

Subject: Tourism & Hospitality

Production of Courseware
 -Content for Post Graduate Courses



Paper: 07, Front Office Operations & Management

Module: 35, Components of Tourism



Principal Investigator

Prof. S. P. Bansal
 Vice chancellor
 Indira Gandhi University, Meerpur, Rewari, Haryana

Co-Principal Investigator

Dr. Prashant K. Gautam
 Director, UIHMT
 Panjab University, Chandigarh

Paper Coordinator

Dr. Ankush Ambardar
 Assistant Professor
 Department of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra

Content Writer

Dr. Bharat Kapoor
 Associate, Professor, School of Hotel Management,
 Lovely Professional University, Jalandhar

Content Reviewer

Prof. Manjula Chaudhary
 Professor
 Department of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra

Items	Description of Module
Subject Name	Tourism & Hospitality
Paper Name	Components of Tourism
Module Title	Meaning and classification
Module Id	Module no-35
Pre- Requisites	Basic knowledge about component of tourism
Objectives	To study the meaning of tourism and its component
Keywords	Tourism, Component, Entrepreneurship development

QUADRANT-I

Module 1: Component of Tourism
1. Learning Outcome
2. Introduction
3. Tourism
3.1 Definition
3.2 Purpose of tourism
4. Component of tourism
4.1 Introduction
4.2 Classification of component
4.3 Interrelationship of tourism development
5. Summary

1. Learning Outcome

After completing this module students will be able to:

- Understand the tourism and its purpose
- Types of component
- Parameters and role of component in tourism growth
- Key factors of component of tourism

TOURISM

2. Introduction

Tourism is the movement of people from place of residence to other places of their interest. Tourism is one such activity in which mostly all individuals have participated, at some point of time. The school trip to the local museum or the day picnic to the important monument or water fall/park near your city, or trip to a place of religious importance; all these are part of the wider spectrum of tourism. The annual trip back to grandparents living in another city or the family vacations to new destinations or maybe just exploring new places of interest in cities or places near ones hometown. The pleasure and excitement of experiencing a new destination is what makes tourism activity such a popular activity.



Going on a vacation



Pyramids, Taj Mahal, Opera House,



Vacation on a Beach

Eiffel Tower and Statue of Liberty

Tourism is an activity commonly referred to as “the activity of visiting places for pleasure and recreation”; it also involves the travel undertaken for the purpose of trade or business. It is an activity which is under taken by individuals or group of individuals which involves movement from their usual environment i.e. residence or residential region. This movement of people for the purpose of recreation or business forms the base of the tourism sector or the business of tourism. Many services from industries such as airline, food & beverage, railways, accommodation and others come together to make tour a relaxed and memorable affair in any condition and at various charges, according to the wish of individuals.



Travelling Businesswoman



Travel Facilitator



Room Service in a Hotel

This unit will introduce you to this largest employment generating, vast and fast growing industry of tourism; an industry that thrives on the people who form the core of the industry.

2.2 Defining Tourism

It is a well-documented fact that humans have always been travelling, either in search of food, shelter, safety or for trade. Over the centuries the activity of travel has changed to the act of tourism; and thus led the urge to define tourism.

One needs to understand the complex nature of tourism activity. As observed by Lett, J. In 1989, “Tourism accounts for the single largest peaceful movement of people across cultural boundaries of the world”. This means tourism involves a lot of movement of people both within and across international boundaries. As you are aware, these movement or travelling leads to economic benefits, to all concerned. To analysis and maintain records of these benefits of tourism, it becomes important to identify and define tourism as well as the participants of the activity i.e. tourists.



Let us start by defining Tourism. One interesting fact about the word

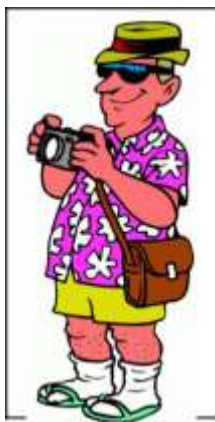
‘Tourism’ – the origin of this word itself is in research. According to a tourism researcher Theobald,

"Etymologically, the word tour is derived from the Latin word

TORNARE/ TORNUS and the Greek word TORNOS, meaning, in modern English to represent 'one's turn'.

It has been observed that the definition of tourism varies from source to source. There is no clear consensus regarding the definition of tourism, only a few commonly referred definitions are mentioned in this unit.

Tourism is defined as "the sum of the phenomenon and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity". This definition formulated by Swiss Professors Hunziker and Krapf in 1939 was accepted by the International Association of Scientific Experts in Tourism (WEST); and it is, by far, the most popular definition among all the definitions of tourism.



Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

United Nations World Tourism Organisation (UN - WTO) has defined tourism as "It 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".



UNWTO further states that

Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he/ she might even travel on foot; nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers), but all travel is not tourism.

Eiffel Tower, Paris

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The three criteria are that the displacement must be such that:

- i. It involves a displacement outside the usual environment: this term is of utmost importance;
- ii. Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- iii. Duration: only a maximum duration is mentioned, not the minimum. Tourism displacement can be with or without an overnight stay.

Thus, we now know that all tourism activity involves travel but all travel do not mean tourism.

Important Facts

In India we see the origin of the concept of Tourism in Sanskrit Literature. It has given us three terms derived from the root word “**Atana**” which means **going out** and accordingly we have the terms:

- ✓ **Tirthatana** – It means going out and visiting places of religious merit.
- ✓ **Paryatana** - It means going out for pleasure and knowledge.
- ✓ **Deshatana** - It means going out of the country primarily for economic gains.

1.4 Purpose of Tourism

It has been understood from the history that humans have been travelling since the ancient times in search of food, shelter, safety and then for trade. The urge to travel and discover new places has stayed with us, though the purpose of these journeys has changed with time. Purpose of tourism here means that primary reason due to which a tourist has gone on a trip; in the absence of this purpose, tourist would not have taken the tour. In the modern times, the purpose of travel can be classified under one of the following headings:

1. Leisure - recreation, holiday, health, study, religion, sport and so on;
2. Business, family, mission, meeting.

Let us explore these purposes of travel and understand their role as purpose of tourism.

1. **Leisure:** It is the free time one has after all the daily scheduled activities have been taken care of. Some people like to read as a leisure activity while some take up dancing and

there people who go hiking as a leisure activity. People also save free time to take tours or go on vacations. The purpose of these trips vary and can be categorised as per the destination or activity involved. Only a few such purpose for tourism are listed below:

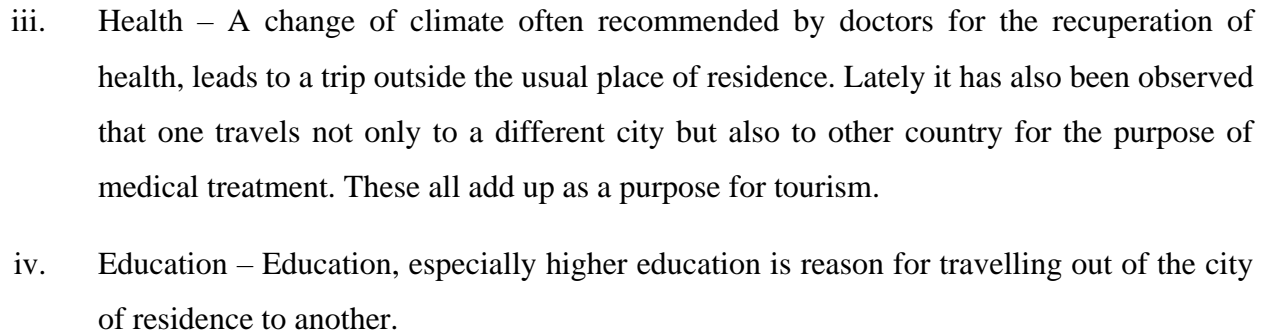
- i. Recreation – The annual vacation or the weekend getaway for some relaxation and fun activity is one of the primary purposes for tourism. It could be a long break away or a small trip to a nearby destination.



Recreation Destination

Holiday Photography

- ii. Holiday – A special destination or site attracts us to visit that destination for a holiday. It is also possible that the destination might be giving us an opportunity to participate in an activity that is unique to that destination such as snorkelling in the coral reefs, monument of importance or even an animal or plant species unique to a destination gives holiday makers a purpose for visiting one particular destination over others.



Haj – Religious

Educational

Tourism

Sports Tourism

- vi. Sports – Sporting events attract fans and spectators from across the globe, especially international sporting events that occur after interval like Cricket World Cup or the Olympic Games and so on. Sporting events always see a lot of tourists, both in the form of spectators as well as participants and their families. No wonder, there is a rush to host such international sporting events.

2. **Business, meeting, etc:** It is not only for the purpose of leisure that one participates in tourism activities. At times one participates in tourism activities out of necessity. Few such purposes are given below:

- i. Business – A business will have to go on a tour out of necessity; whether to buy or sell the product.
- ii. Meeting – An out – station meeting with clients will necessitate one to travel to another city or country.
- iii. Family – A birth, wedding or even a funeral in the family and extended family means going on trip. The commonly used terminology here is VFR i.e. Visiting Friend and Relatives



Now that you are familiar with the importance of purpose in tourism; let us discuss what else comprises and promotes tourism.

Components of Tourism

Service providers offer the basic component of the tourism business. They consist of providers of transportation, accommodation and amenities. Tourism is a complex business that depends on the

linkage of these components. Each intermediary element plays an important role in the network of the tourism business. Therefore the component of tourism and its systems, processes, relationship and outcomes are studied to understand the roles and functions. Tourism is managed with system approach, whose aim is to simplify the complexities of tourism activities into a number of smaller components. These components are inter-related with a system approach to focus on different perspectives of tourism.

Tourism components are what make the tourism industry function the way it does; and without these components tourism industry will cease to exist or fail. Components in laymen's term refer to the mechanism with the help of which the machinery of tourism works. These components of Tourism are commonly referred to as the A's of tourism, at times 4 A's of tourism.

1. Attraction

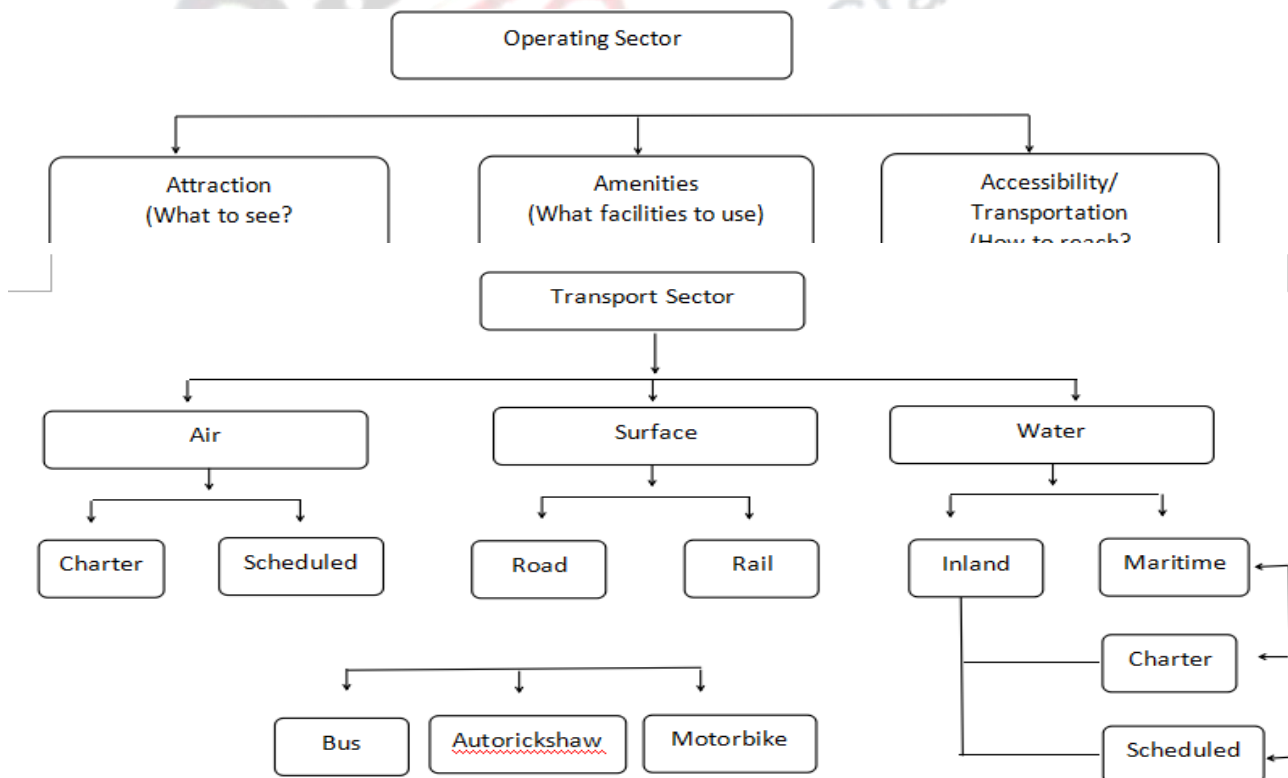
It refers to the features of a destination that pulls or attracts tourists to a destination and is commonly known as Tourist Attractions. These attractions can be nature based such as a National Park, a Historical Monument, Theme park, Climate and location of the destination such as a Hill station or even an event such as Cannes film Festival. The world famous Disneyland/ Walt Disney World in the US, the Louvre Museum and Eiffel Tower in Paris, the Hermitage in St Petersburg, the pyramid in Egypt, the Great Wall of China, the leaning tower of Pisa in Italy and the Taj Mahal in India are prime destinations for tourist all over the world. The attractions of a destination, justifies its popularity among tourists.

It is one of the most organized recreation sectors that have become prominent in recent past.



2. Accessibility

Air transport consists of both scheduled and non-scheduled charter services. Road and Rail transportation are included under surface transportation. Inland water transport includes navigation in inland water bodies such as river, lakes etc. Infrastructure are maritime transportation includes cruises, ships, ferries and ports. Other mode of transportation includes pedestrian travel, walking, bicycling and horse riding. Transportation on ponies is inevitable in hilly areas where conventional modes of transportation are not developed. A destination can be on the top of a hill, pleasant climate with Ancient monuments and ruins. The destination might even boast of some beautiful waterfalls and yet remain unpopular among the tourists as there are no roads or rail or airport. This means that even if a destination has attractions to pull tourists it might still be unpopular as it is not connected, in terms of transportation. In other words the destination is not accessible. Accessibility to a destination or tourist attraction will ascertain its popularity among the tourists.



Accommodation

This refers to the place of stay and rest for the tourists. Accommodation is another important component of tourism business, since tourists require boarding and lodging at their place of tour. A tourist destination must provide boarding and lodging to boost tourism. A destination with attraction and accessibility will bring in tourists, but tourists need to a place to eat, shop and stay overnight, to contribute to the economy of the destination.



Hotel – Accommodation



Medical Services – Amenities

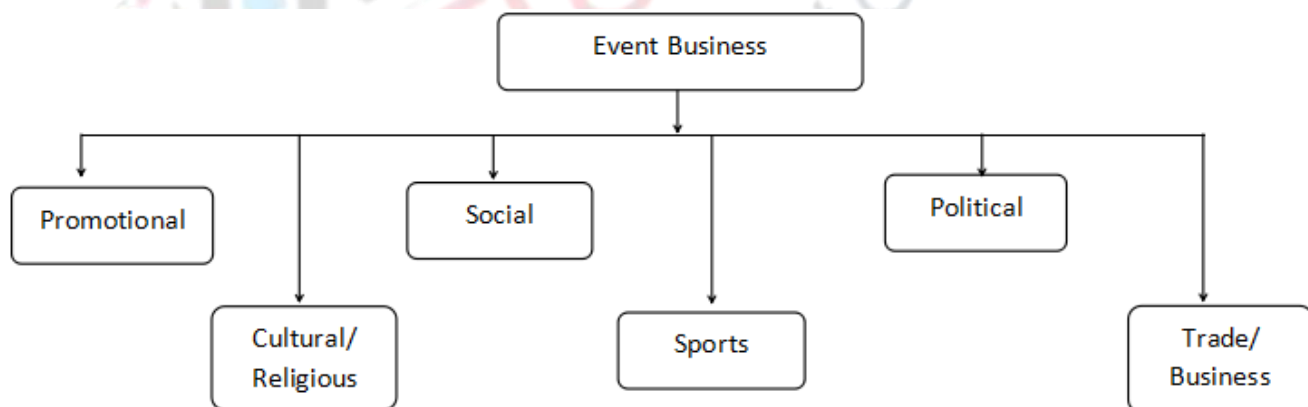
4. Amenities

Amenities at a tourist spot include all facilities that a tourist needs at a destination. These are basic facilities provided to the tourists such as medical aid, foreign currency exchange, safety and security, communication facilities and so on. The amenities provided make the things easier for the tourist in his/ her new environment. Thus, the amenities available to a tourist that will help maintain the popularity of a destination among tourists. The accommodation sector includes popular hotel brands such as Hilton, Marriot, Best Western, Taj, Welcome group,

ITDC etc. The food service sector includes a range of independent and chain restaurants. World famous fast food chains such as McDonalds, Pizza Hut, Kentucky Fried Chicken, burger King etc have spread their networks in major cities across the continents.

5. Event Business

The event sector involves professional bodies that organize, promote and manage national and international events that are largest gatherings or congregations of people at one place. The Olympic Games, the Soccer World Cup, the Cricket World Cup, IPL, BPL, EPL and Wimbledon tennis are some of the national and international events that entice people all over the world. Not only sports, there are other international and national events of religious, social, political and trade interest and of business and promotional types that attract people. The infrastructure required for the events include a convention center; intercity and intra city transportation; hotels, food and beverage services; and convention planners.



The above mentioned components form the Tourism Industry. These components will be dealt in greater details in senior classes.

BASIC COMPONENTS		
Accessibility	Accommodation	Attraction
Air	Hotels	Monuments
Railway	Motels	Pilgrimage
Road	Inns	Museums
Sea	Guest Hotels	Zoo
	Youth Hotels	Rivers
	Resort Hotels	Beaches
	Circuit Hotels	Art Galleries
	Heritage Hotels	Hill Stations
	Farm Houses	Natural Attractions
	Camping Sites & etc.	Man-made Lakes & etc.

Inter-relationship of tourism development

Locals: Modern tourism planning starts with an understanding of the needs and demands of the locals and facilities available at the destinations. Tourism as an economic activity should be for the locals, by the locals and of the locals. This is the reason why much importance is given to people-initiated tourism than to tourism in which people only participate. The role of the local is important for two reasons-

- ✓ They should be first to enjoy the benefit of any economic activity for the ultimate impacts of tourism that fall on the local environment.
- ✓ Opportunity should be given to the locals for initiating development for executing policy decisions and for managing tourism services in a sustainable way.

Tourist: Tourist are of course an integral part of the tourism business at any tourist destination. They are the ultimate consumers of services. The success of any tourist destination depends on a carefully made plan that is executed by efficient and experienced policy makers and planners. The execution of a well plan requires a comprehensive understanding about tourists' motivation and factors influencing their choices of destination and selection of their mode of travel.

Natural environment and resources: Natural resources are at the core of tourism development. It is the principal appeal of a destination that acts as a pull factor for tourist to plan a visit. Though cataloguing and analysis of natural resources is difficult, they may be broadly classified into:

- ✓ Physiographic (nature and appearance of landscape)
- ✓ Climate
- ✓ People

Infrastructure: The development of infrastructure and tourism development are interrelated. Tourism can contribute to overall socio-economic development through the provision of roads, telephones, and electricity, piped and treated water supplies, waste disposal and recycling and sewage treatment. Roads developed for tourism provide opportunities for trade and new roads opened to improve trade also bring tourism opportunities if they open access to tourism resources. New economic corridor development projects often create tourism development opportunities for local communities in addition to improving trade linkages. These facilities enhance opportunities for other forms of local economic development, but more could be done at the local and national level to maximize those benefits, particularly when new projects are licensed. It is possible to maximize the planning gains through appropriate policies by government and tourism planners. The right policy in the right direction will encourage local economic development and benefit the poor.

Summary

The present unit has introduced component of tourism. The various definitions on tourism as well as tourist and its purpose has been clearly mentioned. The various components of tourism have also been discussed. An introduction to the components of tourism, popularly known as A's of tourism (attraction, accessibility, accommodation and auxiliary) was discussed. It has introduced you to the forms of tourism as well as given you an opportunity to learn about the parameters and role of component in tourism growth. This unit only gives you a glimpse of the key factors of component of tourism and inter-relationship of tourism development.