

MODULE-1
HISTORICISING TRAVELS IN INDIA
TOPIC-TOURISM-DEFINITIONS

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- Tourism is traveling mainly for recreational purposes or utilizing the leisure or to know and experience different cultures and heritage.
- Tourism is the fastest growing industry with a huge potential to generate employment for people and revenue for the government.
- Etymologically, the word 'tour' is traced or derived from the Latin word '**tornare**' and the Greek, '**tornos**' meaning '**a kind of round wheel**' and '**a lathe or circle**' respectively.
- Both words signify the idea a journey or travel circuit.
- The circle represents here a starting point of trip, which a person ultimately comes back to its beginning or native or place of domicile.
- The meaning of these two words got changed as per English language marginally to 'one's turn'.

- The suffix –ism is added to tour.
- ‘Tour-ism’ is defined as **‘an action or process of travel or tour’**.
- The suffix-ist is joined to tour. **‘Tour-ist’ is described as ‘one who performs an action of tour’**.
- A tour describes the nature of journey.
- This is the act of leaving the starting point and then returning to the original point of trip. So it is a round-trip and the person who takes the journey for one travel motive or several motives may be called as a tourist

Definition of Tourism

- In the year 1937, the League of Nations official defines tourism as **“people travelling abroad for periods of over 24 hours”**.
- This definition is not relevant today as it excludes completely all forms of domestic tourism, i.e. a tourist travelling within their own residential country boundaries.
- In 1942, Professors Hunziker and Krapf of Berne University attempted to define tourism as: **‘a sum total of relationship and phenomena resulting from travel and stay of non residents, in so far as stay does not lead to permanent residence and is not connected with any permanent or temporary earning activity’**.

- The Tourism Society (the Institute of Tourism in Britain) in 1976 defines that **“Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at those destinations; it includes movement for all purposes, as well as day visits and excursions.”**
- In 1977, McIntosh defines **“Tourism as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants”**. This definition ignores the tourist, the human element and the central point of the tourism. The spatial or temporal elements are also missing from the definition, which are equally significant.

- In 1979, Neil Leiper defines tourism as **the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from point en- route.**
- According to Burkart and Medlik (1974) **Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.**

- In 1993, World Tourism Organization with endorsement by the **Statistical Commission of the United Nations** defines tourism as: **“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”**
- This definition does not throw light on the “activities” undertaken, or the distance to be travelled by a tourist.

- In 1994, UNWTO and UNSTAT, with universal acceptance have defined tourism as **“the activities of persons travelling to and staying in places outside their usual environment for less than a year, for any main purpose (leisure, business or other personal purpose) other than to be employed by a resident entity in the country or place visited”**

- Tourism is traveling predominantly for recreational purposes.
- It refers to utilizing the leisure or it is the provision of services to support this leisure travel.
- Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and their desires.
- This industry of tourism emphasizes the customers' requirements because the customer's satisfaction, safety and enjoyment are the main focus of tourism business

- Tourism is vital for many countries because of many factors.
- They are: the income generated by the consumption of goods and services by the tourists, the taxes levied on businesses in the tourism industry and the opportunity for employment in the service industries associated with tourism.
- These service industries include transportation services such as cruise ships, airlines and taxis; facilities for accommodation such as hotels, restaurants, bars, and entertainment venues and other hospitality industry services, for example, theme parks and resorts

- Tourism embraces nearly all aspects of our society.
- Apart from its role in economic changes, human socio-cultural activities and environmental development, tourism is also related to academic subjects such as geography, economics, history, languages, psychology, marketing, business and law, etc.
- Therefore, it is necessary to integrate a number of subjects to study tourism.
- For example, subjects such as history and geography help us understand more about the development of the historical and geographical resources of a tourist destination respectively

- In any tourism trip, there are likely to be different and a number of reasons which, when combined, can be considered as the **motivational factors** for the journey.
- These reasons could be visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation or having a good time.
- These people may spend their leisure time engaging in various activities at tourist spots like sports, sunbathing, talking, singing, taking rides, touring, reading or simply enjoying the environment.

- According to Peter Mason there are some major motivations that are presented as major reasons for a tourist to travel.
- They are given as follows:
- Escape
- Relaxation
- Play
- Strengthening family bonds
- Prestige
- Social interaction
- Educational opportunity
- Self-fulfillment
- Wish fulfillment
- Shopping
- Enhancing an individual's overall health and lifestyle
- Finding the family roots & history