

A REVIEW OF VARIOUS FACTORS AFFECTING TOURISM

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Abstract-

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism.

Tourism the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a "beaten path," benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as "business tourism," "sports tourism" and "medical tourism" (international travel undertaken for the purpose of receiving medical care).

Tourism in India has shown a phenomenal growth in the past decade. One of the reasons is that the Ministry of tourism, India has realized the immense potential of tourism in India during vacations. India travel tourism has grown rapidly with a great influx of tourists from all across the globe who have been irresistibly attracted to the rich culture, heritage, and incredible natural beauty of India. India tourism with its foggy hill stations, captivating beaches, historical monuments, golden deserts, serene backwaters, pilgrimage sites, rich wildlife, and colorful fairs capture the heart of every tourist. In addition, a variety of festivals, lively markets, vibrant lifestyle, and traditional Indian hospitality, will make your experience as an India tourist truly unforgettable and fantastic.

Key Words: Travel & Tourism, India,

1. INTRODUCTION

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between

travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Tourism has become one of the most important aspects of man's spatial behavior in modern times. It

is, as some say, the most important civil industry in the world growing at a phenomenal annual growth

Rate of 10-15%. According to some estimates it contributes around 10% of the global GDP and 7% of

The worker. According to World Travel and Tourism Council, the total global capital investments,

Worldwide consumer spending (10.9%) and world's international trade in goods and services make

tourism as one of the top three categories of trade . In India also the 'white industry' is growing at a good pace thanks to the 'leisure revolution' and abundance of discretionary

income. However, money

making is not and has never been the best part of tourism. The social and cultural aspects, though less

Perceptible have more for reaching consequences. For a country like India endowed with vast natural

Wealth and human resources, tourism acquires a place of special importance

Mathieson and Wall (1982) define tourism as follows –

"The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

2. Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are –

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives
- Traditional and Niche Tourism

The following table lists down a few points that differentiate traditional tourism from niche tourism –

TYPES OF TOURISM

Mass Tourism

It involves tourism of organized large groups of people to special tourist locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a social activity. The tourists generally desire for souvenirs and site-seeing.

For example, religious places, theme parks, boat cruises, resort towns.

Alternative Tourism

It includes individually organized tours to find first-hand information about a place, local culture, and environment.

For example, biking tour planned by an individual while accommodation is catered for on the go.

Business

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

Pleasure

It includes tourism for improving one’s physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation center.

Nature

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

Cultural

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.

Social

It includes tours conducted among relatives, friends, and others.

Recreational Tourism

It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, Camping or beach visits.

Active Tourism

It is conducted with a clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.

Sports Tourism

It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympics.

Religious Tourism

It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

Traditional Tourism	Niche Tourism
The tour is decided and planned a number of days or weeks ahead of the actual travelling day.	The tour is decided and planned spontaneously as well as ahead of the date of travelling.
The tour operators generally suggest famous places.	local language and the study of local culture and norms is recommended
The tourists mainly desire for souvenirs and site-seeing.	The tourists desire for experience and knowledge.
The tourists may or may not care for local economics, culture, and environment.	The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves

Health or Medical Tourism

It involves travelling to improve one’s health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

Adventure Tourism

It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.

CULTURAL IMPACTS



When we discuss the issue of cultural tourism we have to inform ourselves of the shift from the Normative (good/bad/negative/positive) nature of the debate on the links between culture and tourism, to the interventions of the sociology and anthropology of tourism. Researchers have accepted the difficulty in determining the role of cultural attractions in tourism.

Valene Smith (1972) has suggested a five-fold typology:

- 1) Recreational or sun lust tourism
- 2) Environmental tourism
- 3) Historical tourism
- 4) Ethnic tourism
- 5) Cultural tourism

ENVIRONMENTAL IMPACTS: HILLS AND MOUNTAINS



Hills and mountains have occupied an important place since ancient times, when they were considered Abodes of gods. Sages and hermits would meditate and hence lot of reverence and divinity was

Attached to them in the Indian context. Some like Kailash, Meru, Kishkindha, Govardhan, Vaikuntha Were particularly sacred. The modern concept of hill stations which transcends religious connotations and makes them commonly accessible owes much to British endeavors. It arose with the expansion of European imperialism in the Orient in the nineteenth century. The French established Da Lat in Indo-China, the Spanish built Bagnio in Manila and the Dutch founded several similar centres in Indonesia.

Hills and mountains are unique ecosystems; their ecological and cultural attributes make them

Favorites tourist destinations. As ‘zones of refuge they offer ideal conditions for the three R’s – rest, Relaxation and recreation. They cater to the varied demands of a vast segment of society. Some of the Main reasons behind hill tourism are:

- a) Summer retreat – with their climatic and geo-morphic conditions they offer ideal summer Retreats from the scorching heat of the plains .
- b) Natural surroundings – confluence of various ecosystems; hills, forests, snow, rocks and varied relief and ecological features attract naturalists, bio-scientists, academicians, poets, sightseers, photographers.
- c) Pilgrimage center’s – Some of the hill stations also happen to be major pilgrim centers thus attracting huge tourist traffic. Vaishno Devi, Amarnath, Kedarnath, Badrinath, Gangotri, Yamunotri, are just a significant few.
- d) Mountain sports – like mountaineering, trekking as in Leh, skiing, ice skating (as in Kufri, Patnitop), helicopter skiing, river rafting (as in Manali), gliding etc. attract sports enthusiasts
- e) **Floral and faunal diversity** – Wildlife and diversity of plant species make them ideal Destinations for wildlife lovers. Bio prospectors have of late become a significant tourist Component. Nanda Devi Sanctuary would be an example.
- f) **Adventurists and Explorers** – The mountaneous terrain often lure many adventurers or explorers. Wanderlust accounts for but a small proportion of tourist traffic.

g) **Miscellaneous** – factors would include recreation, leave after work, desire to visit friends, relatives, honeymoons, etc.

SPORTS TOURISM



India has always been known to attract tourists with its rich cultural heritage, food and architectural marvels. A decade ago, nobody would have thought that sports could lure foreign tourists to India.

Sports tourism, which is fast emerging as the most influential segment within the world travel industry, is finally making a wave in India as well.

Cricket: Changing the face of sports tourism in India

A relatively unknown segment in India a decade ago, sports tourism segment has witnessed unprecedented growth in India over the last few years. All hail cricket! Indian Premier League, a Twenty20 cricket league, proved to be a game-changer for the sports tourism industry in India with its inception in 2008.

Even after 10 years, IPL continues to lure tourists from various countries into witnessing the extravaganza that is Indian Premier League. Dharamshala, for instance, gained popularity among foreign tourists after it was chosen as the home ground for Kings XI Punjab. The 2011 Cricket World Cup, which was held in India, further cemented India’s position in the global sports tourism industry.

Hockey and Football: Not far behind

In a country where cricket is a religion and cricketers are treated like God, it is extremely difficult for other sports to make an impact and get people talking. Though the contribution of hockey and football in attracting foreign tourists to India might seem small in comparison to the inbound traffic that cricket generates, it cannot be ignored, especially with leagues such as Indian Super League (a football league) and Hockey India League gaining momentum in the last five years.

India: The land of unconventional sports

Not just cricket, India also boasts of various other sports, which if promoted on a large-scale can make the country one of the most-preferred sports tourism destinations in the world. Did you know Bir-Billing (in Himachal Pradesh), considered as the paragliding capital of India is, in fact, the second best

paragliding site in the world? You can also enjoy snorkelling around Andaman & Nicobar Islands.

The future of sports tourism in India

The sports tourism industry in India is still in the infancy stages. Lack of promotion for sports other than cricket is what has kept foreign tourists oblivious from the fact that there is much more to sports in India than just cricket. There is a long way to go before India makes a significant mark in the global sports tourism industry and this is not possible without the contribution of each and every sport played in the country.

Wellness Tourism



With rising demand for traditional healthcare practices and a growing emphasis on preventive health care methods, medical and wellness tourism is gaining immense popularity and attention among people.

Fostering ancient practices of Ayurveda, Yoga, Siddha and Naturopathy, India has established itself as an important wellness retreat among domestic and international tourists. An increase in awareness levels on alternative medicine is inspiring tourists to embark on wellness trips or engage in wellness activities.

Wellness Tourism is a sense of belongingness to an environment that is austere, free from stress, encourages positivity in attitude, focuses on balanced nutrition, restores balance and homeostasis of the body, and holistically heals the body. As more people embrace healthier lifestyles, there has been a transition to integrate wellness into travel and vacation habits. Today, the wellness tourism market includes primary and secondary wellness tourists. While the primary wellness traveller's sole purpose of the trip and destination choice is wellness, a secondary wellness traveller participates in wellness experience like rejuvenation and de-stress, during their trip.

Recreational Tourism



Recreation is an activity of leisure, leisure being discretionary time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun".

Recreation is an essential part of human life and finds many different forms which are shaped naturally by individual interests but also by the surrounding social construction. Recreational activities can be communal or solitary, active or passive, outdoors or indoors, healthy or harmful, and useful for society or detrimental. A significant section of recreational activities are designated as hobbies which are activities done for pleasure on a regular basis. A list of typical activities could be almost endless including most human activities, a few examples being reading, playing or listening to music, watching movies or TV, gardening, fine dining, hunting, sports, studies, and travel. Some recreational activities - such as gambling, recreational drug use, or delinquent activities - may violate societal norms and laws.

Important Statistics on tourism of india

1.	Number of Foreign Tourist Arrivals in India (million)	10.04
	Annual Growth Rate	14.0%
2.	Number of Non-Residents Indians Arrivals (million)	5.51
	Annual Growth Rate	-4.5%
3.	Number of International Tourist Arrivals in India (million)	15.54
	Annual Growth Rate	6.7%
4.	Foreign Tourist Arrivals from Top 15 source markets (Numbers in million and Percentage share)	
i.	Bangladesh	2.16 (21.49%)
ii.	United States	1.38(13.72%)
iii.	United Kingdom	0.99(9.83%)
iv.	Canada	0.34(3.34%)
v.	Australia	0.32(3.23%)
vi.	Malaysia	0.32(3.21%)
vii.	Sri Lanka	0.30(3.03%)
viii.	Russian Federation	0.28(2.78%)
ix.	Germany	0.27(2.68%)
x.	France	0.25(2.49%)
xi.	China	0.25(2.46%)
xii.	Japan	0.22(2.22%)
xiii.	Singapore	0.18 (1.75%)
xiv.	Nepal	0.16(1.63%)
xv.	Afghanistan	0.15(1.49%)
	Share of Top 15 Countries	7.56 (75.35%)
	Share of Top 10 Countries	6.60 (65.80%)
5.	Foreign Exchange Earnings from Tourism (PR)	
i)	In INR terms (1 crore = 10 million)	Rs.1,77,874 Crore
	Annual Growth Rate	15.4%
ii)	In US\$ terms billion	US\$ 27.31
	Annual Growth Rate	19.1%
6.	No. of Indian Nationals Departures from India (million)	23.94
	Annual Growth Rate	9.5%
7.	Number of Domestic Tourist Visits (million) (P)	1652.49
	Annual Growth Rate	2.3%

3. CONCLUSIONS

The number of foreign tourist arrivals (FTA) In India during 2017-18 increased to 10.04 million as compared to 8.80 millions in 2016-17.

Positive Economic Impacts of Tourism

- Inbound tourism helps to generate revenue from foreign shores.
- Inbound and domestic tourism create job opportunities.
- Inbound and domestic tourism stimulate the development of infrastructure.
- It generates opportunities for small scale local businesses.

Positive Impacts of Tourism on Environment

- It promotes investment in conservation of natural habitats.
- It thus in turn, contributes to the stability of the ecosystem.
- In developing countries, it discourages deforestation and over-fishing in large water bodies.
- It contributes to creating awareness of the value of environment for humans.

Positive Impacts of Tourism on Society

- The infrastructure development also benefits the local population.
- It tends to make people aware of the superfluous customs prevailing in the region.
- It helps eradicate poverty by promoting the arts and crafts made by people who search for a source of income.
- It fosters a sense of pride among locals.
- The bonds among communities are strengthened.

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BIOGRAPHIES



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