

CONCEPT AND MEANING OF TOURISM IN THE PRESENT SCENARIO

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There cannot be any single clear comprehensive definition of the word “Tourism”. The tourism as it has been in evolutionary process from time to time and has undergone a drastic change. In this context, **O Dris II and Ernest** has rightly remarked, “The concept of pleasure and travel has been revolutionized over twenty five years. The former concept of ‘travel’ which concerned with ‘leisured and comfort of travellers who were content to enjoy sceneries, work of art and general atmosphere of being abroad’ has been replaced by some quite differences.”¹

This is the age of Science and Technology, which has removed the distances of time and places. It has brought revolutionary changes in the means of travel and transport, recreation and communication. Thus the new developments in travel and transport system, improvement in social, economic and political conditions and man’s attitude towards living have brought travel within the reach of many people. The age-old categories of tour and transit have taken new dimensions of the meaning of tourism. As a concept it can be pointed out that tourism is an amalgamation of several phenomena and their interrelationship.

Tourism as on its own is not a single distinct coinage. It rises from the movement of people from one place to another and their stay at different destinations outside the normal place of residence and work. Places are visited not only for earning or for some employment or on some official duties but also for entertainment and recreation. Moreover the movement of tourist is temporary - measured on short duration may be a few days, weeks or even month.

Hunziker and Krapt defines tourism most appropriately and adequately. This definition is duly accepted and adopted by “International Association of Scientific Experts on Tourism” (**IASET**). The definition is as follows: “Tourism is the sum of phenomenon and

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relationships arising 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”². ‘In simple words it can be said that tourism is a pleasure activity in which the tourist spends the money earned in his normal place of work or at home and the same money is spent at the places visited by him. As per US study made on tourism and travel it has been found out that seventy five percent (75%) of International Tourism and fifty percent of Domestic Travellers account for pleasures and not for profit. The World Tourism Organisation estimated that in 1976, there were nearly 220 million tourist arrivals throughout the world. All these activities may be described as tourism. A clear concept and a more precise and scientific definition of tourism is necessary for various purposes. It is necessary to describe and define clearly the Legislative and Administrative purposes since legislation may apply to certain activities alone and not to others.

B) One of the earliest definitions of tourism was given by an Austrian Economist, **Herman V. Schullard**, in 1910 who define tourism as “---- sum of total of operators, mainly of an economic nature, which is directly related to the entry, stay and movement of foreigners inside and outside of a country, city or region”³. The concept of tourism found its expression in the more technical definition of the Swiss **Prof. Hunziker and Krapf** in 1942. They stated, “Tourism is the totality of relationships and phenomena arising from the travel and stay of the strangers, providing the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity.”⁴ International Association of Scientific Experts on Tourism (**IASET**) subsequently adopted this definition.

C) Tourism has been defined in three different ways.

I) TECHNICAL II) CONCEPTUAL III) ECONOMIC

I) TECHNICAL: - Technical definitions are aimed at compiling international tourist statistics. The most widely used technical definition is one recommended by IUOTO in 1968 and which was originally arrived at the United Nations Sponsored Conference (UNSC) on travel and tourism in Rome, 1963. In their recommendation, the term tourist is subsumed under the broader category of visitors. Visitors are described as person visiting a country other than that in which he has his usual place of residence, for any reasons other than following an occupation remunerated from within the country visited. This definition covers:

i) Tourists are those temporary visitors staying at least 24 hours in the country visited and the purpose of those journeys can be classified under one of the following heads:-

a) Leisure (Recreations holiday, Health, Study, Religion and Sport)

b) Excursionists who are temporary visitors staying more than 24 hours in the country (state) visited, including travellers on cruise ships.

II) CONCEPTUAL: - Conceptual definitions attempt to elucidate the essential nature of tourism. A few representative conceptual definitions are discussed below: -

1. According to **L. J. Lickorish**, "Tourism embraces all movement of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holidays, but it will also include, for example, attendances at conferences and movement on sporadic or inter-frequent business purposes."⁵

2. In the words of **A. J. Burkart and S. Medlik** provides the following conceptual definition: "Tourism denotes the temporary and short-term movement of people to destinations outside the places where they normally live and work and their activities at those destinations."⁶ Beside the conceptual definition discussed above, a few viewpoints are highly illustrative from geographical perspective.

3. A concise summarization of the definition and scope of tourism is found in a recent work by **Mathieson and Wall**. They stated, "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"⁷. The study of tourism is the study of the people away from their usual habitat, of the establishment, which respond to the requirement of the travellers and of the impacts that they have on the economic, physical and social well-being of their hosts. It involves the motivations and experience of the tourists. The expectations of the adjustment made by residents of reception areas and the role-played by the numerous agencies and institutions that intercede between them. Development of destination areas including development of condominiums, parks and shops travelling agencies and tour operation, travel modes; air, road, railway, business catering to vacationers like photography, garden-stations, hospitality-field, hotels, restaurants and other economic activities. Some of segments of tourist business are obvious although the economic importance of the segments depends upon particular destination. There is also considerable permeability, i.e. spilling over into business not ordinarily identified as tourism.

4. The great scholar **J. Jafari** states that “in modern age tourism has a clear boundary that introduces the concept of ‘Tourism Market Buckets’ itself”⁸. The market products may be divided into accommodation, food service, transportation, recreation and entertainment.

Tourism as we know is a phenomenon of the modern times. From a simple travel of yesterday, this phenomenon today has become a very complex activity encompassing a wide range of relationships. Simply defined, tourism can be considered movement of people away from their normal place of residence.

III) ECONOMIC: - Technical and conceptual definitions apart, tourism can be defined from a strictly economic standpoint as a business or an industry. By far, the most comprehensive understanding of tourism as a business activity is found in **Donald E. Lundberg’s “The Tourist Business”**, which considers tourism as an “**Umbrella Concept**”⁹. He presents a series of economically related businesses beginning from advertising and promotion for holidays, but it will also include, for example attendance at conference and movement on sporadic or infrequent business purposes.

All the above definitions bring out the following distinct elements of tourism:

- i) Involvement of travel by non-residents.
- ii) Stay of nature in the area being visited temporary.
- iii) Stay not connected with any remunerated activity-involving earning.

Therefore, Tourism is a composite phenomenon, which embraces the incidence of a mobile population of travellers who are strangers to the places they visited. It is essentially a pleasure and recreational activity in which money earned in one’s normal domicile is spent in the place visited. The quantitative aspects of tourism for marketing decision have assumed increasing importance in recent years. This had led to various attempts by experts in the field to arrive at an internationally accepted definition of the term ‘tourist’ as the basic unit of measurement for tourism statistics.

The government is very much keen in holding economic tourist centres throughout the country and one can see these tourist centres in every village of the country. These centres are great entertainment centres. Government gets taxes from these tourist centres. These are sources of entertainment as well as income for the Government. From these local centres people also bring their hand made items, which are linked with Indian as well as foreign tourism. The tourism is a large-scale industry as well as great commercial activity.

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