

## INTRODUCTION

Early man traveled under compulsion primarily to satisfy his biological needs. In later ages, the emergence of various empires led to travel for political, business and religious purposes. Travelling in older times was difficult due to lack of proper transport facilities, safety and comfort en route. .... The development of road side *sarais*, *inns* and *dharmashalas* made way for business travel, political visit and journey made for the sake of knowledge.

As science and technology advanced in leaps and bounds, coupled with industrialization, it led to economic and social progress. The spread of education also fostered a desire to travel. There was a great progress in the transport industry and tourist facilities which led to phenomenal growth of tourism.

Tourism contributes in the development of understanding among people, provide employment, create foreign exchange and raise the standard of living.

Tourism is concerned with pleasure, holidays travel and going and arriving somewhere. There are the motivations that make people leave their 'normal' place of work and residence for short term visit to 'other places.'

Modern tourism is one of the most striking phenomena of our times and offers us an opportunity to learn, enrich humanity and to identify what may be termed as goals for a better life and a better society (Sharma, 2007).

### 1.1 Tourism and Tourism Geography

Although travelling is perhaps as old as the human civilization itself, one of the earliest available definitions of tourism was provided by Hermann V. Schullaeed as late as in 1910. He defined tourism as “...*the sum total of operations mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.*”

Burkart, A.J. and S. Medik provided another definition of tourism. According to them, “*tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work including their activities during their stay at these destinations.*”

In the Sanskrit literature there are three terms related to travel and tourism. These are:

1. **Paryatana:** meaning going out for pleasure and knowledge.

2. **Desanta:** meaning going out of the country primarily for economic Gains, and
3. **Tirthatana:** meaning going out to places of religions merits.

(Sharma, 2007)

The word 'Tourism' is derived from the word 'Tour' meaning "*a journey at which one returns to the starting point; a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned.*" The concept was first formulated in the period between the two world wars.

According to Oxford Dictionary, tourism is basically "*travelling for pleasure.*" It involves a discretionary use of time and money.

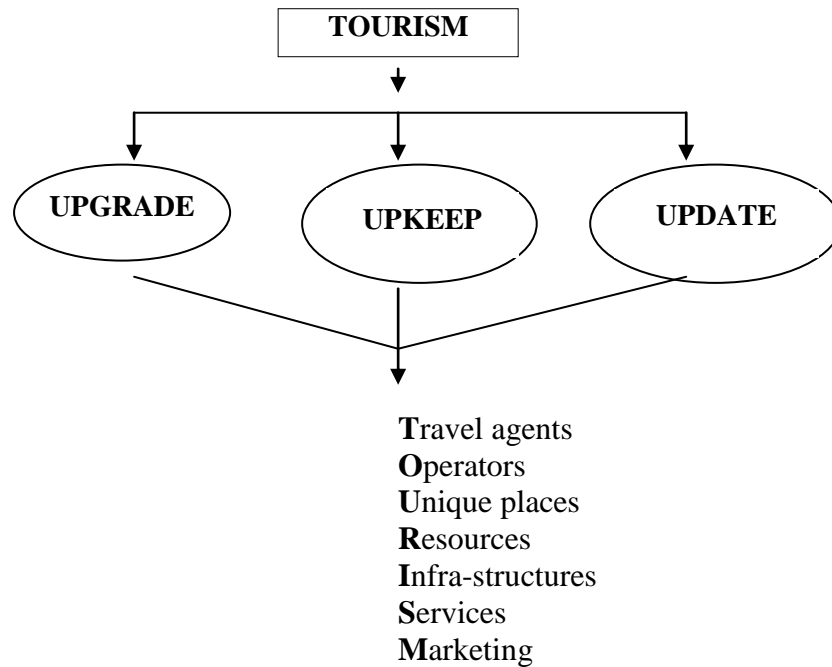
On the other side, Dr. Ziauddin takes a completely social aspect of tourism by describing it as "*a social movement with a view to rest, diversion and satisfaction of cultural needs.*"

Primault considers tourism as "*exploration of all that is unknown in all spheres of human activity and in all aspects of nature.*" (Sharma, 2007)

The Swiss Professor Hunziker and Krapf published the first serious and scientific book on tourism in 1942. They defined 'Tourism' as "*the some of the phenomena and relationship arising from the travel and stay of non-residence and are not connected with any earning activities.*" Since then scholars have broadened the basic concept of tourism.

On an analysis of the above definition, we find the following features of tourism:

1. Tourism arises from the movement of people to, and their stay in, various destinations.
2. There are two elements in all tourism- the journey to the destination and stay.
3. The journey and the stay should take place outside the normal place of residence and work.
4. The movement to destinations is of a temporary character with the intension to return within a few days. A tourist is expected to spend a minimum of twenty four hours and a maximum of six month in the destination.
5. Destinations are visited for purposes other than taking up permanent residence or employment. (B. Ghosh, 2003)



**Fig 1: Meaning of Tourism**

World Tourism Organization (WTO) defined tourism as “*The activities of persons travelling to and staying in places outside their usual environment for leisure, business and other purposes.*”

**The Tourist:** From the above definitions of tourism, it is now possible to define tourist. League of Nations defined foreign tourist as “any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours.”

The following persons were to be considered tourists within these definitions:

- Persons travelling for pleasure, for domestic reasons, for health *etc.*
- Persons travelling for meeting or in a representative capacity of any kind (scientific, administrative, diplomatic, religions, sports *etc.*)
- Persons travelling for business purposes,
- Persons arriving, in the course of sea cruise, even when the stay for less than 24 hours.

The following categories were not to be recognized as tourists:

- Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- Persons coming to establish a residence in the country.
- Students and young persons in boarding establishment or schools.

- Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- Travelers passing through a country without stopping, even if the journey takes more than 24 hours.

The *International Union of Official Travel Organization* (IUOTO) has described visitors as any person visiting a country other than in which he has his usual place of residence, for any region other than following an occupation remunerated from within the country visited.”

These definitions are gradually being accepted by most of the countries. India recognized this definition a little later in 1971. From 1971, the definition of tourism adopted by the *Government of India* reads as: “A person visiting on a foreign passport for a period of not less than 24 hours, for non-immigrant, non-employment tourist purposes.”

In India, statistics do not include the following:

- Nationals of Pakistan and Bangladesh.
- Nationals of Nepal entering India through land routes;
- All foreigners entering from Bhutan by land.

## **1.2 History of Tourism**

The search for basic necessities of life *i.e.* water, food, shelter and safety kept the early hunters constantly on the move from one place to another. This often meant dangerous and difficult travel for individuals, families. In the absence of any organized roads, people travelled on foot or on animal backs. The travel from the ancient time to modern time can be discussed in several phases:

**Travel in Prehistoric Time:** Travel in pre historic times *i.e.* 30000 BC to 10000 BC were for search of basic needs. Later the ability to make and use of tools enabled pre historic man to travel new hunting ground.

During Neolithic Age *i.e.* about 10000 BC several innovations in the field of transportation changed the very nature of travel. Invention of sailing vessels, wheel changed the way of travel and marks the beginning of modern era of travel.

The traveler of the past was a merchant, a pilgrim, a scholar. Trade and commerce was another important force in the ancient time.

From the third century BC Greek tourists travelled to visit the sites of healing gods. There are many examples of travel in ancient Greek, Rome and Egypt. Wealthy Greek and Romans travelled to Egypt on holiday’s sports, the summer in coastal cities like, Bay of Naples and most of such visits were for leisure than for health (Sharma, 2007).

Early travel in the orient, particularly in India and China was also largely based on trade and commerce. Travel to India was undertaken by travelers from all over the world. There were invaders like, Alexander to great travelers like, Vasco-da Gama, *etc.*

**Travel in the Middle Age:** In the medieval period many traveler travelled for distant land. The primary aim was trade and commerce. This was followed by an urge to explore new lands and to seek new knowledge in ancient and distant lands. There were many pioneers in this regard. Many pioneer traveler in this period reached India. In this period, travelling was difficult as modern transport system was not there in that time.

Holidays played an important role in the life of the public and from earliest times religion provided the framework within which leisure was spent. To perform a religious duty, pilgrims would be undertaken to place of worship. (Sharma, 2007)

**The Grand Tour:** From the early seventeenth century, a new form of tourism developed as a direct outcome of the freedom and quest for learning heralded by the renaissance. Under the reign of Elizabeth-I, young men seeking positions at court were encouraged to travel to the continents to finish their education. This practice was soon adopted by other in upper sections of society and eventually become customary for the education of a gentleman to be completed by a grand tour of the major cultural centers of Europe accompanied by a tutor and often lasting for three years or more. The grand tour gave a further boost to educational tour.

**Travel in Modern Age:** The concept of modern tourism come into begins in the second half of the nineteenth century hand in hand with the development of the industrialized societies of Western Europe and North America.

Industrial revolution makes some changes in societies. Concentration of materials in hand, development of large and small towns and high concentration of population in the towns and as a result unhealthy condition, pollution repetitive works and lack of rest in working groups led to refreshment tour in other areas close to nature. With these, the development in transport system led to increase in travel.

**Paid Holidays and Grand Tour:** In the last quarter of the 19<sup>th</sup> Century increasing attention was given to the desirability of holidays with pay or at least of cheap holidays for working class people. During this period few factories gave paid holiday to their workers in the West. The introduction of annual paid holiday is of English origin and had important role on the development of mass tourism. Rise in standard of living of working and middle class in America and certain European countries was yet another factor responsible for growth in tourism.

**Tourism in the Present Phase:** Development of modern transport systems (highways, express ways, train, high speed train, invent of air transport *etc.*) with the gradual lowering of travel fair, rise of travel agents and tour operators with their increasing competition to give facilities for the travelers, increasing interaction and interrelation among countries, revolution in information and communication technologies and increasing advertisements of the tourism departments, tour operators, regarding facilities, packages and last of all the increasing income of the people lead to a phenomenal growth of tourism throughout the world. Increasing complexity with increasing urbanization in human life make people to travel. Thus today travel and tourism is the world's largest growing industry in terms of foreign exchange earnings and employment.

### **1.3 Types of Tourism and Tourist Resorts**

#### **1.3.1 Classification of Tourism**

There are different criteria of classification of tourism. These criteria as based on the purpose, place, nature, distance or visit *etc.* Hereunder, we discuss these aspects, vary briefly.

**A.** On the basis of *purpose* Tourism has been classified in following classes:

- *Recreational Tourism:* This is where mass and popular package tours seek mainly sun-sea-sand and fresh air or sporting activities of various kinds. These groups are mainly seeking a change and rest.
- *Cultural Tourism:* Here the aim is to experience new cultural activities *i.e.* folklore, art, music *etc.*
- *Historical/Heritage Tourism:* This involves visit to heritage locations, museums, churches, temples *etc.*
- *Ethnic Tourism:* This involves contact with unusual or old fashioned customs in remote areas, visiting the families' country of origin and relatives and friends.
- *Environmental Tourism:* The higher income groups in particular area are interested in visiting remote environment.
- *Adventure Tourism:* This is geared to promote mountaineering, trekking, skiing, river rafting, gliding and other adventure activities.
- *Business Tourism:* When tourism is done based on business purpose in mind.
- *Health Tourism:* When tourism is done to recover health in areas, like sea beaches, mountain resorts, hot spring *etc.*
- *Wildlife Tourism:* Travel for enjoying the fascinating beauty and abode of wildlife.

- *Educational Tourism*: Tourism may also be developed on basis of meetings, conference, congress of symposia. Extension of University, academic centers and colleges may provide opportunities.
- *Agro/Rural tourism*: Agro Tourism contains, for example, the construction of tourists' accommodations and facilities at farmers' places, besides; tourists may watch the processing of farm products.

**B.** On the basis of *scale* Tourism can be classified in two categories:

- *Domestic Tourism*: The travel by people, outside their normal domicile, in other areas within their own country.
- *International Tourism*: This involves the movement of people between different countries in the world.

**C.** On the basis of *ecological sustainability* Tourism may of two kinds:

- *Mass Tourism*: Where general people involves without proper attention on eco-conservation.
- *Eco-Tourism*: Tourism that develops and considers the conservation of natural, cultural and historical resources.

**D.** On the basis of *involvement of local people* in tourism activity:

- *Induced Tourism*: Where tourists' services are provided by outsiders, no involvement of local people.
- *Organic Tourism*: Where local people actively participate in tourism activity.

**E.** Other types of Tourism are:

- *Urban Tourism*: urban areas act as tourism destinations, attracting domestic as well as international visitors. Tourists visit urban areas for various reasons- night life and entertainment, enjoying historical and cultural attractions, attending major sports events, for shopping *etc.*
- *Second homes*: mainly in developed countries for people living in cities, a rural home is used at the weekend as complement to city apartment.

### 1.3.2 Classification of Tourists Resorts

There are several types of tourist resorts depending on their location in different geographic regions, diverse characteristics of their sites.

- Mountain and Hills,
- Beach Resorts,

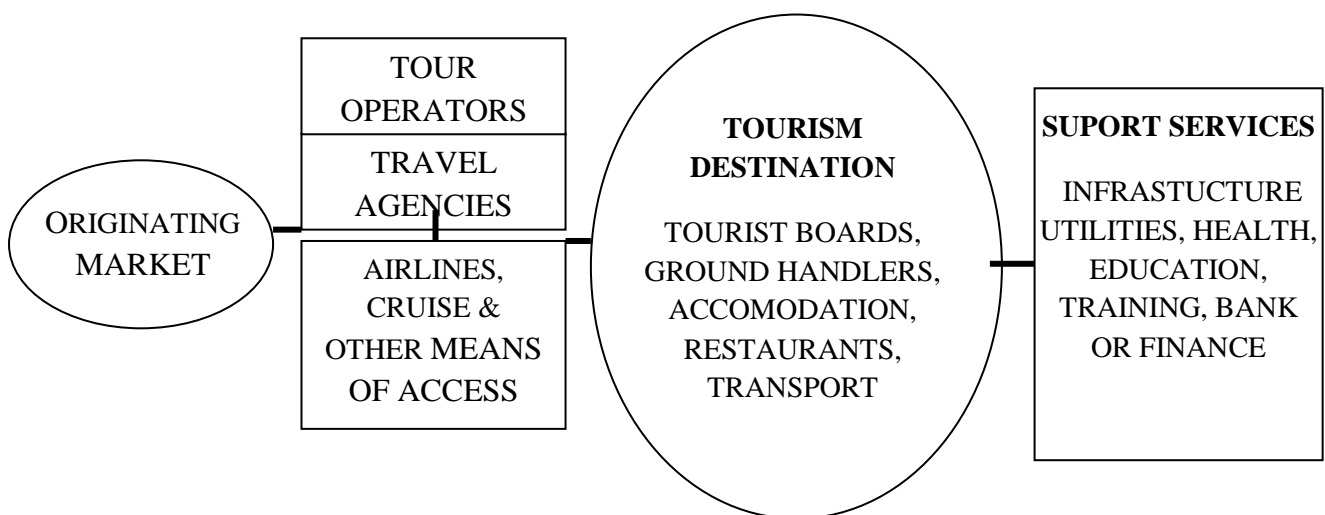
- Cultural centers,
- Wildlife Sanctuaries,
- Limestone caves,
- Snow covered areas,
- Mountain Rivers.

#### 1.4 Tourism as an Industry

Tourism is a basic and most desirable human activity deserving the praise, encouragement of all people and all governments. In early years of 19<sup>th</sup> Century tourism was not looked as industry but as a collection of business whose common link was to provide services to travelers with increasing standard of living, fast technological revolution. Today it has undoubtedly become an industry to be studied in its totality. Actually, the output produced by the industries which are outside the direct tourism sector are in very real sense due to the needs of the tourists who spend their money in the first place and set the whole thing going.

##### 1.4.1 Basic Constituents of Tourism Industry

The constituents of tourism industry are varied ranging from small scale businessmen operating at local level to multinationals. There are different components of the industry which are closely linked with each other. These constituents of tourism industry may be divided into two categories (Sharma, 2007).



*Fig 2: Structure of Tourism Industry*



## A. Primary Constituents

The primary constituents of tourism industry are:

1. **Transport:** To travel to any place modes of transport are needed. The recent development of modern tourism is due to development in modern mass transport. Increasing speed travel in transportation, with comfortable travel, low fair, high speed air transport led to development of both domestic and international tourism.
2. **Accommodation:** A tourist not only travels but also stays somewhere. And here comes the 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 and Food:** A tourist not only stays somewhere but also eat foods. And thus restaurants, *dhabas*, hotels are needed and also catering for providing quality food to tourists.
4. **Entertainments:** Entertainment means support services for tourists in the destination, like amusement park, boating, cultural festivals, performance of local cultural dance, songs *etc.*
5. **Intermediaries:** The intermediaries constitute the travel agency, tour operator, and guide services who perform different functions:
  - Providing travel information,
  - Preparing itineraries,
  - Liaising with providers of services,
  - Planning and costing tours,
  - Ticketing,
  - Providing foreign currency,
  - Insurance *etc.*
6. **Government Departments:** There are government departments who conduct tourism related activities. These are:
  - Tourist Information Centre
  - Department of Tourism
  - Tourism Organizations.

## B. Secondary Constituents

There are varieties of services (formal and informal) that are directly related to tourism industry. These are:

1. **Shops and Emporiums:** They sell various products to tourists.

2. ***Handicrafts and Souvenir:*** Tourists purchase the local handicrafts as souvenir and thus today these souvenir shops are dependent on tourism industry.
3. ***Local Taxi/Transportation:*** Taxi, auto rickshaw, tanga, rickshaw *etc.*
4. ***Hawkers,***
5. ***Touts and Brokers,***
6. ***Advertisement Agencies,***
7. ***Publishing Industry*** *i.e.* publishers who publish travel guides, brochures, magazines, postcards *etc.*
8. ***Communication Services at the Destination,***
9. ***Artists, Performers, Musicians etc.*** who perform for the entertainment of tourists.

Thus, it can be said that tourism industry is a collection of business and selling travel related services. The contribution of 'Tourism Industry' to the regional development of trades, commerce and manufacturing sector, tax revenue to the Govt. and the national income of the country, a labour intensive industry providing employment to the semi-skilled and unskilled labour. This increasing employment stimulates education at different level. Therefore, as an industry, development of tourism is vital for the economy of a particular region.

#### **1.4.2 Tourism as an Industry: Government of India's View**

In India, the importance of tourism was recognized even before the Second World War. However, the war put a stop on the tourism promotion activities of the government. The first conscious and organized effort to promote tourism in India was made in 1945, when a committee was set up by the Government of India under the Chairmanship of Sir John Sarjent (Sharma, 2007).

Tourism in India is now in the process of being turned into an industry with emphasis mainly on earning foreign exchange. The driving force for promoting tourism, so far official policy is concerned, is to provide attractive opportunities to foreign tourists, especially from the developed countries who, given the right incentives and stimulants are expected to come to exotic India with loads of money to spend. Since, the tourist industry is also proposed to be developed further essentially as a private enterprise, the incentives and stimulants for the foreign tourists are bound also to be such as to earn quick returns on investment and maximize profits by the tourist industry (Chakrovarty, 2008).

Official policy is, however, general to give priority to the development of tourist industry. Measures like, a reduction in the expenditure tax from 20% to 10% in 1994-95 budget as well as the inclusion of the hotels and restaurants, in the *Export Promotion Capital Goods Scheme*

(EPCS) for the service sector shows this and is expected to go a long way to boost tourism, especially by foreigners in India. Under EPCS scheme, hotels can now import their requirements of items which cater to affluent customers- Indian and foreigners.

Today tourism is recognized as an instrument of socio-economic and cultural development in India. It contributes to sustainable human resources in poverty alleviation, employment generation and environmental regeneration in remote and backward areas (Chakrovarty, 2008).

During the last decades govt. has formulated various types of tourism policies and plans to boost up the infrastructure development. Government also announced various types of financial and non-financial schemes to promote and encourage the private owners to develop tourism infrastructure at prominent places. In 1998, the Central Government made it clear that tourism is a state subject, the state governments should raise their own finance to invest in infrastructure. The Central Govt. will provide only technical knowledge and consultancy services (Chakrovarty, 2008).

#### **1.4.3 Tourism as an Industry: View of Government of West Bengal**

As in most other states, tourism has been declared as an industry in West Bengal. On September 11, 1996, the state government declared tourism as an industry. The government, in an effort to promote this, has formulated a number of schemes. Moreover, participation in international travel festivals has been taken up seriously in an effort towards attracting foreign tourists. A 20-year perspective plan for tourism is already prepared and the state today, which aims at elevating its status to most preferred destination for domestic and international tourists by the end of this plan period.

***Government Initiatives for Planned Development of Tourism in West Bengal:*** At the initial stage, the Tourism Department gave thrust towards the development of infrastructure *i.e.* construction of tourist lodges in the tourist spots of the state. Thereafter, since early 1990s the state government has taken several initiatives for planned development of tourism in different areas of the state and accordingly the department has engaged consultants from time to time for the preparation of plans for sustainable tourism development. The project reports prepared for the above purpose are mentioned below:

***Table 1: Government Initiatives for tourism development in West Bengal***

<b><i>Sl. No.</i></b>	<b><i>Project Name</i></b>	<b><i>Consultant Name</i></b>	<b><i>Year</i></b>
<b>1</b>	Project feasibility report on tourism complex at piyali.	WEBCON	1990
<b>2</b>	Heritage tourism at Murshidabad.	WEBCON	1994

3	Master Plan for tourism development in Doars and hills of Kalimpong.	TCS	1997
4	Tourism development plan at Sundarban.	WEBCON	1998
5	Feasibility study-tourism development-cum-investment plan-heritage tourism at Bishnupur region at Bankura district.	WEBCON	1998
6	Feasibility study-tourism development-cum-investment plan-heritage tourism at Gour-Pandua in Maldah District and tourism development for Jagjivanpur.	WEBCON	1998
7	Preparation of survey map and development plan of vacant land Varanasi Kalibari Complex (under Coach Behar Denuttar Trust)	WEBCON	1999
8	Report on tourism potential study carried out in western forest tracts in W. B. & Tourism of Purulia.	Tailor Nelson Mode	1999
9	Feasibility study for tourist resort- Sankarpur.	HUDCO	2000
10	20-year perspective plan of West Bengal Tourism.	WEBCON	2004

*Source:* Ministry of Tourism, Govt. of W.B., 2002-04

### 1.5 Geography of Tourism

Tourism has now become as an industry and today it is the world's biggest industry in terms of employment generation and total value in the contemporary globalized world. It influences the economy, society, culture of people involved in it. It has environmental impacts as well. Although geographers have taken long-standing interest in tourism, but the *Geography of Tourism* has blossomed during 1990s, and the foundational studies in the Geography focused on four phenomena and connections between them:

1. The places, that groups of people leave, visit and pass-through;
2. The people, so travelling;
3. The organizers, who make these trips possible; and
4. The people, who are encountered along the way (Johnston, 2000).

The inclusion of tourism in geography is due to its spatial affinity and cultural role. Tourism influences greatly the regional characteristics of a region and the activities of local people.

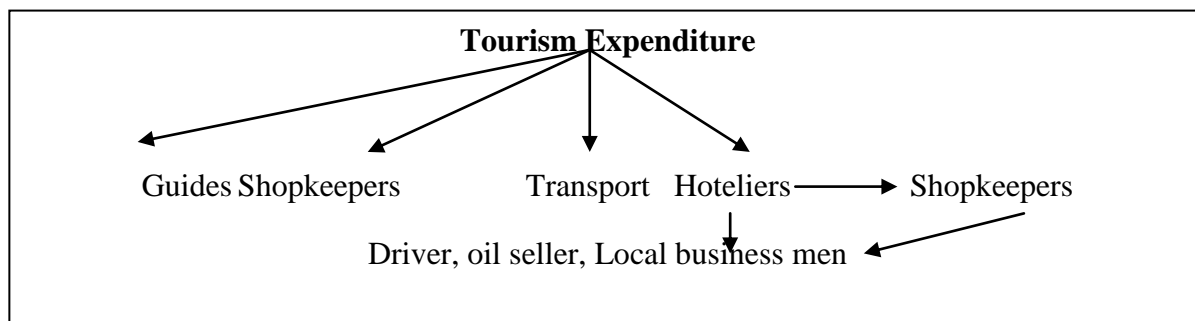
**Tourism Geography** is the study of travel and tourism as an industry and as a social and cultural activity. Tourism Geography covers a wide range of interests including the environmental impact of tourism, the geographies of tourism and leisure economies, answering tourism industry and management concerns and the sociology of tourism and locations of tourism. Tourism geography is that branch of science which deals with the study of travel and its impact on places. Geography is fundamental to the study of tourism, because tourism is geographical in nature. Tourism occurs in places, it involves movement and activities between places and it is an activity in which both place characteristics and personal self-identities are formed, through the relationships that are created among places, landscapes and people. Physical Geography provides the essential background, against which tourism places are created and environmental impacts and concerns are major issues that must be considered in managing the development of tourism places.

The approaches to study will differ according to the varying concerns. Much tourism management literature remains quantitative in methodology and considers tourism as consisting of the places of tourist origin (or tourist generating areas), tourist destinations (or places of tourism supply) and the relationship (connections) between origin and destination places, which includes transportation routes, business relationships and traveler motivations. Recent developments in Human Geography have resulted in approaches such as those from cultural geography, which take more theoretically diverse approaches to tourism, including a sociology of tourism, which extends beyond tourism as an isolated, exceptional activity and considering how travel fits into the everyday lives and how tourism is not only a consumptive of places, but also produces the sense. (*Wikipedia, the free encyclopedia.*)

### **1.6 Varied Benefits of Tourism**

As already mentioned, tourism is unique because it involves industry without smoke, education without classroom, integration without legislation, and diplomacy without formality.

“The main economic significance of tourism – money earned in places of normal residence is spent in places visited – is common to all tourism. The outstanding economic effect of tourism lies in the purchasing power generated in receiving areas through the expenditure of visitors who tend to spend at a much bigger rate than when they are at home” (Ghosh, 2003). Thus tourist expenditure increases the income of the destination by an amount greater than itself. This is called *multiplier effects*.



**Fig. 3: Multiplier Effects (by Author)**

Tourism helps a country's economy in a various ways. Tourism is a service industry and can have a significant effect on those countries with surplus labour. To this service industry human labour is extremely important. Most sectors of tourism industry are labour intensive, and require relatively short training for most of the jobs. The various forms of employment created by tourism may be classified as follows:

1. **Direct Employment:** The person who works in tourism enterprises (such as hotels, tourist shops, souvenir shops, travel agencies, transportation, guiding *etc.*)
2. **Indirect Employment:** Jobs generated in the supplying sectors (such as agriculture, fisheries and manufacturing).
3. **Induced Employment:** Additional people supported by the spending of income made by the direct and indirect employees.
4. **Construction Employment:** Jobs generated in construction of tourists' facilities and infrastructure.

### **1.6.1 Diffusion of Development**

Tourism tends to distribute development away from industrial centers towards regions in a country which have not been developed. Governments in developing countries, like India has seen the development of tourism as one solution to their regional problems. The dispersion of development to underdeveloped areas is perhaps the greatest benefits of tourism.

### **1.6.2 General Economic Development**

Tourism creates prosperity through the development of communication, transportation, accommodation and other consumer services. This, in addition to being source of income and employment, tourism is frequently a source of amenities to the resident population of tourist destination. Because of visitor traffic, residents may enjoy a higher standard of public transport, shopping and entertainment facilities than they would be able to support otherwise. The provision of incomes, jobs and amenities, for the resident population may therefore be

regarded as the three beneficial effect of tourism to tourist destination. Not only that, in some locations, tourism may provide an infrastructure which in turn form the base and the stimulus for the diversification of the economy and for development of other industries. Thus tourism expenditure may be said to stimulate an economy beyond the sectors concerned with tourism (Sharma, 2007).

**Multiplier Models:** Multipliers measure the effect of expenditures introduced into an economy. Tourism multipliers are used to determine changes in output, income, employment, business and government receipts and balance of payments due to change in the level of tourism expenditure in the change in true level of tourism expenditure in the area.

In mathematical terms, the multiplier can be shown as:

Multiplier –  $1 / (1 - C + M)$  where C = marginal propensity to consume (*i.e.* the proportion of any increases in income spent on consumption of goods and services), and M = marginal propensity to imports (*i.e.* the proportion of any increase in income spent on imported goods & services).

### **1.7 Adverse Impacts of Tourism**

On the negative side, tourism may have direct environmental impacts on the quality of water, air and on noise levels. Sewage disposal into water will add to pollution problems. Adequate use of powered boats on inland water ways and sheltered seas hampers the biodiversity. Increased usage of internal combustion engine for tourist transport and oil burning to provide the power of a hotel air conditioning and refrigeration units add to the diminution of air quality, and noise level may be dramatically increased in urban areas through discos and nightclubs and by increased road, rain and air traffic.

Campfires may destroy forests, ancient monuments may be worn away or disfigured and damaged by graffiti and improper disposal of litter can detract from the aesthetic quality of the environment and harm wildlife. Hunting and fishing have obvious impacts on the wildlife environment; sand dune can be damaged and eroded by overuse; vegetation can be destroyed by walkers (Sharma, 2007).