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# T.S.-2

## TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES

*By: A Panel of Educationists*

*Question Bank cum Chapterwise Reference Book  
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# QUESTION PAPER

(June - 2019)

(Solved)

## TOURISM DEVELOPMENT : PRODUCTS, OPERATIONS AND CASE STUDIES

Time: 3 Hours ]

[ Maximum Marks: 100

Note: (i) Attempt any five questions. (ii) All questions carry equal marks.

**Q. 1. Enumerate citing relevant examples how destinations can use the different types of tourism to encourage healthy guest-host relationship.**

**Ans.** A destination can use the type of tourism to control the number of tourists for encouraging a healthy guest-host relationship. For example Bhutan does not allow more than 1,000 tourists per year, because the Bhutanese feel that a large number of tourists will be a physical and social burden.

The incipient mass tourist is a regular visitor who seeks the western environment in accommodation, food and transport. Usually travelling alone or in small groups, or guided tours and because tourism costs money, such tourists expect western amenities regardless – of local resources or experience.

The host-guest relationship will therefore depend on how great the benefit from tourism is to the local people. For example, there is active resistance to international tourism in Goa because although Goa earns 60% of the Foreign Exchange for India, this money is not retained in the state and does not benefit the local people. Moreover, where economic disparities exist between tourists and local people, local resistance to tourism is based on hostility to certain touristic practices like bride buying in Hyderabad etc. Where a monopoly of tourism exists, the economic impact of seasonality is often severe and leads to seasonal unemployment. Tourism is often described as a “Feast or Famine” industry. It is sensitive to external factors like economic recession, inflation, political and diplomatic relations as well as cultural values. The tourist wants a bargain but the local residents want to maximize profits.

The incipient mass tourist is a regular visitor who seeks the western environment in accommodation, food and transport. Usually travelling alone or in

small groups, or guided tours and because tourism costs money, such tourists expect western amenities regardless – of local resources or experience.

Tourism is then developed over the heads of local people and often at the cost of traditional economic activity like agriculture, fishing, toddy tapping, etc. In many cases tourism develops neo-colonial aspects, where profits from tourism flow out of the country because of foreign control. In some cases privatisation has helped to retain local control, but in India the private and the state sectors are increasingly coming under foreign control. Apart from the cultural implications of large scale tourism, neo-colonial control brings in objectives that are outward looking, denying opportunities to local experts and local priorities.

For the guest-host relationship this spells trouble and tension since the native population, at both intellectual and popular levels, is not carried along. Acts of terrorism and provocation against tourists, or a physical threat to their security can result from such patterns of tourism development. Secondly, the arts and crafts or the souvenir trade, while it enlarges the market for such produce, either does not benefit the producer or it “Trinketises” or trivialises native art by making it into a “Take away”. The producer is also de-linked from the traditional users of his artisanship, and is replaced by mass produced goods. The impact of tourism is very seasonal on the handicraft persons and if tourism is interrupted for any reason, they are completely ruined as can be seen in Kashmir.

Similarly an explorer type of tourist is very limited. Such tourists are well-educated and more keen to participative tourism, accommodating local norms, food, life-style. Yet they bolster such

participation with packaged goods from home. A consequence of this attitude is the garbage we impact tourists leave behind them, which then impinge on local norms.

Here, we must remember that the guest-host relationship is not just to be looked upon from the point of view of international tourists and hosts only. The various types and situations are equally applicable in the case of domestic tourists. Showing off, throwing your weight around, eve-teasing disrespect for culture and customs are some areas that create hostile, situations at destinations. The offenders may be a few but the bad image which they leave behind is attributed to the region they hail from.

**Q. 2. Take any place of your choice and explain various factors you will consider while planning a tour of that particular place for a group of tourists.**

**Ans.** We have taken the city of Delhi for applying most of the factors, we will consider while planning a city tour. Collecting information about your locality or town is the first step in our scheme to tap its tourist potential. Books are obviously the foremost source for getting information about our locality. There are available guide books describing the history, culture and economic resources of the locality.

**Variety Offered**

Planning varies with the company and with the nature of the tour. Large tour operators have many of their itineraries set from year to year. But, even with the traditionally popular tours, someone has to establish the initial programme, and someone has to keep the diversion fresh and exciting.

For example, the following type of tours are generally available:

- Delhi State Tourism Development Corporation conducts sightseeing tours in ordinary or luxury coaches which take one full/half a day.
- India Tourism Development Corporation includes major sites in Delhi in its package tour.
- Low-cost tours conducted by different travel agencies which may or may not have the services of a tourism professional.
- Tours operated by hotels where tourists stay. Such tours are often liasoned with low cost tours.

- Tours offered by taxi-drivers; mostly to domestic or sometimes an adventurous tourist. It is advised that such drivers acquire some knowledge of the area to be able to do justice to their work.

**Also Ref:** See Chapter-5, Page No. 11, Q. No. 3 and Page No. 12, Q. No. 7.

**Q. 3. Discuss the prospects and problems of Wildlife Tourism activities at National Parks and Wildlife Sanctuaries.**

**Ans.** The wildlife preserves and National Parks are a resource which tourism utilizes without consuming it. Truly an area set aside for wild animals brings in rich economic benefits. But a substantial work in this direction needs to be done to make wildlife tourism an economically viable prospect. We would like to suggest that the carrying capacity of our preserves cannot be judged from the number of jeeps or cars that enter the areas. In fact it can be increased several folds by carefully working on the following suggestions:

- Increase entry point for a good dispersal of Tourists.
- Putting up of hides and watchtowers at Water Holes or other important places. This helps to keep substantial number of visitors off the road and also keep them very constructively occupied.
- **Walking:** This again will use only about five sq. km. about the maximum but will again keep many people off the road.
- **Boats:** Where Boats are possible, this will again help in additional activity and help in diversifying the activity.
- **Elephants:** This will cover a small area a maximum of 5 sq. km of area but will make the visitor satisfied. At the same time keeping the noise and pollution by vehicles away.
- Excursions to nearby Archaeological site such as Forts, Geological Sites, Landscapes or culturally important places.
- Excursions to nearby site such as lakes for water birds or fields for deer and antelope or any other subject of such importance.

There is an opinion that the most numbers of animals are found in tourist zones and also most breeding takes place in tourist areas. This is because the animals find security in the area from poachers.

# **Sample Preview of The Chapter**

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**TOURISM DEVELOPMENT : PRODUCTS,  
OPERATIONS AND CASE STUDIES**

**BLOCK - 1**

**UNDERSTANDING TOURISTS AND HOSTS**

**PROFILING FOREIGN TOURISTS**

**1**

**Q. 1. What do you understand by Profiling of Tourists ?**

**Ans.** In layman's language profiling of tourists means gather complete information about the tourist for example information related to his country, culture, language, food habits preferences its in order to better understand the person or make his/her stay more comfortable, it is particularly essential for the foreigner tourists.

The sustained growth of tourism industry involves product development according to market needs. And the basic requirement in this regard is to understand the distinctive features of consumers and their preferences. Thus it is important in the context of tourism to establish effective communication with potential visitors for attracting them to the destination and this can be achieved if specific segments of the tourists are identified, their preferences and needs, effective communication means to reach them and to know the geographical areas of their concentration.

*"Therefore the statistical analysis of these factors in relation to any destination is known as profiling of tourists."* The tourist profile also facilitates improvements in

- Planning and deciding on development priorities.
- Marketing strategies of tourism products, and
- Services
- It is also helpful for understanding guest-host relationships and tourism impacts.

The specific characteristics usually analysed in profiling of tourists include the following—

- Their place of residence,
- Age and sex,
- Educational status and occupation,
- Economic activity status,
- Purpose and frequency of visit, and
- Factors influencing the choice of destination.

**Q. 2. In what ways is the profiling of International tourists useful for a destination ?**

**Ans.** Regular visitor surveys are always necessary to obtain tourist profiles. Periodical surveys are also conducted keeping in view the following objectives :

- (i) To assess socio-economic and demographic particulars of international tourists.
- (ii) To identify the factors influencing their choice of India as a place to visit.

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- (iii) To estimate the expenditure pattern of International tourists on various items like accommodation, food and drinks, entertainment, shopping and internal travel.
- (iv) To identify the places visited by them and duration of stay and accommodation used at each place.
- (v) To assess the levels of satisfaction of tourists in respect of various factors associated with tourism.
- (vi) To work-out a weighting diagram for construction of a consumers price index for international tourist.
- (vii) To assess the demographic particulars of the transit tourists and identify the reasons for their not visiting India.

**Q. 3. What is meant by economic activity status of a person ?**

**Ans.** The economic activity status of a person refers to his availability for productive work. A person is said to be economically active if he is available for productive work. All others are considered as non-economically active persons. A person is normally classified into one of the following economic activity status category–

**(1) Economically Active**

- Employed
- Unemployed

**(2) Non-economical**

- Home-makers
- Students
- Income recipients and others.

The occupation of an economically active person refers to the kind of work which he is engaged, which is generally decided on the basis of his status on the date of survey. The following groups of occupations are identified in visitor surveys–

- (1) Professionals, technicians and associated professionals.
- (2) Legislators, senior officials, managers and clerks.
- (3) Service workers and shop and market sales workers.
- (4) Skilled agricultural and fishery workers.
- (5) Crafts and related trade workers.
- (6) Plant and machine operators and assemblers.
- (7) Elementary occupations and armed forces.

**Q. 4. What classification of the purpose of visit are used in surveys ?**

**Ans.** A person may visit a place with several reasons. But each person visits a place with a certain reason or purpose which is known as the main aim of the visit.

The purpose of visit is first classified into following major groups and then the specific activity within that group is often ascertained during visitor surveys :

- (1) Leisure, recreation and holidays.
- (2) Visiting friends and relatives
- (3) Business and professional trips.
- (4) Religionl pilgrimage,
- (5) Health treatment and miscellaneous.

The intrinsic appeal of a place is often measured in terms of percentage of repeat visitors classified according to number of repetitions. The average number of visits per visitor calculated from the data constitute the frequency of visitors.

The choice of a destination for holiday and recreation is invariably influenced by a variety of factors including the perceptions of security, tourist appeal and costs about alternate destination choices. The identification of these factors in relation to each category of tourists is necessary to plan effective promotional strategies.

**Q. 5. Mention the major findings of 1988-89 survey.**

**Ans.** The survey was conducted in 1988-89 at the behest of the Department of Tourism, Govt. of India and it was based on split sampling design. The major findings of survey are as follows :

- (1) The pattern of arrivals indicated that 44.99 per cent tourists come from Western Europe, 18.01 percent originated from Asian countries, 9.0 per cent from USA and so on.

- (2) Occupation-wise about 42 per cent international tourists comprised of scientists, doctors, executives and students.
- (3) Rigorous efforts should be made to capture more tourist traffic from the PATA region.
- (4) About 59.61 per cent travel economy class in air travel. First class travel is namely by business people.
- (5) About 59.47 per cent tourist decision to visit India was because of friends and relatives advice; 17.40 by general information.
- (6) 58 per cent of tourists visited for pleasures and 22 per cent for business. The rest percentage being shared among visiting friends and relations studies, conferences and pilgrimage etc.
- (7) Beach tourism is popular with 31.12 percent giving their preference for that and 8.12 for hill resorts. But culture and history remain strong attractions.
- (8) The average stay for package tourists is 17.38 days and for non-package 31.11 days.
- (9) At all nationally average nearly 27 per cent spent more than Rs. 1000/- per day, 15 per cent between Rs. 100-240 and 12 per cent between 250-400 etc. The highest spenders are from Australia, Germany and Japan.
- (10) About one third-were not satisfied with cleanliness but are fascinated with the variety of foods available.
- (11) About one-third said India lacks entertainment facilities and evenings are invariably dull. The majority of them were in favour of organising cultural programmes.
- (12) Among pleasure tourists shopping is on the top of the list etc.

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## PROFILING DOMESTIC TOURISTS

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**Q. 1. Briefly explain the trends that emerged in the survey conducted by Govt. of Himachal Pradesh in 1990.**

**Ans.** For the profile of domestic tourists the most successful survey was conducted by Economic and Statistics Department, Government of Himachal Pradesh in 1990. The following trends had emerged in the survey–

- (1) Domestic tourist moments are maximum during summer vacation followed by winter vacation and from certain regions festive holidays. For example, Kali Puja holidays in West Bengal during October, witness a lot of moment.
- (2) The Leave Travel Concession (LTC) to Government employees is a big incentive in promoting Domestic Tourism.
- (3) Incentive holiday facilities are confined to a very limited section of the private sector employees.
- (4) The bulk of the rural and small town population is not involved in leisure tourism. There are various factors behind it. However, a substantial section among them does travel for pilgrimage.
- (5) The amount of travel among the rich and upper middle classes is much more. Taking a holiday to far off places is fast becoming a fashion.
- (6) The middle and lower middle classes depend largely on L.T.C. Going for honeymoon has picked up and resort are being marketed for this. For example, a publicity poster of Himachal Pradesh Tourism Development Corporation reads–  
*“Marriages are made in heaven, Honeymoon in Himachal.”*
- (7) The five day week concept in Central Government offices and in certain private sector companies has encouraged week-end travel to nearby resorts, picnic spots or tourist sites.
- (8) Trekking, rock climbing and camping trips are being encouraged in educational institutions.
- (9) Transport connections have improved. For example, Railways have introduced week and packages and Haryana is an excellent example of highway services.
- (10) Leisure is being added to business.
- (11) The number of pilgrims is on the increase.

**Q. 2. Give the brief description of the Pilot Survey of 1980-81.**

**Ans.** A pilot study that was conducted by State Tourism Departments during 1981-82 provides some indications on Domestic Tourism at an All India level. The indications of the Pilot study are as follows–

**(1) Age and Sex :** According to the survey the largest percentage of domestic tourists were in the age group 30-35 followed by the age group 13-29. And among tourists-male tourists constituted 67.2% and female tourists numbered on 32.8%.

**(2) Purpose of Visit :** The main purpose of visit of about 56.8% of domestic tourists was ‘leisure’ while that of 21.3% was business and 13.5% people had come at Pilgrimage. Other tourists had come either for improvement of health or about 2.6% persons had visited from surrounded areas to obtain education.

**(3) Occupation :** The classification used for the survey did not relate to the exact occupational groups but related to the occupational status. Thus the survey revealed that about 42.4% of the domestic tourists were businessmen while 36.3% belonged to service class, 9.3% persons were professional and 4% visitors were students. It shows that businessmen and service class people are good tourists.

**(4) Tourist Generating Regions :** According to the study the major tourist generating regions in the country were the industrially developed states and metropolitan cities like Delhi, Mumbai, Kolkata and states like Gujarat, Maharashtra, West Bengal and Uttar Pradesh. The four metropolitan cities of Mumbai, Kolkata, Delhi and Chennai generated about 25% of the tourists.

