Contests*: These are another form of promotion. In these consumers are required to participate in some competitive event involving application of skills and winners are given some reward.

- *Quantity deals*: The tourist operator provides special package in which buyer is offered additional product at lower or no price. For example, a tourist operator coming out with the offer in family package 'two children for the price of one'.

Some other techniques of sales promotion are:
- Vouchers,
- Competitions,
- Prizes,
- Gifts and premium,
- Additional night stay,
- Slide shows,
- Point of purchase displays, and
- Posters.

INTEGRATING COMMUNICATION PROCESS WITH PROMOTION PROGRAMMES

Every consumer goes through various stages of the decision-making process to arrive at a satisfactory decision.

The process of decision-making is a sequence of various steps:
- Need recognition
- Information search
- Evaluation of various alternatives
- Choice of product/services
- Post-purchase evaluation

The marketing communicator needs to effectively design the promotion programme in order to help the consumer in making a proper decision.

The good communication strategy should address target consumers needs and wants and help them to choose a particular tourism product.

Steps in Developing Effective Market for Tourism Product The marketer needs to address various issues while designing the programme to effectively market the tourism product.

Identifying the Target Market

A tourist organization needs to know their target market consisting of actual and potential customers. The target audience will determine the promotional campaign on what to say, how to say, when to say, where to say and who will say.

Determining the Promotional Objective

Once the target market has been identified, the marketer must decide about the purpose of promotional activity.

- *Awareness*: The target market may be totally unaware of the product. The communicator needs to make them aware and knowledgeable about the tourism product.
- *Preference*: If consumers know the product, they need to be made to feel favourably about the product and then moved to the stage of being convinced about preferring such a product to other products.
- *Purchase*: Some members of the target market might be convinced about the product, they need to be taken to the action stage of making an actual purchase of the product. Offering special promotional prices or rebates can persuade them.

Designing a Message

It is an important step after deciding upon the promotional objective. The communicator needs to develop an effective message to decide what to say and how to say it. "Incredible India' campaign on television is aimed at capturing the attention of viewers about various tourist places all over the India.

Choosing the Media

The communicator must select between personal and non-personal channels of communication.

- Personal communication channels include face-to-face interaction, telephone or mail and are effective channels of influencing the customers of target market.
- Non-personal communication channels include media such as newspapers, magazines, radio, television, billboards,

posters and websites. They are a major source to influence, create and reinforce the image of a product among consumers.

Feedback

After deciding and sending the message, the marketing communicator needs to obtain feedback on its promotional efforts. They need to know about target consumers' attitudes towards the product and company. Such feedback facilitates changes in the promotion programme or in the product itself. For example, most of the Airlines and 5-star hotels ask consumers about their experience after the flight or stay in the hotel.

THE PROMOTIONAL MIX

After knowing about the main objectives of promotion, let us understand the four main elements of the promotional mix. A company's total marketing communication mix- also called its promotion mix- consists of the specific blend of advertising, sales promotion, public relations, and personal selling that the company uses to pursue its advertising and marketing objectives.

The four major promotional tools of promotion are as follows:

- *Advertising*: Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
- *Sales Promotion*: Short term incentives to encourage the purchase or sale of a product or service.
- *Public Relations*: Building a good reputation of the company with the public by obtaining favourable publicity, good corporate image, and handling unfavourable events if any.
- *Personal Selling*: The sales force of the company makes personal presentations to make sales.

ADVERTISING

Advertising has been defined as any non-personal presentation by an identified sponsor for the promotion of ideas, goods, or services in exchange for value. While in designing the advertising

programme, the target audience and message requirements should be analysed carefully. Advertising in tourism has many uses.

They include:

- Creating awareness;
- Advertising a special offer;
- Providing information on seasonal deals;
- Informing about special services;
- Direct selling;
- Soliciting consumer information;
- Overcoming negative attitudes;
- Reaching a new target audience;
- Providing a new use.

CERTAIN COMMON TERMS USED IN ADVERTISING

A number of technical concepts are needed to be understood in media planning. While selecting media channel as a tool of promotion, the advertising planner has to decide on

- *Media Class*: The basic medium to be used, *e.g.* T.V, radio or press.
- *Media Vehicle*: The individual medium within each selected class *e.g.* Aastha channel or Discovery channel within T.V.
- *Media Unit*: The specific time or space to be utilized within a vehicle *e.g.* a 30 second commercial or half space advertisement.
- *Frequency*: An estimate of how many times the advertising campaign is exposed to target audience over a period of time.
- *Reach*: The total percentage of people in the target market who are exposed to the ad campaign during a given period of time.
- *Impact*: The advertiser must decide on the desired media impact of a message through a given medium. For example, the visual impact of "Incredible India" campaign has more impact on audience if advertised on T.V as compared to print media.

- *Circulation and Readership*: These two concepts are often confused. Circulation is the number of copies of a print medium sold. Readership is the number of the people who actually read it. Readership of the newspaper is often 2-3 times higher than its circulation.

DEVELOPMENT OF ADVERTISING PROGRAMMES

Marketing management must make four important decisions when developing an advertising programme:

- Setting advertising objectives
- Setting the advertising budget
- Selecting advertising Media
- Evaluating Advertising Campaigns

Setting Advertising Objectives

The advertising objectives should be set with a view to define the job and task to be accomplished with target audience during a specific period of time. Advertising objectives can de done with the purpose to inform, persuade, or remind.

Informative Advertising is used when:

- Introducing a new product category,
- Suggesting new uses for a product,
- Informing the market of a price change,
- Describing available services, and
- Building a company image.

Persuasive Advertising is done to influence the customer to actual purchase of the product and is done while:

- Building brand preference,
- Persuading consumer to purchase now,
- Changing consumer's perception about product, and
- Encouraging consumer to switch to your brand.

Reminder Advertising results in consumer recalling the product again and again and is done while:

- Reminding consumer where to buy it,

- Reminding consumer during off-season, and
- Reminding consumer that the product may be needed in future.

Setting the Advertising Budget

In general, marketing of products can be done with a variety of media options available but certain particular features exist with relation to advertising of travel and tourism in media:

- Tourism has a large and highly fragmented advertising market, consisting of few big enterprises with huge advertising budgets and a large number of small firms with less to spend on advertising.
- Print is the dominant medium in travel and tourism advertising. The higher cost of advertising on TV has made press a more economical medium to reach the target audience.
- Much of the expenditure on travel and tourism is done on brochures, destination guides, and point- of-sales displays. Tourist Boards, tour operators, and tourist information centres provide large amounts of information through printed material to prospective customers.

These specific factors should be kept in mind while setting the advertising budget for a tourism product.

Selecting Advertising Media

The media planner has to essentially choose the most economical combination of media channels to reach desired target audience. There are various factors to be considered while appraising the media options.

Some of the main factors in media selection are:

- Readership or audience size;
- Geographical reach;
- Repetition and frequency of advertisement;
- Segment target market size;
- Unit cost and cost per thousand;
- Seasonal/period discounts available;

- Availability of medium;
- Reproduction quality.

Evaluating Advertising

The evaluation of advertising programmes is done to measure the:
- Communication effect, and
- Sales effect.

The communication effect is measured to know whether the advertisement has resulted in consumer product awareness, knowledge and preference.

It can be done by placing the ad before the consumers and asking them specific question how they like it and whether it has changed their attitude.

Sales effect is measured by knowing what sales are caused by an ad by comparing sales with advertising expenditure. However, the sales effect of advertising is more difficult to measure than the communication effects.

SOME ADVERTISING TECHNIQUES IN TOURISM MARKETING

The advertiser creates the message in such a manner that will capture the target market's attention and interest. In tourism marketing some techniques of message presentation have been extensively used by advertisers over the years such as following:

Slice of life

This technique shows some characters using or discussing the product's uses/benefits. For example, husband and wife recalling their experiences to a particular destination and decide to visit the place again.

Lifestyle

This style shows how a particular product fits in with a particular lifestyle. For example, Uttaranchal Tourism prints advertisement exhorting adventurous people to come for river rafting in Rishikesh.

Testimony

The method of selling the product is through the testimony of satisfied customers. A single person, a number of people or a famous celebrity can do it.

Problem solution

This method starts with a problem, introduces the product and its benefits and shows the problem resolved at the end. For example, a T.V commercial shows an Indian family that wants to go to Europe for a tour and there is a problem of choosing a holiday package that provides Indian vegetarian food during the tour. The advertisement introduces a particular package and its features and finish with a satisfied family.

Demonstration

This method uses an actual description of the product or its use. For example, an advertisement showing the interiors of a cruise ship for promotion to make an impact on customers.

Documentary

This TV technique involves using real-life short films of destinations.

For example, Discovery channel showing a documentary on Mystic India or Geographic channel showing a documentary on wild life of India.

Fantasy

This method creates a fantasy around the product or its use. For example, ads showing a honeymoon couple enjoying a particular destination for its blissful peace and privacy.

Musical

This method shows one or more people singing about the product. For example, Broadway actors sang the song 'I Love New York' to encourage tourists to visit New York. The tourist organizations often use a combination of the techniques while promoting tourist product.

(19) Tourism in Developing Countries

For many developing countries tourism is one of fundamental pillars of their development process because it is one of the dominant activities in the economy, while for others, particularly by islands and some small economies, it is the only source of foreign currency and employment, and therefore constitutes the platform for their economic development. The tourism sector is probably the only service sector that provides concrete and quantified trading opportunities for all nations, regardless of their level of development.

However, it is also a sector where there is clearly an uneven distribution of benefits, which is threatening the social, economic and environmental sustainability of tourism in some developing countries. "International tourism highlights 2000" of the World Tourism Organization (WTO) reports that during 1998 total tourism receipts, including those generated by international fares, were the most important export revenue worldwide.

Export revenue that year amounted to an estimated US$ 532 billion, surpassing all the other international trade categories. International tourism totalled to US$ 441 billion and the international transport of passengers US$ 91 billion, which corresponded to 7.9 and 1.3 per cent respectively of worldwide exports of good and services. According to the OMT/WTO *Tourism Economic Report 1998*, tourism is one the five top export categories and the main source of foreign currency for at least 38 per cent

of them. The world's top tourism spender during 1998 was by far the European Union, with an over US$ 160 billion.

The most important spenders among its members were Germany (2nd world ranking), US$ 46.9 billion; the United Kingdom (4th), US$ 28.8 billion; France (5th), US$ 17.8 billion; Italy (6th), US$ 17.7; and Netherlands (7th), US$ 11.0 billion. The other members' expenses during the same year ranged between US$ 8.8 and 1.8 billion. During the same year, the United States (1st in world ranking by individual countries) spent US$ 56.1 billion; Japan (3rd), 28.8 billion; Canada (8th) US$ 10.8 billion; China (9th), US$ 9.2 billion; Russian Federation (13th) US$ 8.3 billion; Switzerland (14th), US$ 7.1 billion; and Australia, US$ 5.4 billion. Also during the same year 45 countries reported more that US$ 1 billion in international tourism expenditure

INTERNATIONAL COMPETITION AMONG HOTELS

The international hotels sector is characterized by a considerable diversity in the modalities of services provision, and by a high concentration of a very small number of large hotel groups, including hotel consortia, integrated hotel chains and tourism lodging (second homes). Their scope and focus are very often limited, either by a focus on home markets, notably through the hospitality franchising systems, or by a concentration on business travel and destinations.

One important aspect to be noted is that the intensive use of the accommodation infrastructure, particularly hotels receiving international tourists regardless of the hotel's size, requires the continuous allocation of financial resources to maintain and upgrade the quality of accommodation to meet the standards of international demand.

In most developing country destinations huge investments have been made in the hospitality and accommodation sector either through investment of domestic resources or attracting foreign investors by increase of different modalities, including management contracts and franchising brand names

As in all the other segments of tourism-related activities, the importance of competition issues stems from a mix of practices

through the distribution mechanisms. Anti-competitive behaviour in those mechanisms is thus most likely to have a significant effect on the ability of destinations, and of their hotel sectors, to compete effectively and to gain a fair share of the rewards of attracting tourists and travellers.

The sustainability of this sector in developing countries' tourism destinations depends on the occupancy rates (affected by seasonality) and the level of profits, which are highly influenced by the results of commercial transactions between hoteliers and tour operators from tourism-originating countries. In this connection, it has to be underlined that the accommodation sector is the one most affected by the dominant power of mega-operators, whose stringent demands in terms of quality standards are not duly compensated for with fair commercial remuneration. Another, wider impact of this predatory behaviour in the tourism economy of receiving countries is the deepening of the leakage effect and the undermining of positive inherent multipliers effects of tourism. Depending on the magnitude of these unfair compensations from dominant tour operators, some tourism destinations in developing countries might be subsidizing tourists from originating countries.

Global Distribution Systems (GDS)

The development of international tourism relies on the effective commercialization of tourism products to consumers at tourism-originating countries. World information and distribution networks play a decisive role in the international tourism sector since they bring the buyers and producers of tourism products into contact. CRS, GDS and the Internet are the backbone of world information networks, which provide the infrastructures and networking facilities for airlines, tour operators, travel agencies and other tourism operators to process and obtain information, make reservations and market tourism products.

CRS have been developed by large air carriers since the 1970s to process flight reservations. They later evolved and expanded to offer further services related to air transport, such as the storage of information on a worldwide basis, the issuance of tickets, marketing (by displaying information on fares, discounts and conditions attached to them) or the sale of products and services.

Moreover, they cover not only services provided by airlines, but also land services supplied to tourists, such as package tours, hotels and vehicle rentals. With this enlarged range of services, they became known as global distribution systems.

GDS have significantly improved the efficiency of travel agents' business operations and their use is growing rapidly. They have become the main marketing and trading tool of international tourism, as well as a major source of income for the carriers which own them. Through strategic alliances and other forms of cooperation or mergers in the most important markets, these systems minimize their costs and reduce the need for a direct commercial presence. A single GDS terminal provides immediate access to all services companies which have opted to market their products through this network.

The companies (air carriers or independent commercial companies) that control CRS and GDS either partly or entirely sell access to the system to tourism operators worldwide. There are many obstacles to and measures governing GDS networks. These include (a) unfair rights of access, (b) restrictions on display, (c) costs of services influenced by monopolistic practices, (d) neutrality and regulations, and (e) the technology gap among users.

Access Problems

Despite their major contribution to the development of tourism, GDS are frequently considered a barrier to market entry, mainly because they are controlled by the major carriers and because of the unfavourable access conditions for competitors.

While some East Asian developing countries have participated in the establishment of a major GDS (Abacus, complemented by the strategic alliance with Worldspan), other developing countries have not been able to do likewise, leaving their carriers and other service suppliers without privileged access to any GDS. Additionally, countries not yet seen as attractive tourist destinations, or whose hospitality sector is underdeveloped (particularly in Africa and South Asia), tend to be poorly represented, if at all, on GDS. Therefore, access to information on their tourism products is limited, thus making it difficult for them to sell their tourism

services. These difficulties have meant that many smaller carriers, especially some from developing countries, have been obliged to continue using the traditional SITA CRS, which leaves them at a competitive disadvantage compared with those what are represented in the major GDS. On the other hand, in many developing countries, particularly in Africa, GDS are present as a result of joint ventures with local partners (e.g. the national carrier) but operate within a de facto monopoly. This leads to excessive user fees and hinders their potential for developing tourism.

Display

The GDS allows a travel agent to view a wide range of information, which sometimes requires several pages on a terminal screen. In most cases, however, travel agencies only consult the information on the first page (screen); the order in which screens are displayed is thus a crucial determinant in the user's selection of products. The display may discriminate against smaller carriers which do not own a major CRS, since controllers' own flights may be better displayed on the screens than those of their competitors (this is known as "display bias"). There may also be discrimination in favour of their suppliers of land services.

Cost

The cost of having services presented GDS may be prohibitively high for SMEs, leaving them with no access to this marketing tool. Even though all service providers have to pay a fee for having their services displayed in the systems, the costs of participation for the owners of GDS are fully or partly covered by the profits generated by the systems. The cost of hardware and user fees may prevent small users from using GDS; this puts some service suppliers (particularly SMEs) from developing countries at a disadvantage compared with their larger national or international competitors.

Neutrality and Regulations

In order to prevent CRS from being used as an anti-competitive tool (e.g. by charging excessive fees for reservations made for non-owner companies) and to ensure their neutrality (e.g. by prohibiting

display bias), the United States, Canada and the European Union have issued regulations in recent years on GDS operations related to air services, while the International Civil Aviation Authority (ICAO) adopted a code of conduct for CRS in 1991. However, the regulations and code have not been sufficient to resolve completely the anti-competitive bias of the systems, and particularly to address the specific problems of carriers from developing countries.

The ICAO code (the only multilateral one) is non-binding and therefore there are no mechanisms to ensure its enforceability. The relevant domestic regulations are binding, but only within the territories of the countries concerned. The European Union regulations apply to CRS from countries which have similar legislation to ensure neutrality. On the other hand, although CRS have been included among the "soft" air services rights included in GATS, the commitments do not deal with their anti-competitive potential.

Technology Gap

Installing and maintaining a system poses a greater problem to travel agents in developing countries, owing to deficiencies in the infrastructure necessary for such an information network, and the shortage of professionals to manage, operate and maintain the system. This not only represents a technical hindrance to the use of modern technology, but also increases the associated costs, thereby putting travel agents in developing countries at a disadvantage compared with their counterparts in developed countries.

Electronic Commerce

The expansion of the use of the Internet and other forms of electronic communication opens up significant opportunities for developing countries to develop their tourism and air transport sectors. Their service suppliers can reach consumers around the world directly, offering both package tours and individual air and land services. They thereby cut out the costs of intermediaries (e.g. agency fees) and transaction costs and avoid the need for a direct commercial presence and its associated costs. Nevertheless, electronic marketing and trading have their own costs in terms of

human and physical capital requirements. In countries where these requirements are in relatively short supply, the cost of electronic marketing and trading can be reduced if individual suppliers pool their resources. This could be coordinated, for instance, by national tourist authorities. Moreover, modern technologies are likely to be increasingly used as institutional promotion tools. If there is a minimal critical mass of information infrastructure in a given country, the new technologies can offer substantial cost savings.

Air Transport

Air access in international tourism depends on the availability and conditions of air transport connecting tourist-generating countries and destination countries (i.e. prices, frequencies, travel time, etc.). Air transport is a major factor underpinning international tourism in the vast majority of developing countries, but its importance for tourism varies considerably from one region to another. It is the means of transport used by the majority of tourists arriving in developing countries.

Air transport developed as a result of the increase in demand for tourism-related travel, becoming in turn the driving force behind the development of the tourism industry. In 1998, passengers were responsible for about 75 per cent of air traffic volume and for of the total operating revenues of airlines. It is estimated that up to 40 per cent of air passenger travel is for business purposes (as opposed to leisure or personal travel) and that business travellers account for up to half of airlines' income. Like tourism, the world air transport industry has expanded at twice the rate of world output growth, and is expected to continue to do so in the next twenty years.

The main recent developments affecting air transport and the industry structure are the increased international ownership of airlines and their growing concentration, worldwide moves to liberalize and deregulate the sector, the privatization of airlines and the formation of strategic alliances among firms. The main benefits of the latter are the cost reductions and efficiency gains that can be achieved by rationalizing the joint use of resources (such as check-in facilities and ground personnel), creating

synergies and providing "network value" (i.e. the wider coverage of points serviced by the carrier and its partners) without the need to physically expand operations. The large global alliances aim at world coverage by pooling the networks of their members. The main drawback in doing this is that the alliances can restrict competition and thus negate some of these benefits, particularly if they collectively achieve a dominant position on given routes.

A SYSTEMIC APPROACH TO TOURISM DEVELOPMENT IN ISLAND STATES

Tourism has become more prominent in the Indian Ocean region, because it is viewed as a catalyst for economic growth and a means to alleviate poverty. As a form of development, tourism is relatively human resource intensive and can also address gender issues in employment and equity. However, island states face a situation where the economic benefits tend to be offset by social and environmental costs for host communities. One of the main issues for islands states is the relationship between tourism development and the natural environment.

This can be a conflict relationship because the natural environment is both a factor of production and a source of attraction for tourists. The relationship is also extractive since tourists require good supplies of fresh water, clean air and local produce as basic ingredients, which can be extracted only from the destination.

The relationship is also aesthetic, since most types of tourism depend on the environment to give the tourist a pleasing amenity, such as the marine environment for diving, mountain vistas and other natural settings. This aesthetic relationship could be viewed as nonextractive as long as tourism does not degrade the environmental amenity provided to tourists.

The general interdependent relationship between tourism and the environment indicates the need for a systems approach to the management of economic and environmental resources when deciding development options for island states.

By envisioning tourism as a system, it becomes clear that tourism is an open system that responds to changes in the social, economic and natural environment and is evolving towards greater

complexity. Moreover, the tourism system is characterized more by personal interrelations as flows rather than material flows.

Once this human element is introduced, there is a clear need for a multidisciplinary approach in order to understand the strength and direction of complex interrelationships. Island states have been the focus of study using the systems approach to consider relationships involving tourism, the economy, the environment and development. The systems approach is also useful to understand the temporal processes of tourism development. That is, many impacts of tourism are cumulative, such as environmental degradation and over-crowding, and this makes it necessary to understand processes of change in tourism development over time. In addition, a systems approach can be used to understand fundamental interrelationships of tourism development, living standards, community attitudes and environmental conditions, all of which are not well understood for island states. The issue of biodiversity in coastal and marine environments of island states is characterized by complex interrelationships that need to be understood with a systemic approach.

Biodiversity is, in fact, a tourist attraction and any loss of biodiversity could result in reduced tourism. While natural and human forces can cause a decline in biodiversity, programmes to regenerate the environment could offset such declines.

However, the positive relationship where greater biodiversity attracts more tourists is finite, which means that overdevelopment could ultimately reduce both biodiversity and tourism. Policies and programmes about land use, waste generation and fishing will be crucial for making Asian and Pacific island destinations competitive and attractive to tourists.

There remains a general lack of understanding about how tourism development is interrelated with the broader economic, social and environmental context of island states. Without this understanding, island states will be less able to address the issues of human and environment resource management, equity in employment and income and poverty eradication.

Where this understanding is missing, there will be uncontrolled tourism and it will create the seeds of its own destruction. For

islands in the Indian Ocean region, the systemic approach can give tourism planners and managers a tool and a knowledge base for more complete understanding of how the demand for tourism must be matched by the ability of host communities and the natural environment to meet these needs. In this way, appropriate policies and programmes would help to facilitate tourism development for island states, particularly in the Indian Ocean region.

Public-private partnerships for community -based tourism ventures in Indonesia

There are several basic characteristics of community-based tourism development that make public-private partnerships a possibility. First, communities may not have the skills and experience in tourism management. Second, community tourism ventures take time to set up and require a process of intensive capacity building. Third, community tourism ventures may not be profitable when they are initiated. This gives scope for combining private sector capacities with capacities of government agencies in order that both achieve their goals more quickly and efficiently and at lower costs. It is important to keep in mind that public-private partnerships (PPP) can combine the public sector goal of development and the private sector goal of profitability.

There are four criteria that will affect any decision to have a public-private partnership in tourism development:

- Inputs have to be complementary and give advantages to both the public and private partners.
- Project goals should be in line with development priorities, that is, poverty eradication, upgrading skills and providing livelihoods for local people.
- The private company should make a substantial contribution.
- Public inputs target areas (such as training) that would not otherwise get private sector support.

In addition to these general points, it is also important to consider how public-private partnerships can work for community-based tourism. One way to make such partnerships work for

community-based tourism is by working with bilateral donor organizations that give priority to this approach. Two examples are the Tourism Challenge Fund (TCF) of the Department for International Development (DFID) of the government of the United Kingdom and the Public Private Partnership Office of the German Agency for Technical Cooperation (GTZ) of the government of Germany.

The central focus of DFID is to reduce by half the proportion of people living in extreme poverty by 2015. The largest share of DFID's assistance is to the poorest countries in Asia and sub-Saharan Africa. The TCF seeks to encourage the private sector to lead tourism initiatives that will benefit the poor. The funds are available to any private sector organization, but a partner from the commercial sector is required. The aim is to have tourism businesses link with small enterprises, provide training to poor people for improved employment opportunities, strengthen the positive social and cultural effects of tourism, reduce the negative environmental impact of tourism and create a policy and planning framework that encourages participation. There are some conditions placed on the financing from the TCF. GTZ has expertise in project management and specializes in consulting for institutional development.

Among the areas for partnership for the German PPP Office of GTZ are: training and education, energy and environmental management, work-place safety, certification, infrastructure and institutional development. GTZ sets conditions on the financing from PPP, including the requirement that the private sector partner should be any German company or its subsidiary, regardless of size or type of business. One example of a PPP project support by GTZ is the Olango Coral Farm in Cebu, Philippines. In 1998, a community-based coral farm with an ecotourism component received seed funds from GTZ. Private sector contributions were given from resort operators to help rehabilitate the nearby reef. One result of the project was to create a new day-trip destination for resort tourists from Cebu- Mactan.

The two examples of bilateral funding agencies show that links between community-based tourism and public-private partnerships have been encouraged as part of donors' support for

overall development strategies. Some conditions are attached to the financing component and the projects must have a time frame of three years or less. This type of donor support can serve as a catalyst for local initiatives that combine the goals of the public and private sector in order to overcome some of the development constraints encountered in local communities.

THIRD WORLD TOURISM CRITIQUE

Tourism has become one of the most prominent and influential global industries. It directly or indirectly employs one in every 10 employed people on earth, and maintains 3.6 trillion dollars worth of goods and services which is 10.6 percent of the gross global product. (Brown, 24.)

Tourism has become the mainstay of countless countries worldwide and is one of the greatest sources of entrepreneurial activity. Yet, despite these impressive statistics, and contrary to what most tourists, myself included, have been taught, tourism, especially in the third world, is far from the benign panacea of benefits for 'host' countries it is regularly portrayed to be.

Tourism bears a nearly direct lineage to perhaps the first arbiter of the first/third world dynamic globalization: colonialism. This is most obvious in that nearly all tourists come from the first world, notably Europe and the United States, and are also the primary owners of the tourist infrastructure. Professor McCall's observation that whites are "living it up" in South Africa is true, to a large extent, throughout the world, with tourism among the central modes of their enjoyment. Tourism, like colonialism, involves an occupation and domination of space, in this instance by the tourist structure and tourists themselves. It is also an industry that, like colonialism, is enabled by expansions of power.

Tourists, especially those going to the third world, venture forth to survey the lands and peoples over which they reign: to catalogue it, exploit it, revel in its submission, and leave it, both in body and mind.

Tourism, contrary to popular belief, generally benefits the tourist far more than it does the residents of the country they visit. The often vast government subsidies poured into enabling

tourism in many countries come at the expense of those funds being used to directly help the majority of the country's usually destitute residents. While such funds do help many residents to some extent, usually in the form of creating mostly low-paying, unskilled jobs, the resources are essentially being shared with, if not outright given to, tourists.

Additionally, the funds spent by tourists while on their sojourns rarely help the average resident. The spending, if it stays in the country, largely benefits the owners of the tourist structure in the country. In South Africa's case, this constitutes the often already wealthy, disproportionately white upper-class.

However, much, and in some cases nearly all, of the money spent by tourists does not stay in the country at all. This is primarily due to a large portion of tourist infrastructure being foreign owned. Examples of this ownership include tour services, hotels, travel agencies, and many of the stores placed in tourist centers. Furthermore, these owners often employ expatriates or international workers instead of locals.

For instance, while on the return flight from South Africa I sat next to, and nearby, several groups who had spent the entirety of their stay in private game parks. Each group had a series of pictures of their loved ones proudly bestriding the various animals they had so bravely slain during the course of their so-called 'expeditions'.

Upon inquiry, I learned that by dealing exclusively with foreign-based outfitters, suppliers, agencies and owners, as apparently "all" of their friends did as well, these groups had managed to stay in South Africa for nearly a month without directly contributing a cent to the local economy.

When I asked one group member, a portly man named Bill from Texas, why he had decided to only use foreign companies he, at first, seemed somewhat surprised by the question, giving me a quizzical look as if to say "surprised you'd need to ask". Then he answered "our outfitters are pros, they know what they're doin, the South Africans don't." In Kenya, Thailand, Fiji, and many other countries, this 'leakage', as it is commonly referred to, of tourist spending approaches, and often exceeds, 60%. (Brown

58), However, to lesser extents it is present in nearly every tourism integrated economy, including South Africa's.

As more tourists and wealthy first-world vacationers frequent a country, inflation and a rise in land prices begin to occur as a result of the strength of first-world currencies and by the disproportionate wealth of the foreigners. This hurts local residents by creating a barrier between their lives and the artificially created world of tourists. Tourist areas become far too expensive for locals to enjoy. Subsequently, the only use of the areas most local residents will have comes from working as the maids, cleaners, and other basic-service providing employees needed to run the sites.

In South Africa, we stayed in the "Waterfront" one area that demonstrates this point well. Of all the South African residents I spoke to not a single person frequented this area, the reason always being the, what one person at SABC called, "exorbitant" prices.

This same effect has manifested itself in South African property, amusement parks, aquariums, museums, shopping centers, and even such national heritage sites as Table Mountain and Robben Island. In my story for SABC I interviewed over 25 South African residents on the streets of Cape Town and not a single person had visited either Table Mountain or Robben Island.

They unanimously cited, what one school teacher called, "insane" prices, while also stating that they would love to go if the pricing was not so high. Aside from this essentially financial separation, there are many instances where local residents have been physically removed from an area to make way for tourism.

Often, this consists of the destitute who are perceived as a blight and/or crime threat, as in Times Square, and are forcibly removed in these instances are moved out of the areas as they are perceived to make the area less desirable for tourists. For those remaining destitute residents in the Cape Town, Waterfront area, many of whom seem to subsist largely from soliciting money from tourists, life is made incredibly difficult by the harsh treatment doled out by nearly everyone they come into contact with.

In one instance, while I was eating with our group in a café in the area, one ragged local man came to the door and, in plain view of all the patrons, the manager opened the door and yelled at the man "go away and don't ever come here again!". The man was most likely there to ask the patrons for money, and, as it could potentially disrupt business, I am not entirely surprised by the manager's reaction. It is the structural dynamic the example demonstrates that is most appalling: with most residents already priced out of the area, the most common remaining residents I encountered lived in various stages of destitution and had to resort to humiliating acts to get by. (Another cause of local resident displacement is the growing trend of ecotourism.

Ecotourists want to see so-called 'unspoiled' nature. This, of course, does not include people. However, communities reside in many areas that might make excellent ecotourist havens. This conflict of interest is increasingly leading to confrontations between the developers who envision their own Kruger Park (which itself, as Herman mentioned, displaced former inhabitants in its development) and the people, often indigenous, who reside on the land. Not surprisingly, with the all-powerful tourist lobby in their corner, the developers are not encountering much trouble.

Earlier this year, in an effort to clear the area for an ecotourism venture, 250 residents of the Ambulong shore village in the Philippines were evicted from their homes. As they had refused to leave earlier, the eviction was violent: police attacked the village, wounding many inhabitants and demolishing 24 houses.

While the people have pledged to continue the fight for their homes, the outlook is clearly not good. In Bangladesh over 1000 families of the Khasi and Garoare indigenous groups face eviction from their tribal land for development of a park. In Brazil two villages near the resort town of Fortaleza have gone to court to show that a real estate agency that forced them off their lands to build an "ecological resort" broke the law. In Africa, more recent examples than Kruger include the Masai in East Africa and the Bushmen of Botswana. (Mail & Guardian June, 2002). Even when the indigenous peoples themselves propose to start ecotourism, as the Botswana Bushmen did, governments, as occurred in the Botswana case, often refuse to relinquish their potential earnings

to the residents. (Mail & Guardian June, 2002) Tourism also plays a significant role in the continuing economic subordination and dependency of the third world upon the core nations. The first world has a long tradition of forcing first world ideology and concepts upon drastically different third world countries, often their former colonies. One example if the first world (WTO/IMF)'s forcing of globalization and neo-liberal policies upon the third world instead of encouraging more third world appropriate concepts like localization. Another example is that by forcing third world economies to be based upon precarious and unpredictable exports (i.e. coffee and bananas) the first world effectively inhibits autonomous growth in the third world countries. Tourism is a similarly unpredictable and fluctuating business and is entirely dependent on, essentially, entertaining visitors from outside the country.

TOURISM TRENDS IN DEVELOPING REGIONS

Africa

The African region showed a growth rate of 7.8 per cent in the number of arrivals, nearly twice the world average. There is a high concentration of international tourism arrivals in this region, bound for destinations in the north and south of the continent. The best-performing countries in terms of the increase in the number of arrivals included Morocco (18 per cent), Zimbabwe (11 per cent) and Zambia (26 per cent), while the important tourism destinations of Tunisia (3.4 per cent) and South Africa (6 per cent) continued to show steady gains.

Americas

The rate of growth for the whole region 2.4 per cent was lower than the world average, mainly owing to flat results for South American countries (-1 per cent) and Mexico (-2.9 per cent). Central America fared much better, especially Guatemala (29 per cent) and El Salvador (21 per cent). Results in the Caribbean were mixed, with Cuba (12 per cent) and the Dominican Republic (15 per cent) among the big winners and Puerto Rico (-11 per cent) among the losers.

East Asia/Pacific

After two years of decreasing tourist arrivals, East Asia and the Pacific bounced back strongly in 1999, attracting nearly 10 million more tourists than the previous record, set in 1998. Growth was widespread, with especially good results in Malaysia (43 per cent), Cambodia (29 per cent), Viet Nam (17 per cent), Singapore (11 per cent), Thailand (10 per cent), Republic of Korea (10 per cent), India (15 per cent)China (8 per cent) and Hong Kong, China (18 per cent).

Europe

Overall, tourism to Europe grew by 2.7 per cent in 1999, with results mixed according to region. In this region some economies in transition were affected by the Kosovo crisis and instability in the Russian market, which caused problems for mature destinations in Central and Eastern Europe such as Hungary (–14 per cent), Poland (–4.4 per cent) and the Czech Republic (–1.8 per cent). However, emerging destinations managed to attract the interest of travelers, for example, Estonia (15 per cent), Kyrgyzstan (17 per cent) and Georgia (21 per cent), as well as Russian Federation (17 per cent) and Ukraine (21 per cent).

Middle East

The Middle East is one of the world's smallest regions, receiving nearly 18 million tourists in 1999, but it also had the fastest growth rate with arrivals up by 16 per cent. Egypt, which represents a quarter of the regional total, recorded a spectacular growth rate of almost 40 per cent and a record number of tourist arrivals that far exceeds the totals achieved in its best year, 1997. Dubai, Lebanon and the Syrian Arab Republic also fared well, with arrivals increasing by 14, 12 and 9 per cent respectively. The Libyan Arab Jamahiriya registered an increase of 25 per cent.

South Asia

Tourism increased in most countries in this region, resulting in an increase of 8.3 per cent over the previous year's results. India registered an increase of 5.2 per cent, while arrivals in the Islamic Republic of Iran rose by 16.5 per cent, in Sri Lanka by 14.4 per cent and in Maldives by 8.6 per cent.

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