



TOURISM – AN EPITOME OF INCENTIVES

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The League of Nations defined the word tourist as “any person visiting another place other than that in which he usually resides for a period of at least 24 hours”. The reasons of visit may be for pleasure, domestic reason, health, business, religious or diplomatic or on sports”. This definition is confirmed by United Nations and adopted by many countries for travel statistics. Nearly 80% of the countries use this definition. World has seen several organizations emerging for the purpose of tourist information. The European Travel Commission (ETC), International Union of official Travel Organizations (IUOTO), World Tourism Organization (WTO) and others prepared a Digest of Tourist Statistics. In 1963 U.N. Conference on

International Travel and Tourism in Rome tries to distinguish a visitor from a day’s visitor and excursionist but overall the word ‘tourist’ hold good for all people whose stay is beyond 24 hours/ in initial days stay away from home was basically for food gathering food production and later for shelter. The urge of mobility led him to earn a livelihood. He became a trader. This trade led to establishment of cartels. Over a period of time the boundaries of cartels crossed the oceans too. The adventure and heroic. “MAYFLOWER” travels made man to discover new countries and continents. Very soon the adventure travels turned into trips of pleasure and sightseeing visits. The need for spending money, comfortable stay and transport arose. The most important channel of tourist is the communication network. The Renaissance of tourist was an outpour of Education, Economics and Politics. From individual travel it transcended into group travel or mass tourism. People mostly preferred ‘Holy-day’ or Holidays to travel.

A large number of tourists preferred organized tours, and hence people who take care of organized tours came to lime light. It may vary from pilgrimage to islands, backwater beaches, places of prostitution. Commerce etc. these tourists are employment generated both in organized and un-organised sections. Normally the private sector dominates the public sector. It includes transport accommodation, entertainment, employment, administrator research, global link, finance, exchange etc. all said and done to fulfill and satisfy a tourist the role of money either for payment of services or transport arose.

In terms of employment about 200 million jobs are created in tourism. These jobs can be categorized into 2 sectors 1) Direct 2) Indirect employment. Under direct employment about 1/3 i.e., nearly 70 million are employed. These include Hotels, Travels, Tour operators etc. Under indirect employment about 2/3 are employed who are mostly labour intensive. 8% of the jobs worldwide depend on tourism. Every year an addition of 5.5 million jobs climbup.

In smooth flow of infrastructural facilities roads, airports, water supply, public utilities, shops, health care add as an epitome of incentives. The average wage rate is higher than the urban and rural labor. This may be called as Tourism Income Multiplier (TIM). The Manila declaration considers tourism as an activity essential, for the life of nations because of its effects on social, cultural, educational and economic sectors of national societies. In addition to that the technical contribution made by specialized professionals led to harmonious and sustained development of Tourism.

The share of Tourism in national economies and in international trade market is notable factor of development. People became aware of their annual paid holidays, and



wanted either socially or with their kith and kin to be spent for rest and leisure. Old age, handicapped and youth tourism needs attention as the income and mobility is restrictive. Since all tourism resource are Historical Heritage, Government funding for preservation and protection is a must. Certain religious fundamentalists may also support financially for the only cause of destruction of other beliefs. It is time that the measures of World Tourism Organization (WTO) regarding appropriate machinery is needed to regulate all social pressures.

The main reasons for encouraging tourism development have been the income and employment generation benefits created by visitor expenditure in host areas. A large number of attractions spread over create labour intensive accommodation. Income from taxation on tourism such as value added tax on hotels. Direct taxation to rise additional public income (mostly at Airports). Visitors spreading, generates opens the doors for merchandise export, especially in countries having low industrial base. In some Several Caribbean islands depend very heavily on tourist income. Money in terms of Foreign Exchange (may vary) is used in the balance of payments accounts. This increase in national revenue should be encouraged.

Reliance on imports to meet tourist needs, such as supplying goods and services need not deny foreign exchange. The important question is whether the value added domestically on an export good or service is maximized. This concept is counterproductive. Income on tourism is not easy to measure. The flow of money generated by tourist spending, passes through various sections of the society. The primary and secondary spending ultimately adds to the income of the host country. Khajuaraho (M.P) which was once a remote village is now on world map. Several jet planes fly form Delhi. Thousands of tourists travel by air, rail and road to visit the architectural beauty and erotic sculptures in 9th to 13th century. Even though only 22 out of 88 temples remain, they contributed not only for regional development, but also for national prestige. Even today clay models of these temples provide employment for thousands of natives.

Culture plays a very dominant role in a national reputation. An unique vehicle for motivation and cultural propagation is tourism. It acts as a communication between two civilizations. A tourist broadens his limits of human knowledge. Every experiences a 'social exchange'. This curiosity and attraction affect the life style with new habits. Some times this cultural influence also increase economic spending people buy clothes, decoratives and articles which have absolutely no recurring use. Tourism also brings exchanges between economic values. On the whole it promotes good will, friendship, and enriches understanding. It shrinks the narrow rigid boundaries and suspicious.

A Comfortable tailored made stay for a tourist is the basic condition. And that is accommodation. In ancient days liberal donations were made for the establishment of viharas dharmasalas, sarais, and musafir khanas. Food and shelter is provided free of cost with the passage of times Inn's and Hotels have cropped up. Tourist accommodation scenario has undergone tremendous changes. Transport and technological innovations are same factors responsible for this change. Even income based stay of small, middle, income groups upto private villas, resorts, Beach cottages etc., have emerged. The demands for recreational and sporting facilities are also in the offing. Environmental preservation in the form of fabricated constructions are made keeping in view the growing demand for accommodation economic and pleasant stay. Tourism is a smokeless industry, yet it has environmental implications. U.N. Conference at Stockholm suggested that increase of tourism might affect the environmental balance. But because of inter cultural and personal relations, people learn to be more hygienic and care for public health. In recent days more cities in India are becoming plastic free like Nilgiris District. A wrong use of natural resources may cause pollution. But a right way of preserving nature with its splendor would enhance the quality of life along with



medicinal cure. The aroma of flowers and certain plants give the best colonges and perfumes. In locations of hill stations, which are thousands of feet above sea levels the acceptable visual impact also improves wildlife conservation as well as ecological balance, optimum availability of food & similar products are available at a very minimum cost. The sustainable development approach to planning tourism is acutely important because, most tourist development depends on attractions and activities related to the natural environment, historic, heritage, and cultural patterns. Most tourists prefer safety and environmental quality. Normally the local people benefit most and in some cases suffer also due to excessive attendance of tourists. The satisfaction of tourism must not be prejudicial to the social and economic interest of the population in the area. All tourism resources are a part of natural heritage of mankind. The letters of agreement exchanged between United National's Environment Programme (UNEP) and World Tourism Organization (WTO) categorically stressed the need for quality of human life. Relation between tourism and Environment must be safe and healthy.

A successful tourist site is made possible only by awareness marketing. Communication system accessibility, Travel agents, tour operators, hotels, charter brokers, reservation etc. create enthusiasm for a visitor. The biggest advantage is wide coverage. For this, advertising is a must. Advertising may reach tourists through media and variety of circumstances and draw their attention. The demand to buy is more an advertised goods than non-advertised goods. A careful planning of headline copy, illustrations, color scheme, size layout and method of printing will impress a tourist. The message used for advertisement of a tourist spot sinks in more effectively. It should carry a message, eye catching and easy to memorize. Details of place, phone No's Mail Id's, persons to contact should be clearly specified.

The learned and illiterate, prince and pamper, national or alien all walk on the same path at a tourist site. The need to have oneness of mind irrespective of background is very essential. In this context, tourism acts as a catalyst to improve international understanding. It also acts as an instrument of good will, universal brotherhood. Wearing different kinds of dress, speaking different languages and eating different kinds of food and yet moving friendly is a great passion. The best way of knowing a place is to visit it. The stare of the local population enthuses a visitor. Their mutual respect of taboos, traditions and customs. In certain places, political mileage is made out religious economics. It act as a travel motivator. This, significant occasions occur from Europe to a remote village in Telangana.

Tradition and modernity influence nations and nationals, the forces behind the change in attitudes many depend upon needs and political influences. It also depends upon desires (Physical, mental & Spiritual). The urge of an extended desire leads to change of life and behavior. The study of these extended desires of a human being makes him to travel. A tourist, based on his wealth and health seek new pastures of pleasures. Some have religious beliefs, some have curiosity, some have research aptitude etc. this basic principle of dynamics accounting for behavior or made of life are the same, no matter how simple or how complex the activity may be. For many Europeans it is sun lust over Indian beaches, and for it is wander lust.

In the transcending world, no country can live like a Robinson Crusoe. Every nation wants to actively display its innovations, products and technical items at international travel/trade fairs and exhibitions. The ongoing aviation exhibition at Begumpet Airport is one such thing. The scale of participation is on the increase. It creates new platforms for participating countries to exchange their knowhow. The brain tree of administration, business increases. Improvement of the displayed items can be done further. 1967 had the first ever International Trade Borse (ITB) was held at Berlin. The amount of high expenditure that a



participant country makes is an added income to the host country. Hence every country tries host as many number of ITF's as possible.

Arthur C. Clarke a renowned world space scientist said in 1981 at Paris that "In many ways and for many purposes, printed matter, books, newspapers and wall papers will be the cheapest form of communication". In simple terms a total revolution of information has flown across the oceans. In modern times the transmission date processing has become easy. Tele text, video text, e-mail etc. are the easiest. Internet, satellite television etc is a brief case way. Laptop with sim is like coming a wallet in pocket. All modern Railways, Cargo, Airline, Hotels, Reservations/Banks, Tourist places have this facility. Hence a tourist feels at home, to communicate to his home or business place. These four mass media techniques can be found in every part of the world, and enable mutual businesses and industry. In spite of the limitation of I.T., the person trained in these disciplines have good offerers abroad and they themselves became tourists. The future of Tourism based on communication and Technology makes pace for global Tourist Industry.

Hence, Tourism became an Epitome of Incentives because it is an essential activity of life. It is the right use of leisure, right access to holidays a fulfillment of human desire, and best practical non-discriminatory type of activity. Children enjoy every ounce of a tour, Elders plan, organizers benefit and above all pleasant memories remain in Albums and CD's. Legislation to encourage tourism for all strata (Class) of population. This phenomena is granting a right even to poor people, and not to elitist sections alone. Between birth and final sleep dawn and dusk, the journey continues.

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