

Tourism, Discussion and Definition

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Abstract

Among many definition of tourism given by various learned scholars from time to time still the scope remains to speak about it. The root of tourism is hidden in verb TOUR i.e. to do a tour. Thus the tourism can be understood as "A tour from one's residential city to an another city, using any mode of transport including walk, but one must cross the notified city, town or village boundary and visit and stay there for minimum one night and return to his home town/village/city. So tourism is an outcome of a tour conducted by one person or a group of persons to achieve the goal; enjoying fair and festival, the change of weather, buy some goods or to visit the visiting places categorized into gardens, palaces, forts, temples, bazaar and families of relatives or friends.

Reason for the visit may be multiple but "tour" is inevitable for the definition of tourism. These tours thus taken, to achieve the goal, originated the word "Tourism". Lodging place; guest house, hotel, tent, friend's or relative's house is very necessary component of the tour. Journey can be extended to visit other cities for many days. Returning home without overnight stay cannot be counted as a tour. That would be just a flying visit. More nights can be added to extend the visit and continue the journey to visit other cities for the reasons explained above and return home after a longer time.

While travelling/touring a tourist learns a lot. Reading, seeing, listening and observing increase his knowledge of history, geography and culture of the people of that region he is visiting. He learns about their clothing, food habits, ornaments, make-up and cosmetics, art and architecture, music and dance, their religion and rituals. Dr. Radhakrishnan¹ defined Hinduism as the way of life of Hindus.

Similarly we can say "Tourism is the way of life of tourists." So the Tourism helped in increasing employment all over the world.

Very simply one can say, "Tourism is the doctrine of touring"

Basic reasons for a tour in the medieval period were:

1. Pilgrimage:-

Earlier, around three hundred year from now, the term 'tourism' did not exist but people were moving principally to seek the blessings of God. Visiting holy places like four monasteries in the four directions of India and holy cities like Haridwar and Varanasi, holy river Ganges and holy mountain Goverdhan etc. Mosque and Tomb like Holy Dargah of Moinuddin Chisti at Ajmer. Ramdeora near Pokhran, Gogamedi near Hanumangadh and Khatushyamji in Sikar district.etc.

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2. Welfare:

Elderly people were visiting other senior people of their community or relatives to know about their welfare and pass time.

Sickness: - Families were visiting ailing relatives in the family in different village or town to maintain social relations.

Functions:- Weddings and different social/family functions, attending funeral and condolence meetings.

Visiting Holy Places

Now seeking blessing of God is not the principal inspiring factor of tourism. In new industrial and modest environment these religious pilgrimages and social obligatory visits became less important and now new factor of tourism started to take a shape for travelling such as entertainment, relax from the high pressure of work and responsibility, sensual pleasure, adventure, lust to know more and more about the other civilization made this tourism run speedily.

In 1967, in Rome during the WTO conference, tourism was defined thus, "Tourism represented a conquest by a man which freed him from the slavery and anxiety of searing and dehumanized work, allowing him to get away from possibility of coming to the term with himself and other in a more relaxed and nature climate"²

To say tourism was born in a particular century or in a country is not up to the mark. Worldwide holy places existed in all sects of existing religions. Individual group of tribal or better off people have been moving and changing their places of settlement. Thus the members of these people i.e. relatives were living in near or far distant places. To participate in the sad or pleasant occasion of these relatives moved from their place of habitation and after few days returned to their home. These visits are the foundation of early tourism. Present tourism has a different product of tour. Many writers have amalgamated the different activities of a tourist with tourism. They loved to define tourism that includes his transport, purchase, gifts, things of personal use, his hotel, guides, guide books, travel magazines etc.

According to Jerneingham "Tourism was born in the seventeenth century and English were the first to practice it." Later on, in 1905 A.D. E. Freuler defined tourism from modern point of view as "a phenomenon of modern times based on the increased need for recuperation and change of air, the awakened and cultivated appreciation of scenic beauty, the pleasure in and the enjoyment of nature, and is in particular brought about by the increasing mingling of various nations and classes of human society, as a result of the development of commerce, industry and trade and the perfection of the means of transport."

Tourism cannot take birth without a tour by a person (we call him/her a tourist.) Tourism cannot be defined without a movement of One person or few people from one place to another destination. Bhatia A.K(3) ³rightly defines" Tourism denotes the temporary, short-term movement of people to

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destinations outside the place where they normally live and work and their activities during their stay at these destinations”

Oxford dictionary defines tourism as “the organization and operation of (especially foreign) holidays, especially as a commercial enterprise.” Mr. A.K. Bhatia⁴. Tourism Management and Marketing, Sterling Publishers Pvt. Ltd New Delhi.1997 page 10.

Aliston Mathicason and Geoffrey Wall⁵ have defined tourism as “A multifaceted phenomenon which involves movement to and stay in destination outside the normal of residence.”

Pilgrimages and family visit turned present tourism has many components.

Now a days tourism consists of comfortable air conditioned mode of transport, luxury buses, hotels, varieties of food and drinks, health and spa clubs, entertainment, recreation, souvenirs(gifts, presents) and social contacts. Motivation of movement, and outcome of movements are various but all these are done by people and here in this person is called a tourist. Undertaker of a tour is tourists, the back bone of all tourism. Within country, our country fellow citizen while touring is called domestic tourist and one who comes in our country from a different country is called an International inbound tourist. Our country's (India's) rich middle class is taking a keen interest In visiting countries around India and many overseas far countries too. Their tours are called outbound tours and they are outbound tourists. Thus domestic, inbound and outbound tourists are the three kinds of tourist moving and flourishing our country.

Admiring the scenic beauty, hearing the story told by a knowledgeable person, speaking fluent English, now started to be called 'guide', improvement in the quality of a lodging place, say hotel, offering him a gift(named souvenir) while checkout, well maintained transport, well dressed drivers all these became necessary components of modern tourism. New jobs were created to let the tourism rise smoothly. Temple destinations became secondary and now a tourist prefers to visit historical sites, like forts and palaces, stay in comfortable hotels. He loves to visit bustling Bazaars that gives them an open hand to buy something of his choice to bring back to his family and beloved friends. Now some times a tourist ask to visit a prominent temple of his or her belief. Later Guide books were written to read and re read at home.

Travelling has always been a necessity alike to primitive and civilized people. Before atomization of vehicles, man created used his very primitive transport unit. He walked to great distances, carried load on his shoulders/head/back, used animals to carry the burden but he was walking or moving. Water hurdles were conquered by the help of balloon like dead skin, or a concave like wood log. But journey never stopped. Anxiety, curiosity, necessity and strong will power to conquer made a man move further. Invention of wheel made a revolutionary and tremendous change in traveling ways. Science and technology worked and helped charismatically in travel world and tourism got easiness and more publicity and anxiety roused among all to visit the distant places and nature far from regular residence. Tourism word which was a complex phenomenon started to grow and soon became a synonym of visit, travel and come back.

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Agents came forward with their ideas and suitable itineraries were prepared in order to provide all possible help to travelers, now started to be known with a new word 'Tourist'. Now tourism and tourist are twin words in the world of travel. Travel for pilgrimage, travel for social relation, travel for leisure, travel for conferences, travel for politics, travel for the publicity of film or an industrial product, travel for change of climate, travel for health, travel for honeymoon, travel for historical and cultural knowledge of distant countries, princely state etc. We can say travel for everything and thus travel is now a well organized and pleasant trip.

Travel and Tours are two different departments of a travel agency, responsible to help a tourist to organize and expedite the journey from originating place to termination station or till return to home. Air or bus ticketing is one department called travels and for preparing an itinerary and then execution of the tour is the responsibility of a different department called tours. Tour department plays an important and pivotal part in making an itinerary, booking hotel and arranging good and efficient transport, local assistant in buying something to bring back to his family. Guide books were written by local knowledgeable people in local and foreign languages giving short and sweet explanation of the city and monument.

Locally city as well as monuments guides' profession flourished. Escort guide worked as guide plus convener throughout the journey. Many guides have learnt some foreign languages other than English. Rajasthan has maximum escort guides.

Tourism continues to rise everywhere in the world and now in many countries it is an important part of their economy. Earlier a clerk was handling the file of government guests, now in every country there is a minister of tourism searching after the different aspects to promote tourism. Tourism has been declared an industry in many countries. Tourism brought many people and culture near each other resulting the high understanding and the day is not far when a global culture will take birth. Different words like pilgrimage, travel and visit are amalgamated and now it is well understood by all people every where by a single word 'Tourism'.

Movement for pilgrimage, movement to visit relatives, movement for pleasure now added the movement for marketing and publicity. Consequently mixing all these different types of movement, tourism created a new world of its own. It became a broad field of business. Now we need to search various aspects of this business and for that marketing for tourism became an inevitable subject throughout the world. U.K became chief destination of Indian Tourism. Amount spent by tourists in UK surpassed the total sales of many leading companies.

Tourism has become such a wide subject where we started to think about its pros and cons. Few orthodox people complain but other progressive people encourage tourism. A heated debate emerged but tourism in one or other way helped financially many people of all circles, the heat of debate did not stir mass against it. And now this debate became just a formality of seminar on tourism in any part of the country. Tourism, now, should not be taken within the sphere or the hemisphere of few religions or sports group going to visit some targeted destination either decided by some concerning group of sport board of some nations. Tourism has spread its wings to cover the earth as well as

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space. It is not just an activity of wandering but includes conferences of business houses, and specialists of every field to exchange their knowledge and the results of their researches and application of the new methods in their fields. Tourism has become a vital phenomenon covering the world of entertainment and the world of knowledge.

Tourism is thus an established fact of the financial growth of a nation and the major source of earning foreign currency. Tourism is a result of anxiety to know more about the past scattered throughout the length and breadth of the earth. Flora, fauna, philosophy, religions, different views, scope to help humanity to achieve peace, history, memorials, monuments, temples mosques, churches and many more existing religious centers. Herman V. Schullard, an Australian economist, defined tourism as early as in 1910. According to him, "Tourism is the sum total of the operation, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region". In the year 1942 the Swiss professors, Hunziker and Krapf gave a more detailed definition of tourism. They described tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity". British Tourism Society in the year 1976 defined tourism as follows: "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 these destinations. It includes movement for all purposes as well as day visits or excursions." Cardiff in England, in year 1981, in an International Conference on Leisure, Recreation and Tourism held by the Aiest and the Tourism Society, tourism was defined thus by Cardiff. "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home." Page 9, chapter Organized Travel, Defining Tourism and foreign Tourists book by A K Bhatia. Tourism Management and Marketing.

Tourist is the principal person to let the tree of tourism grows in all the directions. Tourist is a person who leaves his place of residence in order to fulfill his ambition of various natures: Religious prayer in famous shrines, visiting the famous monuments made by the heroes of history of different nations.

Walk in the Beautiful Scenic Region.

Tourists must necessarily pass minimum one night in the city or destination place and either continue to next destination/s or return to his original residence. In 1937 the League of Nations has defined a tourist almost like that as above. The League of Nations defines a tourist, "Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours".

Earlier in Indian society marriages were settled among the families living not very far. Transport was just bullock or horse cart or a camel cart. Giving a daughter or bring a daughter in law from a very far city or village made it difficult visit. But later-on with auto vehicle the situation was changed and people accepted the relation with the people living far. People visiting relatives were also categorized as tourists. Executive people, representatives of a company or corporate were visiting other cities for advertisement and increase sale of product of the company were started to be categorized as tourists.

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Thus we can categorize tourists in different categories but factual definition of a tourist remains the same as given in the first paragraph of the Definition of Tourist. We can repeat it as "Tourist is a person visiting a country, other than that in which he usually resides, for a period of at least 24 hours."

Later the word 'visitor' replaced the word tourist. The visitor became synonym of tourist. In 1963, The United Nations conference on International Travel and Tourism held in Rome prepared a revised definition of the term visitor. Though it was for the statistical purpose, it described tourist as "Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited.

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