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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE MEDIATING EFFECT OF RISK ON ATTITUDE AND SUCCESS TOWARDS LIFE SATISFACTION OF MSME ENTREPRENEURS <i>DR. LATHA KRISHNAN & DR. T. J KAMALANABHAN</i>	1
2.	DETERMINANTS OF CAPITAL STRUCTURE IN NIGERIAN FIRMS: A THEORETICAL REVIEW <i>OWOLABI, SUNDAY AJAO & INYANG, UDUAKOBONG EMA</i>	7
3.	THE EFFICIENCY OF MARKET RISK DISCLOSURES IN JORDANIAN COMMERCIALS BANKS <i>DR. ADEL ANWAR YOUSEF SAID</i>	12
4.	CONTRIBUTION OF NON-MARKET WORKS IN BANGLADESH: CONSIDERING LOCATION, EDUCATION, FAMILY RELATION & MARITAL STATUS <i>DR. MD. AOULAD HOSEN</i>	17
5.	EMPIRICAL EVALUATION OF QUALITY EDUCATION EARNING'S POTENTIAL AND THEIR ROLE IN POVERTY ALLEVIATION IN PAKISTAN <i>DR. ABDUL QAYYUM KHAN & REHANA NAHEED</i>	24
6.	TOURISM: THE DEPTH OF ITS MEANING <i>PINKY PAWASKAR & DR. MRIDULA GOEL</i>	26
7.	MANAGEMENT OF DOMESTIC BIODEGRADABLE WASTE: A STUDY OF COMPOST PRACTITIONERS IN KOLHAPUR <i>DR. RAJENDRA BHUPAL PATIL</i>	33
8.	MANAGEMENT OF COMMON PROPERTY RESOURCES THROUGH PEOPLE'S PARTICIPATION UNDER JOINT FOREST MANAGEMENT: A MICRO LEVEL ANALYSIS IN ODISHA <i>RAGHUNATH SAHOO & DR. MAMATA SWAIN</i>	38
9.	ECONOMIC VALUE ADDED PRODUCTIVITY OF MCL <i>DR. S. RAJAMOCHAN & DR. T. VIJAYARAGAVAN</i>	44
10.	DOES BANK CREDIT CAUSE ECONOMIC GROWTH IN THE LONG-RUN? TIME-SERIES EVIDENCE FROM ETHIOPIA <i>K.SREERAMA MURTY, K. SAILAJA & WONDATERAHU MULUGETA DEMISSIE</i>	49
11.	CONSUMPTION PATTERN AND EXPENDITURE ELASTICITIES OF RURAL POOR HOUSEHOLDS IN PUNJAB <i>GURSHARAN KAUR & PARAMJEET KAUR DHINDSA</i>	57
12.	ORIGIN OF ECONOMETRICS <i>DR. RAJESHWAR SINGH</i>	62
13.	ORGANIZATIONAL CULTURE IN PENNAR INDUSTRIES LTD. <i>DR. K. SELVI</i>	67
14.	AN EMPIRICAL STUDY ON SOCIAL IMPACT OF SELF HELP GROUP MEMBERS IN KANCHIPURAM DISTRICT <i>DR. D. BASKAR & DR. K. SUNDAR</i>	70
15.	MANGALORE SPECIAL ECONOMIC ZONE – GROSS ROOT LEVEL REALITIES AND SEZs PROBLEMS <i>S.P. KIRAN & DR. D.V. GOPALAPPA</i>	79
16.	GENDER PERSPECTIVE & ECONOMIC DEVELOPMENT - A CASE STUDY OF HARYANA <i>RENU & DR. KARAN SINGH</i>	81
17.	FOOD SECURITY THROUGH THE MECHANISM OF PUBLIC DISTRIBUTION SYSTEM <i>DR. SATYAWAN BARODA & SARIKA SURI</i>	88
18.	RESOURCE CONVERGENCE IN 'PEOPLES PLANNING' BY WOMEN NEIGHBORHOOD GROUPS AND PEOPLE'S ELECTED WOMEN REPRESENTATIVES: A CASE STUDY OF DECENTRALISED LOCAL SELF GOVERNANCE <i>DR. JOSEPH ABRAHAM</i>	92
19.	IMPACT OF RECESSION ON DIAMOND INDUSTRY IN INDIA: STRATEGIC SOLUTIONS <i>MUKESH R. GOYANI & DR. HEMANDRI TIKAWALA</i>	99
20.	COST-BENEFIT ASSESSMENT OF COMMON PROPERTY RESOURCES (CPRS) IN RURAL WEST BENGAL: AN EVALUATIVE STUDY <i>DR. SWARUP KUMAR JANA & CHITTARANJAN DAS</i>	114
21.	ASSESSING THE RELATIONSHIP BETWEEN AWARENESS AND ATTITUDE OF TOURISTS TOWARDS ECOTOURISM AND CONSERVATION IN KERALA <i>DR. P. R. SHINI</i>	119
22.	RISK MINIMIZATION TRADING STRATEGIES IN BULLISH MARKET <i>ANJALI CHOKSI</i>	123
23.	FARMER TO MARKET LINKAGES: REVAMPING UNDER THE EMERGING VALUE-CHAIN SYSTEM <i>DR. ARUN BHADAURIA</i>	136
24.	RELATIONSHIP BETWEEN COMMERCIAL BANKS STOCK RETURNS AND MONETARY VARIABLES IN INDIA <i>SHINIL SEBASTIAN</i>	140
25.	FACTORS DETERMINING EMPOWERMENT OF GRAM PRADHANS IN BARABANKI DISTRICT OF UTTAR PRADESH <i>BHAVANA SINGH</i>	145
26.	ASEAN AND NORTHEAST INDIA: FODDER INDUSTRY IS A NOVEL PARADIGM SHIFT <i>DHANANJOY DATTA</i>	151
27.	CONTENTMENT ON DISCIPLINARY PRACTICES AMONG UNIVERSITY EDUCATORS: A CASE STUDY <i>S. M. DHANA SUNDARESWARAN</i>	156
28.	MEASURING FACTOR CONTENT OF INDIAN TRADE IN THE PRE AND POST LIBERALISATION PERIODS <i>DR. TUSHAR DAS</i>	162
29.	SUPPORTIVE MEASURES OF TOURISM PRACTICES: A STUDY OF JAMMU AND KASHMIR <i>VIKAS SHARMA, AMIT SHARMA & SHAFQAT AJAZ</i>	166
30.	CHANGING SCENARIO OF PUBLIC EXPENDITURE ON EDUCATION: REVIEWING THE EXPERIENCE OF INDIA <i>PRABINA KUMAR PADHI</i>	170
	REQUEST FOR FEEDBACK	173

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TOURISM: THE DEPTH OF ITS MEANING**PINKY PAWASKAR****LECTURER****DEPARTMENT OF HUMANITIES & MANAGEMENT****BITS PILANI KK BIRLA GOA CAMPUS****ZUARINAGAR GOA****DR. MRIDULA GOEL****PROFESSOR & HEAD****DEPARTMENT OF ECONOMICS****BITS PILANI KK BIRLA GOA CAMPUS****ZUARINAGAR GOA****ABSTRACT**

The connotations associated with the term tourism are many and each nuance reflects the many dimensions of the activity. Over the years scholars have made several attempts to interpret the term, each viewing it from a different perspective and approach. Tourism has been a part of human life since the 1800s where people would travel to distant places to see works of art, architectural wonders, experience different cultures and cuisines. Today, tourism has become more common and has also spread to many uncommon activities like medical, spiritual, wildlife, nautical, war and space tourism. This makes the understanding of this term even more complex. Tourism is an industry in itself and to define it, one must consider all the players that contribute to its smooth functioning. This paper is an attempt to develop a holistic and workable definition of tourism that would help in future analysis of the challenges and opportunities in the sector.

KEYWORDS

Definition, Dimensions, Dynamism, Holistic, Industry, Magnitude.

INTRODUCTION

Tourism was considered a luxury a decade ago, but in the fast moving and busy world of today, travel to different places has become a part and parcel of life. In recent years the demand for tourism has increased manifold and industry has been equally responsive. The socio-economic changes in different countries are largely responsible for this revolution. Economic development supported by industrialization and withdrawal of restrictions across borders has been accompanied with sociological changes like dual income households, nuclear families and consumerism. The transition to multinational organizations and resultant changes in people and motivation management increased the importance of travel and tourism. The spurt in demand led to the increase in accessible and popular tourist destinations.

World Travel and Tourism Council (WTTC) estimates show that in 2002 travel, tourism and related activities contributed 11% to the world's GDP, rising to 12% by 2010. The industry is currently estimated to contribute 1 in every 12.8 jobs or 7.8% of the total workforce. This percentage is expected to rise to 8.6% by 2012. It is also the world's largest employer, accounting for more than 255 million jobs, or 10.7% of the global labour force.

Tourism is thus, one of the fastest growing industries, making it important for many countries, due to the large inflow of money and the opportunity for employment in the service industries associated with it. These service industries include transportation services, such as airlines, ships and taxis, hospitality, and entertainment. India has a tremendous potential to become a major global tourist destination and the Indian tourism industry is exploiting this potential. Travel and tourism industry contributes around 6.0% to India's GDP i.e. is about \$ 67.3 billion in 2009. By 2019, this is expected to grow to \$187.3 billion. (WTTC 2009)

In order to measure and analyze the factors comprising it is essential to evolve a workable definition suitable to the contemporary nature of tourism. This paper is an attempt to analyze many of the earlier definitions and come out with a concept which would be able to encompass most of the benefits to an economy from tourism and also indicate the functions associated with the activity.

Although many of us have been "tourists" at some point in our lives, defining what tourism actually is can be difficult. Tourism has always been considered a luxury. Tourists would travel to places to enjoy and rejuvenate. People visiting distant places for sightseeing, recreation, adventure, etc also avail of Tourism. In the present scenario, tourism goes much beyond the traditional notion. Today we have tourism being branched out into Sustainable tourism, Ecotourism, Recession tourism, Medical tourism, Religious tourism, Educational tourism, Creative tourism, Dark tourism and several others. Space tourism is likely to be the new fad. In this new 'avatar' redefining the concept has become more complex and yet is integral to the study of tourism. As per the Oxford English dictionary tourism means:

- The practice of travelling for pleasure.
- The business of providing tours and services for tourists.

Merriam-Webster's dictionary defines Tourism as:

- the practice of travelling for recreation
- the guidance or management of tourist
- a) the promotion or encouragement of touring
- b) the accommodation of tourist

DEFINITIONS FROM 1910

The meaning of tourism has been defined according to 3 dimensions. The Economic dimension which identifies the monetary and business aspect, the Technical dimension which highlighted the tourist's perspective like the distance, purpose, motivations and desires of travel and finally, the Holistic dimension which made an effort to include every factor that encompassed tourism. These differences can be clearly seen in the following definitions.

One of the earliest definitions of tourism was provided by the Austrian economist Hermann Von Schullard, (1910)¹ who defined it as "*bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.*"

This definition uses the term *operators* which relates to any and every individual who is involved in any function that facilitates Tourism (here the function referred to is production or service providers function). The operators would include the government, local community, private and public business people from various sectors like hospitality, entertainment, travel and trade, transportation to name a few.

The term *economic nature* highlights the fact that the activities or functions provided are monetary transactions in exchange for a monetary unit as a value to the services. These services are based on the demand and expectations of the customers.

The final phrase *the entry stay and movement of foreigners inside and outside a certain country, city or a region* deems to encompass both the inbound and outbound nature of tourism. The term *foreigner* is used for both international and domestic tourists.

This definition says that tourism comprises all the activities of the service providers which add economic value and which are directly related to the inflow, halt and outflow of tourists with regard to a particular tourist destination.

The definition gives an overview of the term tourism as a service but fails to throw light on the equally important dimension of consumption and on the main character in the activity. Also, the duration and purpose of the stay has not been clearly delineated. For example a person could travel to places on matters related to his/her job and cannot be considered as a tourist.

For any business to be successful the suppliers need to get a thorough idea of the customers' demands. In tourism as well its providers and other concerned parties like public policy makers, infrastructure providers should understand the factors that influence the tourists' decision while selecting a holiday destination. This would enable them to create a more satisfying experience for the tourist. From this perspective, the definition seems to give a nebulous idea of this huge industry.

Hunziker and Krapf, (1942)², defined tourism as *"the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."*

The definition focuses on the tourist rather than giving insight on the function of tourism. It is expressed in a linear manner that adds up all the activities in tourism. Hunziker and Krapf has implied the major aspects of Tourism with the words *the sum of the phenomena and relationships* including experiences from the occurrence of events with all the factors involved in tourism. The factors could be economic, geographic, socio-cultural, political or/and technological. This brings out the fact that interaction between factors is necessary for the existence of an industry. However no specific light is thrown on what is the nature of these phenomena.

While identifying a tourist the authors have made use of the word *non-residents* thereby taking care of the Immigrant and Emigrant status. They have also clearly specified that tourists- are those who travel but *do not lead to permanent residence and are not connected with any earning activity*. These words clearly define who should not be termed as a tourist. People who travel to places in order to earn a livelihood or for permanent settlement cannot be considered as tourists since the income earned by them is paid by the country of residence and therefore the money spent by them is similar to money spent by any other resident/citizen.

The definition is complete, precise and covers the term tourist but it does not give an understanding of the components, their interactions, and their relationship to the concept of tourism.

The definition by National Tourism Resources Review Commission (1973)³ defines tourist *as one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether for an overnight stay or return the same day."*

This definition completely focuses on describing the characteristics of a tourist by travel criteria. Several other definitions highlight the maximum time one can stay away from his/her usual environment but have not commented on the minimum. In this definition the words like *one who travels away from home for a distance of at least 50 miles (one way)* try to suggest the minimum distance one should cover to be termed as a tourist.

The author has well described the purpose and motivation for travel through his words *for business, pleasure, personal affairs, or any other purpose* and also, brought out the point that commuting for work cannot be considered as tourist travel. Further, the words *an overnight stay or returns the same day* bring out minimum period of stay necessary for being called a tourist.

As against the rest, this definition highlights the minimum amount of distance and time one needs to travel and stay outside the home environment to come under the purview of the term tourist.

Tourism Society of England (1976)⁴ defined *"Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."*

The definition of a 'tourist' uses the words *temporary, short-term movement of people* which puts across the fact that the travel and stay of people is for specific needs, after the fulfillment of which they move back to their origin of residence thereby not leading to any sustained earning activity. We could consider 'short term' to be less than a year because in case of an international tourist as per the United States rules, one of the reasons a person would be considered to have abandoned his permanent resident status is if he remains outside the United States for more than one consecutive year without obtaining a re-entry permit or returning resident visa. For a domestic tourist the period of movement would be still shorter since it is within the boundaries of the country. One could assume that, a stay longer than one year would generate less tourist revenue since the tourist would start being a part of the local community and also perhaps earn locally.

The author has mentioned that tourism includes *activities during the stay at each destination*, which implies that expenditure on each function: transport, accommodation, food, etc. would be included in the revenue from tourism. Thus, every action that leads to revenue generation for the host country can be considered to be a part of tourism.

The phrase *it includes movements for all purposes* clearly puts across that tourism cannot be confined to leisure alone (as it is conventionally understood) but it comprises of any/all reasons and motivation for a tourist to travel different destinations, from personal holidays to professional tours like business conferences, education, and health.

The dimensions of this definition are however, from the perspective of the tourist, and fail to highlight the concerns of the tourism providers. We could say that this definition clearly explains the tourist's side of Tourism.

The International Association of Scientific Experts in Tourism (1981)⁵ defined it as *"particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home."*

The words *particular activities selected by choice* emphasize the fact that tourism largely depends on the motivation and desire of the tourist. The words *outside the home environment* put across the point that the act of going to office or other daily activities cannot be associated with tourism. Even for a domestic tourist it should be a movement away from his home environment and apart from his regular activity, whether or not the person returns home on the same day.

As per this definition, tourism seems to be an act of leisure (interpreted by the words *selected by choice*), therefore suggesting that business tours and educational trips solely for professional purposes have not been covered. Such tours would definitely be outside the home environment and generate tourist revenue but as they are not tied with leisure only they may not be part of tourism earnings.

Though we have demarcated the boundaries for a tourist as travel beyond home environment, it is not easy to define as to what distance needs to be actually travelled to be a tourist. This becomes extremely important for a domestic tourist since he can generate revenue to a location by frequent visits on certain regular purposes.

This is a narrow approach which does not talk about any other factor or party but only gives a traveler's perspective to tourism.

Professor Jafar Jafari (1990)⁶, defines tourism as *"Study of: man away from his usual habitat, the industry which responds to his needs, and the impacts that both he and the industry have on the host socio-cultural, economic, and physical environments."*

This definition has been put forth as a study of various dimensions of tourism. The words *study of* are used to take account of all factors and features of the different parties to tourism. By acknowledging the industry the author has accommodated the service providers, the government, public, hotels, restaurants, etc. Every industry has its influence on the society, the author has rightly integrated this phenomenon and considered the study of the *impacts that both he and the industry have on the host socio-cultural, economic, and physical environments* as an important factor in the definition.

The definition seems to give a holistic view of tourism by broadly identifying the factors one needs to consider to analyze the term. The definition however, does not mention anything about the activities of a tourist nor does it define the motives behind travel, leaving the study of these aspects completely to the discretion of the reader.

Theobald (1994)⁷ suggested that *"etymologically, the word "tour" is derived from the Latin 'tornare' and the Greek 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis.' This meaning changed in modern English to represent 'one's turn.' The suffix -ism is defined as 'an action or process; typical behavior or quality' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore,*

like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist."

This definition represents the Latin origin of the word tourism and describes the act from within the word. One can very much relate to this definition as it clearly explains the entire circle of the activity. The author has explained the origin of this word giving us the reason for using the term 'Tourism' for such kind of an act. Though the explanation can form a base for the understanding of the term, it does not clearly explain the time frame of the activity, which is very important for an international tourist.

Tourism is not just a circular movement but it is an industry that has many dimensions. The definition explains the reasons for using the term tourism but does not shed light on any of the other aspects or players involved. The definition basically focuses on the term tourism and not the industry.

An international forum held in 1936, the committee of Statistical Experts of the League of Nations, first proposed that a 'foreign tourist' is one who visits a country other than that in which he habitually lives, for a period of at-least 24 hours'. In 1945 the United Nations (which had replaced the League of Nations) endorsed this definition but added a maximum duration of stay of less than 6 months. The one definition that is most commonly used is the one by the United Nations World Tourism Organization (UNWTO-1994)⁸. The official definition is: "tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

This definition is comprehensive from a tourist perspective. The use of words like *activities of people* seems to reflect on all the actions and deeds (personal and official) individuals carry out during their stay outside their usual environment.

We could say that a tourist is a person who goes to another place for private interest or who is sent there (for example by a company for a conference/workshop/etc), but is not employed at that place. Travel to places for further education, excursion, field trips, etc. can come under educational tourism. Private tourists may go there for adventure, recreation, medical, pilgrimage or other purposes. A tourist can perform any of these acts on personal or organisation expense but without receiving remuneration from/at the place of visit, thereby, clearly distinguishing from the movement of people for earning purposes.

It covers both the same-day visitors (excursionists) and long holiday visitors. For example a domestic tourist can visit nearby tourist attractions within the same day. An international tourist however, as per the legal stipulations should come back to his/her place of origin within a year to be termed as a tourist.

This definition precisely identifies the criteria for being a tourist and mentions the activities that comprise tourism but on the other hand, there is no information about the tourism providers and their importance to the industry.

The definitions analysed by us span almost across a century giving us a perspective into the evolving perceptions of tourism over the period. The first definition from 1910 looks at tourism purely as an economic activity depending upon the action of the tourists. The economic factor was emphasised since tourism had begun with the idea of popularising destinations to increase earnings through this activity.

The period between 1912 and 1940 saw no significant developments in the definition of Tourism. There were several reasons for this, the important one being the slump in travel and tourism during this traumatic period. As we all know the WW1 (1914-18) was centred in Europe and involved all of the world's greatest powers. Nearly all the major countries were a part of the war and their economies were badly destroyed. It took several years for the world to recover from the consequences of this catastrophic incident thereby making the movement of people very minimal.

Before recovery was complete the world was again hit by WWII (1939-45). The affiliated countries placed their entire economic, industrial, and scientific capabilities in the service of the war effort thereby leading to a crisis situation. There was no welfare state until the 1940s and infections, illness and early death were the commonplace for nearly all but the relatively well-off. Nearly all holidaymakers in the 1940s had lived for several years under economic privations and wartime conditions in which money was always tight, food was rationed, leisure, entertainment and luxuries were seen as sinful and non-essential travel was actively discouraged. For the few that had cars before the war, driving for pleasure was banned and petrol rationing was brought into force in 1942 and enforced till 1950. 'Is your journey really necessary?' was a classic wartime slogan to make pleasure travellers feel guilty about wasting scarce resources.

The definition of 1942, highlights that, a tourist cannot be a permanent resident or be connected to any earning activity in the place of visit. The definitions could be guided by the fact that, given the economic conditions and state of livelihood, people migrated to places in search of jobs and social security. The war had increased awareness and familiarity with foreign places. The changes in definition probably reflected the need to separate the movement for tourism from other purposes.

It took several years after the War for the countries to recover and resurrect their economies. Technological developments in transportation were picking up. While travel across the continent was possible, overseas movement was slow and difficult. In the next decade and a half, overseas travel grew rapidly. Jets were introduced in the 1950s, encouraging movement and travel across the globe.

The idea of the "International Tourist Year" was sponsored in March, 1966 by the United Nations Economic and Social Council at the behest of the International Union of Official Travel Organizations, with a membership of 103 countries. This was a major step in the direction of fostering better understanding among people of diverse nationalities, creeds and cultures. This strengthened peace in the world by inculcating a greater awareness and bringing about a better appreciation of the inherent values of different cultures and civilizations which, collectively, are a common heritage of the human race. The slogan, "Tourism, Passport to Peace" was adopted for celebrating the "International Tourist Year—1967".

Until now tourism has been for the elite and affluent as the costs were high and other conveniences like phones/computers, weather predictions, reservation and information were still developing.

The decades after that saw a substantial increase in tourism and this time it was in the area of domestic tourism. The definition in 1973 focuses on the minimum distance traveled by a tourist, which reflects the growth of day-tourists and excursionists. Tourism had started to become a way of life with changes in average work-week from 48 hours to 38.

In the 80's, both business travel and travel for leisure was increasing with corporatization and economic growth. With all other support services flourishing (banking, transportation, telecommunication etc.) a wide variety of tourist destinations were added to the map. The growing demand was continuously fed with new destinations and this gave the benefit of choice to the tourist. The definition in 1981 has clearly captured this trend.

The decade of the 1990s added another dimension to tourism which highlighted the environmental effects of a tourist destination. There was realization that Tourism can pose threats to ecology. The definition in 1991 has tried to bring to our notice the impact of tourism on the destinations socio-cultural, economic, and ecological environments. There have been several studies around the world on the effects of tourism on the environment which has led to a realization that making tourism sustainable is important. Suppliers started to link their products to features of sustainable tourism. Protection of archeological heritage sites, tours to wild-life sanctuaries, flora and fauna excursions, trips to spice gardens are some attempts towards cashing in on sustainable tourism.

We have witnessed an exponential growth in global tourism over the past half century. 25 million international visitors in 1950 grew to an estimated 650 million people by the year 2000 (Roe et al 1997). Several factors have contributed to this rise. An increase in the standard of living in the developed countries, and elsewhere, greater allowances for holiday entitlements, declining costs of travel and ease to see and read information. Tourism is an important export for a large number of developing countries, and the principal export for about a third of these.

THE PSYCHOLOGICAL DIMENSIONS OF TOURISM

The psychological aspect of tourism is often the distinguishing trait in the activity. In the following few definitions, tourism has been expressed at a spiritual, emotional and abstract level.

Dean MacCannell (1976)⁹ sees tourism as a modern phenomenon in which tourists are on a quest to recover lost authenticity: it offers a way for modern man to explore the "real life" of others.

In this definition we can see that the experience of tourists has been highlighted and the motivations are termed to be a quest to recover lost authenticity. Here the tourist is a person who has the urge to discover other cultures and ways of life. Perhaps the suggestion relates to a search for identity and true meaning of life.

All places in the world have a historical origin. Some countries with rich heritage become destinations whose culture is explored by the *modern man* to get a feel of the past. The author seems to relate tourism to such places which have a distinct identity due to a strong culture and rich history.

The words *lost authenticity*, could also signify that the quest of the tourist traveler encourages the destinations to maintain and revoke the culture these places are known for, so as to promote tourism. There are several countries that spend millions to maintain and preserve their heritage and culture. The places, objects, people and forms of behavior are improved and styled to look "ethnic" in order to fit the tourist's preconceptions and perceptions. The tourists, in turn, consume these shows with their eyes, unaware (or?) that they have been tailored to their needs to be attractive and make them buy a souvenir and make a photo.

Today many of us have lifestyles that are mechanical and typical. This is possibly the reason that tourists are attracted to avail those opportunities that link with history and provide 'original experiences'.

MacCannell points out that "authenticity" are becoming a product which leads to the "reconstruction of ethnic identity". The author has defined Cultural tourism and related it with distinct motives as the reason for travel.

Maxine Feifer (1985)¹⁰ adds the "*post-tourist phenomena, who sees tourism as a game and inherently inauthentic in its experiencing of another culture*" to the traditional concept of tourism. She suggests the term "post-tourist" for those who consciously "play" with the assumptions of authenticity in the tourist's solemn quest for different experiences.

This term is derived from the experiences of a 'modern tourist' who deliberately chooses "artificial" locations, such as Disney World or other such theme parks whose arrangements have been designed in precisely such a manner as to appeal to the mass tourist.

Maxine Feifer calls them (indeed!) post-tourists and says that they love the non-authenticity and artificiality of these worlds. These are conscious consumers who live in a hyper-consumption reality and know that markets, brands and images vie for their attention. The post-tourist knows that he has a choice and expects high quality service, comfort and predictability. He does not care about the artificiality of the attractions; he visits the historic culture of a destination as a part of tourist entertainment and not the actual lifestyle. For instance, folkdances in traditional attire are for tourist enjoyment rather than for the distinct experience of authentic culture. This definition implies that the tourist is aware of the fact that the preservation and expression of culture is for entertainment and satisfaction relies on the multiplicity of such experiences.

Mark Neumann (1988)¹¹ suggests that "*tourism is a metaphor for our struggle to make sense of our self and world within a highly differentiated culture*"

The words of Neumann take a very philosophical view of tourism. He believes it is an abstract feeling of an individual to know his own self better through his surroundings. The historical significance of every place develops one's culture and people have an innate need to know more of what they are by learning and experiencing new places. The activities and purpose of travel are all due to the hidden needs and wants of a person to make sense of his existence and identity.

This definition has a unique approach to tourism. It gives an insight into a different perspective which can be well explored by tourism providers to attract their customers. This definition emphasizes on cultural tourism which is a very important part of the whole industry.

Erik Cohen (1988)¹² offers a typology of tourists based on *their concept and concern with authenticity: existential, experimental, experiential, recreational, and diversionary tourists*.

Here the author has described tourism on the basis of the types of tourist that can be identified. Travel can be for different reasons and motives based on the ideology of the traveler which could be *existential, experimental, experiential, recreational, or diversionary*. These motives actually give rise to the different kinds of tourism.

For instance a book on Dark Tourism (Tourism, Leisure & Recreation) by Malcolm Foley and John Lennon (2000) explores the idea that people are attracted to regions and sites where "inhuman acts" have occurred. They claim that motivation is driven by media coverage and a desire to see for themselves, and that there is a symbiotic relationship between the attraction and the visitor, whether it be a death camp or site of a celebrity's death. Much of their focus is on ancient sites where "acts of inhumanity are celebrated as heritage sites (for example, the Tower of London, Edinburgh Castle and the Berlin Wall). It would be beneficial for marketers to keep a close watch on the purpose of travel of visitors so as to provide expected related services and enhance satisfaction while also, expanding markets.

Valene Smith (1989)¹³ defines a tourist as "*a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change*" (*Hosts and Guests*, p. 1). Smith also, *outlines a typology of tourists based on aspects of culture being explored and on the motivations of the tourist: ethnic, cultural, historical, environmental, or recreational*.

The author feels that the act of travel is a *leisure* activity. Here we can see that the definitions are from an emotional point of view describing the voluntary behavior of an individual for the purpose of experiencing change as a break from routine activities. Tourism is looked at as a tour one would take for relaxation and refreshing oneself from the anxieties of life. Valene Smith identifies various types of tourism (ethnic, cultural, historical, environmental, or recreational) depending on the interest and liking of individuals and the reasons for travel based on different motives as a function of the place of visit.

Smith however, seems to have completely over-looked the case of travel for business or for purposes other than leisure. This can be justified by the increasing focus on travel for leisure and recreation.

The definition refers to 1988 where the work weeks were reduced from 60 to 40 hours and in some occupations from 30 to 24. Employers had started providing paid vacation benefits, early retirement schemes and substantial pension. This gave people more time and money to spend with their family and loved ones. Woman employment had been seen as the next change in that century and this led to dual income household. With time to spare and money to spend, travel for leisure, had become more convenient and a highly demanded phenomenon.

John Urry (1990)¹⁴ denotes "*tourism as a continuum of types of experiences involving otherness*."

This definition also looks at tourism to be a set of different *experiences* a visitor goes through in places and with people different from his own. It is more of a state of mind than a general understanding. This could mean that different tourists would react differently in similar destinations or that there is no universal experience that is true for all tourists at all times. It is the tourist perception and motive behind travel that could make him experience a place as they want it to be. We could say that 'Beauty lies in the eyes of the beholder'.

The author here has very well knit all types of tourism under the term *type of experiences* thereby giving activities under tourism a wider perspective. Urry has beautifully mentioned that it is the sum total of the tourist's expectations and interactions with the local population. The natives, who live off tourism, satisfy these expectations often by acting out not their traditions but stereotypes. On the other hand, by revitalizing certain traditions, the "tourist gaze" can revive the sense of identity of and origin the locals.

This definition reflects largely on the expectations of the tourist and the matching portrayal by the locals, neglecting the other dimensions of service providers of the industry. It is inclined to be an expression of reflexivity that challenges the centrality of the search for authenticity in conceiving the tourist-as-subject.

After carefully going through the definitions over the years we can see that tourism had been termed as an economic activity in the year 1910 thereby considering the operators and the consumers to be party to the activity. But as years went by the emphasis in the definition got shifted to the consumer i.e. the 'tourist' as to who could be called a tourist or to the time period of stay, the purpose of travel, or experiences of the traveller, etc. This focus of giving importance to the 'tourist' could arise because of:

- It is the consumer who moves away from his residence, to the tourist destination, to receive the services rendered by the host, for various reasons subject to each individual's preferences or motives.
- There are varied motives and purposes for travel to different destinations (cultural, medical, spiritual leisure, adventure, etc). Therefore, the service providers should align their functions with the needs of the tourists for enhanced satisfaction and creating revisits to a destination.
- Tourism is a well known economic activity, but for higher revenue generation the marketer should cater to the tourist segment that generates maximum returns. Thus, categorising tourists is important to optimise the earning potential of the industry.
- For any industry to flourish the goods or service providers should tap the needs and desires of its consumers to develop a product. The psychological dimension should therefore be acknowledged and attended.

Lastly the definition by Adrian Franklin (2003)¹⁵ takes a composite view. He says any attempt to define tourism and to fully describe its scope, should consider the various groups that participate in and are affected by this industry, the consumers and the producers. Four distinct players in the tourism industry can be identified:

The tourist: The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed there.

The business providing tourist goods and service: Business people view tourism as an opportunity to make a profit by supplying the goods and services that the tourism market demands.

The government of the host community or area: Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

The host community: Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents.

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

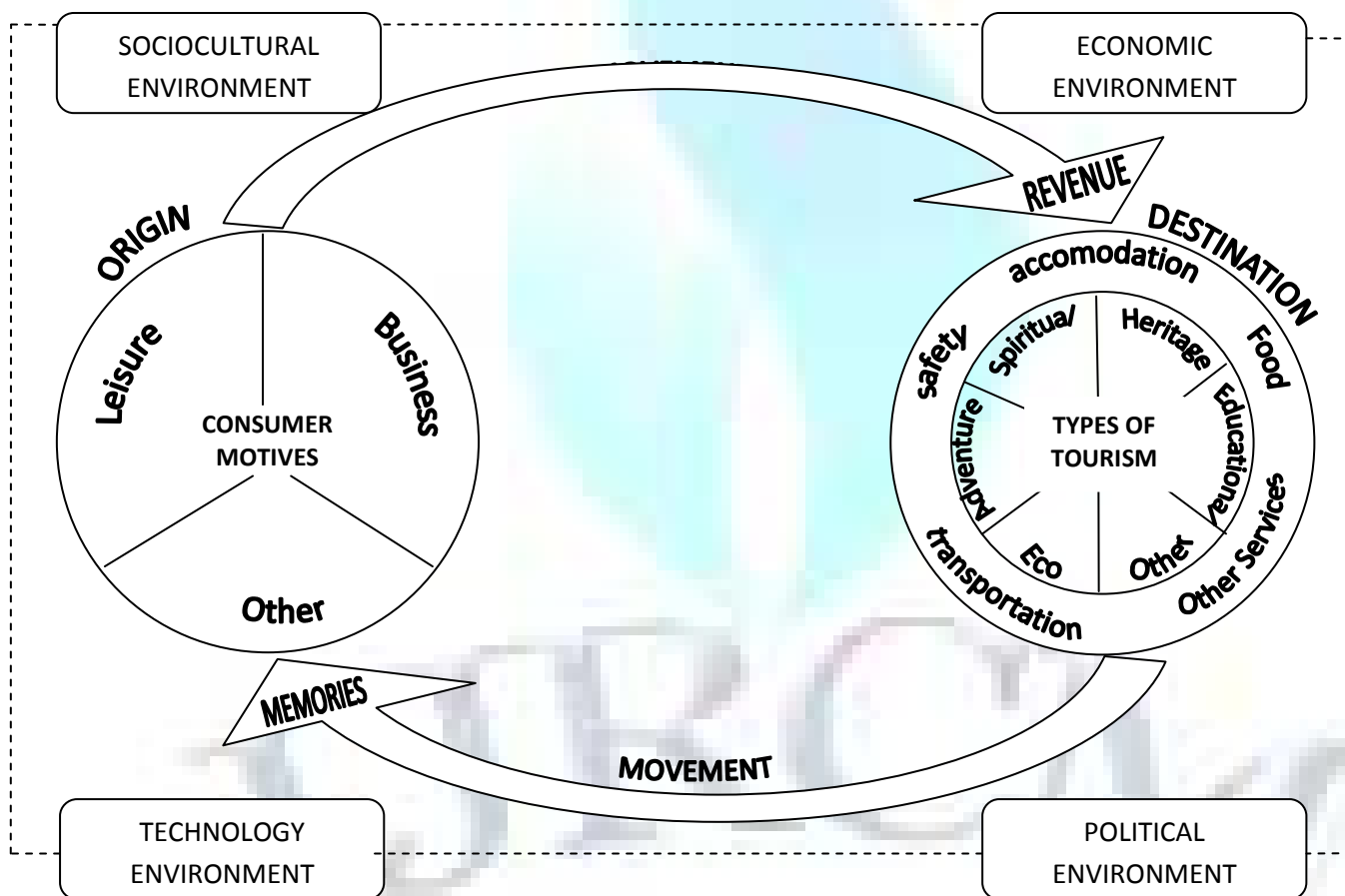
Tourism is a composite of activities, services, and industries that delivers a travel experience, namely transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available to individuals or groups who are travelling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire industry of travel, hotels, transportation, and all other components, including promotion that serves the needs and wants of travelers. Thus we can see an attempt by Adrian Franklin to include all the dimensions that are required to be studied and managed for a place to be a tourist destination. Though, Franklin has included all the dimensions he has neglected certain key factors of tourism: e.g. the distance travelled, time period of stay and motivation or purposes of tourism.

CONCLUSION

FORMULATING A WORKABLE DEFINITION OF TOURISM IN THE MODERN CONTEXT

After analyzing the various definitions and dimensions of tourism, one needs to consider the various components and flows, from the tourist to the providers and from the managers to the beneficiaries.

EXHIBIT 1



A workable definition can be derived from a study of all the linkages between the various components of tourism and the movement of tourists, services, revenue and expenditure:

'Tourism is the defined movement of distinct consumers outside their usual environment to avail services rendered by the host destination for leisure, business and other purposes not related to activities remunerated from within the place of visit.'

- Tourism is a kind of activity where the consumer needs to move to the supplier to use the service provided, therefore the feature of movement becomes important. The words *defined movement* takes into consideration the criteria of distance and time. As per WTO tourism comprises the activities of people traveling to and staying in places outside their usual environment not more than one consecutive year. Another argument by National Tourism Resources Review Commission is with regards to the excursionists whose stay is less than 24 hours can be considered as tourist because they contribute to the revenue of the place visited like any other tourist. We will consider the duration to be more than 24 hours and less than 1 consecutive year. The distance travelled is generally described as outside the usual environment which leaves the maximum limit unbound but does not establish the minimum consideration. In this definition we shall consider the minimum limit to be 50 miles.

- A Consumer is one who demands and avails of the products rendered by the supplier. Consumers can be segmented on the bases of demography, geographic origin, socioeconomic status, and psychographics. The words *distinct consumer* is used to express the varied categories of tourists for instance, the domestic and international tourist.
- The words *services rendered by the host destination* include all the parties involved in providing facilities to cater to the tourist needs. Transportation, accommodation, food, safety services, entertainment and interaction are a part of the whole system of tourism and only well coordinated service providers would culminate into creating a popular tourist destination. .
- A tourist would travel to places based on individual needs and desires. As the purpose of travel solely determines the selection of destination the host destination positions itself so as to cater to the demands of the consumers. The words *leisure, business and other purposes* have been used to accommodate all the different types of tourism as well as different purposes of tourism. Different types of tourism would include Sustainable tourism, Ecotourism, Recession tourism, Medical tourism, Religious tourism, Educational tourism, Creative tourism, Dark tourism and likewise leisure, business, educational, spiritual, rejuvenating would cover the different purposes of a tour.
- *Not related to activities remunerated from within the place of visit* clearly demarcates the intention of the movement to another destination, since individuals can travel to places for a job and get remunerated from the organizations in that place. This does not give rise to tourist revenue as he/she becomes a part of the local community.

The WTO states that '*Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems*'.

When you see a lagoon floating with garbage or a once beautiful landscape paved with concrete you also realize that if principles of sustainable tourism are not put into action, then many such tourist attractions will lose their appeal, beauty and eventually their profitability. It is important that further growth in tourism should be in accordance with a sustainable tourism model and therefore we may consider redefining tourism as:

'Tourism is the defined movement of distinct consumers outside their usual environment to avail services rendered by the host destination in a sustainable manner for leisure, business and other purposes not related to activities remunerated from within the place of visit.'

SUMMARY

The concept of tourism is too vast to have a unique and universal definition. Every definition mentioned has its own purpose and content. The purpose of our definition is to put forth the complex nature of the industry highlighting every element and aspect to get a more clear view of the varied dimensions of tourism. The definition could be applied to identify the broad components of the industry and in turn derive elements under each of these. As an industry needs to achieve proper coordination between its players for smooth functioning the tourism industry also need a synchronized effort of all its elements for fruitful results. Recognition of the elements would ease identification of issues and challenges in each of its factors which would facilitate the growth and development of tourism.

NOTES

1. Hermann Von Schullard, the Austrian economist, recognized the role of multiple players as essential to providing tourism 'bob of operators', in one of the earliest definitions of tourism in 1910.
2. This definition was subsequently adopted by the International Association of Scientific Experts in Tourism (AIEST). Swiss colleagues Hunziker and Krapf were founders of the "Society for Tourism Science" which promoted scientific tourism research in the German linguistic area. According to Dr. Hunziker, "Social tourism is a type of tourism practiced by low income groups, and which is rendered possible and facilitated by entirely separate and, therefore, easily recognizable services". He proposed this definition during the second Congress of social tourism held at Vienna and Salzburg, Austria in May 1959.
3. The National Tourism Resources Review Commission was established by the International Travel Promotion Act of October 21, 1970, an amendment to the International Travel Act of 1961. The Commission advised on programs of federal assistance for travel promotion and prepared a forecast of the nation's accommodation needs for increased tourism anticipated for the 1970s. The Commission also studied the possibility of establishing an agency to coordinate all federal tourism activities.
4. With over 1000 members in the UK and worldwide, the Tourism Society of England was founded in 1977 with the aim of driving up standards of professionalism in a fast-growing global industry which can have far-reaching social, economic and environmental impacts on communities and nations.
5. Walter Hunziker and Krapf. They also helped to establish two tourism research institutes at the Universities of St.Gallen and Berne in 1941. AIEST may be considered as being the international catalyst of scientific activities in tourism.
6. Professor Jafar Jafari, Founding Editor, Annals of Tourism Research. One of his recent and important contribution to tourism is the book called Encyclopedia of Tourism which acts as a quick reference source to the wide range of basic definitions, concepts, themes, methods, and institutions embraced by tourism. According to him tourism means different things to different people – namely Advocacy, Cautionary, Adaptancy and Knowledge based which illustrate and analyse the different facets of tourism
7. The book by William Theobald- 'Global Tourism', explores the critical issues facing those involved in the tourism domain. It discusses the philosophical and social difficulties facing the tourism industry. Theobald is Professor and Chairman of the Interdisciplinary Graduate Programme in Travel and Tourism and the Leisure Studies Division at Purdue University, USA .
8. The World Tourism Organization, serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, seven territories and more than 400 affiliate members representing local governments, tourism associations and private enterprise.
9. "In the establishment of modern society, the individual act of sightseeing is probably less important than the ceremonial ratification of authentic attractions as objects of ultimate value, a ratification at once caused by and resulting in a gathering of tourists around an attraction and measurable to a certain degree by the time and distance the tourists travel to reach it. The actual act of communion between the tourist and attraction is less important than the image or the idea of society that the collective act generates. The image of the Statue of Liberty or the Liberty Bell that is the product of visits to them is more enduring than any specific visit, although, of course, the visit is indispensable to the image. A specific act of sightseeing is, in itself, weightless and, at the same time, the ultimate reason for the orderly representation of the social structure of modern society in the system of attractions," elaborates Dean MacCannell in his book: 'The tourist' (1976). Dean MacCannell means to say certain places will only have true value to us if we consider them "authentic" in one way or another.
10. The term post-tourist was coined by Feifer responding to a street at Mont St Michel in Normandy full of 'creperies, Coca Cola stands, and tourist boutiques selling gimcrack souvenirs' where the tourist had 'come all this way to see something venerable, beautiful, and above all different [... to find only] an atmosphere of other tourists: the modern plight' (Feifer 1985). The post-tourist has learned to live with and enjoy this 'modern plight' as part of the tourist repertoire within a highly mediated environment: 'Via the mass media, one knows a little bit about a lot of things'.
11. Mark Neumann's writing "directs us to sites where people are at work making meaning, situating themselves in relation to public spectacle and making a biography that provides some coherency between self and world", cited in Edensor, 1998. The idea that an interaction with others reveals more about the self is a common theme in tourism studies.
12. Erick Cohen's paper on "Authenticity and Commoditization in Tourism" aims to investigate contemporary world city discourse, specifically in terms of how arts and culture have become relevant to understandings of urban regeneration. The paper also analyses the role of arts and culture in the context of African post-colonial cities. The analyses explore the ways in which language and policy play out within a uniquely African urban context. Erik Cohen has conceptualized the phenomenon of "emergent authenticity", whereby "a cultural product...which is at one point generally judged as contrived or inauthentic may, in the course of time, become generally recognized as authentic, even by experts".

13. Valene Smith's first edition of 'Hosts and Guests: the anthropology of tourism', published in 1977, was the pioneering work that legitimized the American academic study of tourism, and provided both preliminary theoretical perspectives and documented the impact of tourism. The second edition in 1989 addressed issues like the difficulty in differentiating between the role of modernization and tourism in the process of cultural change, and to assess the relative importance of tourism vis-a-vis modernization in acculturation.
14. In 'The Tourist Gaze' John Urry examines the concept of tourism from a sociological perspective, demonstrating that tourism is a unique and central element in contemporary society. With his primary focus on the changing nature of tourism, Urry reveals its connection to the broader cultural changes of postmodernism. "Places are chosen to be gazed upon because there is anticipation, especially through daydreaming and fantasy, of intense pleasures, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices, such as film, TV, literature, magazines, records and videos, which construct and reinforce that gaze", Urry 1990. It is essentially a collection of signs creating the division between the ordinary/ everyday and the extraordinary. An earlier account of sign collection and 'gazes' can be found in Jonathan Culler's book from 1981 called *The Pursuit of Signs*.
15. Adrian Franklin in his book 'Tourism- An introduction' has fashioned a major synthesis of modern thought on tourism. He has broken the mould of approaching tourism as a self-contained compartment of contemporary life and treated it as a major and exciting cultural phenomenon. This is a landmark work in the study of tourism. Adrian Franklin is the editor of the acclaimed journal *Tourist Studies* (SAGE Publications).

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