

**E- Content**

# **Introduction and Historical Development of Tourism**

**(Module: I)**

**MTTM C- 101: Tourism Principles, Policies and Practices)**



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## 1. Learning Objective

**To introduce the concept of tourism, its, growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry.**

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## 2. Definition And Historical Development of Tourism, Its Structure, Components And Elements.

**Neil Leiper (1979)**, It becomes evident that the terms 'Tourists' Tourism did not exist before sixteenth century "*Tourism is 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*"

**Hunziker & Krapf of Berne university in 1942** "*The Sum of the Phenomenon & relationship 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.*"

**Tourism defined as** "*the activities of persons traveling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose*" (UNWTO)

- **Four different perspectives of tourism can be identified:**

1. **The tourist:** The tourist seeks various psychic and physical experience and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. **The business providing tourist goods and services:** Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist markets demand.
3. **The government of the host community or area:** politicians view tourism as a wealth factor in terms of foreign exchange/ multiplier effect etc in the economy of their jurisdiction. Their perspective is related to the income their citizens can earn from this business. The government can lay an important role in tourism policy, development, promotion and implementation.
4. **The host community:** Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

- ❖ **Tourism can be divided by four category:**

1. International tourism
  - Inbound tourism: Visits to a country by nonresidents

- Outbound tourism: Visits by residents of a country to another country
- 2. Internal tourism : Visits by resident and non residents of the country of reference
- 3. Domestic tourism : Visits by residents of a country to their own country
- 4. National tourism : Internal tourism plus outbound tourism

As seasons changed and animals migrated, people travelled to survive. Earlier travel was essentially to seek food or to escape danger. These early travellers moved on foot, they were limited to quite small geographical areas. In this time , travel may remained a localized experience, but people by nature are interested. As civilization became established and spread geographically, travel become necessity.

***Different tourism experts categorized development of tourism into 6 stages/eras, and these are as under:***

- 1. The Empire Era (BC to 5<sup>th</sup> century )**
- 2. The Middle age Era (5<sup>th</sup> to 14<sup>th</sup> century)**
- 3. The Renaissance Era (14<sup>th</sup> to 16<sup>th</sup> century)**
- 4. The Grand Tour Era (1613 to 1785 A.D)**
- 5. The Mobility Era (1800 to 1944 )**
- 6. The Modern Era (1945 to present )**

**1. The Empire Era (BC to 5<sup>th</sup> century )**

The Empire Era are started from the time of the Egyptians to the Greek and finally came to an end with the fall of the roman empire. During the time , people began travelling in large numbers for governmental , commercial , educational and religious purposes. Factors that influence people to travel during the Empire era :

- Affluent population with time and money to travel.
- Safe and easy travel.
- Widely accepted currencies.
- Widely used language.
- Legal system which protects personal safety.

**2. The Middle age and Renaissance Era (5<sup>th</sup> to 14<sup>th</sup> century)**

Travel almost disappeared during the Middle Ages where travel became dangerous and sporadic. The travel situation during the middle Ages :

- ✓ Transportation and Safety declined
  - ✓ Less acceptance of currencies and less knowledge of common languages
  - ✓ Some travel by crusaders to Holy Lands
  - ✓ Marco polo' s historic travel in the late 13<sup>th</sup> century
- The rebirth in travel emerged slowly during the Renaissance Era (14<sup>th</sup> to 16<sup>th</sup> century)

- Trade routes slowly began to reopen ,as commercial activities grew and the merchants ventured into new territories
- Increased interest in travel for commerce and pleasure

### **3. The Grand Tour Era (1613 to 1785 A.D)**

- Trend of luxurious travel started by Wealthy English.
- Developed as a status symbol and spread throughout Europe.
- Goal was to experience the “Civilized World” and study the arts and sciences.
- These travel often lasted for several years.
- Growth in travel for business reasons.

### **4. The Mobility Era (1800 to 1944 )**

- *Growing economic activity.*
- *Increase in systems, modes, and speeds of travel (roads, railroads, steamships)*
- *Thomas Cook ( Father of Tourism) developed tour packages for mass travel.*
- *Invention of automobile and airplane expanded freedom to travel.*
- *In 1841, Thomas Cook organized the first tour for a group of 570 to attend a temperance rally in Leicester, England.*

### **5. The Modern Era (1945 to present)**

- Paid vacations introduced in the early 1990s made leisure travel possible for working and middle classes.
- Millions of people were introduced to international travel during world war II.
- Advent of Jet travel shortened travel time.
- Time, money, safety and interest in travel led to unparalleled growth of tourism.
- Development of mass tourism.

## **3. NATURE AND CHARACTERISTICS OF TOURISM INDUSTRY**

Tourism is rapidly growing industry which is connected to many other aspects of human life; economy, politics, environment, socio-cultural etc. That is why it has complex nature and multiple characteristics. In order to examine its nature and characteristics, lets see some basic terms of tourism at first;

### **❖ The tourist destination**

The tourists destination is a geographical unit that is visited by a tourist. It can be a town, village, region, country or even continent. Different tourist destinations have different level of significance depending on attraction, accessibility and amenities.

#### ❖ **Tourist Services**

All kinds of services that are needed during the journey, during the stay in the destination and while using tourism products can be taken as tourist services. Transportation services, accommodation, catering and entertainment facilities come under tourist services.

#### ❖ **Tourist Products**

Tourist products are those attraction or activity that any destination offer to the tourists; existing or potential. The elements of tourist's trip, consisting of what he does on the way to the destination and while staying there, comprises the tourist product. Tourist services and the tourist products may sound similar but there is a significant difference. Tourist product may consist of several tourist services that combinely it may serve as a single product. For example, nice hospitality in terrace of resort in Nagarkot, transportation to there, good food and pleasant music in background are examples of tourist services. Together with the view of himalayas, they make an overall tourism product; experience of excellent panoramic mountain view. Various destinations, offer different tourism products;

Kenya offers – Rich tropical wildlife watch

Cuba offers -- Lively Caribbean island experience

Nepal offers – Spectacular mountain view

#### ❖ **Markets**

In the language of Economics, market is the process/network of dealing between buyers and sellers of products. In narrow meaning, it denotes the place where the process of buying and selling occurs. In general tourism industry, market means a specific group of buyers(tourists) who buy/purchase specific tourist products of specific particular destinations. So, From the above discussion, we can conclude the nature of tourism;

- **Tourism is service natured predominantly.**
- **In tourism, people and money is transformed, but products/attraction not.**
- **It is sum of lots of synchronized efforts.**

***Whereas, there are several characteristics of tourism that make it distinct from other industries. Most important ones are listed below;***

- i. Tourism is based on tangible products but intangible/ non material in reality. For example, Bhaktapur Durbar square is tangible heritage but transportation to there, guiding service, local people's attitude, cleanliness etc that are linked with tourism product are non tangible.
- ii. Tourism is a combination of economic and non-economic elements. For instance, generation of revenue for government, employment opportunities etc are economic in term and can be measured. But there are many non economic terms that are not easy to measure such as annoyance to local people, degradation of local values and culture etc.
- iii. It is sum of numerous activities of numerous organisations and individuals; tourism board, tourism businessmen, local people and even political parties.
- iv. Tourism is very fragile in nature; an accident and crisis can leave long-lasting footprint. In the present context, global economic depression is causing recession in many long haul destination like Nepal.
- v. Tourism products are perishable; if not used in time, cannot be saved for next period. For instance, the beauty and to tourism products of Chitwan national park during political strikes cannot be saved for future.
- vi. Tourism has Unlimited possibilities. Even in desert location, thriving tourist destinations like Dubai are increasing. Small island like Macao is attracting more than 20 million tourists per year and each place may possess unexplored tourism potentiality.
- vii. Tourism multidisciplinary subject. It is connected to many other social sciences and even with environment. That's why any tourism issue links with numerous stakeholders. Basically, raw materials/resources of tourism are in exhaustible. Millions of viewers of Annapurna range would not erode the decrease the beauty and tranquillity of that. Of course, un proper way of tourism can erode/minimise the quality of resources.
- viii. Tourism linked with multiple disciples so the tourism process of an destination involves so many stakeholders.

- ix. Tourism product cannot be shifted. View of mount Everest cannot be shifted to California though replicas can be shifted.
- x. 10. Tourism is not static process; it has been changing since thousand years and the process will go on.
- xi. Tourism has new challenges and opportunities. Since last couple of decades, threat of
- xii. terrorism and global crises is on increase. On the other hand, new opportunities are emerging; increase in the volume of tourism, increase in the regional and domestic tourism, new tourism products etc.

#### **4. TOURISM AS AN INDUSTRY AND CONSEQUENCES OF INDUSTRY STATUS**

Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated **₹8.31 lakh crore (US\$120 billion) or 6.3% of the nation's GDP in 2015** and supported **37.315 million jobs, 8.7%** of its total employment. The sector is predicted to grow at an average annual rate of **7.5% to ₹18.36 lakh crore (US\$270 billion) by 2025 (7.2% of GDP)**. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020 In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

About **80.27 lakh (8.027 million)** foreign tourists arrived in India in 2015 compared to **76.79 lakh (7.679 million) in 2014, recording a growth of 4.5%**. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 38 by the number of foreign tourists, while Mumbai is ranked at 50, Delhi at 52 and Agra at 66 and Kolkata at 99.

The *Travel & Tourism Competitiveness Report 2015* ranks India 52nd out of 141 countries overall. The report ranks the price competitiveness of India's tourism sector 8th out of 141 countries. It mentions that India has quite good air transport (ranked 35th),



particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 50th). The country also scores high on natural and cultural resources (ranked 12th). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign. Despite the rich cultural and natural heritage which India possesses, the security issues and crime — especially against female visitors, form a persisting trouble that has plagued the Indian tourism industry.

India requires citizens of most countries to have a valid passport and apply for a visa at their local Indian embassy or consulate, before they travel. They can apply directly by mail or in person, or through their local travel services company. India has recently implemented an online method for citizens of 40 countries to apply and receive an e-Tourist Visa. Nationals of Bhutan, Maldives and Nepal do not require a visa. Citizens of Afghanistan, Argentina, Bangladesh, DPR Korea, Jamaica, Maldives, Mauritius, Mongolia, Nepal, South Africa and Uruguay are not required to pay a fee when obtaining Indian visa. A Protected Area Permit (PAP) is required to enter the states of Nagaland and Sikkim and some parts of the states of Arunachal Pradesh, Himachal Pradesh, Jammu and Kashmir, Manipur, Mizoram, Rajasthan and Uttaranchal. A Restricted Area Permit (RAP) is required to enter the Andaman and Nicobar Islands and parts of Sikkim. Special permits are needed to enter Lakshadweep Islands.

**Foreign tourist arrivals in India (1997-2015) <sup>[25]</sup>**

<b>Year</b>	<b>Number (millions)</b>	<b>% change</b>
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1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3

2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5

**Foreign exchange earnings from tourism in India (1997-2015) <sup>[25]</sup>**

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
1997	2,889	2.0	10,511	4.6
1998	2948	2.0	12,150	15.6
1999	3009	2.1	12,951	6.6
2000	3460	15	15,626	20.7
2001	3198	-7.6	15,083	-3.5
2002	3103	-3.0	15,064	-0.1
2003	4463	43.8	20,729	37.6
2004	6,170	38.2	27,944	34.8

2005	7,493	21.4	33,123	18.5
2006	8,634	15.2	39,025	17.8
2007	10,729	24.3	44,360	13.7
2008	11,832	10.3	51,294	15.6
2009	11136	-5.9	53,700	4.7
2010	14,193	27.5	64,889	20.8
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14
2014	20,236	9.7	1,23,320	14.5
2015	21,071	4.1	1,35,193	9.6

**Source countries for foreign tourist arrivals in India in 2015<sup>[26]</sup>**

Rank	Country	Number	Share in %
1	 <a href="#">United States</a>	1,213,624	15.12
2	 <a href="#">Bangladesh</a>	1,133,879	14.13

3	 <a href="#">United Kingdom</a>	867,601	10.81
4	 <a href="#">Sri Lanka</a>	299,513	3.73
5	 <a href="#">Canada</a>	281,306	3.50
6	 <a href="#">Malaysia</a>	272,941	3.40
8	 <a href="#">Australia</a>	263,101	3.28
8	 <a href="#">Germany</a>	248,314	3.09
9	 <a href="#">France</a>	230,854	2.88
10	 <a href="#">Japan</a>	207,415	2.58
Total of top 10		5,018,548	62.52
Other countries		3,008,585	37.48
Grand total		8,027,133	100

## **5. APPROACHES TO THE STUDY OF TOURISM**

Technical definitions based on the purpose of travel, distance travelled, motivation duration of stay, the time element and specific situations of travel etc. have also been worked out for the purpose of particular tourism related studies and statistical measurements.

These definitions are of great significance and use to governments, tourism organizations and the providers of tourism services. But these studies have not included a systems approach. Tourism typically and widely is studied by means of a number of

processes with little or hardly any consensus on how the analysis of tourism should be endeavoured. The following are the different approaches that have been practiced.

**i) Product Approach:**

The product approach relates to the consideration of different tourism products involving the mode of production, marketing and consumption. For example, one might go into a hotel room or an airline seat or a rental car – how it is developed, how it is financed, how it is advertised, who are the people engaged in buying and selling it and so on.

Repeating the exercise for meals, and the multifarious tourist services will provide a detailed description of the field. However, the approach being too time consuming fails to deliver the basics of tourism instantly.

**ii) Institutional Approach:**

This is the key approach to the study of tourism and mainly takes into consideration the various organizations/institutions and intermediaries such as tour operators and travel agencies associated with tourism activities.

The approach involves an examination of the organization, modus operandi, problems, costs and economic position of travel agents/tour operators who act as representative of the customer, investing in services delivered by airlines, hotels, rental car companies, and so on.

The approach becomes significant in the sense that a regular survey on select services like the one conducted by the U.S. Census Bureau every five years, helps in equipping a data base for further research.

**iii) Managerial Approach:**

The approach being enterprise/firm oriented is basically microeconomic in nature. It concentrates on the management activities such as planning, research, pricing, marketing, control, etc. vital to the operation of a tourist establishment.

It is a simple truism that tourism environment is dynamic owing to continual changes in tourist products, organizations and social life styles.

Thereby it becomes imperative for the management objectives, philosophies and procedures to be adaptable to such changes. This approach maintains its weight in the modern tourism scenario as tourism has been characterized as an industry.

**iv.) Geographical Approach:**

The approach is relatively wider as well as popular because tourism has to do with geography at so many points namely location, climate, landscape, environment, and physical as well as economic impacts. The geographer's approach to tourism elucidates the location of tourist areas, the movement of people generated by tourist destinations, the changes in the landscape emerging from the provisioning of tourism facilities and amenities, putting to flight of tourism development, physical planning, and economic-socio-cultural difficulties.

Defert (1966), a French geographer, in an endeavour to bring out the significance of geography of tourism, puts forth the notions of espace distance, distinguishing usual/normal residence from the temporary one and of an espace milieu where tourists enjoy their holidaying. The approach especially gains import because of its being so containing – considering land use, economic impacts, demographic aspects and cultural problems. Even a course title has been coined by geographers studying tourism in the form of Recreational Geography.

It is worth mentioning that these were the geographers who were mainly active in initiating the journals like Journal of Leisure Research and Leisure Sciences.

**v) Sociological Approach:**

Tourism tends to be a social activity being an interaction between different communities – hosts and guests – and encounter between different cultures. The approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals and/or groups of people and the impact of tourism on society. With the immense impact of growing tourism on society, the sociology of leisure, a developing discipline holds promise of progressing fast and being put to practice to a large extent.

**vi) Historical Approach:**

As in the majority of social activities, tourism can be thoroughly perceived by making out the happenings and occurrences and studying changes in the tie-up between prime elements of the destination system over the years which worked round to present day position. Such an understanding is of interest to policy makers generally interested in

resolving opposing concerns in an agreeing and dynamic enterprising framework acknowledging tourism as one component of the several social and economic activities in an area.

Pearce (1980) identifies the following factors helpful in providing a comprehension of tourism development in its historical context for a specific area or region:

- (i) The factors instrumental in the initiation of tourism to the destination/area
- (ii) The order of happenings leading to tourism development
- (iii) The reasons for happening of occurrences in that order
- (iv) Beneficiaries of tourist activity
- (v) An untimely and premature identification of negative effects
- (vi) The affected interest groups bringing word about these.

**vii) Economic Approach:**

Tourism promotion is ever-increasingly being perceived as a potent ingredient in the various developmental strategies. It has emerged to be the foundation of the environ pyramid in certain economics, while in most others it is contributing to a significant extent in the general development process as well as in the salvation of their basic problems. At the same time, the operation of the tourism industry is not as simplistic as the term might seem to connote per se. It is, rather, a complex of various inter-linked and inter-acting processes.

This multi-faceted nature of tourism makes it an intricate phenomenon, encompassing a whole gamut of issues, problems and challenges to be encountered both in the present and in the times to come.

The scope of tourism is quite large covering all providers of visitor and visitor-related services. It is the whole world of industry of travel, accommodation, catering and other hospitality services, transportation, entertainment, activity facilities, and all other components including promotion that meet, the wants and needs of travellers.

Tourism is, in fact, a synthesis of activities, services, and industries that gives forth a travel experience. From an economic perspective, it is the sum total of tourist expenditures within the bounds of a nation or a political subdivision or a transportation-centered economic area of adjoining states or nations.

Herman Von Schullard (1910), an Austrian economist defines tourism purely from an economic perspective as “the sum total of operations mainly of economic nature which



directly relate to the entry, stay and the movement of foreigners inside and outside a certain country, city or region”.

However, it was Oglivie (1933) who endeavoured to define tourism from this stance in a systematic and scientific manner, and puts it as ‘all persons who satisfy two conditions, that they are away from home for any period of less than one year and second, that while they are away, they spend money in the place they visit without earning it there’.

Walter Hunziker and Kurt Krapf (1942) seek to filter out the essence of tourism as a human as well as economic activity in their General Theory of Tourism. Taking over the thread, Burkart and Medlik (1974) developed the approach further as ‘the totality of relationship and phenomena linked with the stay of foreigners in a locality provided they do not exercise a major, permanent or temporary remunerated activity’.

Nevertheless, Clive L. Morley (1990) terms Oglivie’s definition as incomplete and wanting by citing illustrations of medical patients, scientists doing field work, or even an invading army who would well fall within the definition but would hardly be admitted as tourists.

#### **viii) Interdisciplinary Approach:**

Tourism takes in practically all aspects of society and attracts people from different strata with diverse economic-socio-cultural and educational backgrounds, thereby behaving in different ways and travelling for different purposes.

Thence, the use of a Psychological Approach in order to determine an outstanding course of action to promote and market tourism products not only becomes relevant but is, indeed, significant. And since of the various types of tourism, cultural tourism has its own import, therefore, Anthropological Approach becomes necessary. Further, for international tourism, passport and visa formalities are to be met from government offices involving state/political policies and institutions, thus necessitating the use of Political Science Approach.

A Legal Approach also becomes crucial due to the fact that any industry affecting the life of quite a large number of people is sure to be governed by certain legislations, laws, regulations and legal environment. Also, the growing significance of transportation in tourism development and promotion further calls for Passenger Transportation Approach. In fact, tourism is so multifaceted, vast and complex that it not only suggests but makes it imperative to have an interdisciplinary/integrative approach comprising a number of approaches with a view to accomplish different missions or objectives. Jafar

Jafari (1983) has attempted to bring forth a framework of interdisciplinary nature of tourism studies and their reciprocity and mutuality in his essay on "Anatomy of the Travel Industry"

## **6. Definition And Distinction Between Travelers, Visitors, Excursionist, Tourist And Transit Visitor.**

All travelers are subdivided into two further categories:

- **Same-day Visitors:** Visitors who do not spend for the night in a collective or private accommodation in the country visited. E.g. A cruise ship passengers spending four hours in a port or days-trippers visiting attraction.
- **Tourist:** Visitors who travel to and stay in places outside their usual environment for more than twenty-four (24) hours and 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".
- **Excursionist:** Who visits the place and come back within 24 hrs at their origin of the destination.
- **Traveller-** relevant to any movement of a person irrespective of the distance travelled I,e ranging from a small distance of only few kilometres for seeking of the employment etc.
- **Visitor:** visiting any country/ destination , performing the exercise of an activity paid from within the place visited greater than 12 months.
- **Transit visitor:** a traveller and a visitor who goes past a country or a place without having a stop or breaking off his journey on the ways other than for layover and for consideration/transportation links.

## **7. Travel Motivators And Deterrents**

A travel motivator, is something that motivates someone to travel, there are four types of travel motivators, Interpersonal, Physical, Cultural, and Prestige

**1. Physical motivators:** Those related to refreshment of body and mind, health purposes sport and pleasure. These groups of motivators are seen to be related to those activities which will reduce tension.

**2. Cultural motivators:** Those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.

**3 .Interpersonal motivators:** This group includes a desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbours or the home environment or it is used for spiritual reasons.

**4. Status and prestige motivators:** These include a desire for continuation of education (i.e. personal development, ego enhancement and sensual indulgence). Such motivators are seen to be concerned with the desire for the desire for recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.

Tourist motivations explain the factors in which influence a tourist to travel. Crompton (1979) explains that motivation is only one of many contributing factors in which assist with explaining tourist behavior although it is considered a critical factor as it is the "impelling & compelling force behind all behaviour" (Berkman & Gilson, 1978 as cited in Crompton 1979).

Hill (1965) concludes the motive of many vacation makers is in a response to psychological depletion and is an opportunity to allow the tourist to replenish and restore, if the traveller finds what they want they will come back enriched, regenerated & recharge. Crompton (1979) states that the essence of a vacation was the individual having a break from their typical routine and within most theories of motivation the concept of a stable equilibrium is either stated or implied (Nc Neal, 1973). Equilibrium would be resorted at the conclusion of the vacation after the needs of the tourist had been meet in order to relieve the tension in the motivational system (Howard and Sheth 1968).

### **Travel Motivators**

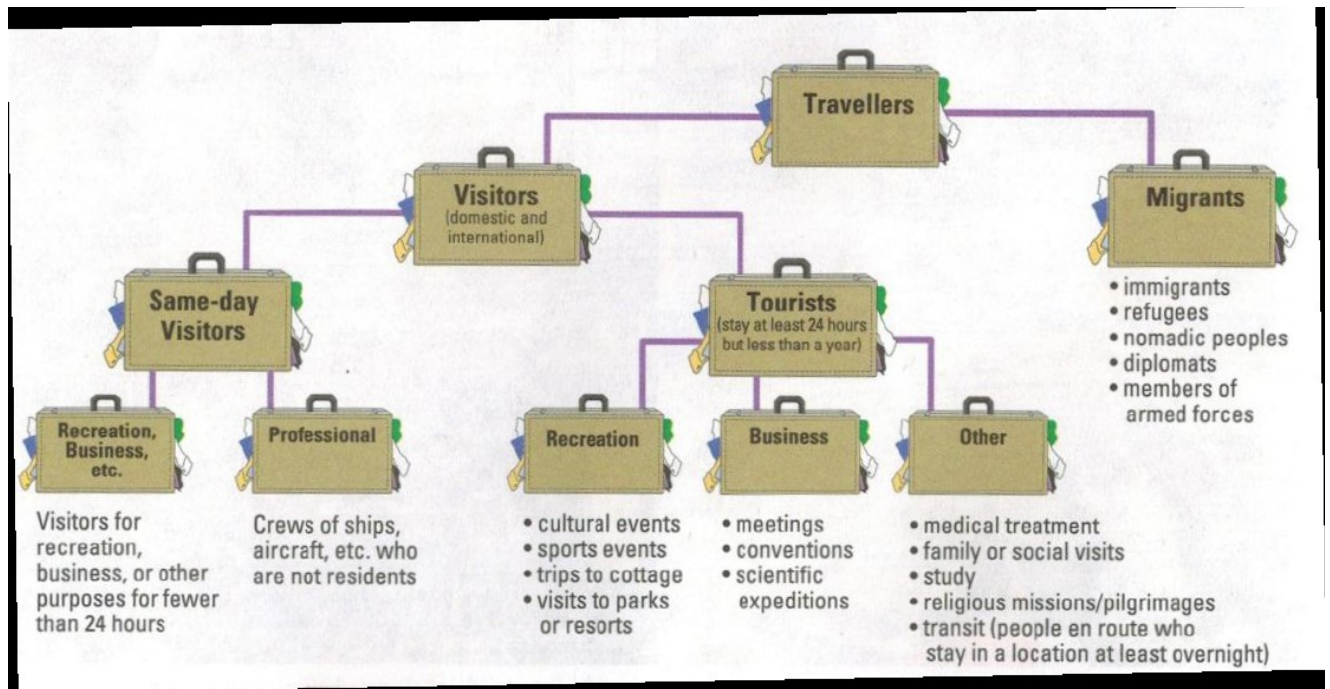


Figure shows that tourists can travel for many reasons in addition to recreation and leisure. Both the person who travels to a nearby city for medical treatment and the business traveller in a foreign country are tourists. They may take part in activities characteristic of tourism during their visit. They will need accommodation and food. They may visit places of interest or sample local culture. They may even buy mementos to remind them of their trip. Any of these activities may be described as tourist behavior; though the reasons for the trip may be quite different.

FIGURE I.4 Travel motivators

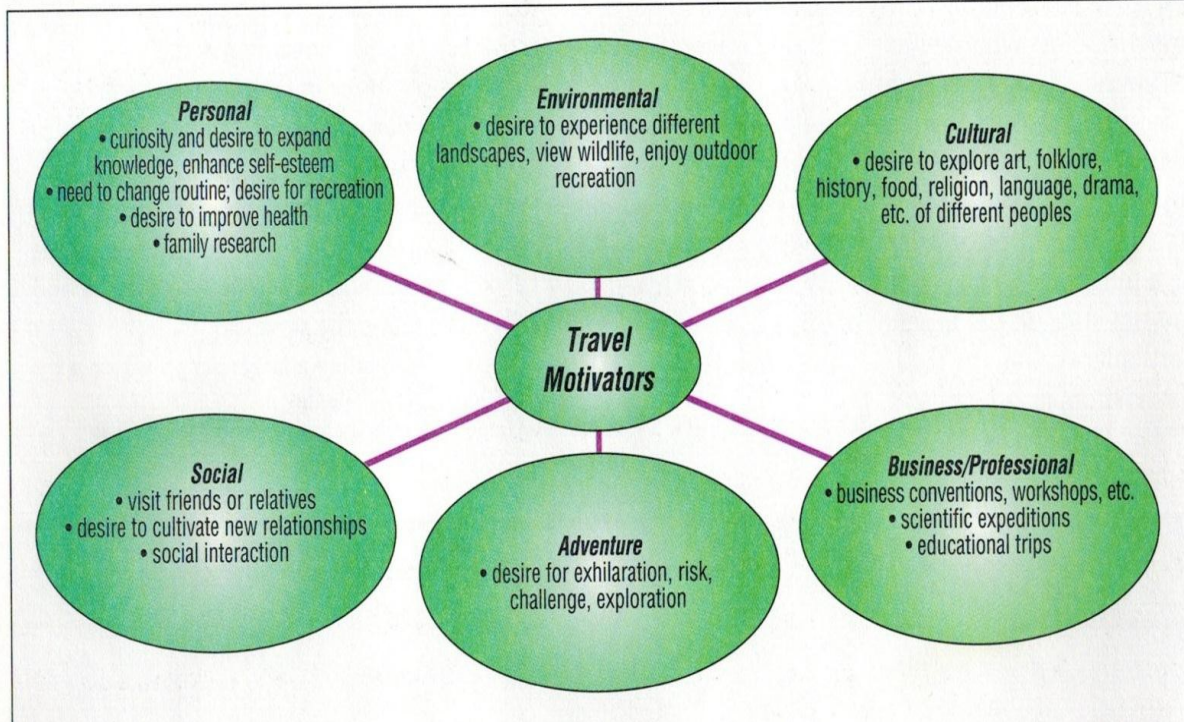


Figure summarizes some of the main travel motivators or reasons people travel. We travel to meet certain needs and desires – which may be personal, cultural, social, professional, or environmental. A personal need to reduce the stress of daily responsibilities at home, work, or school can translate into a motivation to travel. These motivators also determine our choice of travel destinations, since we will select locations to meet our particular needs.

The motivators outlined in Figure apply equally in developed and developing world societies. Participating in scientific expeditions and business conventions, for example, may be important motivators for travel in both developed and developing regions. Some trips in a developing region may involve fewer kilometres and the technology of travel may be less sophisticated, but the motivation may be no different and no less important. If you were motivated to see a feature of natural beauty, a bike ride to a nearby river valley in Ghana may be just as stimulating as a well-planned group trip by luxury bus, from Lindsay to New York City. A walk to a nearby village to trade food products is just as important a business travel motivator as flying from Toronto to Boston for a convention.

### Travel deterrents

- Cost: Consumers have budgets. Travel competes with other financial commitments.
- Health: Inadequate health may keep people from travelling.
- Time: People have jobs, business, family, and other commitments that limit the time available for travel.
- Family stage: Parents with young children may limit travel because of cost and inconvenience or may be restricted in their choice of travel destination.
- Lack of interest: people have values and other interests that may screen out travel.
- Fear: Knowledge of political conflict

❖ **MASLOW'S HIERARCHY OF NEEDS MODEL AND TRAVEL MOTIVATIONS.**

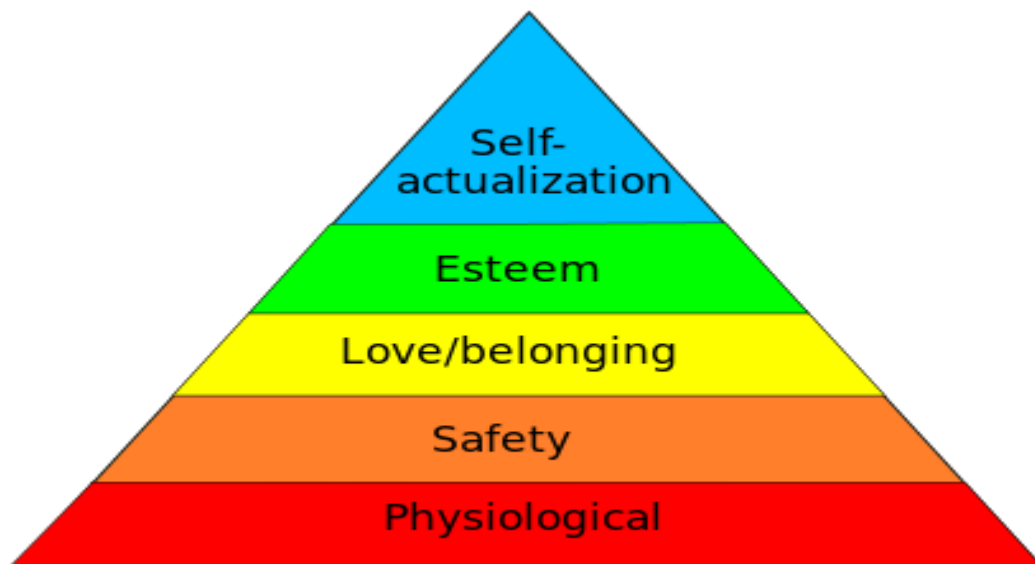
Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in *Psychological Review*. Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belongingness" and "love", "esteem", "self-actualization", and "self-transcendence" to describe the pattern that human motivations generally move through.

**MASLOW'S HIERARCHY OF NEEDS AND TRAVEL MOTIVATIONS**

# MASLOW'S HIERARCHY OF NEEDS



MASLOWS NEED HIERARCHY THEORY



Maslow studied what he called exemplary people such as Albert Einstein, Jane Addams, Eleanor Roosevelt, and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can

yield only a cripple psychology and a cripple philosophy. Maslow studied the healthiest 1% of the college student population. Maslow's theory was fully expressed in his 1954 book *Motivation and Personality*. The hierarchy remains a very popular framework in sociology research, management training and secondary and higher psychology instruction.

### **Hierarchy**

Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental levels of needs at the bottom and the need for self-actualization at the top. While the pyramid has become the de facto way to represent the hierarchy, Maslow himself never used a pyramid to describe these levels in any of his writings on the subject. The most fundamental and basic four layers of the pyramid contain what Maslow called "deficiency needs" or "d-needs": esteem, friendship and love, security, and physical needs. If these "deficiency needs" are not met – with the exception of the most fundamental (physiological) need – there may not be a physical indication, but the individual will feel anxious and tense. Maslow's theory suggests that the most basic level of needs must be met before the individual will strongly desire (or focus motivation upon) the secondary or higher level needs. Maslow also coined the term "metamotivation" to describe the motivation of people who go beyond the scope of the basic needs and strive for constant betterment. The human mind and brain are complex and have parallel processes running at the same time, thus many different motivations from various levels of Maslow's hierarchy can occur at the same time. Maslow spoke clearly about these levels and their satisfaction in terms such as "relative," "general," and "primarily." Instead of stating that the individual focuses on a certain need at any given time, Maslow stated that a certain need "dominates" the human organism. Thus Maslow acknowledged the likelihood that the different levels of motivation could occur at any time in the human mind, but he focused on identifying the basic types of motivation and the order in which they should be met.

**Physiological needs:** Physiological needs are the physical requirements for human survival. If these requirements are not met, the human body cannot function properly and will ultimately fail. Physiological needs are thought to be the most important; they should be met first. Air, water, and food are metabolic requirements for survival in all animals, including humans. Clothing and shelter provide necessary protection from the



elements. While maintaining an adequate birth rate shapes the intensity of the human sexual instinct, sexual competition may also shape said instinct.

**Safety needs:** With their physical needs relatively satisfied, the individual's safety needs take precedence and dominate behavior. In the absence of physical safety – due to war, natural disaster, family violence, childhood abuse, etc. – people may (re-)experience post-traumatic stress disorder or transgenerational trauma. In the absence of economic safety – due to economic crisis and lack of work opportunities – these safety needs manifest themselves in ways such as a preference for job security, grievance procedures for protecting the individual from unilateral authority, savings accounts, insurance policies, reasonable disability accommodations, etc. This level is more likely to be found in children because they generally have a greater need to feel safe.

**Safety and Security needs include:** Personal security, Financial security, Health and well-being

Safety net against accidents/illness and their adverse impacts, Love and belonging, After physiological and safety needs are fulfilled, the third level of human needs is interpersonal and involves feelings of belongingness.

This need is especially strong in childhood and can override the need for safety as witnessed in children who cling to abusive parents. Deficiencies within this level of Maslow's hierarchy – due to hospitalism, neglect, shunning, ostracism, etc. – can impact the individual's ability to form and maintain emotionally significant relationships in general, such as Friendship, Intimacy, Family

According to Maslow, humans need to feel a sense of belonging and acceptance among their social groups, regardless whether these groups are large or small. For example, some large social groups may include clubs, co-workers, religious groups, professional organizations, sports teams, and gangs. Some examples of small social connections include family members, intimate partners, mentors, colleagues, and confidants. Humans need to love and be loved – both sexually and non-sexually – by others. Many people become susceptible to loneliness, social anxiety, and clinical depression in the

absence of this love or belonging element. This need for belonging may overcome the physiological and security needs, depending on the strength of the peer pressure.

### **Self Esteem**

All humans have a need to feel respected; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others. People often engage in a profession or hobby to gain recognition. These activities give the person a sense of contribution or value. Low self-esteem or an inferiority complex may result from imbalances during this level in the hierarchy. People with low self-esteem often need respect from others; they may feel the need to seek fame or glory. However, fame or glory will not help the person to build their self-esteem until they accept who they are internally. Psychological imbalances such as depression can hinder the person from obtaining a higher level of self-esteem or self-respect. Most people have a need for stable self-respect and self-esteem. Maslow noted two versions of esteem needs: a "lower" version and a "higher" version. The "lower" version of esteem is the need for respect from others. This may include a need for status, recognition, fame, prestige, and attention. The "higher" version manifests itself as the need for self-respect. For example, the person may have a need for strength, competence, mastery, self-confidence, independence, and freedom. This "higher" version takes precedence over the "lower" version because it relies on an inner competence established through experience. Deprivation of these needs may lead to an inferiority complex, weakness, and helplessness. Maslow states that while he originally thought the needs of humans had strict guidelines, the "hierarchies are interrelated rather than sharply separated". This means that esteem and the subsequent levels are not strictly separated; instead, the levels are closely related.

### **Self-actualization**

"What a man can be, he must be." This quotation forms the basis of the perceived need for self-actualization. This level of need refers to what a person's full potential is and the realization of that potential. Maslow describes this level as the desire to accomplish everything that one can, to become the most that one can be. Individuals may perceive or focus on this need very specifically. For example, one individual may have the strong desire to become an ideal parent. In another, the desire may be expressed athletically.

For others, it may be expressed in paintings, pictures, or inventions. As previously mentioned, Maslow believed that to understand this level of need, the person must not only achieve the previous needs, but master them.

#### ❖ **Travel motivations**

In the context of travel motives the concepts of push and pull factors are commonly used. There are external motives in tourism that can influence tourists and pull them towards a certain motivation and subsequent decision. Tourism destinations often try to attract potential tourists and this pull factor can instigate a person to create a motive for travelling and to develop the corresponding motivation to visit this particular destination. This pull factor is also related to the search for travel motives tourists develop when selecting their holiday. At first pull factors evoke some kind of desire that can provoke a feeling of some sort of personal deficiency when this desire is not satisfied.

Apart from the pull factors, there are also impulses stemming from the inner person that push an individual toward a certain direction: the push factors. The element of escape is one example. Push factors are normally related to a lack (and not so much a deficiency) and if this lack is not satisfied it may cause harmful effects. A lack of rest (over-fatigue) may lead to a need and subsequent travel motive.

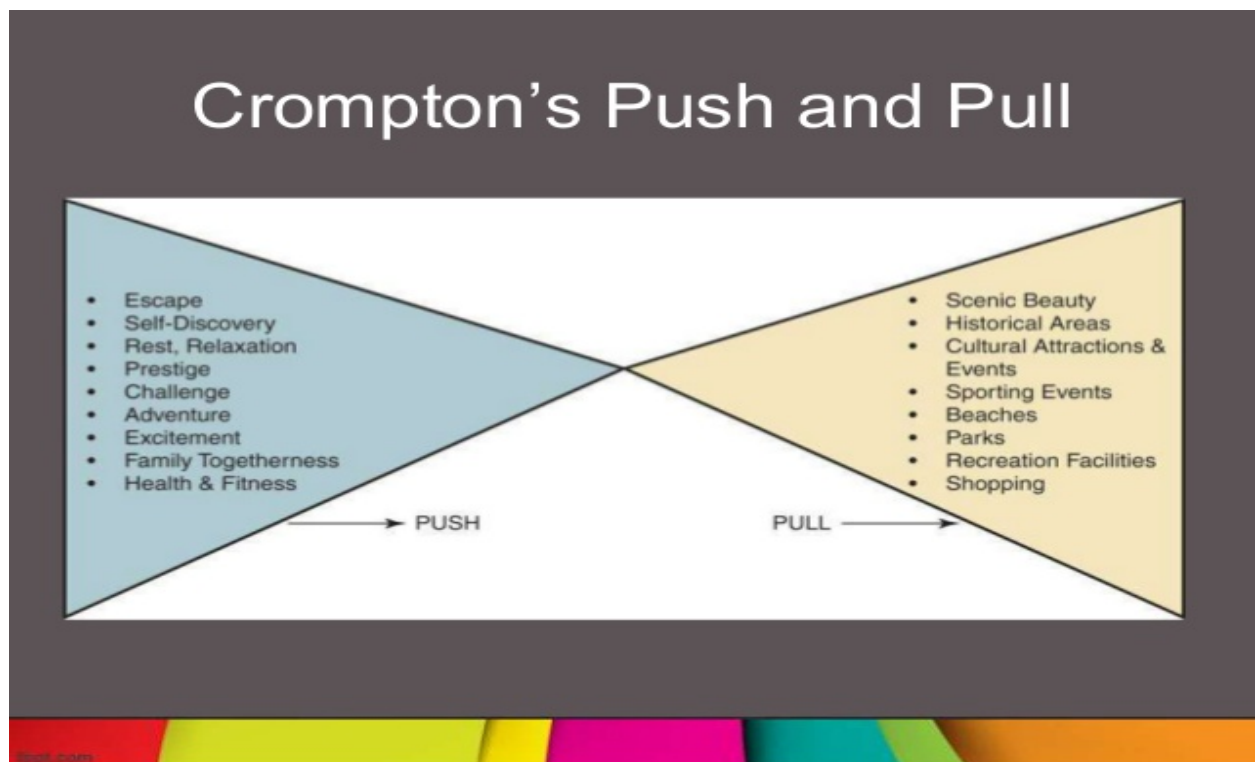
Different layers of motivation can be distinguished. The motives to travel are more generalized and year after year people from western societies generate motives to go on holidays, based on a given need. Then there is the motivation that is more defined and helps determine the type of holiday and destination. The motive to travel stems from the inner person (push factor), but the more specific motivation that fills in the general travel motive often draws on external influences or pull factors. It is this vision of motives and motivations that is used throughout this website.

Additionally, most people are not led by just one motive, but rather a series of travel needs and motives may play out simultaneously, complicating matters even more. It may very well be the case that members of the same group doing the same activities may satisfy different personal needs or are pushed by different motives. Finally, the initial needs and motives may play a dominant role in tourism, but they are not the only

springboards for human conduct, because social influences, cultural conceptions or religious views can play their part too, as indicated further on.

## **8. Push / Pull Factor In Tourism**

Modern tourism has become one of the strongest and most remarkable phenomena of the time. To discover its true nature, one must attempt to understand how the various components are connected to each other, and what are the causes and effects, the conjectures and the realities. One must first grasp the workings of the mechanism before he can determine the means of controlling, changing, and improving it. But the connections are discernible if one limits himself to a narrow, sector-based view (Krippendorf, 1987).



The greatest reason for travel can be summed up in one word, "Escape", escape from the dull, daily routine; escape from the familiar, the common place, the ordinary; escape from the job, the boss, the customer, the commuting, the house the lawn, the leaky faucets.

The benefits of tourism can be wide ranging, extending to benefits to the economy, social life for people living in destinations as well as personal benefits to tourist (UNWTO 1999; Bureau International du Tourisme Sociale (BITS) 2006). These tourism benefits have been found to include: rest and recuperation from work; provision of new experiences leading to a broadening of horizons and the opportunity for learning and intercultural communication; promotion of peace and understanding; personal and social development; visiting friends and relatives; religious pilgrimage and health (Dann, 1977).

Tourism's push and pull Leisure travel — why and where people go — has long fascinated Muzaffer Uysal. The hospitality and tourism management professor's research focuses on tourism demand and supply interaction and its consequences for those in the tourism industry. "The major goal is to understand and shed some light on the travel behavior of individuals and a group so that appropriate delivery of tourism goods and services can be provided by different types of suppliers, says Uysal, the recipient of the college's 2006 Research Excellence Award." Tourism, Uysal says, is driven by many different "push," or demand, and "pull," or supply, forces, which in turn influence tourist satisfaction and loyalty. Destination promoters should pay close attention to issues of tourism motivation, he says, to ensure continued business. Push motivations, he explains, are related to internal or emotional aspects — the desire for rest and relaxation, health and fitness, knowledge or education, adventure, social interaction, family togetherness, and even, prestige and a sense of achievement ("going where friends have not been," for example). Tourists may also travel to escape routine, he says — "going away from rather than going toward something — and to search for authentic experiences." Pull motivations, on the other hand, are connected to external or situational aspects — those inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks. Destination attributes also may stimulate and reinforce push motivations. Uysal's study of tourism in northern Cyprus showed that tourists there had eight push motivations — of which safety and fun, escape, achievement and knowledge and education, were particularly important — and 10 pull motivations — the main ones being cleanliness and shopping, reliable weather and safety, different culture, and water activities. The study, published in *Tourism Management*, confirmed the "critical relationship" between push/pull motivations and destination loyalty, he says. The

findings on pull motivations suggest that destination managers should enhance their location's attributes to improve tourist satisfaction. "The findings on push motivations suggest managers should also consider tourists' emotional feelings, as their internal sources of motivation affect their loyalty to a destination. Lastly, his study provided empirical evidence of a long assumed relationship between satisfaction and loyalty — that if tourists are satisfied, they will revisit and recommend the destination to others. Tourism research, Uysal says, can provide communities and businesses very useful information.

### **Check Your Progress**

**1. Define Tourism** \_\_\_\_\_  
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**2. Differentiate Between tourist and Exclusionist and Transit Traveler**  
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**3. Maslow Hierarchy of Tourist Need**  
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**4. Difference between push and Pull factors of Tourism**  
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**5. list the Various approaches to study the Tourism and the main features of the Tourism**  
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