
UNIT 6 TOURISM SYSTEM: COMPONENTS, ELEMENTS AND MODELS

Structure

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6.0 OBJECTIVES

After studying this unit, you should be able to:

- understand the various components of Tourism system;
- describe the different models of tourism system; and
- apply the model at numerous forms of tourism.

6.1 INTRODUCTION

Travel and tourism are one of the oldest activities known to human kind. During the pre-historic times, man used to travel in search of food and shelter. However, with the passage of time, travel had become a leisure activity largely undertaken to break away from mundane routine. The concept of paid holidays during the time of industrial revolution played a crucial role in popularising leisure tourism and weekend getaways leading to development of mass tourism destinations. However, with time, the concept of mass tourism has had a damaging effect to the destination owing to factors like pollution, over-crowding etc. which paved way for emergence of alternate forms of tourism like sustainable tourism, green tourism, heritage tourism, eco-tourism, which not only offer tourism opportunities but also cause less (or almost negligible) damage to the destination. This provides for a win-win situation for all tourism stakeholders viz. tourists, government, local community, businesses, etc. Nevertheless, development of any industry or activity requires a streamlined and systematic approach. Thus, the above factors led to development of theory of tourism system, to go into the depth of this phenomenon, specifically, considering factors like drawing power or pull force offered by a destination, push factors or what motivates people to undertake travel and finally what tourists do in the intermediate time frame. We shall study this concept and allied theories in this chapter.

6.2 SYSTEM

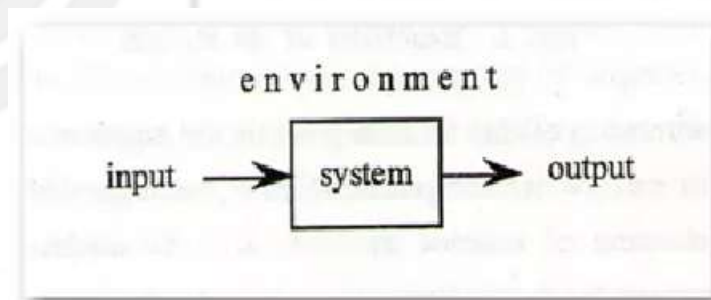
As per the Merriam-Webster dictionary, system can be defined as “a regularly interacting or interdependent group of items forming a unified whole.”

A pioneer theory to explain the systems approach has been penned by biologist Ludwig von Bertalanffy. He noted that all the systems are closed, i.e. do not interact with the outside environment.

Despite being aware about the veracity of above theory, he also believed that it was practically impossible. For instance, a human cannot survive upon separation from his environment (say, atmosphere which provides oxygen).

Thus, he declared that organisms are open systems; they interact with the outside environment or the systems outside of themselves. He further added that this system has two elements- input and output. Input is what comes from the outside and output is what leaves from the inside.

A system consists of several parts that are interconnected and interrelated, each part influencing each other through its dynamic nature while responding to the external influences as well. All the components within the system work to attain a common goal or purpose. An influence in one part of the system will be felt throughout the system. It can be also referred to a spider’s web. Ludwig von Bertalanffy, a biologist has defined ‘General system theory’ as a set of elements that experience interrelationship among themselves and with their external environments. A system is an assemblage or interrelated combination of things or elements or components forming a unitary whole (Hall 2008). Tourism can be referred to as a system as it reacts to the external environments like the social, political, technological and ecological. Elements like attraction, transport, accommodation, facilities interact with each other while it interacts with the external environment too.



A system and its environment (Sadowski 1999)

6.3 TOURISM AS A SYSTEM

Systems theory proved to be a revolutionary hypothesis. Realising this fact, tourism researchers were quick to adapt and apply this to tourism. Thus, various scholars came up with their unique interpretations. As of today, theories given by Lepier, Mill and Morrison and Mathison and Wall are considered a pioneer work in this field.

The travel industry is by and large deliberately seen as a structure in which the hypothesis and practice interface up with one another to address the fulfilment of every one of those worried about the working of the framework.

The dynamic component of the travel industry framework is its recorded potential for advancement and coming about advantages. Notwithstanding, the framework works inside a worldwide monetary condition alongside public needs. These are regularly not perceived in a typical viewpoint. The various discernments can go about as requirements on the formative capability of an objective.

Tourism as a system is not only made up of hotels or restaurants or cultural attractions but is a combination of various elements intertwined and woven together to form an interdependent relationship.

This means that the tourism system must estimate the carrying capacity so that slogans to promote destinations will not have exclaimed. The system therefore has to be managed so that expectations are able to be realised. The way in which is managed will point to the degree of impacts of tourism on the industry. The larger objectives can be categorised into three economic, social and political.

6.3.1 Components of Tourism System

The five vital components of tourism system are *Attraction, Accessibility, Accommodation, Amenities* and *Activities*.

a) *Attraction:*

Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are believed to be the greatest influencers of all the components. They can make or break a destination. Attractions are of two types: Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon. But it can be said that without attraction there shall be no tourism, however transport, hotels, activities and amenities can also act as attraction. Attractions are at the first step of tourism supply chain.

- Attractions are one of the most important component and element that attract people to travel from one place to another.
- Attractions consist of archaeological sites, cultural sites, historical buildings and monuments or scenery like beach, flora and fauna, mountains, resorts, wildlife sanctuaries, national parks and zoological parks.
- Attractions also includes events like exhibitions, trade fairs, festivals, sports events etc.
- Attractions are the preconditions of travel. It attracts more and more people and offers pleasure.
- Attractions also attract and connect people to enjoy and involve in various tourism activities.

Mainly there are two types of attractions:

Natural Attraction : Natural attractions are places made by nature itself for e.g. natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wild life, caves, safari etc.

Man-Made Attraction : *Man made attractions are those* Attraction made or developed by humans for e.g. monuments, historical buildings, festivals, music, churches, temples, Disney lands, leisure parks, museums, casinos, discos club etc.

b) Accessibility:

Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. But in some cases, transport can also become an attraction, for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc. There are various modes of transportation available like roadways, airways, waterways and railways. Ideally, transport should be comfortable, reliable, affordable and appropriate for the traveller; whichever mode it may be.

- Transportation is a crucial/important key factor that has a huge impact on the growth and development of tourism industry.
- Attraction may be manmade or natural but without accessibility tourists cannot reach a destination from his origin or place of being.
- There is different mode of transportation that helps a tourist to reach his destination in any part of the world.

There are mainly three type/modes of transportation:

Surface transportation : *Surface* Transportation includes both roadways and railways through land. It is one of the cheapest means of transportation as compared to other modes of transportation.

Air Transportation : *Air* Transportation is one of the fastest and costliest means of transportation; air transport is mainly used for travelling to long distance destination/places.

It has helped a lot, as people can travel long journey as well as they can travel through high mountains.

Water Transportation : *Water* Transportation is one of the oldest modes of transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

c) **Accommodation:**

Accommodation is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would firstly look for accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level. Accommodation units itself act as tourist attractions for a large number of people. There are few places, which are being visited by tourists only for their hotels. Palace Hotel Chail, Umaid Bhawan Palace, Jodhpur are some of the example of hotels, where tourists have to pay just for visiting the hotel property. In this way there are several places throughout the world where accommodation units are being treated as tourism products.

- Accommodation includes food and lodging facilities to different types of guest.
- Accommodation should be comfortable and Good quality of services & facilities should be provided to the guest by the accommodation unit.

Mainly there are two types of accommodation:

Serviced Accommodation: It refers to the services provided by the hotel, resorts, guest houses, motels, boutique hotels, home stay, star category hotels, heritage hotels, lodges etc. Different hotels are established to provide service of lodging and food to the guest.

Self-Catering or Supplementary Accommodation: It refers to the premises which offer accommodation but not the services of hotel. It provides food and accommodation in return of cash per day. E.g. Youth Hostel, Dharamshalas, Pati-Pauwa, Tourist holiday villages, etc.

d) **Amenities:**

Every tourist travelling to a new destination desires for world class facilities and services. In order to fulfil their demand huge efforts are made by the industry. High quality facilities are important aid to every tourist destination or centre. For a coastal resort, services like swimming, boating, yachting, surf-riding and other amenities like recreation, dancing and other entertainment and amusement services are very essential for each and every tourist destination. Facilities can be of two kinds' natural, i.e. sea-bathing, beaches, possibilities of fishing, opportunities for trekking, climbing or viewing etc. and man-made, i.e. different kinds of entertainment facilities that can cater to the unique requirements of the various tourists. Outstanding beaches, sheltered from sunshine with palm and coconut trees and providing good bathing conditions makes a very good tourist centre. Various other natural facilities like large water for the purpose of cruising or the chances for hunting and fishing are equally very significant.

Amenities are the services required by the tourist to facilitate his travel. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines etc. and other facilities like police station, ATMs, Forex booths, hospitals etc. Although most of them are primarily developed for the residents but these amenities are utilised by the tourists also. In the terminology of tourism products these facilities are known as 'Resident Oriented Products'.

- Amenities include various extra services and facilities required to the guest while travelling to different destination.

- Amenities are those Facilities that complement to the attraction.
- Amenities also include facilities like providing visa, flight ticket, train ticket etc.

Mainly there are two types of amenities:

- a) **Natural** : Seashores, sea bath, fishing, rock climbing, trekking, sightseeing, river, sunrise etc.
- b) **Man-made** : Dance, Music, Drama, Cinema, Swimming Pool, Fair and Festivals, and Internet etc.

c) **Activities:**

Attractions are often assisted by various activities that enhance tourist experience. For example: a lake in Nainital may have boating and cruise facilities, a monument in Agra may offer a guided tour by a tour guide or a light and sound show in Khajaraho, hiking in a mountain, skiing in the snow slopes in Himalayas, white water river rafting in Ganges river, fishing in Manalsu river, paragliding in Bir, Trek in Hamta pass et al.

Check Your Progress A

1) Define System.

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2) What is general systems theory? Also name its founder.

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3) What are the components of tourism system?

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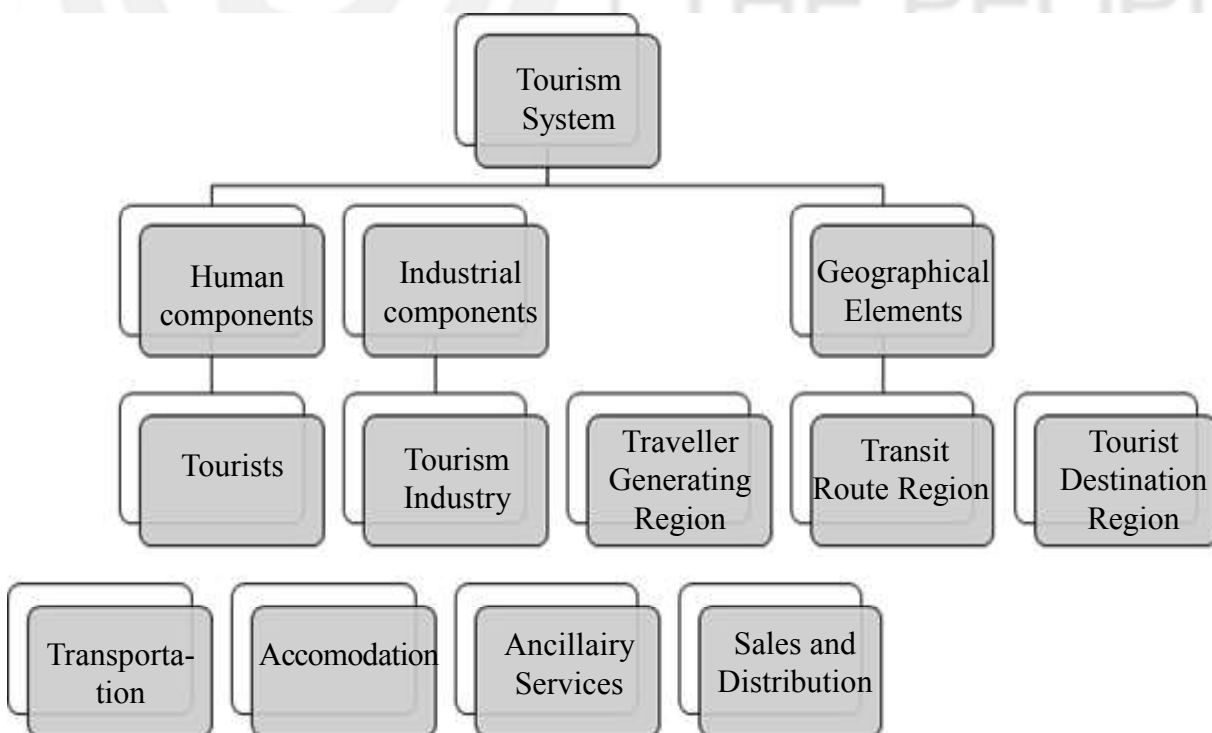
6.3.2 Leiper's Tourism System Model

The Leiper's model was given by Neil Leiper, who was an Australian scholar and his model is considered to be a very popular model in tourism literature. Leiper's model is considered to be a very powerful model for the understanding of tourism as a system. Earlier tourism was considered as a simple single industry but later it was found that it is a very complex industry so it cannot be treated as a single entity. This industry has to be considered as a complete system in holistic nature. This model is helping scholars to understand the interconnections amongst the various other smaller systems amongst the larger aspects of the tourism system. In layman language, in Leiper's model, there are three main elements. In other way they can be called as the main players in tourism system. It is the tourist at first place, at second place it is the geographical features and at third place it is the tourism industry itself.

According to Leiper (1990) *a tourist attraction system is defined as an empirical connection of tourist, nucleus, and marker with tourists being travellers or visitors seeking leisure-related experiences, which involve nuclear and marker elements.* Leiper in his model, has taken tourism as a system with five interrelated components which must occur in a consecutive manner for tourism to occur.

- Human components (tourists)
- Industrial components (Tourism industry)
- Geographical components (Traveller generating region, transit route region and tourist destination region)
- Environmental Component.

The above elements are likely to be affected by their external environment (environmental, social, legal and political).



i) Human Component:

Human element comprises of *tourists*. UNWTO has defined tourists as “a temporary visitor, intending to spend overnight at a destination, away from his usual place of residence for purposes such as leisure, business or recreation. A key difference between tourist and visitor is that in the case of former, the length of stay cannot exceed a period of 12 months.

According to Gunn, a tourist must be motivated to undertake travel. Those who do not have the interest, incline or desire would not be counted as tourists.

People who arrive at a destination to

- engage in any business activity,
- undertake education
- or any traveller traversing a country or region, without having any intent to stay there will not be considered as tourists.

Another category is excursionists, who are temporary visitors for a period of less than 24 hours in the country visited (including travellers on the cruises).

ii) Industrial Component:

Tourism industry is fundamentally a synergy between its four sectors

a) Transportation:

Transportation is a crucial element of Tourism Industry. Transportation has made travel possible. It is also noteworthy to mention that advances in transportation have made travel quicker and comfortable.

Transport is divided into

- Air
- Land (Roadways and Railways)
- Water

Tourists require travel at three destination points. Firstly, to and fro the point of origin and destination region. Secondly, to travel in between two destinations (in case of tourists travelling to more than one destination) and lastly, within a destination.

b) Accommodation:

Accommodation sector comprises of establishments providing lodging facilities to the tourists at a particular price. This includes hotels, Bed and breakfast inns, motels, resorts, homestays and the like. The accommodation varies in terms of amenities (Budget hotel or resort), location (city centre or airport hotels) and many more.

c) Ancillary Services

A destination's ancillary services include activities and attractions. Besides this, shopping, F&B services and Wi-Fi facilities are also included. Some of the ancillary services have been explained as below:

- **Tourist Publication (Online and Offline):** Knowledge about destination both before and during the visit is pivotal in tourism phenomenon. The information should give details about the dos and don'ts at the destination, lodging facilities, attractions (both natural and man-made), local community (their language, culture, food, traditions, et al) and many more. This will help in familiarising tourists with the destination beforehand.
- **Public Services and Amenities:** A destination's infrastructure should suffice the requirements of the tourists. It includes well-built roads with accurate signage, sewage facilities, availability of potable water, communication facilities (Phone booths, secured network) medical facilities (hospitals, dispensaries, etc.) and many more.
- **Financial Services:** Tourists require funds to arrange for their travel. Foreign exchange becomes important in case of inbound tourism. Besides this, availability of ATMs and banks at various locations in a destination is very important.
- **Entertainment:** It includes facilities for recreation and enjoyment such as gaming arenas, theatres, casinos, etc.

d) Sales and Distribution:

Tourism product, similar to other products is separated from its customers owing to some geographical constraints. Thus, Sales distribution system was developed to bridge the gap between the two. Tourism sales distribution, similar to its counterparts is carried out through service providers like hotels, airlines, travel agents, tour operators, etc.

iii) Geographical Component:

Geographical component is composed of three elements:

a) Traveller Generating Region:

Traveller Generating Regions (TGR) represents that part of tourism system from where human beings undertake journey to any other area of their choice. It is the generating market for tourism and acts as a push force to stimulate and inspire journey.

It is from here that the traveller searches for information, makes reservations and departs from.

b) Transit Route Region:

Evidently, there is a distance between the TGR and TDR. This region is called as Transit route region. It comprises of lodging facilities (like motels), F&B services (restaurants) etc. It may also include intermediate attractions which may be visited en-route the final destination.

c) Tourist Destination Region:

Tourist destination region is the place which traveller ultimately seeks to visit. It acts as a pull force for the tourists, offering variety of attractions, rejuvenation and leisure opportunities. It is at the Tourist Destination Region that the ultimate impact of tourism is felt. Thus, a systematic approach towards development of tourism is a requisite.

iv) **The Environmental Component:**

The last element/component in the Leiper's model of tourism system is the environment component which is surrounded mainly by three geographical regions. There is interaction between tourism and external environment since tourism is an open system. Tourism system is affected by environment and vice versa. These forces either induce positive or negative influences on the tourism system.

There are various environmental components which affect the tourism system, which are as follows:

- 1) Economic Factors
- 2) Political Factors
- 3) Technological Factors
- 4) Social/Cultural Factors
- 5) Legal Factors
- 6) Environmental Factors

- **Economic Factors**

Economic factors have a huge impact on tourism system as tourism as an activity is directly linked to the economy or the per capita income of the tourist generating area, standard of living and disposable income of the locals. On the other hand, if different tourist destinations across the globe offer/ provide cheap or affordable tourism services or tourism products to the various tourists travelling to such destinations automatically there will be a growth in tourism development and new opportunities will be created for tourism activities. Therefore, the income and expenditure of the tourists will be balanced ensuring tourist flow. Economic factors are also directly related to the general global financial situation. The financial depression that was prevalent in the year 2008 had severely affected the tourism industry as the per capita income decreased all over the world.

- **Political Factors**

Current political situation and political stability has a huge impact on tourism system, an instable situation at a particular destination hampers the tourism growth and development. Political harmony and law and order if executed in a proper way it helps tourism system to function an effective and efficient manner. If government in power comes up with proper planning for tourism and encourage more investment in tourism projects and give tax benefits to the stakeholders, there will be enough growth in the tourism industry. Government policies and relationship with foreign countries of tourist destination region and tourist generating region will growth at a very good speed and will also flourish in times to come. Otherwise tourism growth will be adversely affected.

- **Technological Factors**

Technology is another important factor that affects the tourism system. Technology has been developing swiftly and it has spread its wings in all the sectors especially in tourism. It has changed the travel behaviour of the tourist of the generating region and the organisations of the tourism industry are using technology to market their services and products of the tourist destination region. Internet is

used by the tourists to gather information about the destinations, the transit routes and the attractions to decide on their travel. They make reservations online instead of approaching the travel agents and tour operators -traditional methods of distribution system. The suppliers of the destination region and the transit route region like the airlines, hotels, and tourism attraction operators make direct contact with the tourists generating region and create great challenge to the intermediaries.

- **Social/Cultural Factors**

Social or cultural factors spell significant influences on the tourism system. Based on the attitude of the local people in the tourism destination region the tourists of the generating region will be pulled towards it. The experience of the tourists depends upon the receptive nature of the hosts of the destination. If aversion prevails over the behaviour of the tourists in the minds of the host people, loyal tourists cannot be pulled by the destination region. The tourists will not prefer to visit a destination which is not tourist friendly.

- **Legal Factors**

The legal factors refer to the prevalent law and order in the tourist generating region, transit route region and the tourist destination region. These laws act as a framework to protect the tourists and the organisations of the tourism industry. It leads to the proper development and management of tourism and the components of the tourism system. There are laws pertaining to tourism infrastructure, conservation of natural rich biodiversity and the cultural resources.

- **Environmental Factors**

The environmental factors are related to the rich biodiversity existing in the tourist destination region. The more the pressure given to the environmental chasteness more will be the impact on the biodiversity. The ecosystem of the destination region is affected by the tourists of the generating region and the tourism industrial operators. Negative impacts like pollution, loss of greeneries, congestion, over utilisation creates the imperatives for making tourism sustainable for the future. Therefore, such negative impacts have to be eliminated or reduced by the government creating awareness about sustainability of tourism resources in the minds of the stakeholders otherwise severe loss will be exerted on the tourism system.

Check Your Progress B

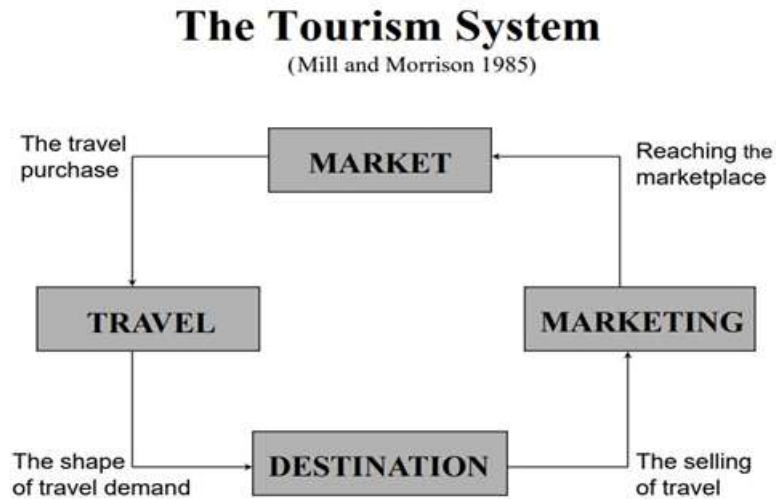
1) Define Traveller Generating Region.

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2) What is human component in Leiper’s model of Tourism system?

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6.3.3 Mill and Morrison’s Consumer Behaviour Model



This Mill and Morrison’s Consumer behaviour model is cyclical in nature. The version suggests that every component of the tourism system reinforces and affects the subsequent. The key elements of the system are the market, travel, the destination and marketing. Market demand, in this model is determined by a number of internal and external influences which affect the travel purchase.

This, in turn, affects the tour element of the tourism system for the reason that demand for a product encourages the improvement of transportation networks to meet this demand. This in turn influences the type, nature and level of tourism infrastructure at a destination. This consequentially influences the marketing method for a vacation spot and the market segments. The way in which a destination markets itself and communicates its product can stimulate the level and type of patron demand, which is prompted by way of a number of internal and outside elements.

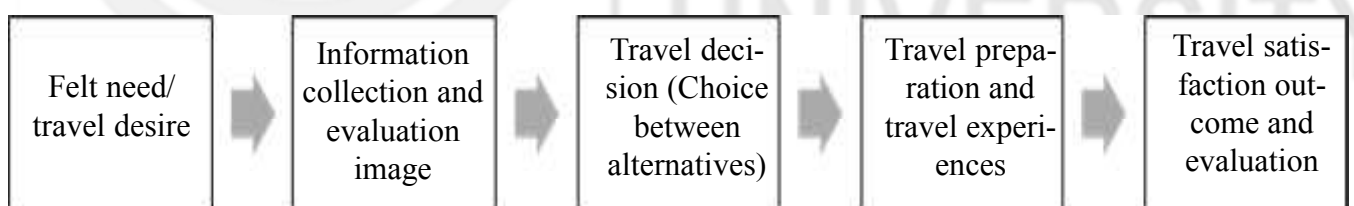
The model can have certain general uses like total demand of the market can be studied by taking into account the external and internal factors. The model can particularly be used by the tourism promotional agencies and travel intermediaries (tour operators and Travel agents) for comparing the numerous levels of purchasing behaviours of tourists. The model can also guide the destination development and promotion agencies to undertake research and development for the tourism industry.

This model can also be adopted by tour operators, travel agents, transport operators, entertainment agencies, lodges and inn businesses, leisure companies, and so on as a framework to evaluate the purchasing behaviour of tourists. Accordingly, they can put into effect marketing strategies to function the product in the marketplace. This model, in short, explains about the levels via which tourism intermediaries can reach in the marketplace place with no trouble. In essence, this approach displays a marketplace-oriented view of the tourism device wherein the figuring out factor is patron behaviour.

6.3.4 Mathieson and Wall Model of Travel-Buying Behaviour

Mathieson and Wall (1982) suggested a five-stage linear model of travel buying behaviour as shown in the diagram.

- a) ***Felt Need/ travel desire:*** A travel desire is felt amongst the tourists, mostly caused by intrinsic factors such as spending time with friends and family, rejuvenation, relaxation, developing a particular skill set (say, hiking, trekking, cycling) and many more. All the aforesaid reasons are assessed in this process.
- b) ***Information collection and evaluation image:*** In this stage, information regarding travel information is collected from various formal and informal sources. The information received is evaluated against each other.
- c) ***Travel decision:*** It involves the decision regarding destination to be visited (amongst array of choices available), accommodation, activities to be undertaken, attractions to be visited, et al. In the decision-making process tourist expectations and the benefits sought relate to a core tourism product.
- d) ***Travel preparation and experience:*** It involves travel booking (including travel documents like visa and passport) and commencement of travel. It fundamentally includes the appropriation of travel decisions undertaken in the former step.
- e) ***Travel satisfaction evaluation:*** After undertaking the desired travel (or vacation) the next step is to evaluate the post trip satisfaction taking into consideration a total tourism product that encompasses the attraction, transport, accommodation, food, hosts, weather and many other elements which form the total tourism experience. This also influences further travel decisions. Although all the stages of decision-making process by tourist are equally important, it is the endmost stage that is crucial to securing recurring visits to the destination.



Check Your Progress C

1) What is Travel decision?

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2) Describe travel information.

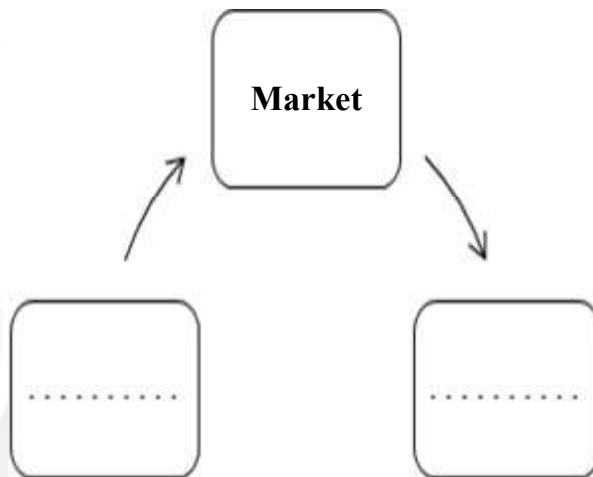
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3) List the documents required in travel booking.

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4) Complete the following diagrams:

a)



b)



6.4 LET US SUM UP

All industries fall under the gamut of a system to keep them as a unified whole and to help them function efficiently. With the world-wide acceptance of the Systems theory propounded by biologist Ludwig von Bertalanffy, many tourism researchers started to explore the horizons of this theory and were anxious to apply this concept to tourism. The systems and models given by Leiper Mill and Morrison and Mathieson and Wall are the most widely acclaimed as of today.

Drawing from the above models, we realise that tourism as a phenomenon involves careful analysis, owing to the ambiguous nature of tourists. In other words, tourists' expectations, behaviours, needs and motivations are different due to various geographical, political and socio-cultural factors. However, if the businesses (mainly service providers) and government put conscientious effort in inspection of the aforesaid variables, it could help curate the right policies and framework for future planning and development.

6.5 KEY WORDS

Demand: Quantity of commodity buyers are willing to purchase at a given price and given point of time.

Industry: Activities engaged in the production of goods and services by utilising available material resources.

Leisure: Use of available time for enjoyment.

Market: The sum total of all the buyers and sellers in the area or region under consideration.

Stakeholders: Any group or individual who can affect or is affected by the achievement of the organisations objectives.

System: A set of things working together as parts of a mechanism or an interconnecting network; a complex whole.

Tourists: A temporary visitor, intending to stay overnight at a destination away from his usual place of residence for purposes such as leisure, business or recreation.

6.6 ANSWER TO CHECK YOUR PROGRESS

Check Your Progress A

- 1) A system consists of several parts that are interconnected and interrelated.
- 2) General system theory is a set of elements that experience interrelationship among themselves and with their external environments. This theory was given by Ludwig von Bertalanffy.
- 3) There are five components of tourism system and these are as follows
Attraction, Accessibility, Accommodation, Amenities and Activities.

Check Your Progress B

- 1) The part of tourism system from where human beings undertake journey to any other area of their choice is known as Traveller Generating Region.
- 2) Human component in Leiper's model of Tourism system comprises of tourists.

Check Your Progress C

- 1) It is the decision regarding visiting a place.
- 2) The information, which is required to complete a tour is known as travel information like transportation, climate, hotels, activities, facilities etc.

- 3) The documents required in travel booking are passport and Visa.
- 4) Complete the following diagrams:
 - a) Marketing, Travel
 - b) Information collection and evaluation image, Travel decision, Travel preparation and experience

6.7 TERMINAL QUESTIONS

- 1) Explain the meaning of tourism system with suitable examples.
- 2) Mention the major elements of tourism system.
- 3) Highlight the major points of Leiper's Tourism System Model.
- 4) Explain the concept of five-stage linear model of travel buying behaviour.

