

HIS5D02 HISTORICAL TOURISM

MODULE-3 TOURISM AS INDUSTRY



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# COMPONENTS OF TOURISM



- Travel, whether it be internal or international has become a complex affair
- It consists of webs of components of varied & various characters
- It is composed of different kinds of functions & business activities- hotel's, catering, transport, travel agencies, banks, retail shops, entertainment, sight seeing possibilities, monuments etc
- Tourists expects his journey to be pleasure- giving & fruitful
- To make the tourists journey successful & comfortable these elements have to be coordinated & regulated
- Otherwise, the tourists travel become a vain wandering, ultimately a suffering
- Therefore certain components are inevitable for a successful tourism operation
- The basic components are- Transport, Locale, Accommodation



## ● 1. **TRANSPORT**

- No travel without transport
- Travels involves movement of people & this is possible only if there is some mode of transport
- Connectivity is very vital for tourism development
- This could be possible only if adequate transportation infrastructure & access to destination is efficient, comfortable & inexpensive
- A tourist, in order to get to his destination therefore, needs some mode of transport
- This mode of transport may be a motor car, a coach, an aeroplane, a ship, or a train which enables a traveller to reach his predetermined destination
- Early travels were mostly for religious purposes- pilgrims went to the places of worship as a part of holy performance- this journey was mostly observance of a ritual-therefore pilgrims used to walk to places of worship



- But the present journey is entirely different
- Whether it be for pleasure or for pilgrimage, except in a few cases transportation is an unavoidable factor
- In the ancient times, roads were constituted to facilitate travel
- Indus cities had elaborate network of roads
- Mesopotamian roads were famous
- World famous silk road – trade & war necessitated roads
- Renaissance marks an important phase in the history of travel & transport- geographical explorations- oceanic travels- gave impetus to international tour
- **RAIL TRANSPORT**
- Very much popular in India
- Industrial revolution brought along with it socio-economic changes in transport system also



- Steam power was applied in locomotives resulting in the invention of rail trains
- Rail train first carried passengers from Liverpool to Manchester in 1825
- By 1841 rail travel became an organised affair
- A holy preacher of Baptist church of Derbyshire engaged a special train to carry the friends of his society from Leicester to Loughborough & back to attend a meeting- conducted by Thomas Cook- father of modern tourism
- In India railways provide the principal mode of transportation for passengers
- It brings together people from the farthest corners of the country & makes possible the conduct of business, sightseeing, pilgrimage & education



## ● **AIR TRANSPORT**

- Aeroplane had a revolutionary impact on tourism- modern era can be termed as mass air travel era
- It is the second most popular mode of tourist transport, next to automobiles
- It is used mainly for going abroad, or for travelling from one place to another in a large country
- Air travel brought the world closer to mans eyes
- it made the world very small
- Air travel has been very popular now a days
- It created a boom in international & domestic tourism
- Millions of tourists travel by air to continental & subcontinental destinations
- The advanced technology & information boom have clearly brought a change in the criteria for deciding upon tourist spot
- Air transportation has made a classical rhythm in the international tourist traffic
- About 99% of international tourism have been performed by air travel



- International air travel is regulated by International Air Transport Association(IATA) with its head office at Montreal, Canada – established in 1945- has 105 major airlines of the world as its members
- There are two types of airlines- Scheduled & Chartered
- Scheduled airlines are so called because they fly according to regular schedules
- The non scheduled airlines are called chartered airlines- it operates only when there is a demand
- Airlines may be classified in to two broad categories
- Small careers that operate aircraft with fewer than 30 seats are defined as commuter airlines
- Large careers that fly direct routes b/w major cities are called major airlines



- **ROAD TRANSPORT**

- Used mostly for moving within a region or country
- Dominated by automobiles
- Car is the most perfect means for providing door to door service providing views of the landscape & a means of transporting recreational equipment
- Development of automobile allowed the freedom to travel
- Improvements in road transport facilities stimulated tourism





- **SEA TRANSPORT**

- It involves steamers, cruise liners, ferries & large ships
- It can be used for long distance travel as well as for short distance excursions
- Steam engines revolutionised the sea voyage also
- Steam shipping helped the Europeans to cross the boundaries of nations
- International travel & trade benefited from it
- 19<sup>th</sup> C saw advancement in shipping industry, especially in America
- as a result of this there were great strides in deep sea shipping
- CUNARD shipping company represented this growth
- Then developed passenger transportation
- The Suez canal was opened in 1869 which shortened the distance b/w East & West



- Then came cruises- Began to play a major role in tourism from the beginning of 20<sup>th</sup> C
- The luxury liners were used by wealthy Europeans & Americans
- Transport by water makes a significant contribution to the development of tourism
- **SPACE SHUTTLE & SUBMARINE**
- The present century tourism is witnessing voyage to outerspace
- the art of technology makes the outerspace travel within the reach of travel trade exporters
- Space shuttle will have to contribute much for the development of space tourism
- Travellers of today like adventure
- They always have a fascination with sea
- In the deep sea, they like to spend holidays in a luxury submarine, watching coral reef, fish etc



## ● **2. LOCALE/ ATTRACTION**

- It is considered as the most important basic component of tourism.
- Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction.
  
- The locale may include the holiday destination & what it offers to the tourist
- The holiday destination may offer natural attractions like sunshine, scenic beauty or sporting facilities etc
- The locale, with its attractions & amenities, is the most important as these are very basic to tourism- unless these are there, the tourist will not be motivated to go to a particular place
- The interests & tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world
- Five categories of attractions



- **Cultural-** Sites of archaeological interests; Historical buildings & monuments; Places of historical significance; Museums; modern culture; Political & educational institutions; Religious institutions
- **Traditions-** national festivals; Arts & handicrafts; Music; Folklore; Native of life & customs
- **Scenic-** National park; Wildlife; Flora & Fauna; Beach resorts; Mountain resorts
- **Entertainment-** participation & viewing sports; Amusement & recreation parks; cinemas & theaters; night life; cuisine
- **Other attractions-** climate; health resorts; unique attractions not available elsewhere
- The attractions of tourism are, to a very large extent, geographical in character
- Location accessibility are important
- Physical space may be thought of as a component for there are those who seek the wilderness & solitude



- Scenery or landscape is a compound of landforms, water & vegetation & has an aesthetic & recreative value
- Climatic conditions, especially sunshine, temperature, snow, rain are of special significance
- Animal life may be an important attraction
- Mans impact on the natural landscape in the form of his settlements, historical monuments & archaeological remains is a major attraction
- Finally a variety of cultural features- ways of life, folklore, artistic expressions, etc provide valuable attractions
- **3. ACCOMODATION**
- Plays a central role & is very basic to tourist destinations
- World Tourism Organization in its definition of a tourist has stated that ‘the tourist must spend at least one night in the destination visited to be qualified as a tourist’
- This presupposes availability of some kind of accommodation
- The demand for accommodation away from ones home is met by a variety of facilities



- The range & type of accommodation is quite varied & has undergone considerable changes
- It is important part of tourism infrastructure & development of tourism is a function of accommodation
- The demand for accommodation away from home is a function of travel
- Many different forms of accommodation are available to the modern tourist
- Holiday accommodation is available to the modern tourist & it may be classified in to 4 main categories
- 1. service accommodation including hotels, pensions, guest & boarding houses
- 2. Self-catering accommodation including camping, caravans, rented flats & houses
- 3. homes of friends & relatives where no payment is made for the use of accommodation
- 4. other accommodation including boats, youth hostels etc



- The UN conference of International Travel & Tourism held in Rome in 1963 considered the problems of accommodation
- It recognised the importance of means of accommodation , both traditional (hotels) & supplementary(camps, youth hostels) as incentives to international tourism
- Accommodation classified in to 2 sectors: the commercial sector which includes hotels, motels, guesthouses & supplementary sector to cover all other forms of accommodation
- In addition to 3 components , there are certain elements or ingredients which are also crucial to tourism- these include: pleasing weather, scenic attractions, historical & cultural factors, accessibility, amenities
- 1. PLEASING WEATHER:
- It is a crucial attraction to a tourist
- A fine weather with breeze & sunshine is liked by everybody
- Good weather makes an evening so pleasant & peaceful that the holiday spending becomes a worthy experience which the tourist will cherish throughout his life



- Sea & sun are permanent attraction everywhere, any time
- Warm sunshine & breeze attract millions
- As a result beach resorts have grown in numbers- Italy, Spain, Greece- best beach resorts in world
- Miami beach in the USA has produced some of expensive beach hotels
- Indian coast line also has a number of extremely beautiful centers eg- Goa. Kovalam, Mereena etc
- In Kerala- Bakel, Dharmadam etc
- Winter resorts are another attraction
- They attract millions of tourists in places with tropical climate nature has developed upland, cool areas like Simla, Darjeeling, Ooty, Kodaikanal, Nainital etc





- **2. TOURIST ATTRACTIONS**

- Include- cultural & traditional attraction, entertainments, health facilities, accommodation, food accessibility etc
- **CULTURAL & TRADITIONAL ATTRACTIONS**
- Include sites of archaeological interest, historical edifices, monuments , museums, modern institutions, centers of culture, education, politics & religion, local festivals, national festivals,, traditional arts, crafts, music, folklore, customs, paintinngs, sculptures etc
- The places of historical & cultural importance are powerful tourist attractions
- Tajmahal makes Agra famous, - these & other attractions are not merely sights to a tourist
- The caves of Ajanta & Ellora & Nagarjunakond stand in the pale with the oldest rock cut sculptures & religious paintings



- SCENIC ATTRACTIONS

- Natural parks, wildlife sanctuaries, dam sites, beaches, mountain resorts-e flora & fauna- form part of scenic attractions
- Landscape is an immortal attraction to man
- Waterfalls, glaciers, forests, deserts-all force man to love nature
- The mountain slopes of Himalayas & Alps, the Niagara waterfalls, the African forest, river Danube, Amazon, Mississippi,Nile, Ganga, Brahmaputra, Kaveri etc

- ENTERTAINMENT

- amusement parks, children's park, sports, cinema, drama, local art, folk art, musical concerts etc are part of this category
- Kathakali & Theyyam of Kerala besides Kalaripayattu are very good examples of entertainment

- HEALTH

- Weather ,health resorts,yoga, Ayurvedic centers, tribal medicine, massage parlor etc belong to this class



- **ACCESSIBILITY**

- Tourist attraction will be of no use if they are not accessible to normal means of transport
- Thus accessibility is a very vital element of tourism
- The tourist must reach the location of the attractions
- Therefore adequate measures should be taken to introduce sufficient means of transport like buses, cars, trains, aeroplanes etc to take man to destinations speedier than earlier

- **AMINITIES**

- Are the facilities offered to the tourists in the locale
- For a sea side resort, swimming, boating & other facilities for sun bath, sea bath, dancing, recreation & amusements should be provided
- Amenities can be of two types: natural & manmade
- Natural amenities- gift of nature- beaches, upland sea without waves, mountains, possibilities for trekking etc
- Man made amenities- entertainments, rock cut monuments, buildings etc



- **TRAVEL AGENCIES**
- The above elements are conducive to attract the tourist
- But these amenities should be brought to the tourist attention
- This is done by travel agents/ guides
- They have a scientific method of publishing the locale & its route & mode of transport
- They also give a correct picture of the accommodation & food facilities



- **HOSPITALITY**

- Hospitality means friendly reception & generous treatment of the guest
- It offers a home away from home As a tourist is not a native of the place he visits
- The term hospitality industry refers to any group that is engaged in tourism, entertainment, transportation, rental, companies & tour operators
- It implies warm greetings & friendly reception
- The hospitality industry covers a wide range of organisations offering food service & accommodation
- The industry is divided in to sectors according to the skill-sets required for the work involved
- Sectors include-accommodation, food & beverage, meeting & events, gaming, entertainment &recreation, tourism services, visitor information
- Hospitality is a relationship b/w guest & host



- Word hospitality derived from Latin 'hospes', mean host
- Guest houses, drive-in hotels, inns, dharamshalas are also common in India
- Dharamshalas are very cheap & managed by religious organisations, charitable trusts etc
- **HOMESTAY**
- It is a form of tourism that allows tourist to rent a room from a local family to better learn the local life style as well as improve their language ability
- While homestays can occur in any destination worldwide, some countries do more to encourage homestay than others as a means of developing their tourism Industry
- Hosting a homestay participant also allows the local family to earn some additional needed income
- Having low profitability, homestay can not be regarded as a commercial
- Activity, but more a cross cultural exchange