

# Ecotourism

JAGBIR SINGH



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# **Ecotourism**

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**Jagbir Singh**

*Head, Dept. of Geography  
Swami Shraddhanand College  
&  
Member of Academic Council  
University of Delhi, Delhi, India*



**I.K. International Publishing House Pvt. Ltd.**

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NEW DELHI • BANGALORE

*Published by*

I.K. International Publishing House Pvt. Ltd.

S-25, Green Park Extension

Uphaar Cinema Market

New Delhi – 110 016 (India)

E-mail: [info@ikinternational.com](mailto:info@ikinternational.com)

ISBN 978-93-80026-96-1

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Published by Krishan Makhijani for I.K. International Publishing House Pvt. Ltd.  
S-25, Green Park Extension, Uphaar Cinema Market, New Delhi – 110 016. Printed  
by Rekha Printers Pvt. Ltd., Okhla Industrial Area, Phase II, New Delhi – 110 020.

## **Preface**

We live in a world on the move. Early man walked or travelled on horseback and if he lived the life of a nomad he took his few possessions with him. Once the wheel was invented, chariots and carriages were built and early tourism began. Since the end of World War II, large cruise vessels were built to take tourists to the main ports and cities of the world and there was also an increase in the manufacture of aircraft for the same purpose. By 2008, tourism is big business worldwide and we can now reflect on the damage which it has done to the planet in the last sixty two years. It is now time to think positively about ecotourism as tourists must be educated at a local, national and international levels that they must not be allowed to destroy the natural beauty of places which they have come to visit.

The greed of developers with their hotel chains have invaded and destroyed the ecology and natural environment of the best coastline strips in every country of the world. At Mauritius, the local people are “outpriced” and have no access to their own beaches. Beach Resorts and Mountain Resorts in different parts of the world have become concrete jungles and are no longer holiday destinations. Because of excessive, uneducated tourists who have no understanding of the local ecology of many places which they visit, ecotourism is now becoming the force needed to educate the public all over the world on the importance of preserving, renewing and respecting the beauty of what we have left. The enormous amount of plastic and paper litter left on the nature strips of tourist areas, as well as on the streets in various countries, is causing the greatest threat to the flora and fauna on land and the marine life in the rivers and oceans.

We have to stop polluting the land, rivers, mountains and lakes as well as the oceans of the world. The earth is a living, breathing planet and only education on ecology and the environment throughout the schools of the world will cause ecotourism to be in the hearts and minds of our children, our future tourists.

**Jagbir Singh**

## **Acknowledgements**

Ecotourism is a very important subject which concerns us all in this modern age as we are all travellers in one way or the other. Ecotourism embraces a wide diversity of subjects and in writing this book, I wish to acknowledge the following people. Professor Deepak Pental, Vice Chancellor, University of Delhi, Professor Joan Schreijaeg from Sydney, Australia, who has been a constant source of inspiration and provided me with the guidance to achieve my long cherished ambition for completing this book. I also wish to thank my family members for providing me with moral strength and support.

Last but not least I give thanks to the publisher I.K. International who brought this book together in a short time. This book will provide the latest information about tourism and will be very helpful to all teachers and students who are involved in tourism in its many aspects.

**Jagbir Singh**



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## CHAPTER I

# Introduction

By the 18th century, the word ‘tour’, in the sense of tourism, was established in English language. The word ‘tourism’, although accepted and recognised in common parlance, is nevertheless a term that is subjected to a diversity of meanings and interpretations. For the student, this is a potential difficulty since consensus in the understanding of the term and hence, the scope for investigation that such agreement opens up, is fundamental to any structured form of enquiry and interpretation. Definitional problems arise partly because the word ‘tourism’ is typically used as a single term to designate a variety of concepts, partly because it is an area of study in a range of disciplines (geography, economics, business and marketing, sociology, anthropology, history and psychology) and the differing conceptual structures within these disciplines lead inevitably to contrasts in perspective and emphasis. It is also the case that whilst there has been some convergence in ‘official’ definitions (i.e. those used by tourism organisations, governments and international forums such as the United Nations (UN)), public perceptions of what constitutes a tourist and the activity of tourism may still differ quite markedly. We may, however, tease out some basic technical definitions of tourists and tourism as a starting point. Dictionaries, for example, explain a ‘tourist’ as a person undertaking a tour—a circular trip that is usually made for business, pleasure or education, at the end of which one returns to the starting point, normally the home. “Tourism” is habitually viewed as a composite concept involving not just the temporary movement of people to destinations that are removed from their normal place of residence but, in addition, the organisation and conduct of their activities and of the facilities and services that are necessary for meeting their needs. The spirit of these conceptions of tourism is, however, only implicit in the WTO definition published in 1991. This takes a rather general view of tourism as: The activities of a person travelling to a place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

A number of writers have suggested that this definition needs further qualification by recognising that the time-frame should normally be more than one

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day (thereby involving an overnight stop—a distinguishing feature that has been central to many attempts to define tourism) but no more than one year. However, neither the WTO definition, nor an earlier statement from the International Union of Tourism Organisation (IUOTO) which saw tourists as any person visiting a country, region or place other than that in which he or she has their usual place of residence, necessarily places an emphasis upon overnight stops as a defining feature of tourism. This view finds favour with a growing number of authors who argue that the actions of day visitors and excursionists are often indistinguishable in cause and effect from those of staying visitors and that these short-term visitors should also be considered as tourists.

This raises the wider issue of the relationship between tourism, recreation and leisure. As areas of academic study (and only not least within the discipline of geography), a tradition for separate modes of investigation has emerged within these three fields, with particular emphasis upon the separation of tourism. Unfortunately the terms 'leisure' and 'recreation' are themselves contested, but if we view 'leisure' as "being related either to free time and/or to a frame of mind in which the individual believes himself to be 'at leisure' and 'recreation' as being an activity or experience set within the context of leisure, then tourism (as defined so far) is clearly congruent with major areas of recreation and leisure. Not only does a significant portion of tourism activity" takes place in the leisure time/space framework, but it also centres upon recreational activities and experiences that may occur with equal ease within leisurely contexts that exist outside the framework of a tourism convergence in the experience of leisure.

Sporadic travels by the nomads in the earlier days has now turned into the world's most flourishing industry, namely tourism. Tourism is unique. It involves industry without a smoke, education without classroom, integration without legislation and diplomacy without formality.

- (1) Francis Bacon aptly remarked, "Travel in the young is a part of education and in the elder a part of experience." Tourism as a form of education is a part of civilised existence. Tourism allows people to escape from their normal humdrum lives.
- (2) Mark Twain wrote "Even heaven can be boring after a while." The human animal needs change if it is to operate at optimum levels. Travel provides that change. The younger and better educated travel more than the elderly and less educated.

The word travel is derived from the French 'travail' which means hardship. In the past, transportation was far more primitive than today and travelling was difficult. Far from being a pleasure, travel involved great hardship and risk. Although the development of modern transportation methods has made travelling safer, easier and more comfortable, the element of stress has not been entirely eliminated. Tourism is not an industry. It is better to call it an activity. It is an activity that takes place when people move to some other place for leisure or for business and

stay at least for 24 hours. Tourism and travel are not synonyms. All tourism involves travel but all travel is not tourism. All tourism occurs during leisure time but all leisure is not given to touristic pursuits. Tourism means the business of providing information, transportation, accommodation and other services to travellers. The travel and tourism industry is made up of companies that provide services to all types of travellers, whether travelling for business or pleasure. Tourism moves people from one region of the world to another.

### **CONCEPT OF TOURISM**

It arises from the movement of people to and their stay in different destinations. The 'journey' is the dynamic element in it and the 'stay'—static, since journey and stay are in destinations outside the normal place of residence and work. The tourism movement is of a temporary and short duration—say a few days, weeks or months. "Tourism is the sum of the phenomena and 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". In its pure sense, tourism is a pleasurable activity in which money earned in one's normal domicile is spent in the place visited.

Therefore, tourism and tourists are words which are commonly heard or mentioned in everyday life. Pick up any newspaper and you will find in T.V. and other magazines some reference to tourism, i.e., in relation to government policy, tourist arrivals, products, destination, the impact on the economy, hostility or hospitality of the local people, etc., but how often have you attempted to understand the meaning of tourism or asked the question who is a tourist?

By the Swiss Professors Hunziker and Krapt they write as follows:

Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

On an analysis of the above definition, we find the following features of tourism:

- (1) Tourism arises from the movement of people to and their stay in various destinations.
- (2) There are two elements in all tourism—the journey to the destination and the stay.
- (3) The journey and the stay should take place outside the normal place of one's residence and work.
- (4) The movement to a destination is of a temporary character with the intention of returning within a few days. A tourist is expected to spend a minimum of 24 hours and a maximum of six months at the destination.
- (5) Destinations are visited for purposes other than taking up permanent residence or employment.

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- (6) Gunn feels that tourism includes all travelling except commuting time and money and recreation is often the main purpose for participating in tourism.

### **DEFINITIONS OF TOURISM**

The International Dictionary of Tourism, published in 1953 by the International Academy of Tourism at Monte Carlo points out that to tour in English and in French means a journey. "People who travel for the pleasure of travelling out of curiosity or because they have nothing better to do" and even "for the joy of boasting about it afterwards."

The World Tourism Organisation (WTO) has defined a tourist as a temporary visitor staying for at least twenty-four hours in a country visited when the purpose of the journey can be classified under one of the following headings: (a) leisure, recreation, holiday, health, study, religion and sports, or (b) business, family, mission, meetings. Travellers staying less than twenty-four hours, according to the WTO, are excursionists. Tourism arises from the movement of people to and their stay in different destinations.

"Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents insofar as they do not lead to permanent residence and are not connected with any earning activity."

"Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve an overnight stay away from home."

Tourists would mean those travelling for pleasure, domestic reasons, health, business purposes, conferences, meetings, diplomatic and religious purposes plus arrivals on cruises, even though they do not involve an overnight stay. Persons not to be considered as tourists are the individuals transiting through a country and those coming to take up residence and those who live in one country but cross over to another as workers. Tourism is a pleasure activity in which money earned in one's normal domicile is spent in places visited. On 4 March, 1993, the United Nations statistical commission adopted the WTO's recommendations on tourism statistics.

"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The report distinguishes the following types of tourism.

- Domestic tourism involving residents of a country visiting their own country.
- Inbound tourism involving non-residents visiting a country other than their own.
- Outbound tourism involving residents of a country visiting other countries.
- Internal tourism which comprises domestic tourism and inbound tourism.
- National tourism which comprises domestic tourism and outbound tourism.

- International tourism which comprises inbound and outbound tourism.”

Concept of ‘Traveller’ defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence”. A visitor is defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months.

Visitors are subdivided into two categories:

- (1) Same-day visitors who do not spend the night in a collective or private accommodation in the country visited.
- (2) Tourists: Visitors who stay for at least one night in a collective or private accommodation in the country visited.

### **DEFINITIONS OF TOURISM DEVELOPED BY THE WTO**

- *International Tourism*: Consists of inbound tourism.
- Visits to a country by non-residents and outbound tourism residents of a country visiting another country.
- *Internal Tourism*: Residents of a country visiting their own country.
- *Domestic Tourism*: Internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).
- *National Tourism*: International tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

### **RELATIONSHIP BETWEEN LEISURE, RECREATION AND TOURISM**

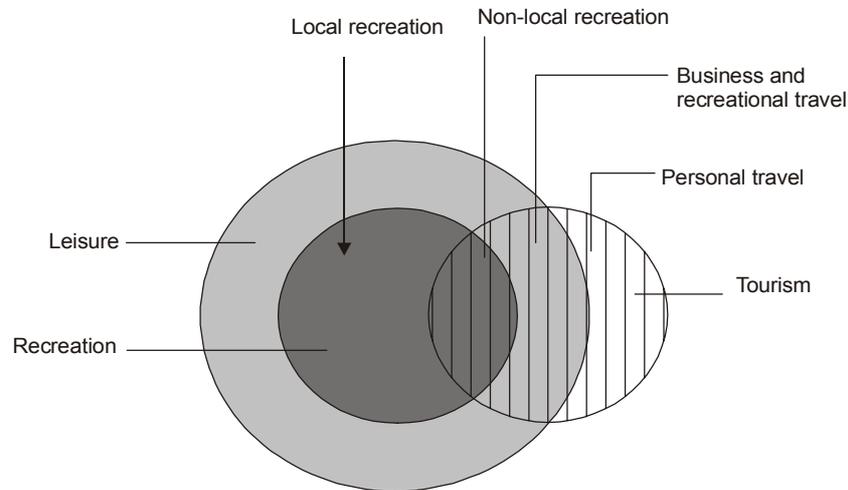
In general, leisure is a measure of time left over after work, rest, sleep and household chores. Leisure is the time when an individual can do what he likes to refresh his/her spirits. Recreation means a variety of activities which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad. Tourism, therefore, is simply one of these activities which a person could undertake to refresh his/her spirit. It places tourism firmly as part of the recreational activity spectrum of a person. The following diagram may explain the interrelationship.

The difference between leisure, recreation and tourism are as follows:

#### **Leisure**

Leisure in its easiest form may be defined as that duration of time when one is free to do what one likes. It is that span of time when one is on one’s own without any bondage of doing anything. In fact, it is the state of mind of an individual which determines when one is at leisure. As it is rightly said by Cosgrove and Jackson that “many activities are part of both work and leisure; reading, dining and driving

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Relationship between leisure, recreation and tourism

a car would all be exactly difficult to categorise”. Thus, “leisure is essentially the time available to the individual when the disciplines of work, sleep and other basic needs have been met” or in other words “leisure can be described as the state of being free from the necessity to work”.

In the post-industrial society, the standard of living of the people will keep on improving, thereby creating opportunities and challenges for holiday travel.

Leisure time can be grouped under three categories:

- (a) **After work leisure time:** This is consumed in activities like watching a movie or TV, reading books or strolling, etc.
- (b) **Weekend leisure:** In most advanced countries, Saturdays and Sundays are off days. The two-day weekend leisure is utilised by people for short trips, camping, hiking or plain resting.
- (c) **Holiday:** This is a category with which people in the tourism field are mainly concerned. People accumulate vacations for one to four weeks and take one or two holiday trips a year.

### Recreation

Any activity undertaken during the leisure time may be referred to as recreation. The same attitude of leisure can also be applied to recreation. Recreation and tourism are not too very distinct identities. Their faces resemble and are qualitatively much identical. “Tourism is often equated with recreation. Tourism represents a particular form of recreation, but does not include all uses of leisure nor all forms of recreation.” Tourism is distinguished in its particular form by the related concepts

of leisure and recreation on the one hand and from travel and migration on the other hand.

### **MEANING AND DEFINITIONS OF TOURISM**

The word 'tourism', which is widely accepted and recognised in common parlance, is, nevertheless, a term that is subject to diversity of meanings and interpretation. However, we can take out some basic definitions of tourist and tourism as given by various forums and organisations. The League of Nations defined in 1937 the term foreign tourist as:

“Any person visiting a country other than that in which he usually resides for a period of at least 24 hours.”

According to this definition the following persons were to be considered tourists:

- (1) Persons travelling for pleasure, for domestic reasons, for health purposes, etc.,
- (2) Persons travelling to some meetings or in a representative capacity of any kind, i.e., scientific, administrative, diplomatic, religious and athletic,
- (3) Persons travelling for business purposes, and
- (4) Persons taking a sea cruise.

A revised definition given at the UN Conference on International Travel and Tourism held in Rome in 1963 described “Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited” is a tourist.

This definition covered:

- (1) Tourist, i.e., temporary visitor staying for at least 24 hours in the country visited and the purpose of whose journey can be classified as:
  - (a) Leisure, i.e., recreation, holiday, study, religion and sports.
  - (b) Business, meeting, convention and family.
- (2) Excursionists, i.e., temporary visitors, staying less than 24 hours in the country visited.

These definitions were again revised and updated at the World Tourism Organisation (WTO) Conference in Ottawa in 1991. The most popular and widely accepted definition of tourism given by the WTO is:

“The activities of a person travelling to a place outside his/her environment for less than a specified period of time and whose main purpose in travelling is other than the exercise of an activity remunerated from within the place visited.”

This definition explains the following purposes:

- (a) For pleasure, i.e., holiday, leisure, sports, etc.,
- (b) For religious and social functions,
- (c) Study and health,
- (d) Meetings and conventions, and

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### (e) Business and trade.

After World War II the scenario has changed, that is, changes in mental attitude towards pleasure seeking. The recognised values of travel have emerged for holiday and education, increase in material wealth coupled with prestige, a growing need to find relief from the working routine, improvements in passenger transport systems, etc. All these factors have produced flows in international tourism and have also contributed some of the most dynamical economical exchanges that occur between the countries. In fact, international tourism has been brought sharply into international focus after 1945 and within two short decades, has started flowing on a large scale. The economical analysis of international tourism is based on accurate and universally accepted definitions which describe the inner characteristics of tourism. International tourism generally consists of inbound and outbound tourism. Therefore, a visitor whose length of stay in a country visited reaches or exceeds 24 hours, thus spending at least one night there, is known as a tourist.

Thus, international tourists are defined as:

“Temporary visitors staying for at least 24 hours in a country whose motives for travel can be described as being either for:

- (a) Leisure (pleasure, holidays, health, study, religion and sports),
- (b) Business, family, and work assignments.

This definition clearly encompasses holiday makers and business travellers in the tourist category.

Today, most of the countries of the world are using the tourism definition proposed by the Rome Conference on Travel and Tourism 1963. According to this definition, the following persons have been considered as a foreign tourist:

- (a) Pleasure seekers i.e. sightseeing, recreation, adventure, hunting, religion and sports,
- (b) Person visiting for business and commercial purpose and also to attend meetings in a representative capacity,
- (c) Person travelling for family and meeting relatives,
- (d) Persons coming for education, health, etc., and
- (e) Persons arriving in the course of a sea cruise.

Therefore, from the above definition we can say that tourism is the sum of the relation and services connected with a temporary and voluntary change of residence for various purposes.

According to the WTO, tourism is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year. The WTO is the World Tourism Organisation based at Madrid, Spain.

Tourism involves the movement of people to, and their stay at various destinations. There is a clear intention when “going away” to “return home”. The tourist is, therefore, different from the traveller, because travel has an individual character whereas tourism has a mass character. 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.

Finally tourism has also become a status symbol in modern society and thought to be necessary for one's health. Today 40% of free time is devoted to travel in developed countries. 429 million tourists spent US \$ 429 billion between 1990 and the year 2000. Film, pleasure and entertainment are concepts popularly associated with tourism. Over the years the definition of tourism has undergone a change along with the historical changes.

- The League of Nations in 1937 recommended that tourism covers the social activity of those who travel for a period of 24 hours or more in a country other than the one country in which a person usually lives. However, the limitation of this definition was that it excluded domestic and emphasised only international tourism.
- The Rome Conference on Tourism in 1963 adopted the recommendation to replace the term "tourist" with the term "visitor" and defined tourism as a visit "to a country other than one's own or where one usually resides and works",
  1. Tourism: The activity of temporary visitors staying at least 24 hours for leisure, business, family, mission or meeting.
  2. Excursion: The activity of a temporary visitor staying less than 24 hours but excluding people in transit.
- The Tourism Society of Britain in 1976 proposed to clarify the concept of tourism.
- In 1981 this concept was refined.

These definitions indicate that tourism has expanded in its range and scope.

The movement of tourists from the place of origin to the destination is further described as:

- International Tourism, when the travel is from one country to another, and
- Domestic Tourism, when the travel is within the country, i.e., trips taken by a tourist within his/her own country or where the origin and destination are in the same country.
  1. **Inbound:** This refers to tourists entering a country.
  2. **Outbound:** This refers to tourists leaving their country of origin for another.

### **Who is a Tourist?**

The 19th century dictionary defines tourists as "people who travel for the pleasure of travelling out of curiosity; and because they have nothing better to do," and even "for the joy of boasting about it afterwards". (WTO) has defined a tourist as

a temporary visitor staying at least 24 hours in a country visited when the purpose of such a journey can be classified under one of the following headings:

- (a) **Leisure:** recreation, holiday, health, study, religion and sports.
- (b) **Business:** family, mission, meetings.

Travellers staying less than 24 hours according to the IUOTO are 'excursionists'. The United Nations accepted this definition of a tourist provided by the IUOTO in their conference on International Travel and Tourism in 1963. The current definition adds an array of travellers to those travelling for fun, i.e., persons travelling for business, family, mission or meeting purposes.

### **Definition of Tourist**

Realising the importance of collecting tourist statistical information, experts at the League of Nations in the year 1937 established the definition of the term 'tourist'. The League of Nations, with the concurrence of member countries defined the term 'foreign tourist' as 'any person visiting a country, other than that in which he usually resides for a period of at least 24 hours'.

The following persons were to be considered tourists within this definition:

- (1) Persons travelling for pleasure, for domestic reasons, for health, etc.
- (2) Persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc.).
- (3) Persons travelling for business purposes.
- (4) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence).

The following categories were not to be regarded as tourists:

- (1) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- (2) Persons coming to establish a residence in the country.
- (3) Students and young persons in boarding establishments or schools.
- (4) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (5) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

### **Difference between Travel and Tourism**

The term "travel and tourism" is used here to describe the field of research on human and business activities associated with one or more aspects of the temporary movement of persons away from their immediate home communities and daily work environments for business, pleasure and personal reasons. The "travel and tourism" approach represents a compromise between those who favour the use of one word over the other. In the 1980s it was common practice to use the two

words “travel” or “tourism” either singly or in combination to describe three types of concepts:

- (1) The movement of people.
- (2) A sector of the economy or an industry.
- (3) A broad system of interacting relationships of people, their needs to travel outside their communities and services which attempt to respond to these needs.

Tourism cannot be separated from travel. The advent of the railways in the 1830s made it possible to travel with comfort and speed. The changes in travel technology have been dramatic since World War II. Aeroplane technology developed during the war was brought to commercial usage and has since overtaken practically all other modes of travel. For international tourism, the US is leading the way.

## THE NATURE OF TOURISM

- (1) **Using Resources Sustainably:** The conservation and sustainable use of resources—natural, social and cultural is crucial and makes long-term business sense.
- (2) **Reducing Over-Consumption and Waste:** The reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.
- (3) **Maintaining Diversity:** Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.
- (4) **Integrating Tourism into Planning:** Tourism development which is integrated into a national and local strategic planning framework, and which undertakes EIAS increases the long-term viability of tourism.
- (5) **Supporting Local Economies:** Tourism that supports a wide range of local economical activities, and which takes environmental costs/values into account, both protects those economies and avoids environmental damage.
- (6) **Involving Local Communities:** The full involvement of local communities in the tourism sector not only benefits them and the environment in general but it also improves the quality of the tourism experience.
- (7) **Consulting Stakeholders and the Public:** Consultation between the tourism industry and local communities, organisations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.
- (8) **Training Staff:** Staff training which integrates sustainable tourism into work practices along with the recruitment of local persons at all levels, improves the quality of the tourism product.

- (9) **Marketing Tourism Responsibly:** Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environment of destination areas and enhances customer satisfaction.
- (10) **Undertaking Research:** Ongoing research and monitoring by the industry using effective data collection and analysis is essential in solving problems and bringing benefits to a destination recommended by the industry for the consumer.

## **TOURS**

Tours and their characteristics are closely linked to the motivation of the tourist. Motivation or purpose of a visit is usually:

- Holiday or vacation, including a visit with friends and relations.
- Meetings and conferences, including other business activities.
- Health and sports.
- Religion and culture or
- Special interests, including study tours, etc.

The purpose of the visit determines the nature of the tour in the following ways:

1. Are you free to choose your destination?
2. Is price a constraint?
3. Is time a constraint?
4. Is quality a determining factor?
5. What facilities and services do you require?

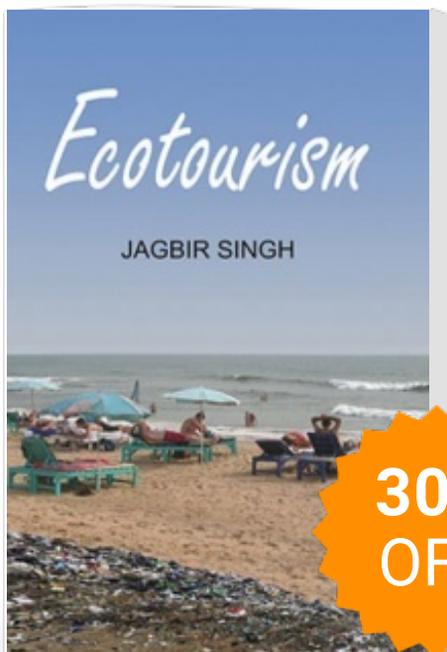
The time period that a tour includes will depend on factors like

- Holiday period
- Price
- Attractions and activities
- Single destination or multi-destination
- Packaged itinerary or individual travel, and
- Inclusive arrangements or special interest tours, etc.

## **TOURISTS**

The tourist, apart from being a holiday maker or a businessman, can also be recognised in terms of region, nationality, socio-economic class, age and sex. Behavioural aspects like his/her stage in the life cycle, personality and educational levels also help the producer of services to design products that fit specific targets or market segments. Today people are feverishly participating in tourism. This may include short trips during the week, weekend breaks or longer journeys during

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Publisher : **IK International**

ISBN : **9789380026961**

Author : **Jagbir Singh**

Type the URL : <http://www.kopykitab.com/product/5774>



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