

UNIT-IV

TRAVEL AND TOURISM

TEN REASONS WHY TRAVEL IS A WASTE OF TIME

1. What according to the author are the disadvantages of travel?

A. There are many ways of spending free time. One of them is travelling. It has its advantages and disadvantages.

Advantages of Tourism

First advantage of travelling is visiting interesting places and meeting new people. It is connected with getting to know other cultures and traditions which is surely valuable. Secondly, it is usually said that journeys educate, so while travelling as well as exploration we can make our knowledge wider. Also we become more experienced and ready to cope with surrounding world if we learn something while being in journey. Furthermore, travelling is the best solution for those of us who suffer from boredom and experience great adventure. Journeys give to people a little fun and also make dreams come true. Travel is important because it fundamentally transforms us. It reinforces your willingness to broaden your horizons, to get unstuck and to move in new directions.

- a. Provides learning and education about places and history.
- b. Connects us to other cultures and people.
- c. Slows us down: Gives us a break from our fast-paced lives.
- d. Expands our awareness and introduces us to greater diversity.
- e. Helps us break habits: mentally, physically, and emotionally.
- f. Gives us time to heal, reduce stress and help us regain enthusiasm for life.
- g. Invites the opportunity to get lost and face one's fears of the unknown.
- h. Helps you get to know yourself better: the true you is rediscovered.

Disadvantages of Tourism

The disadvantages of tourism includes increased expenditure, time-consuming, environmental hazards, loss of architecture and ecological balance, increase in waste products, damage to wild-life, and disruption in socio-economic and cultural setup.

- 1.** Tourism involves **huge expenditure** on part of the tourists. Travelling costs includes vehicle hire charges, hotel and resort rent, food cost, etc. This increases the overall spending of the person.
- 2.** You need to take out few days out of your busy schedule to visit tourist places. Hence, tourism is **often time-consuming**.
- 3.** Leisure trips are good for health, mind and body. However, hectic trips **may cause stress and effect health**.
- 4.** It may also lead to **environmental hazards** such as environmental pollution due to use of cigars, plastic bags.
- 5.** In order to attract more tourists and earn more profits sprawling resorts are built **cutting down thousands of casuarinas trees** beside sea beaches.
- 6.** These resorts destroy both scenic beauty of the place by paying **no attention to local architecture and ecology**.
- 7.** As a result of indiscriminate construction of high-rise buildings and infrastructure facilities, **the provision of water supply and waste disposal facilities may get disrupted**.

8. Famous tourist spots attract an inflow of residing population. This may lead to an increase in demand for residential houses, roads, and food for permanent population. Under such situation, an increase in tourist activities beyond certain level **may adversely affect the economy of the state**.

9. Overuse of natural wealth is a serious problem, tourist overuse of mountain trails resulting in **abundance in dumping of waste products, food tins, etc.**

10. **Damage to wildlife parks** is a visible phenomenon. The ground vegetation may suffer due to the tourists' shoes. Food habits of animal impaired.

11. Due immense changes, pollution, and dirt, the **landscape may lose its scenic beauty**.

12. Tourism may have **damaging socio-cultural effects**. Local people demean themselves to earn more or imitate alien culture, new lifestyles and foreign culture.

2. Do you think the author really dislikes travelling? If no, which words and/or sentences in the post tell you what he really thinks of travelling? What is the tone of the author?

A. I don't think the author really dislikes travelling. Because after stating the disadvantages of travel he says, "I'll finish here as I need to book some flights." This clearly tells us that the author himself likes travelling. His tone is enthusiastic.

3. What is backpacking?

A. In short, backpacking can be described as an independent, often international, low- budget way of travelling. Someone who backpacks is called a 'Backpacker'. Backpackers generally travel for a longer period of time than most other tourists, and they tend to travel in several different countries during their time away. Backpacking is a form of low-cost, independent international travel. It includes the use of a backpack that is easily carried for long distances or long periods of time; the use of public transport; inexpensive lodging such as youth hostels; often a longer duration of the trip when compared with conventional vacations; and often an interest in meeting locals as well as seeing sights. Backpacking may include wilderness adventures, local travel and travel to nearby countries while working from the country in which they are based.

Campaign by the Government of India

Atithi Devo Bhava [Atithi devo Bhava] English: 'The guest is equivalent to God'

India attracts millions of tourists each year. The country had 3.3 million in 2003, but it still lags far behind other destinations. To attempt to improve the number of tourists traveling to India, the Tourism Department of India started the *Atithi Devo Bhavah* campaign with the theme 'Incredible India'.

'Atithi Devo Bhavah' is a social awareness campaign that aimed at providing the inbound tourist a greater sense of being welcomed to the country. The campaign targets the general public, while focusing mainly on the stakeholders of the tourism industry. The campaign provides training and orientation to taxi driver, guides, immigration officers, police, and other personnel who interact directly with the tourist. Ministry will also set up facilitation centers at airports to receive foreign tourists. Facilitation centers will be set up at international airports first and later at other places like domestic airports and railway stations. Trained personnel wearing uniforms with Incredible India logo will be manning these centers. Tourists will be provided whatever help they require during their stay in the country. Idea is to extend personnel touch so that they feel safe and secured. Ministry officials will take

up the matter with police and airport authorities to ensure allowing only authorized taxis to operate at airports. Steps will also be taken to monitor taxis through GPS tracking system at airports.

Training

In this they train key stakeholders (of the tourism industry) in terms of changing their attitude and behaviour towards foreign tourists. The programme shall cover 4 areas:

Hygiene & Cleanliness

Hygiene & Cleanliness shall cover the areas of product for e.g. vehicles like taxis, hotel rooms, restaurants, shops, etc., personal hygiene & cleanliness of the person providing the service and cleanliness of the monuments /places of tourist interest.

Conduct and Behavior:

The person concerned for e.g. the taxi driver / hotel employee shall behave in courteous and polite manner towards tourists.

Integrity and Honesty:

The person providing service to the foreign tourists should display honesty and integrity.

Safety and Security:

The safety and security of the tourists shall be ensured. Person looks after safety and security of the foreign tourists. Key stakeholders being covered in the training include taxi drivers, baggage handlers at airport, tourist guides, hotel staff, employees of tour operators, immigration and customs officials etc..Since these segments have diverse backgrounds, education and levels of sophistication, the training are divided into 2 categories:

Level 1: Covers taxi drives, tourist guides and baggage handlers and porters.

Level 2: The tour operators, shop owners / staff, hotel staff, immigration and customs officials.

Bollywood actor Aamir Khan is the brand ambassador of the 'Atithi Devo Bhavah' campaign for the Ministry of Tourism.

The concept of "Atithi Devo Bhava" gets its meaning out of Indian hospitality and traditions. The concept depicts the guests to be treated like god, to be respected, welcomed, served and taken care of by all means. This concept of refined hospitality by India is famous in the entire world. The old traditions, rich heritage, glorious history and old historical monuments expressing the life-story of brave warriors and rulers, the breathtaking natural beauty, mouth-watering Indian cuisine of different Indian states and the eye-catching art & handicrafts, all these things attract people from all over the world to visit the land of diversities & colors and experience all this by themselves. This is what we call "Tourism".

But something else is more important than just advertizing and promoting Indian Tourism. Safety and security of tourists visiting Incredible India and moral values of Indians are also important. Regardless of any country, moral values do play an important role in terms of hospitality and they are closely related to the cultural background and social set up of an individual. Keeping aside the status of Indian women and crime against women in India, let us concentrate on the crime against foreigners (women) who visit India. They belong to an entirely different cultural and social background with a different philosophical approach towards life and the way they carry themselves. But this must never be considered as a reason to justify crime against them. There have been many such incidents, when some autowala or a tourist guide has molested a foreigner. In case of male tourists, cases like theft, beating & robbery and roguish acts are involved. Just because he is a foreigner, does not mean that he would be having riches in his

pockets and shall pay 10 times more than the actual price for something! Promoting your business is one thing, but asking for 10 on 1 is nothing else but cheating. Do we treat our God in this way?

A tourist is not just a tourist; he is a means of spreading a good image of our country's warm, soothing hospitality, culture and safe environment. How shameful for us it would be as an Indian, when strong countries like America have to issue security warnings for their people visiting India, to remain alert and safe, especially women, as they can be raped in India!

Tourism in India: Role in Conflict and Peace

Tourism as the engine of development

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

4. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

Tourism contribution to conflict

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most *all-inclusive package tours* more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

Adivasi of India

Like all tribal people across the globe, the Adivasi of India were happy to live in lives that were uncomplicated by money. Till recently, they were living in harmony with their surroundings. The forest gave them food, clothing, material for housing and medicine. Like the Japanese, who believe in Shinto, the Adivasi believe in the divinity of "Nature". To them, all things are imbued with the divine spirit and are deserving of respect.

Adivasi used to situate their villages near their food and water source. The men would hunt, farm and protect the village, while the women would farm and do the majority of the household chores. The material they used for housing was easily obtainable from their surroundings bamboo, wood, thatch, mud etc. Being a natural insulator, mud walls are great at keeping temperature inside hut at a constant rate neither too hot nor too cold. The palm and thatch roofs kept the rain out and were made from renewable resources.

The life of the Adivasi was spent mainly outdoors. Children ran around and played outdoors while most of the household chores were conducted outdoors too. The hut was used to sleep indoors in bad weather and store food, clothes and tools. Children would help out with the household chores and would hence learn how to do things from an early age. This was essential in a community that was self reliant self contained.

The tribe used to collectively cultivate small clearings to grow essential food stuff. They hunted forest animals to supplement their diet as and when required. They used to sell herbs, animal skins and other forest products to earn cash from city dwellers. They used to prize items made from metal, tools and glass beads.

Studies have shown that tribal people on their own land are some of the happiest in the world – the nomadic Maasai tribe were found to be just as happy as the world’s richest billionaires. Tribal peoples’ lives are not static or ‘stuck in the past’ – they adopt new ideas and adapt to new situations just as we all do.

The Jarawa of the Andaman Islands enjoy a time of opulence. Their forest gives them more than they need. Tribal people are not ‘backward’, they haven’t been ‘left behind’. They choose to live on their land, in their own ways. “It’s crazy when these outsiders come and teach us development. Is development possible by destroying the environment that provides us food, water and dignity? You have to pay to take a bath, for food, and even to drink water. In our land, we don’t have to buy water like you, and we can eat anywhere for free.” Lodu Sikaka, Dongria Kondh- a tribal head. The Dongria Kondh grow over 100 crops and harvest almost 200 different wild foods, which provide them with year-round, rich nutrition even in times of drought. Over generations, tribal peoples have developed complex systems to live well, together, on their land. They may be poor in monetary terms but tribal people living on their own lands are rich in other ways. They have good reason to be proud of their communities and the ways of life they have chosen.

1. Who do you think gains from the tourism industry in our country? Who stands to lose from the development of tourism?

A. The government sector of tourism industry gains from the tourism in our country. People or common man loses from the development of tourism.

2. Whom does the author refer to as ‘host’ community?

A. The nature and common people are the host community as referred by the author.

3. Can you name a few destinations that have been adversely affected by tourism? Discuss what can be done to restore them?

A. An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerala, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Types of Tourisms

- Adventure travel
- Bicycle tours
- Cultural tourism
- Ecotourism
- Geotourism
- Industrial tourism
- Medical tourism
- Religious tourism
- Rural tourism
- Space tourism

Report on Tourism

The Importance of Travel & Tourism to the Global Economy

The growth of the travel and tourism industry in recent years has been staggering. International passenger numbers are expected to rise to 1.5 billion in 2017 with 292 million additional passengers. The industry now supports 1 in 11 jobs worldwide. The rise in the amount of people travelling creates a huge opportunity for the hospitality sector, and as a result waves of new hotels are opening this year which will include 1.3 million guestrooms. It would be easy to assume that due to the amount of people travelling, that it will be very easy to make money with any hotel, but it is still vital to analyze the market for opportunity gaps. The hospitality sector needs to understand their customers segments and focus on creating unique experiences for each guest.

Economic Facts

According to the World Travel and Tourism Council, Indian tourism revenue grew 6.9 percent to almost \$42 billion in 2010 despite a global recession. This compares to a worldwide tourism industry that remained flat during the same time period. Domestic tourism fueled much of the growth as Indians increasingly visited other areas of their country, but international arrivals also played an important part in the industry's expansion. Just over five million international tourists arrive in India annually (2009).

Benefits

Tourism benefits India in three ways---employment, foreign currency and infrastructure development. Over 20 million people work in India's tourist industry. This includes jobs in hotels, transport, attractions and tour companies. Others indirectly benefit such as restaurants and retail shops. Another benefit is infrastructure development such as hotel construction, airport improvements and ground transportation systems.

Market Types

India caters to several market types. Historically, the cultural tourist vacation market attracted the most foreign visitors, but marketers now target the business travel market. Additional markets include adventure and eco-tourism, as well as the pilgrimage market, which is a major source of Indian domestic tourism. The medical tourism market attracts many foreigners to India's quality low cost hospitals for treatment. Package programs include both medical treatment and tourist activities.

Features

For those seeking culture and historic sites, the "golden triangle" encompassing Delhi, Jaipur and Agra offers visitors many options in close proximity. The area features six UNESCO World Heritage sites including Agra's Taj Mahal, Delhi's Red Fort and Jaipur's Jantar Mantar. In all, India boasts 23 cultural and five natural World Heritage sites. India's natural attractions include several national parks which feature game viewing, alpine scenery and white-water rafting. Eco-tourism thrives in the northern Himalayas as well as in the southern state of Kerala in its "backwaters" region. Both seek to preserve natural habitats of native flora and fauna. Many Indians and foreigners alike make pilgrimages to religious sites. While many travel to the Ganges River to bathe in its waters, others travel to holy temples located in Haridwar, Amritsar, Varanasi and elsewhere.

Economic Importance of Tourism in India

India is home to some of the world's oldest civilizations. As of 2011, the nation has 1.89 billion residents who speak more than 15 official languages, follow a variety of religious traditions and live in a multitude of urban and rural centers. From the humid, tropical south to the rolling plains of the Ganges to the foothills of the Himalayas, the huge country's geography is as varied as its population. As a result, millions of international and domestic tourists explore India annually, strongly influencing the national economy.

Economics of Tourism

The travel and tourism industry is responsible for 6.1 percent of India's Gross Domestic Product, as of 2011. The tourism industry directly and indirectly employs more than 26 million citizens, which represents 5.7 percent of the country's total employment, according to the World Economic Forum. This revenue directly impacts the economy, especially in sectors such as hospitality, hotels, construction, handicrafts, horticulture and agriculture. The hotel industry alone employs 150,000 people.

Foreign Tourism

According to the Indian Ministry of Tourism, more than 5.5 million foreign tourists visited India in 2010, representing an annual growth rate of 8.1 percent. Of the 940 million international tourist arrivals worldwide, India accounted for .59 percent, placing the country in 40th place in the rank of foreign tourists worldwide. In terms of the amount of money spent by international visitors, India ranked 16th in the world. About 900,000 foreign tourists -- 16 percent -- came from the U.S., and 700,000 -- 13.5 percent -- came from the United Kingdom. The top three nationalities of other visitors were Bangladeshi, Canadian and German. American visitors spent the most money, about \$103.5 billion or 11 percent, while Spanish tourists spent \$52.5 billion and French visitors \$46 billion.

Domestic Tourism

Many Indians choose to explore the diversity of their own country. In 2010, more than 740 million domestic tourists visited sites within India, representing a growth rate of 10.7 percent, according to the Indian Ministry of Tourism.

Popular Destinations

The most popular destinations for international tourists in 2010 included Maharashtra, Tamil Nadu and Delhi, while most domestic tourists visited the states of Andhra Pradesh, Uttar Pradesh and Tamil Nadu, according to the Indian Ministry of Tourism. To attract more tourists to these and other destinations, the Indian government initiated several plans, including attracting foreign investment in hotels, restaurants and beach resorts.

ECOTOURISM

Ecotour, *n.* ... A tour of or visit to an area of ecological interest, usually with an educational element; (in later use also) a similar tour or visit designed to have as little detrimental effect on the ecology as possible or undertaken with the specific aim of helping conservation efforts.

Ecotourism, *n.* ... Tourism to areas of ecological interest (typically exotic and often threatened natural environments), esp. to support conservation efforts and observe wildlife; spec. access to an endangered environment controlled so as to have the least possible adverse effect.

Generally, ecotourism deals with living parts of the natural environments. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

Eco tourism is a responsible tourism which conserves the environment and sustains the well being of local people

- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture
- Supports human rights and democratic movements
- conservation of biological diversity and cultural diversity through ecosystem protection

- promotion of sustainable use of biodiversity, by providing jobs to local populations
- Sharing of all socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of ecotourism enterprises
- Tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern.
- minimization of tourism's own environmental impact
- affordability and lack of waste in the form of luxury
- Local culture, flora and fauna being the main attractions
- Local people benefit from this form of tourism economically, often more than mass tourism

Eco-tourism activities should follow the following principles:

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.
- Support international human rights and labour agreements.

Some basic do's and don'ts of eco-tourism are listed below:

Do's

- Carry back all non-degradable litter such as empty bottles, tins, plastic bags etc. These must not litter the environment or be buried. They must be disposed in municipal dustbins only.
- Observe the sanctity of holy sites, temples and local cultures.
- Cut noise pollution. Do not blare aloud radios, tape recorders or other electronic entertainment equipment in nature resorts, sanctuaries and wildlife parks.
- In case temporary toilets are set-up near campsites, after defecation, cover with mud or sand. Make sure that the spot is at least 30 meters away from the water source.
- Respect people's privacy while taking photographs. Ask for prior permission before taking a photograph.

Don'ts

- Do not take away flora and fauna in the forms of cuttings, seeds or roots. It is illegal, especially in the Himalayas. The environment is really delicate in this region and the bio-diversity of the region has to be protected at all costs.
- Do not use pollutants such as detergent, in streams or springs while washing and bathing.
- Do not use wood as fuel to cook food at the campsite.
- Do not leave cigarettes butts or make open fires in the forests.
- Do not consume aerated drinks, alcohol, drugs or any other intoxicant and throw bottles in the wild.
- Do not tempt the locals, especially children by offering them foodstuff or sweets. Respect local traditions.
- Polythene and plastics are non biodegradable and unhealthy for the environment and must not be used and littered.

CONCLUSION

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.