

## EMERGING ISSUES IN TOURISM SYSTEM IN RELATION TO THE PEOPLE AND THEIR ENVIRONMENT

*Dr. Shaikh Aftab Anwar,*

Poona College of Arts,  
Science and Commerce,  
Camp, Pune, (MS) India.

### ABSTRACT

*Globalisation has brought the world closer and the impact has been largely observed in the industry of tourism wherein people have been able to travel free across the global barriers. This has also reflected on the part which has been overlooked in the past due to unavailability of faster communication channels like the various issues faced by the tourism industry. Ethics and cultural differences have been on the agenda of many especially for tourist which have to behave as per the policies of the governments of the visiting countries. These has given a rise to many processes and procedures to followed and practiced by the tourist when on a travel mode in countries which have been depicted to be more stringent and religiously biased.*

**Keywords:** *Ethics, Issues, Tourism Industry.*

### Introduction:

Tourism may be defined as ‘a significant social phenomena, involves a temporary break with normal routine to engage with experiences that contrast with everyday life. ‘In other words we can say that tourism is concerned with pleasure, holidays, travel and going or arriving somewhere. These are the motivations that make people leave their normal place of work and residence for short-term temporary visits to other places.

Tourism is directed at places chosen for the anticipation of intense pleasure because such places are different to what we normally encounter. The tourist’s gaze is directed towards a landscape, a town or an event by pointing out those features that separate it from everyday life. Besides, tourism has also become a status symbol in modern society and thought to be necessary to one’s health. Today in developed countries, people devote 40% of their time to travel and tourism.

### Objective of the paper:

1. To study the Emerging issues in Tourism System
2. To study the tourism system in relation to the people and their environment.

### Contribution of Greeks for the development of Tourism:

New dimensions of tourism were developed by the Greeks who had extended the known world east of Africa. Their maritime expertise has contributed a lot in, the development of tourism. Their contribution in tourism was as follows –

- (i) They established the system of currency exchange as the currency of some city-states that was accepted outside the Greek states.
- (ii) The Greek language became the common language in the Mediterranean.
- (iii) They hosted festivals to attract travellers from all over the world. One important festival was the Olympic Games held to display creative athletic skills in honour of God Zeus.
- (iv) The Greek theatre was renowned and people came from far and near to see Greek tragedies and comedies.
- (v) Scholars came to Greek to debate with its philosophers and to exchange medical skills with physicians and men of science.
- (vi) The city-states became attractions for visitors. Athens was a renowned destination then as now. It had hospital facilities that provide food, accommodation and entertainment like floor shows, dancing girls and gambling.

- (vii) They also introduced the custom of hiring a native guide who advised tourists where to go and how to travel safely.

#### Different benefits of tourism in today's context:

- (i) **Rest and Recuperation** - Taking a rest from everyday life and relieve the stress of societies, tourism as diversion or compensation to holiday destinations is what may be called holiday or vacation travel, which is focused on resorts and beach holidays, both domestic and international.
- (ii) **Escape** - Tourism provides an opportunity to escape from everyday reality and to enter into an imaginary world of freedom.
- (iii) **Communication** - Tourism, provides an opportunity to spend quality time with family and friends. It also gives an opportunity to make new friends and acquaintances.
- (iv) **Culture and Education** - Such tourism is based on sightseeing tours to experience and see other countries of the world, though not necessarily in depth.
- (v) **Freedom** - Tourism frees a person from home and work and is directed towards facilities and comforts rather than experience.
- (vi) **Health** - Tourism provides the opportunity to travel for health. One can go to a health resort and enjoy saunas, cures for chronic ailment, work-outs or yoga.
- (vii) **Special Interest Tours** - These tours are organised as per the special interests of the tourists ranging from medical, historical, archaeological and other interests to golf or fishing.
- (viii) **Adventure and Wildlife** - Far away from modern civilisation, one can have adventure and enjoyment of life with camping, hiking, trekking or wildlife.
- (ix) **Convention Tourism** - This is one of the most modern concept of tourism It provides the opportunity to mix leisure with work, holding convention or meetings at tourist destinations.

#### Different types of tourists:

1. The ridiculous tourist who is dressed in funny clothes and views everything through the lens of a camera.
2. The native tourist who is inexperienced in travel, always asks unnecessary questions and has no language skills.
3. The organised tourist who feels at home with a guide and a group of fellow tourists.
4. The ugly tourist who behaves as if he owns the world.
5. The uncultured tourist who spends his time lazing and eating.

6. The rich tourist who can afford anything, likes to show prosperity and enjoys being waited upon.
7. The exploiting tourist who spends a holiday at the cost of people and takes advantage of their culture, hospitality and poverty.
8. The polluting tourist who demands that for his comfort everything can be flattened or destroyed.
9. The alternative tourist who explores the few untouched corners of the world thus opening the way to mass tourism.

#### Understanding Tourism: Various purposes:

Like any other human or economic activity, tourism has some definite purposes. Some important purposes of tourism are as follows –

##### (i) Sun, Sea, Sand and Sex:

In American parlance, it is known as the 4 'S' formula. Sea bathing with access to a beach and good weather is an expectation of tourists who want to escape from temperate to tropical climates. The current health faddism and new fashion concepts also dictate the use for activity with Sun, Sea and Sand. To add more enjoyment this formula has been expanded to 4th S *i.e.* Sex.

##### (ii) Leisure, Touring, Sight-seeing and Culture:

There are some tourists, who just like to wander. They are not content to remain in one place- They love to know about different countries, people, cultures and places. The motivation is both self-education and self-esteem. The camera is an essential ingredient of such kind of tourists. The destinations by such tourists are more varied and wide-spread than the 4S' s.

##### (iii) Visiting Friends and Relations:

This form is a strong motivation for domestic tourism in India. This kind of tourism takes place in everybody's and everyday life. For instance, a person can go to Agra to visit one of his relative and he may get the opportunity to see the Taj. This segment of tourism is of great importance to the transport sector but not to hoteliers since most of the tourists stay and eat at their host's place. In India we see an interesting combination of VFR and LTC to subsidise the cost of transport and accommodation so that there will be enough money to spend on sight-seeing, leisure, recreation and shopping.

##### (iv) Business and Incentive Travel:

Business travellers needs often overlap with those of the holiday-maker. Generally, business trips are not directed towards tourist centres: Their demand is directed to centres of trade and commerce. They may demand special services like communication and secretarial facilities, meeting and conventional facilities, car rental etc. The needs for communication and specialisation have led to annual meetings of association and professional bodies not only to meet

and discuss new ideas and strategies but also to exhibit new products and new trends.

Fairs and exhibitions are a reflection of the health of an economy, so a special area of interest to tourist destinations is conferences, fairs and exhibitions. It also gives an opportunity to the participants to sample some of the local tourism offers. Incentive tourism is also gaining importance in this segment.

### Concept of 'Special Interest':

In today's world, people of different class, culture, education and interest have dissolved them into a contemporary culture. All these people have maintained special interest in their daily routine. This concept of special interest also works in tourism which deviates from Mass Tourism because it does not consider people within a particular destination to be similar to each other. With shared tastes and characteristics, special interests in the end are to be determined by the providers of services. However, the increasing and changing power of different social classes also determine the importance of these areas of cultural production for special interest tourism.

Studies have shown that such tourists enjoy good work and market conditions as well as educational credentials. They are primarily in the age group of 30-40 years and they share many of the preferences of intellectuals, like an interest in the most legitimate aspects of culture. Special interest of tourists need not be in the middle salaried category alone. Their morality seeks pleasure as an ethic and as a taste for novelty.

Special interest tourists look for travel rather than tourism. They stress on individual choice, avoid ready-made tour packages and they need to be educated. They function as per '*Tourism Bill of Rights*', which respects nature, the rights of the host population and their customs and culture.

### Alternative Tourism considered as the most positive motivation for tourism:

Alternative tourism is that kind of tourism, where tourists like to do things differently. Alternative tourists want to be more with living cultures rather than with other tourists. Instead of using special tourist accommodation and facilities, they prefer to use or share the services of local population. In this way they get the opportunities to experience some aspects of their lives.

Tourists prefer alternatives because they are concerned with the negative impact, which mass tourism can have on a destination. Tour operators can specialise in such forms by focusing people and their culture rather than providing created comforts. Such trips may be of an extended duration, may cost less than providing created comforts and the traditional two week vacation but they may be also high priced.

Travel is with 'local friends' and the purpose is to come to one's own understanding of political, social and religious traditions. India is a popular alternative destination. It is a "subtle mix of ancient and modern, ritual and urban, filled with local colour and vitality

### Phenomenon of Tourism Balances:

The phenomenon of tourism balances between the expectations of the tourist and the resident population depends on

- The interaction between the support system of the resident and the tourist, and
- The perceptions of both groups regarding their right to have access to tourist-oriented products as well as resident-oriented products.

This means that the Tourism System must estimate the carrying capacity so that slogans to promote destinations will not have to exclaim "Get there before it disappears".

The system therefore has to be "managed" so that everybody's expectations are capable of being realised. How the system is managed will indicate the nature of the impacts of tourism on the industry, the host population and the tourist. The broader goals will be the economic, social and cultural changes that the managers of the tourism have envisaged along with the expectations of the resident of the area where tourism is actually located.

Work is understood to be a necessity for survival just as recreation and leisure are necessary for coping with routine life. Yet, time is finite and often institutionally determined by the process of satisfying both private and public needs. The location of tourism within these complex relationships is both a matter of social development and custom, which are then reflected in the working of the system.

### Tourist Arrivals over the Globe:

According to the latest UNWTO World Tourism Barometer, the number of international tourists (overnight visitors) reached 1,138 million in 2014, 51 million more than in 2013. With an increase of 4.7%, this is the fifth consecutive year of above average growth since the 2009 economic crisis.

"Over the past years, tourism has proven to be a surprisingly strong and resilient economic activity and a fundamental contributor to the economic recovery by generating billions of dollars in exports and creating millions of jobs. This has been true for destinations all around the world, but particularly for Europe, as the region struggles to consolidate its way out of one of the worst economic periods in its history," said UNWTO Secretary-General, Taleb Rifai, opening the Spain Global Tourism Forum in Madrid.

By region, the Americas (+7%) and Asia and the Pacific (+5%) registered the strongest growth, while

Europe (+4%), the Middle East (+4%) and Africa (+2%) grew at a slightly more modest pace. By sub-region, North America (+8%) saw the best results, followed by North-East Asia, South Asia, Southern and Mediterranean Europe, Northern Europe and the Caribbean, all increasing by 7%.

As in recent years, the growth in international tourism receipts in 2014 is expected to have followed that of arrivals fairly close (the 2014 results for international tourism receipts will be released in April 2015). In 2013, international tourism receipts reached US\$ 1,197 billion, US\$ 230 billion more than in the pre-crisis year of 2008. (<http://media.unwto.org/press-release/2015-01-27/over-11-billion-tourists-travelled-abroad-2014>)

Issues that emerge within a Tourism system in relation to the people and their environment

The following issues emerge within a Tourism system in relation to the people and their environment-

- (i) Finite Resources both time and money determine opportunity and are generally not unlimited.
- (ii) Action - The potential for discretion in the issue of time and money exists and yet obligations act as constraints.
- (iii) Facilitation is an aid to discretionary action, but within the possibilities offered by travel/journey components and support services.
- (iv) Results both pleasure and utility are desired in all life-world situations including tourism.
- (v) Beneficiaries both host and guest since the process of tourism demands the participation both groups for its success even in the most controlled and contrived touristic sites and event.

#### **World tourism industry and the environment:**

The impact of the World tourism industry on our environment cannot be overlooked. While global tourism industry is expanding manifold, every effort is being made to protect the heritage of historically significant places. With every passing year, world tourism industry is experiencing new changes to adapt to the needs of time. Increase in the world tourism activities mean more consumption of energy and the natural resources. Alternative sources of energy are being worked out. Global warming, rise in sea levels pose to be a great threat to all the nations worldwide. Concepts of Eco tourism is fast catching up with the common people. (<http://www.economywatch.com/world-industries/tourism/world.html>)

#### **Conclusion:**

The Tourism industry is a service oriented industry which can attain higher productivity and efficiency

through self-management by workers and employees. It has emerged as an important component of the world economy being a major economic activity for both the developed and developing countries. It is generally developed to generate employment and income and through them social betterment. The dynamic growth of tourism industry is likely to create more pressure on planning and development of tourism centres and tourist infrastructure facilities which has not only to deal with the increased volume of tourists but also the socio economic changes brought about by it. It is necessary to develop tourism in an integrated manner that sustains the resources and conserve natural and cultural heritage.

#### **References:**

- [1] Basil Hansl, V. (2008). India's Tourism Industry – Progress and Emerging Issues. Paper Presented at Contemporary Issues in Tourism Industry: State Level Seminar on World Tourism Day 27<sup>th</sup> September at Srinivas College of Hotel Management, Pandeshwar, Mangalore, Karnataka
- [2] Harikumar, V. (2011). Tourism Trends and Strategies. New Delhi: Sonali Publications.
- [3] Manjula Chaudhry (2006). Eco Certification in Indian Tourism Industry. Tourism Development Journal, 2006, 4, 1.
- [4] Sarngadharan, M. (2008). Tourism: Career Opportunities and Courses. Tourism impact of Globalization. New Delhi: Authors Press.
- [5] Mishra Anil, Jharkhariya Priyanka, India Tourism Industry - Progress and Emerging Issues, International Journal of Management Prudence, Volume 5 Issue 1, Published: 2013
- [6] Silpa, & Rajithakumar (2005). Human Resource Development in Tourism industry: Thrust Areas.
- [7] Biju, M.R (Ed.), Tourism, (150-171). New Delhi: New century Publications.
- [8] Gupta, D. R. K. (2007). Concepts, Definitions and Measures used in Travel and Tourism. In Tourism and Travel: Impact Assessment and Measurement, New Delhi.
- [9] Du Cros, Hilary (2009), Emerging Issues for Cultural Tourism in Macau, in: Journal of Current Chinese Affairs, 38, 1, 73-99.
- [10] <http://media.unwto.org/press-release/2015-01-27/over-11-billion-tourists-travelled-abroad-2014>
- [11] <http://www.economywatch.com/world-industries/tourism/world.html>
- [12] <http://incredibleindia.org/>
- [13] <http://nationalgeographic.org/>
- [14] <http://worldtourism.org/>
- [15] <http://wttc.org/>

\*\*\*\*\*