

**Block**

# 6

## **DEVELOPMENT OF TRAVEL AND TOURISM**

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## **BLOCK 6 DEVELOPMENT OF TRAVEL AND TOURISM**

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This block attempts to familiarize you with the development of travel and tourism, various constituents of the tourism industry which contributes in providing a total experience to the tourist and interdependence of these constituents on each other. It also discusses the threats and obstacles in relation to tourism development and their implication and relevance in relation to policy formation, planning and development.

Unit 18 is on Infrastructural Development. It defines the infrastructure and its importance in quality management, standardization, customer satisfaction criteria and bottlenecks.

Unit 19 is on Linkages in the Trade. It discusses such linkages between the various constituents of tourism industry that are required for marketing purposes.

Unit 20 is on Threats and Obstacles to Tourism. In this unit, we introduce you to certain issues that act as threats and obstacles to tourism development.





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# UNIT 18    INFRASTRUCTURAL DEVELOPMENT

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## Structure

- 18.0 Objectives
- 18.1 Introduction
- 18.2 Aspects to be considered
- 18.3 Infrastructure
- 18.4 International Standards
- 18.7 Alternative View Point
- 18.8 Let Us Sum Up
- 18.9 Clues to Check Your Progress

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## 18.0 OBJECTIVES

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After reading this Unit you will be able to:

- define infrastructure,
- understand its importance in quality management and the sale of a quality product,
- understand the concept of standardisation and its role in the promotional thrust of marketing a destination,
- identify solutions to bottlenecks and weaknesses in India so that your destination, fulfills its potential,
- appreciate the role of infrastructure in customer satisfaction, an important criterion in the demand led tourism system, and
- identify alternatives to mainstream view points.

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## 18.1 INTRODUCTION

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In different Units of this course you have come across the term infrastructure. Many a times you hear the views that lack of infrastructure slows down the pace of tourism development, etc. To make the attractions available to tourists certain basic infrastructure is needed. In this Unit we familiarise you with certain issues related with tourism infrastructure. After briefly discussing what is meant by infrastructure in tourism the Unit goes on to discuss the standards of infrastructure and its management. Various views expressed in this regard have been dealt with in the Unit. The Unit also points out the concerns left out in the Government policies for infrastructural development and also presents an alternative viewpoint.

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## 18.2 ASPECTS TO BE CONSIDERED

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Tourism has been restricted to certain small sectors of the market because the large-scale movement of tourists has turned towards the supply, in greater quantities and at lower prices, of tourist services and products. Mass Tourism is

characterised by its willingness to forgo quality in the interests of affordability. However, two interesting contradictions emerge when we take on the issue of infrastructure:

- 1) Tourism expands the space of the tourist, and in doing so, brings into its orbit the destinations which may be economically, socially and culturally different to the tourist's home environment. Many tourists are either unable to cope with these differences or find it extremely difficult.
- 2) Tourism makes people change their daily routine by giving them a chance to drift away from home but yet majority of them want to retain their "environmental bubble" by patronising an international airline, an international tour operator and an international chain of hotels. They like to travel in an incapsulated form, with air-conditioning, secure in their language, culture, money and value system. This dilutes the economic and social benefits. One solution to these contradictions is for the state to show foresight and plan tourism development, so that tourism infrastructure and services do not produce results which hamper the residents from meeting their basic needs and yet achieve the objectives of income, employment and development. Tourism needs to be understood and supervised if it is not to become a danger to the community. This should include:
  - i) Construction of a model to see the inter-relationship between tourism and other activities.
  - ii) Promotion of the benefits of holidays with the domestic tourist.
  - iii) Subsidy for tourism related activities for workers and other less favoured sectors to win their approval for tourism.
  - iv) Analysis of the role of tourism in the national economy.
  - v) Legislation for establishing an adequate frame work for all possible aspects of tourist activity.
  - vi) Provision of protection to tourists so that they may enjoy tourism under the best conditions.
  - vii) Protection of the rights of individuals and communities at the destination and their share in the benefits.

All these aspects have an important relationship with infrastructure in the tourism business.

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## **18.3 INFRASTRUCTURE**

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The Lonely Planet Guide, an inseparable companion of occidental tourists to the orient, states that Malaysia, Singapore and Brunei "Offer the visitor a taste of Asia at its most accessible". This is because "transport facilities are good, accommodation standards are high, the food is excellent (often amazingly good) and for the visitor there are very few problems to be faced".

Cheap and easy to get about in this region offers variety in geographical and cultural products (Beaches, mountains, rivers, wildlife, cities, people and food). This promotion would have been impossible without looking into the issue of infrastructure.

Text books describe infrastructure as that which is located **below** the ground, to complement that which lies above ground. In the case of Tourism supply, this definition is very limited, because the **tourist product is complex, without boundaries, spills over the globe and is not put together in a factory.** Therefore, our definition has to be expanded to meet the needs of the tourism phenomenon.

The Tourist product, physically located in a particular country, is the possession of mankind. **The first aspect of infrastructure is freedom to travel; freedom of access.** This involves international relationships, worldwide agreements, international policies, friendly relations and hostilities.

The tourist product within a country is not a separate enclave. There is a relationship with other sectors of national life: agriculture, forestry, manufacture, settlement pattern, education, religion, trade, health and land use. Thus, the relationship is not just only between buyers and sellers of travel as **tourism supply is a part of community life. This is because tourist oriented products and resident oriented products intermingle and overlap** for example in transportation, hotels, entertainment and culture, in parks, museums, sanctuaries, towns, monuments, walkways, sports facilities and places of worship. These are of equal importance to visitors and local citizens. The more a resident community takes pride in the improvement of its community the greater will be the strength of its tourism product. This is the second aspect of infrastructure i.e. the level of development of services to the community and the level of services offered to visitors. Thus, infrastructure can be defined as the policies and relationships that remove barriers or obstacles to free travel – visas, passports, currency, language, international connections, information and promotion, and prejudices related to race, religion and gender. **Infrastructure also includes water, electricity, sewage disposal, gas, land, taxation policies and other social facilities and institutions that improve the quality of life** like construction, transport networks, communication facilities, judicial facilities and public security, law and order, education and training.

When we talk of tourism development, it is the Government that is going to provide the infrastructure, while the private business firm is going to provide services like accommodation and transport. The Government and the Public Sector investments will be in the area of infrastructure whilst the Private Sector investment will be to increase accommodation and air capacity.

### Check Your Progress 1

- 1) Define Infrastructure.

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- 2) Mention the relationship between infrastructure and tourism.

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## 18.4 INTERNATIONAL STANDARDS

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Tourism, in the modern period, grew and expanded in Western Europe and America and 80% of international tourism is concentrated in these areas. Back then the top ten tourism destinations did not include the Third World but now-a-days even the destinations of third world can be put onto tourism map. Similarly, Western Europe and America were also the main tourist generating countries. Tourists, therefore, demanded services that they were accustomed to at home. Thus, we saw that the western style hotels replaced the traditional accommodations and air transport replaced rail and road transport. This was because the quality of the later confirmed to Indian standards which are of a lower order than those which have been developed for the sparsely populated industrialised countries which had access to and utilised 60% of the world's resources. But the modern day tourism is shifting towards adventure tourism, solo traveling (backpacker's), ecotourism, agritourism, food tourism etc. Travel enthusiasts seek to explore the places, people and culture of locals and look for travel and accommodation flexibility. The success of Airbnb and upsurge in homestays at popular as well as less popular destinations has confirmed the desire of new age tourists to ditch their comfort bubble. Earlier, air-conditioning, running hot and cold water, safe drinking water and western standards of hygiene were an inescapable consequences of wanting to be a part of the global tourism market. This trend has been replaced by minimal requirements of a place to stay, warm food and hospitable host.

The **National Action Plan** was formulated in May 1992 by Govt. of India and Ministry of Civil Aviation and Tourism. The main objectives of the plan were:

- Socio-economic development of areas (to benefit the community and to foster development even in areas where the economic activities are hard to sustain)
- Increase employment opportunities
- Developing domestic tourism (especially for budget travel)
- Preservation of National Heritage and Environment (to be made integral part of tourism)
- Development of International Tourism and Optimise Foreign Exchange
- Diversification of Tourism Product ( to respond to consumer needs)
- Increase India's Share in World Tourism



The strategies laid down to accomplish the above mentioned objectives were

a) Improvement of infrastructure, b) Development of selective areas for integrated approach, c) Restructuring and development of educational institutes for Human Resource Development, d) evolve policies to increase Foreign Tourist Arrival and thus increase Foreign Exchange. This plan lead to creation of Special Tourism Areas and setting up of financial schemes such as ASTA( Assistance for Specified Tourist Areas). A special category of Heritage hotels and Health Resorts were created and supplied. Luxury Tourist trains such as Palace on Wheels were started on important tourist routes and river cruises started operating on specified circuits. In short all the facilities were revamped to project India as a sought after tourist destination.

After this a National Tourism Policy was formed in year 2002 to incorporate global developments and advancements related to tourism industry. It focused on community development through tourism while stressing on sustainable and responsible tourism development. Its major salient feature was to project India as a “MUST EXPERIENCE” and “MUST REVISIT” destination. Apart from promoting rich culture and heritage of country it mainstreamed the niche products also(Medical & Wellness, MICE, Adventure, Wildlife etc.). NTP also focused on need of providing easy business environment for tourism investment and need for skilled human resource. The main emphasis of this policy was to push technology enabled development and to grow domestic tourism. On the promotional side a due consideration was given to promotion of potential markets along with already established markets. Tourism was proposed to be seen as a pivot of multi-sectoral activities and to harmonize important schemes of GOI.

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## 18.5 MANAGEMENT OF INFRASTRUCTURE

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Infrastructure management includes designing, planning, delivering and controlling of basic facilities that serve as a foundation for any economic activity. The utmost basic necessities of prime sector for tourism industries would be connectivity, energy and water. In this Section we shall look at primary sectors like energy, to develop a basic understanding of infrastructure management:

Energy is most essential to the tourism product. Many people have been critical of energy consumption and distribution to the tourism sector. Users have also demanded lower rates to ease the product within the competitive prices at other destinations. Solutions to the problem of energy should be sought in the search for alternative sources of energy and in the implementation of conservation measures. The alternatives to thermal-diesel sources include:

- Solar energy sources,
- Wind energy sources,
- Hydro Power sources, and
- Tidal Wave sources.

However, research in alternative energy sources has not come up with any viable commercial form other than nuclear energy which has problems of safety. In a low energy society the **consumer must be made aware of the high cost of providing energy for services given to the consumer to avoid careless waste and to sensitise the tourist to the problems faced by such societies.**

Adjustments made in transport through the application of energy efficient technology are not only possible but also prevalent in today's world. The location and management of facilities and services can reduce losses and waste through proper planning and use of quality materials and an ingrained maintenance culture, so that extensive travel does not create excessive demand for energy. Certain steps to be initiated in this regard can be:

- 1) Shift static users of power to alternative resources.
- 2) Combine business and pleasure trips.
- 3) Combine carriers to reduce waste, rather than encourage individual transport.
- 4) Locate accommodation units near transport terminals.
- 5) Integrate terminals of different modes to avoid waste by individuals.
- 6) Develop Tourism circuits to shorten distance of tours.
- 7) Consolidated or cluster developments at resorts for easy access and energy conservation.
- 8) Enhance attractions in cities where infrastructure is strong and historic sites, buildings, museums, theaters, sports facilities, unusual events and cultural attractions and local industries are well developed.

In many countries, toll systems on roads discourage individual users. Similarly, car pools reduce pressure on petroleum resources. In National Parks, automobiles are parked at the entrance and battery operated vehicles or mass transit systems or walking are the preferred mode. However, alternative tourism, which seeks a more authentic experience for the tourist, often puts an unsustainable pressure on the energy system. In such cases local traditions should be relied upon and low energy consumption could be the natural attraction. Similarly, concentration and clustering at resorts can often impose urban architecture and an outlook which destroys a natural attraction like a beach, a forest or the mountains.

Since there is a close relationship between tourism supply and the national economy in a country like India, **creating and managing the tourism infrastructure, in line with international standards is difficult and expensive.** Thus, franchising and management contracts provide the necessary know-how to achieve the global outlook. Such arrangements include:

- architectural standards,
- special training programme,
- computer reservation systems, and
- brand name recognition.

This is popular in the transport and accommodation sectors. For government owned land, like a national park, agreements with private businesses can be in the form of a concession. The private business provides accommodation, food and other services, but under the control of the agency giving the concession. The advantage is that Government can earn revenues without investing in the services and the local economy can benefit from the demand for goods and services. Recreation facilities can be created for the public in greater numbers by sharing with the private sector an asset owned by the Government but not

developed by it. However, the tourist business is seasonal and the returns from such financial arrangements may be difficult to secure. Therefore, investors will be difficult to attract. That is why in India, in the tourism sector, there is a push for foreign investment. Foreign investment will only flow once government regulations are reduced and the policy towards such investment is stable. To avoid environmental degradation and public approval, not only a high degree of local participation is required but also on site supervision by a public agency.

It must also be noted that International Tourism is highly susceptible to monetary fluctuations. This can also increase the negative risks in foreign investment. That is why India, like other destinations, is attempting to mobilise investment from its own private sector through a package of incentives to encourage tourism enterprise.

These include:

- low interest and long term loans,
- Government subsidies for facilities in backward regions or special tourist areas,
- Financial arrangements like equity participation, tax reduction, tax exemption, interest rebate, duty free imports, and
- Land at low cost.

All these measures should be qualified by the social and economic costs to the nation of investing in tourism supply instead of health or education.

### Check Your Progress 2

- 1) Explain the role of Public and Private sectors in the area of infrastructure.

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- 2) What do you understand by international standards in tourism?

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## 18.6 BOTTLENECKS AND SHORTCOMINGS

Organised Tourism in India is a recent phenomenon. Because India's share of the world market is extremely negligible (0.71%) the travel trade has identified several problem areas and offered strategies to overcome these shortcomings.

This is what we shall term the mainstream argument, since Government policy is determined by the critique of its policies by the travel trade. As the team of travel writers, Rabindra Seth and Dharmarajan asserts “to ensure greater customer satisfaction the infrastructure which is admittedly weak in every aspect, ranging from airports to toilets, has to be strengthened. “On analyzing the trend of tourist centric infrastructure development one can find that major investments in this regard were done only when India hosted some major International event related to sports or conferences. As tourism industry is a fulcrum of many other industries such as hotel and accommodation, aviation, railways, roadways, health care, entertainment etc the collective shortcomings make it more compromising. A report of GOI comparing India and other tourist destinations such as France, Turkey,US, UK, China, Malaysia, Thailand and Indonesia( GOI REPORT, Competitiveness of Tourism sector In India with Selected Other Countries Of the World) states “India among all these countries lag behind due to its low level of cleanliness, lack of management, infrastructural blocks in less available star category hotels, roads, lack of proper dissemination of information and improvement in facilities such as Visa, travel agencies etc.” Though India has improved a lot since formulation of National Tourism Plan (1992) still it has a long way to go in becoming a world class tourism destination.

India has been known and promoted on the basis of its traditional hospitality and personalised services, based on its colonial tradition of **Sahib log** and the large labour force. However, what the tourist wants is efficient and time saving approaches, which only technology can give. The argument is, therefore, on how to retain the USP (Unique Sales Proposition) and yet modernise India’s Tourist Product. Lack of overseas promotion and an old brand name has also hampered the desired growth in tourism sector.

What the mass tourist wants is also economy along with mass production. A country like India cannot afford to spread its resources for tourism too thinly. To give a “value for money” to a product that will be not only competitive but also superior, we will have to look at the following areas:

- 1) Number of destinations to bring on the tourism map.
- 2) Facilitation - visa, immigration, customs etc
- 3) Airports and facilities and staff training; accessibility and cost of travel to India from all parts of the world; Availability of airports and air services from entry points to tourist destinations and capacity on Trunk Routes where business travelers compete for space, with tourists; Air worthiness of our fleet and safety as well as On-Time arrival.
- 4) Roads and surface transport to ensure standard sized air-conditioned coaches’ and tourist cars/taxis; Highways to access tourist attractions; Wayside facilities like cafes and rest rooms, petrol stations and repair shops, telephones and overnight accommodation.
- 5) Hygiene in all matters, both personal and public.
- 6) Accommodation to suit the taste and pocket of a highly segmented demand that ranges from the youth hosteler to the high spender. Cleanliness and providing western facilities at all destinations; Water and electricity availability, safety and courtesy are other requirements.
- 7) Trade Fairs and reciprocal Festivals for promotion.

For this restructuring of the tourism industry many feel that incentives play an important role. However, experience points out, that what matters in the final analysis is the kind of facilities provided to the tourist, whether a back packer or the up market variety. **What is needed for India to take-off in the tourist market are available, clean, hygienic and comfortable facilities.** This does not require the Government's intervention in the hotel and Travel Agency Sector, but the provision of smooth, surfaced roads, quality coaches and cars and a clean environment around monuments. These are the ground realities of a good tourist product, according to veterans of the trade.

But what about income and earnings? How are these ground realities to be achieved? In a situation where tourism targets are difficult to realise and the earnings from tourism in dollar terms are going down, it is difficult to take appropriate steps, in time, to improve the product. If we are to achieve the benefits of tourism, we have to ensure a better and balanced spread of the infrastructure. If funds are not forthcoming, then the privatisation process can be sped up and foreign investment sought to fill the gap between needs and resources.

Whilst the trade supports the new approach to limit travel circuits, improve airports at tourist destinations and the introduction of air taxis and private airlines, there are still some areas that they feel have not been studied. These are:

- irksome taxes like road and luxury taxes imposed by State Governments,
- the debate over dual tariffs (Re/\$) by the hotel industry,
- medium priced and low cost hotels, and
- paying guest accommodation.

This type of restructuring will help tourism planners to manage travel budgets, while covering the lead time required for the infrastructure to catch up. The stumbling block seems to be the issue of hygiene, telephone and meals - areas Europeans are not willing to compromise on.

Similarly, the trade felt that support for Air India should not be expressed through a closed skies policy. After the failure of the Visit India year, when a lot of foreign airlines withdrew from Indian destinations, the travel trade is appreciative of the open skies policy of the Government which includes charter operations. In 1993, 605 charters brought in 50,000 tourists. Another problem identified by the Travel trade is the negative fall out of the term "Tourist Industry". This has repercussions in the Income Tax Act which denies to tourism services the benefits other services get, like depreciation. Secondly, it raises the power tariff and denies to tourism incentives for energy conservation. Labour unrest, but particularly the pilots strike, also had an important role in giving our infrastructure a poor image because we had no alternative. Today the open skies policy has changed the scenario. As per The National Civil Aviation Policy 2016 India will enter into an open sky service agreement on reciprocal basis with SAARC countries, and even plans to have open skies policy agreements with countries within a radius of 5000kms. Even now the government is expanding existing routes as well under the scheme UDAN (it includes helicopter routes in hilly and north-eastern regions). The ministry of civil aviation is also planning to provide for proper navigation means, technology, better safety and security. Which will go a long way in strengthening tourism infrastructure in the country.



Whilst India does offer a variety of attractions, it is using its resources very ineffectively. Part of the problem is identified in the shortcomings of the approach adopted to market the tourist products overseas. The literature available is stereotyped and often out of date. Information gathering and dissemination are highly professional activities, which require investment and training.

The heritage town concept is bringing infrastructural improvement to the South. This involves conservation and protection of archaeological and architectural sites present in a large number of towns and villages. The planning also involves the provision of public amenities for tourists and pilgrims. Heritage hotels are a spin-off from this concept.

Kerala is one state where tourism is looking up, as the state gets four international airport at Cochin, Trivandrum, Calicut, and Kannur and rise of quality accommodation. The success of tourism in the state can be attributed to decentralized tourism industry, which promotes the entire state as “God’s Own Country”. The Fusion of deep rooted cultural history along with modern day epitome state which excels in literacy rate, health care and welfare of its people provides a unique experience to the tourists. The USP of the state are its people and their old age Ayurvedic knowledge. However, given the resource crunch, **selective development should be done to ensure effective and sustained development of destinations.**

The development of Island in Lakshadweep and Andaman and Nicobar has undergone a shift and focus of the Union Government is on setting up a few of them as Global Tourism Spots. Earlier, the major problem was getting clearance from the Ministry of Environment. These islands are made accessible by air or by sea, however the popular mode of transport remains the sea. Government is keen on improving existing facilities such as Jetties, Roll on/Roll-off ferries by funding them from ongoing government Schemes. Road connectivity will be strengthened by completion on Andaman Trunk Road and Humphrey Strait Bridge. Whereas under the UDAN scheme sea plane operations are to take off. Digital connectivity and promotion of green energy are also amongst the pipeline projects to set the islands on tourism map. India has a total of 1,382 off-shore identified islands. The development of these islands and their maritime resources has been prioritised by the government for development of sustainable ecotourism products. The constitution of an apex body namely Island Development Agency (IDA) in June 2017 was a major step in this regard. NITI Ayog was authorised to lead the Holistic Development of Islands Program. A lot of emphasis is being given to infrastructure development and major initial projects are related to connectivity, power and water. The government has opened various Eco-tourism projects for private sector participation.

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## 18.7 ALTERNATIVE VIEW POINT

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Tourism of the rich to the countries of the poor does not automatically lead to the solution of economic problems or developmental objectives. In fact, it is the policy maker, the provider of services and the tourist who benefit most and profit from tourism in the most undeveloped destinations of the world. The reasons for this are.

- The global division between the rich and the poor,

- Different cultures, attitudes and values, and
- Different ways of living and working.

In the decade of 80's tourism related problems emerged because of serious cases of wrong development. In extreme cases it led to:

- 1) Infringement of the life support of native population groups because of the construction of tourism facilities, particularly fishing and agriculture, toddy tapping, etc.
- 2) Environmental damage like bulldozing sand dunes, polluting sea water, cutting trees to build roads and lay other infrastructure, deforestation for the construction of accommodation and air strips, etc.
- 3) Sex Tourism and child prostitution which bring diseases like AIDS to Third World countries where people can not cope with them because the health and awareness infrastructure does not cover their needs.
- 4) Culture shock and Demonstration effects which do irreparable damage to faulty and community relationships.
- 5) Tourist related crimes like eve teasing and drug trafficking.
- 6) Resistance by the victims of tourism to the developments from above which are often not compatible with the reality of the local people and are certainly not implemented with their participation.
- 7) Developing concepts of tourism that will be environmentally and culturally sustainable over a long period, and which should control and guide investments with greater responsibility and respect for people at the destination.

It is interesting to note that **anti-tourism activists and networks have been successful in sensitising tourists from rich countries but have been unable to make their own governments become more responsible and open in their planning for tourism development.** Whereas surveys of tourists indicate that they are willing to participate in holidays more in step with local conditions, including the consumption of local produce, the policy makers and the industry, whilst paying lip service to alternative concepts, continue to advocate the kind of tourism that has already polluted the beaches of Bali and Thailand; brought about conflicts and resistance to the growth of golf tourism; focussed on the evil of sex tourism and child prostitution, In India the industry in a way promotes these "silent" evils, since we never study tourism impacts. As a young boy from Lakshadweep said "island people like to have a protective cover between them and the 'outsider, like a mask". The tourism lobby also projects only a positive image of tourism in justifying the expenditure on tourism and legitimising the kind of activities that are taking place under the umbrella of tourism. **It is also known, from experience, that tourism succeeds only when the gap between the tourist and the local person is not very wide.** The greater the difference in terms of income, access to resource, life-style and culture, the benefits of tourism are reduced. Secondly, in the **NAP** or the industry support that this new vision for tourism development is projecting, there is no mention of carrying capacity, a concept that every destination, location or site, has to determine for itself. The considerations should include:

- 1) The degree of openness of the local social and settlement pattern.
- 2) The infrastructure needs of the local population and priority these should have over the infrastructure needs (to be created from the base) of tourism.
- 3) The social and recreational needs of the local community, and the similar needs of the tourists. If the gap is too wide, tourism should not be pushed.
- 4) How much income, revenue, and employment will tourism generate for the local people? This should have priority over the foreign exchange earnings that Central Government can earn to improve their balance of payments position. The average Indian is not linked to or involved in the economy where foreign exchange earnings are either meaningful or beneficial to him. This would involve an assessment of local problems and their solution via tourism development which must be evaluated before plans are made or implemented.
- 5) The “weakness of the infrastructure” argument must be evaluated against the ground realities of the people’s lives and expectations rather than those of the tourists alone.

As we can see, the concept of infrastructure **means different things to different people**. In trying to solve macro-economic problems the Government often misses the micro-economic realities. The travel trade is in the business of profit and their investment in tourism is purely consumer oriented. They ignore the fact that often tourism kills itself. They become the handmaidens of destruction, because Travel Agents and Tour Operators are linked to the international system and to be in business they have to fall in line with the mainstream values of the Tourism System. However, tourism does have creative possibilities if one approaches the issues raised in the critique with awareness, concern and sensitivity.

Tourism, as an advanced form of consumerism, depends on distant and unknown “others” to supply the needs of the tourist, whose money commands governments and the trade to develop tourist products often at the expense of the resident. This dependence on money creates a culture in which individuals become bonded to the market, which is then called “free” and the consumers’ choice a “freedom”.

In the industrialised countries few of the basic needs are satisfied locally. Items of daily consumption are rarely produced close to the place where they are to be consumed. Household goods, shelter, transport, leisure, entertainment and health care, all have their location in communities which are not going to be able to use them. The privileged of the planet can alone have access to such products. This form of free market enterprise demands an infrastructure that is not only coming at heavy price but also putting pressure on the ecology and the environment.

### Check Your Progress-3

- 1) How should we develop the infrastructure?

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- 2) Identify the areas of weakness of infrastructure in India.

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## 18.8 LET US SUM UP

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The concept of infrastructure in tourism has different connotations in relation to different services. However, there is a distinct relationship between infrastructure and the quality of tourism product or service. Both the public as well as the private sectors have their role in infrastructural development. There are certain weaknesses of infrastructure when compared to international standards that are determined basically from the point of view of European or American tourists. However, there should not be a mad race to imitate the Western model with only high spenders in mind. Infrastructural development should take place keeping in view the sustainable aspect and avoiding negative impacts on the environment or the host population.

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## 18.9 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) Take into account the specific needs of tourism mentioned in Sec. 18.3.
- 2) See Sec. 18.3

### Check Your Progress 2

- 1) Both have a vital role to play. The public sector, like providing essential infrastructure road, airport, water supply etc. and accommodation, etc. by private sector. See Sec. 18.5.
- 2) Base your answer on Sec. 18.4.

### Check Your Progress 3

- 1) Mention in your answer a critique of the European model stressing upon our own resources. See Secs. 18.6 and 18.7.
- 2) See Sec. 18.6.

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## UNIT 19 LINKAGES IN THE TRADE

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### Structure

- 19.0 Objectives
- 19.1 Introduction
- 19.2 Constituents
  - 19.2.1 Primary/Major Constituents
  - 19.2.2 Secondary Constituents
- 19.3 Interdependence
- 19.4 Business Relations
- 19.5 Joint Promotion
- 19.6 Joint Action
- 19.7 Let Us Sum Up
- 19.8 Answers to Check Your Progress Exercises

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### 19.0 OBJECTIVES

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After reading this Unit, you will be able to:

- know about the various constituents of the tourism industry which contribute in providing a total experience to the tourist,
- understand the interdependence of these constituents on each other,
- learn about the business relationships amongst these constituents,
- appreciate the need for joint promotion of the destination and the tourism products and services.

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### 19.1 INTRODUCTION

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This Unit takes into account the linkages within the tourism industry segments which are needed for the marketing of tourism products and services. You are already aware of the fact that for a tourist it is the total experience that matters. However, this total experience is dependent on the product and services produced and provided by various organisations and individuals. Inefficiency, bad quality or failure to provide the promised service by any one segment can have an adverse effect on the business of the other. Hence, it is essential that proper business relationships are established between the various constituents of the industry. The Unit starts with listing the different constituents of the tourism industry. It further demonstrates their interdependence, business relations and united efforts for promoting and positioning their products and services. Briefly, the Unit also mentions the linkages of tourism industry with other services and goods industries which have a bearing on tourism.

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### 19.2 CONSTITUENTS

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The constituents of tourism industry are varied-ranging from small scale businesses operating at local levels to multinationals. For example a fast food

counter at an airport is a component of the Tourism Industry as is an airline or a hotel for it has its own serving purpose for the tourist. Moreover, these different components are closely linked to each other. This linkage is there in spite of, the competition within one set of constituents. For example, Hotels A and X are competitors but both are dependent on tourist arrivals through the airline. And Airlines Y and Z are competitors and so on. In fact very often its a chain of linkages and modern tourism is a result of the intermixing and combined efforts of the various constituents. Let us list for you the primary and secondary constituents that make the Tourism Industry.

### **19.2.1 Primary/Major Constituents**

Under this we list the very essential constituents.

#### **1) Transport**

Well you need a mode of transport to travel or to suggest one to your client if you are a travel agent or a tour operator. Further, the travel depends on the availability of seats etc. Today, the travel Industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

#### **2) Accommodation**

A tourist not only travels but also stays some where. And here comes in accommodation. It could be of different types i.e. from cottages or tourist lodges to a house boat or a five star hotel.

#### **3) Catering, Food and Entertainment**

Well, a tourist has to eat also and here comes the role of catering and food. Restaurants, fast food joints and dhabas, all play a role in this regard with different cuisine to offer. Different forms of entertainments are provided as attractions at the destinations.

#### **4) Intermediaries**

The intermediaries constitute the travel agency, tour operator and guide services.

The constituent which co-relates all the components of tourism is the travel agent/tour operator who has accumulated knowledge, expertise and contacts with providers of services. He is a useful and invaluable intermediary between the traveller and the suppliers of tourist services i.e. airlines, transport companies, hotels and auto-rental companies.

The functions of the travel agency depends upon the scope of activities it is involved in and also the size and the location. The agency has specialised departments each having to perform different functions such as :

- a) Providing travel information
- b) Preparing itineraries
- c) Liaising with providers of services
- d) Planning and costing tours
- e) Ticketing

- f) Providing foreign currency
- g) Insurance, etc.

Some of the travel agents are also tour operators who manufacture tourism products. They plan, organise and sell tours. They make all the necessary arrangements e.g. transport, accommodation, sight seeing, insurance, entertainment and other allied services and sell this 'package' for an all inclusive price. A package tour may be a special interest tour, mountain tour, adventure tour or a pilgrimage tour. These tours are escorted and include transportation, meals, sight seeing, accommodation and guide services. The escort or the group leader is responsible for maintaining the schedule of the tour and for looking after all the arrangements. The guide services play a vital role in tourism as a tourist feels comfortable when the essence of the culture is explained-especially when it is done in his own language.

### 5) Government Departments/Tourist Information Centres/Tourism Organisations

Many national and international organisations related to tourism form part of the Tourism Industry.

### 19.2.2 Secondary Constituents

Today there are a variety of services (formal and non formal) that constitute the tourism mix or are directly and indirectly related to tourism. For example, banks don't come under the Tourism Industry but they cater to tourists through traveller's cheques or credit cards. Similarly, insurance companies offer short-term safety or accident policies to tourists. Here we list certain such constituents:

- 1) **Shops and Emporiums:** These sell various products to tourists. Many state governments have opened the emporiums in other states also. For example in Delhi; practically all state emporiums are on Baba Kharag Singh Marg.
- 2) **Handicrafts and Souvenirs:** Certain handicrafts and souvenirs industries today are totally dependent on tourists or their sales.
- 3) **Local taxi/transportation** (e.g. Rickshaw, tonga etc.)
- 4) **Hawkers and coolies**
- 5) **Communication services at the destination**
- 6) **Touts and Brokers**
- 7) **Advertisement agencies**
- 8) **Publishing industry** i.e. Publishers who publish travel guides, brochures, magazines, postcards etc.
- 9) **Artists, performers, musicians, etc.** who perform for the entertainment of tourists.

In the United Nations study on "The Economic Impact of Tourism in India". The segments having receipts from tourism employment due to tourism are mentioned as :

- a) Hotels and restaurants

- b) Railway Transport services
- c) Transport services
- d) Shopping
- e) Food and Beverages
- f) Wool, silks, syn. fibre textiles
- g) Wood and wood products except furniture
- h) Leather and leather products
- i) Metal products except machinery and trans. equip.
- j) Misc manufacture, industries
- k) Trade
- l) Other services

Hence we can say that Tourism Industry has a very wide range and the governments in the Third World are giving incentives for its development.

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### 19.3 INTERDEPENDENCE

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The constituents of the tourism industry are dependent on each other not only in terms of their business but also in relation to determining their marketing strategies. For example, a tour operator will be able to package a tour only with the help of accommodation sector, transport sector, destination attractions and guide or escort services etc. Hence, the service quality or design of the service has an impact on the product of the tour operator. In the same way if a destination is marketed for up-budget tourists, the airlines, in its product formulation, will introduce executive class in its services. We can go on adding such examples in relation to different types of tourism services. Hence, it becomes necessary for the provider of any one service in tourism to have a wider view of tourism and understand tourism services in totality. Very often enterprises fail because of their failure to adopt such an approach. A hotel might have developed its product very well and prepared itself to meet full occupancy during the season. But if the accessibility to the destination is affected by the breakdown of transport sector, the business of the hotel is bound to suffer. Thus, it is imperative that the marketing personnel of an organisation take into account the interdependence of the various constituents of the tourism industry while designing, developing and promoting their products.

The interdependence of the private and public sector has a major impact on tourism services. Condition of roads and airports, electricity and water supplies, law enforcement, etc. comes under the jurisdiction of the government or the public sector. Banks provide capital to tourism entrepreneurs for establishing their enterprises and credit card facilities to tourists. Insurance companies offer and provide insurance cover to all - transport operators, tourists, hotels, etc. The level and quality of these public utility services have a direct relationship with tourism development.

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## 19.4 BUSINESS RELATIONS

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The interdependent nature of the tourism products and services calls for well planned mutual business relationships amongst the providers of tourism services. Such business relationships have to be established not only with other constituents but at times also with those who are providing similar types of services which our own company is offering. This, in fact, is necessary for building your own image in the eyes of the customers. For example, take a situation when one of your regular customer fails to do advance booking in your accommodation unit. She arrives at your reception to get a room but your occupancy is full. You can not provide the customer with a room but at the same time you do not want to lose the customer for future visits. What do you do? Since you want to keep the goodwill of the customer, you can not just say no to the customer and ask her to look for another hotel. A better approach would be to politely explain the situation to the customer and then make efforts to get her a booking in another hotel unit. Here, you will have to contact other hotels. This will make an impression on the customer that you have cared for the customer who would remember this service. Many other examples can be cited in this regard. You are a tourist transport operator and you have a fleet of 10 coaches. You have got an order for a convention where 15 coaches are to be provided. Naturally, you will make up for these other 5 coaches by contacting other tourist transport operators in your area. In the same way, airlines also establish business relations with each other. If one airline is doing one sector and the other is doing another sector it would always be better that they link their arrival and departure timings so that the customers of one can be saved from the inconvenience of waiting besides both airlines doing good business.

Many a times, two or more constituents of the tourism industry establish business relationships to offer joint product or service. For example, the ITDC and Indian Airlines made arrangements that any LTC traveller who flies by Indian Airlines will be given 20% discount if he/she stays in an ITDC hotel.

Whether it is a question of deciding on commissions, offering discounts, negotiating discounts and commissions, deciding on the quality of services to be offered, etc. In all such situations, the interacting companies have to hold formal business relationships. This is also necessary to maintain business ethics.

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## 19.5 JOINT PROMOTION

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The interdependent nature of the tourism product and service makes joint promotion of the products and services of the various constituents a necessity. For example, Air India, in-bound tour operators and the various hotels pool their resources for promoting India as a destination in the tourist generating markets. The Department of Tourism, Government of India, provides the umbrella for such activities. The brochures prepared by the Department of Tourism are made available to tour operators and travel agencies etc. for promotion purposes. However, this does not mean that the individual producers of services should not carry their own efforts in this regard. They too have their own independent promotional strategies and plans. But wherever possible, joint promotion is carried out as it is beneficial to all.



There are occasions when two organisations who have entered into a business relationship go for joint promotion. This is not the case only at the macro level but even in micro level operations small business partners enter into such ventures. For example, when a small hotel unit establishes links with a taxi service, they both are not only interdependent in terms of the business they are procuring for each other but they also promote each other's services. Such examples can be multiplied by citing many other tourism operations.

In crisis situations, joint promotion is the only tool left for the tourism industry segments to save their business. One can cite here the example of the so-called plague epidemic in India which badly affected international tourist inflow into the country. It were the joint efforts of the tourist industry segments under the direction and guidance of the Department of Tourism that an attempt was made to do away with the misconceptions and fears about coming to India and a joint image building promotional campaign was launched.

## 19.6 JOINT ACTION

Various constituents of the tourism industry are not only related to each other through interdependence, business relations or joint promotion but they also go in for joint actions. Such actions are initiated primarily to safeguard their own interests. Various associations like **IATO, TAAI, FHRAI**, etc. play a dominant role in this regard. Besides these associations at the national level the small players organise themselves at the local levels be it a region, city or a small destination. A variety of issues like tariffs, local taxes, local regulations, maintenance of public works, etc. are jointly taken up because they have a bearing on the business operations of each segment. Joint action is also useful to put social pressure in case any organisation adopts wrong practices or fails to honour agreements.

Of late, practically all the constituents of the tourism industry have realised the importance of HRD. In order to provide better quality of service to satisfy the customer's requirements, they have been jointly urging upon the Government to enhance the quality of professional and skilled manpower by introducing more professional courses.

### Check Your Progress

- 1) Give some examples of the interdependence of the various constituents of tourism industry in relation to procuring business.

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- 2) Why is it necessary to go for joint promotion?

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- 3) Discuss the importance of joint action.

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## 19.7 LET US SUM UP

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After familiarising you with various marketing concepts and operations, this Unit attempted to demonstrate the linkages among the various constituents of the tourism industry. The very nature of the tourism product establishes interdependence among the providers of different tourism products and services. This interdependence leads to the establishment of business relationships which very often culminates in taking up joint promotion and joint action. It must be noted here that no individual segment of the tourism industry can flourish in its business single handedly. No doubt, every organisation has its own mission statement, plans, policies and operations but in order to ensure efficiency, quality, timely response and customer satisfaction, establishing linkages is a necessity.

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## 19.8 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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<b>Check Your Progress</b>
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- 1) The tour operator depends on the services of tourist transport operators, guides, escorts and hotels, etc.; the hotel depends on the services of the tour operator for business; the convention planners depend on the services of hotels and transport operators etc. Think of some other examples also and list them.
- 2) Read Sec.19.5 for your answer. Basically, it is the nature of the tourism product which not only is a combination of different services but is also meant to provide a total experience to the tourists. Moreover, to increase the inflow of tourists, joint promotion is a must.
- 3) Develop your answer after reading Sec. 19.6.



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# UNIT 20    THREATS AND OBSTACLES TO TOURISM

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## Structure

- 20.0 Objectives
- 20.1 Introduction
- 20.2 Understanding Threats and Obstacles
- 20.3 Civil Unrest, Crime and Arm Twisting
- 20.4 Redtapism and Bureaucracy
- 20.5 Trained Manpower and Awareness
- 20.6 Ignoring Domestic Tourists
- 20.7 Tourism Flows and Impact
  - 20.7.1 Motivation
  - 20.7.2 Preference
  - 20.7.3 Attitudes, Expectations and Behaviour
  - 20.7.4 Constraints of Tourism Growth
- 20.8 Let Us Su Up
- 20.9 Answers to Check Your Progress Exercises

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## 20.0 OBJECTIVES

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After reading this unit you will be able to:

- understand what is meant by threats and obstacles in relation to tourism development,
- identify the threats and obstacles, and
- know their implications and relevance in relation to policy formation, planning and development.

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## 20.1 INTRODUCTION

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In relation to tourism very often you come across such statements that:

- the country has tremendous tourism potential but no development is taking place in this regard,
- there has been a fall in tourism arrivals,
- so and so destination is no more an attraction the way it used to be, etc.

Such situations emerge because of certain obstacles and threats. Obstacles are generally understood as those procedures and policies that block, interrupt or reverse the free flow of tourism. At the same time studies have shown that even cultures and perceptions can also become instruments of obstruction. Similarly, the threats to tourism can be located in the very nature of tourism, attitude of the tourists, operations of the travel trade, tourism impacts, tourism policy and planning or the attitudes of the host population.

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## 20.2 UNDERSTANDING THREATS AND OBSTACLES

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The relationship between the self and the other is a dominant factor in tourism. Here, the self is generally understood as the Western or rich tourist. His/her identity is defined by creating an alternative other than the host or the resident. In this sense the tourism text is full of the language of 'them' and 'us'. In the field of International Tourism, the discourse resembles the essential content of colonialism. In the context of domestic tourism, the text determines the relations between classes, communities and cultures that serve to define themselves in terms of the other.

The approach of the UNWTO is to facilitate tourism as the fastest growing industry in the world and its emphasis is on the expansion of tourism for political, economic and income gains. Anything that **interrupts these aims is a threat or an obstacle to tourism**. The approach of the Travel Trade is to match a range of choices with a range of products by a number of producers operating from a variety of destinations. Anything that interrupts this relationship is a threat or obstacle to the business of tourism. However, tourists and residents do not view the threat to/from tourism or the obstacles that emerge as a result of its development in such a one sided manner. On the one hand we have the relationship between the Tourism Industry and the consumer while on the other, we have the political, economic, sociological, anthropological and cultural encounters between tourists, their destinations and residents. These encounters can also be a threat or an obstacle to tourism. Generally, threats and obstacles are perceived only at the destination and not at the point of origin. To understand the true meaning of a threat or an obstacle to tourism, we have to locate the conflict. This is not simple. Conflict can be physical, psychological, cultural or ideological and, therefore, will be both specific (between two people, two nationalities or two regions) or generic (between the West and the East). Therefore, the threat to tourism is located at the point of origin as well as the destination. For example, India's Tourism Year 1991 was not successful because we were unable to promote India as a safe destination. This was because America and West European countries issued travel advisories to warn their nationals not to travel to India in the light of the anti-reservation in the northern parts. Now we in India do not issue travel advisories against America when there are race riots in Los Angeles or tourist murders in Florida. This is because we see India only as a tourist receiving country and not a market for world tourists. The perception of our government is determined by viewing India as a destination only.

In defining threats and obstacle to tourism, we have to go deeper into the nature of tourism and see the different levels at which they operate rather than only at the surface level of the operation of tourism.

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## 20.3 CIVIL UNREST, CRIME AND ARM TWISTING

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From the point of view of the Tourism Industry civil unrest is a major threat to the business of tourism. In this context are cited incidents like:

- strikes in airlines or hotels
- agitations or civil disturbances,
- communal riots, and activities of militants/terrorists, etc.

It is a fact that tourists are very much concerned about their safety. Hence, they would avoid a destination that is not regarded safe. The decline of domestic as well as foreign tourist traffic to Kashmir Valley are examples in this regard. However, the losses have to be looked in totality. It is not only the tour operators, airlines or travel agents who suffer a loss but the local population is also a victim. The tour operator can negotiate or arrange for changed itineraries but what alternative has the location population? In most of the cases destinations have seasonality. Failure of one season leads to extreme hardship – particularly for those who belong to the informal sector or depend on providing subsidiary services.

Crime at a destination is another threat. For example theft, molestation or cheating. All bring a bad name to the destination. In certain cases the inflow of tourists is severely effected when news reaches home about a molestation incident and so on. This is common to both foreign as well as domestic tourists.

As mentioned in Sec. 20.2, the big powers use arm twisting methods in relation to Third World countries by issuing travel advisories. They declare countries out of bound for their citizens as per their own discretion. Many a times they have used civil unrest and terrorism as an excuse to issue such advisories. It is worth noting here that often the duration of such advisories is very short. This raises the question whether the situation was really so bad or it was used as an excuse for twisting the arms of small nations for political reasons. The American government's travel advisory about India just before the PATA Conference was to start in New Delhi (1993) is one such example. The dates of the conference had to be shifted because of this.

As a professional in the area of tourism you must remember that that India is a vast country. Disturbances in one part do not mean that whole of India is effected. In case of a crisis situation you must try to bring home this fact to your clients. At the same time you must contribute towards communal harmony.

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## **20.4 REDTAPISM AND BUREAUCRACY**

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Redtapism is a common feature for the delay in framing or implementation of plans. Tourism is no exception to this. Another aspect is the attitude of certain bureaucrats and politicians towards tourism. Most of them don't realize that it is a specialized area and not every one can plan or handle the operations. Frequent transfers are a drawback. States like Goa, Rajasthan, Kerala or Haryana which have done well in tourism development have provided stability in office to the officials responsible for tourism development. Postings in tourism departments should not be considered easy postings for relaxation etc. Many a times the resources of tourism departments are utilized for the benefits of politicians or influential people rather than for generating revenues through tourism development. It is vital for tourism that competent officials who have sound knowledge of tourism industry and impacts handle the issue rather than novices in the area.

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## 20.5 TRAINED MANPOWER AND AWARENESS

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Lack of trained manpower and awareness are two other obstacles in tourism development. Tourism is a service industry where a high degree of training and professionalism is required. However, this is lacking at many levels – particularly in the informal and subsidiary services. Imagine a situation where a taxi driver does not know the route or a receptionist is unable to tell the major attractions or the city to a tourist.

Another aspect is the lack of awareness about tourism. By awareness we just do not mean as to knowing what is tourism. Awareness also includes a knowledge about the impact of tourism on day to day life of the people; their own attitudes towards tourism; benefits or loss etc. Very often people working in one segment of tourism are unaware about the impact of their services or actions on other services.

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## 20.6 IGNOURING DOMESTIC TOURISTS

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The proportion of the movement of domestic tourists is much higher when compared to foreign tourists in India. However, because of foreign exchange earnings, the emphasis remains on providing facilities for the foreign tourists while domestic tourists are ignored. Of late the significance of encouraging domestic tourism is being realized and more and more states are coming forward to create infrastructural facilities keeping the domestic tourists in view. Haryana is a good example in this regard.

**Check Your Progress 1**

- 1) How can communal riots and civil unrest be a threat to tourism?

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- 2) What do you understand by threats and obstacles to tourism?

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## 20.7 TOURISM FLOWS AND IMPACT

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The flow of tourists, at the most basic level, depends on a large number of individual decisions and choices. For example: Do I want to go on holiday this

year? No/Yes. If the answer is “No” the propensity to travel or lack of it, will be an obstacle to tourism. If the answer is “Yes”, then which holiday shall I choose from the variety of possibilities?

Here money, time, distance, accessibility, seasonality and confidence in ones ability as well the Travel Agent or Tour Operator will be seen in the form of a threat or an obstacle in making a short list of possible holiday choices.

The mix of the elements of demand and supply as well as inter-subjective elements will have a bearing on decision making and perception regarding threats/ obstacles in tourism.

### 20.7.1 Motivation

Do I have the inclination to be a tourist? If I do not, then my personal motivation is an obstacle to tourism. Some research has looked at the potential tourist purely in economic terms, and the approach of such researchers is to overcome the fears of those who stay at home by the blandishments or the promises made by Mass Tourism operators. They see it as problem of marketing because in the post modern individual the self is no longer the origin or the source of decision making, but itself the result or product or multiple social and psychological inputs.

Where the potential tourist is an obstacle, the role of pull and push factors are pressure points for the individual to see tourism, particularly International Tourism as a threat or as a desirable activity.

### 20.7.2 Preference

Preference is the process of making a choice through a selection of real or imagined possibilities tempered by experience, information and word of mouth publicity by members of a peer group or opinion leaders. For example preference can be interlinked with motivation to overcome obstacles to tourism in the following ways:

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|---------------------------|---|
| 1) VFR                    | Cost, range of facilities<br>(Visiting Friends, events, kinship, and Relations)                           |
| 2) Exploration            | Scenic beauty, strangeness relatively unknown risk. Little promotion, publicity, No formal infrastructure |
| 3) Evaluation of Yourself | Range of products, facilities, attractions, prices.   |
| 4) Fantasy                | Emotive, exotic, strange, mysterious product but with a Range of facilities and prices.                   |
| 5) Prestige               | Social value, upmarket resorts, range of facilities and products, range of attractions.                   |

In each case a perceived threat or obstacle can be overcome by a preference – motivation mix, which should be balanced with local benefits and expectations. We can also see how destinations can then be mapped from one extreme to another. These models point out the importance of social context in determining what we see as a threat or what we think of as an obstacle to tourism. This aspect is often not given enough importance.

### **20.7.3 Attitudes, Expectations and Behaviour**

Social interaction can take place within an enclosed group (same language, ethnic group, economic status, work based etc.) or on the basis of common beliefs (tradition, folklore, popular culture, dress and behavioural norms etc.). It can be on a wider social scale (religious or national or activist solidarity) in which case mainstream and alternative norms, canons, rituals and expectations are developed which will determine future behaviour, both of tourist and the resident. We can, therefore, say that in tourism attitudes, expectations and behaviour go beyond the individual's motivation and preference and are defined as group goals, standards and expectations. For example, the mass tourist's formula of the 4's (Sun, Sea, Sand and Sex) promoted the charter package that was to create a world wide uproar on the negative impact of tourism along the coastline. Beach Tourism, once promoted as the vanguard of International holiday tourism is today seen as the black sheep of tourism because of environmental degradation, overcrowding, displacement of local people, social undesirable activities, hostility of native populations, and foreign control and use of local resources. Thus, we can see how one form of tourism can act as an obstacle to tourism development, because the destination sees tourism as a threat to its social, economic and cultural life. Similarly, local people hope to benefit economically from tourism and become hostile when the transfer of wealth does not take place.

### **20.7.4 Constraints of Tourism Growth**

The international community is threatened by numerous constraints like the energy crisis, the use and distribution of resources, inflation, unemployment, and deteriorating terms of trade. In this context we have to clarify the true nature of tourism and its role in the future to see how these factors function as obstacles. Most countries, by adopting paid holiday and some form of a tourism subsidy (like LTC or holiday bonus) have made a commitment to leisure time and, therefore, to tourism. Such a commitment is often made without realizing that there is an interdependence between the general level of development and the social framework of civil society. These then act as obstacles to tourism development.

These factors are identified as obstacles to the development of modern tourism. Added to these can be economic, social and political differences in:

- 1) Financial Resources
- 2) Human Resources
- 3) Institutional, Administrative and Managerial Cultures
- 4) Implementation and design machinery
- 5) Priority given to tourism



How countries react to these issues will depend on their status in the world economic order and it will be conditioned by their internal framework of development. Therefore, what the UNWTO defines as universal obstacles to modern tourism development are very much conditioned by mainstream mass tourism which requires heavy in-puts of finance, training and skills, a western life-style model based on compulsive consumption and waste of resources simply because they are available. Alternative strategies are not considered.

It is within this framework that the Ministry of Tourism and the Travel Trade talk of the infrastructural weakness of India as a tourist destination. This includes a shortage of hotel rooms, poor air services, poor rail services, very poor road transport, unreliable power available and very underdeveloped human resources. There is also criticism of India's taxation customs and excise policy with regard to the tourism sector.

While the government is doing all it can ensure that obstacles to the growth of international tourism are removed, it has no plan to ensure that spare time, holidays and tourism are accessible to all sections of the population, and that tourism should have a beneficial economic and social impact, since investment is being directed away from other social sectors to this sector.

If tourism is not to be a threat to its own future then all countries should devote special attention in the following areas:

- a) A quantitative and qualitative analysis of the natural, cultural, artistic and human resources and plan their use as well as their protection. Most planned tourism extends their use but does not protect resources.
- b) Realise that one country's heritage is a part of the heritage of mankind and, therefore, avoid conflict, war and mis-sensitivity to a holistic view of heritage.
- c) Recognise the social and economic importance of tourism and extend its conversationist aspect to create an unpolluted environment.
- d) Recognise that traditional values, particularly non-materialistic values should guide tourism as a social force and a negotiable resource between the rich and the poor.
- e) To achieve tourism related goals via bilateral and multilateral agreements, into which socio-economic goals can be introduced, if tourism is for developing the host country.
- f) The threats and obstacles model in tourism development should address to the dual problem – preserve as you develop.
- g) All tourism development must not be related to short term needs, no matter how pressing, but must respond to obligations which we must feel towards the exploited, the marginalized, the poor and backward, the uneducated etc. therefore, the view of tourism should be long term. This means that the habitual consumer attitude which has been developed with general social approval, should be discouraged.

There is an assumption that in the post industrial society tourism and leisure time will become the centerpiece of general culture. Once tourism moves away

from pure entertainment and becomes a cultural vehicle, man will expand his physical space to enhance his self awareness and emerge with a world oriented view.

Journeys to more or less distant places, a temporary but intense stay at any one of them broadens the horizons and changes the outlook of the tourist by removing prejudices and restrictions associated with them.

Tourism can be said to have freed itself from obstacles if it can help people to change their daily routines. A new environment, a new room, new food, new people, different faces, different languages, different money could be an opportunity to recognize the need for change rather than to succumb to international standards simply because they are familiar.

### **Check Your Progress 2**

- 1) How can tourism be a threat to itself?

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- 2) What measures should be adopted as a special attention to promote tourism?

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## **20.8 LET US SUM UP**

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There are various threats and obstacle to tourism. Besides civil unrest, communal riots, red tapism etc., the type and nature of tourism also at times becomes a threat. The nature of guest-host relationship, image of the destination and marketing strategies of the tourism Industry also should be looked upon in this regard. It is vital that tourism policy makers, planners, resort developers etc take account of the various threats and obstacles.

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## **20.9 ANSWERS TO CHECK YOUR PROGRESS EXERCISES**

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### **Check Your Progress 1**

- 1) See Sec. 20.3 for your answer.
- 2) See Sec. 20.2 for your answer



### Check Your Progress 2

- 1) Base your answer on Sub-secs. of Sec. 20.7.
- 2) Base your answer on Sub-sec. 20.7.4

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## SOME USEFUL BOOKS FOR THIS BLOCK

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Dharamarajan and Seth, “Tourism In India”, New Delhi, 1993

Suhita Chopra, “Tourism Development in India”, New Delhi, 1992

Prem Nath Dhar, “Development of Tourism and Travel Industry” – Kanishka Publishing, 2009

Peter E. Tarlow, “Tourism Security – Strategies for Effectively Managing Travel Risk and Safety”, 2014

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## ACTIVITIES FOR THIS BLOCK

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### Activity 1

Write an essay highlighting the economic advantages and disadvantages of tourism in your area.

### Activity 2

Visit the nearest travel agency and try to find out the business relations they have with a hotel.

### Activity 3

Mention the reasons behind communal riots. How can you contribute towards promoting communal harmony?