

17 . The Tourism phenomenon

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ABSTRACT

Tourism is one of the booming industries in the world. Over the passage of times it has been rejuvenated by various social, cultural, economic and environmental factors. In trying to analyze tourism or formulate a conceptual framework of tourism several images come to the mind. Tourism can be looked at in the abstract; namely, as a phenomenon involving the movement of people within their own country (domestic tourism) or across the national borders (international tourism). This movement reveals such elements as individual and group in the actions and relationships, human understanding, feelings, perceptions, motivations, pressures, satisfaction, notion of pleasure, etc. This article explains the theoretical approach to the study of this phenomenon.

Key Words: basic Concepts of Tourism, Characteristics, Historical perspective

Introduction

Tourism is a complex human activity, which takes place during their leisure time. It brings income to the host by supplying goods and services to the guest, who wants to satisfy his needs and wants. It is a natural and cultural resources based industry/trade with visitor portrayed as coming only to admire nature, way of life of people and monuments of a destination. Human desire and need to know and to see places and recreate their energy themselves will never be faded in their lives. Tourism product is highly perishable and cannot re produce immediately. The demand of tourism is fluctuated in no time due to the trigger effect (Ground situation in both tourism generating countries and tourism destinations as well. Yet, it is

regarded as a resilient industry. The relationship between buyer (Guest) and seller (Host) is somewhat different to that of commodities.

To the guest it is a leisure activity while to the host it is an employment or a source of income. In developing countries, tourism is an economic venture, while in developed countries it is a social activity. It is a sophisticated trade covering all movements of people outside their own community for all purposes except migration or regular daily work. It is not a single industry, but a movement of people, a demand force. It is a major economic activity, which is highly competitive a major employer and a global phenomenon.

There are four groups of participants involved and are influenced by tourism.

1. Tourists
2. Business providing goods and services that the tourist market demand
3. The host community
4. The government of the host community

Tourism has also been defined as the sum of the phenomena and relationships arising from the interaction of these four groups in the process of attracting and hosting tourists and other visitors. These groups cooperate to accomplish a set of goals at the micro and macro levels within constantly changing legal, political, economic, social and technological environments. Tourism is very dynamic.

It is generally agreed that tourism is **fragmented**. It is made up of various sub sectors such as attractions, transportation, accommodation, amenities, catering, entertainment, eating and drinking establishments, shops, leisure and recreational activities and many others.(students are requested to expand the list) These sectors provide products and services for individuals groups of tourists, who travel away from home. Consequently, tourism is an amalgam of the products and services that its various sub- sectors make available for tourists. The provision of these products and services depends on the linkage between various sectors and their mutual interactions.

Tourism is the most wide **ranging industry** in the sense, that it demands products from many sectors of the economy and employs millions of people in those sectors. For example, airplane and buses must be manufactured to transport tourists; computers must be used to make hotel bookings and airline reservations etc.; Steel, concrete, glass, wood etc., are needed to build hotels and restaurants.; fabrics are needed to make clothes; meat, wheat, vegetables and fish must be produced and grown to feed visitors likewise. No other industry has so many linkages and interactions with so many sectors of the economy and delivers so many kinds of different products and services to its consumers. As the backward linkage for a “finished product”, of tourism is comparatively high, tourism authorities should seek possibilities to link as much as locally produced goods and services to gain maximum benefits from tourism to the local community.

Tourism is **multi dimensional**. It is noted that tourism embraces virtually all aspects of human life and society. Tourism is a major economic activity of the travel, lodging, retail, entertainment sub –sector and many other sub-sectors supply tourist needs. It is a major socio- cultural experience. Tourism involves production, marketing, and consumption of numerous products such as car rentals, hotel rooms, meals etc.

It requires researching, planning, managing and controlling tourist enterprises. It is about the location of tourist areas, their physical planning, and changes that tourism development brings to the landscape and community. The industry depends on various intermediaries and organizations that perform tourist activities.

It has its up side of tangible benefits: economic- wealth creation ,foreign exchange earner; the largest generator of employment ; one in every nine employments in the world, regional development, increasing government income by way of tax and licenses; Conserver of traditions, crafts, natural and cultural heritage.

It also has its down side inasmuch it can bring with it erosion and sometimes even destruction of the environment; local people can be exploited and cultures sacrificed.

Many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth and infrastructure development. Tourism development is encouraged particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources are not commonly viable.

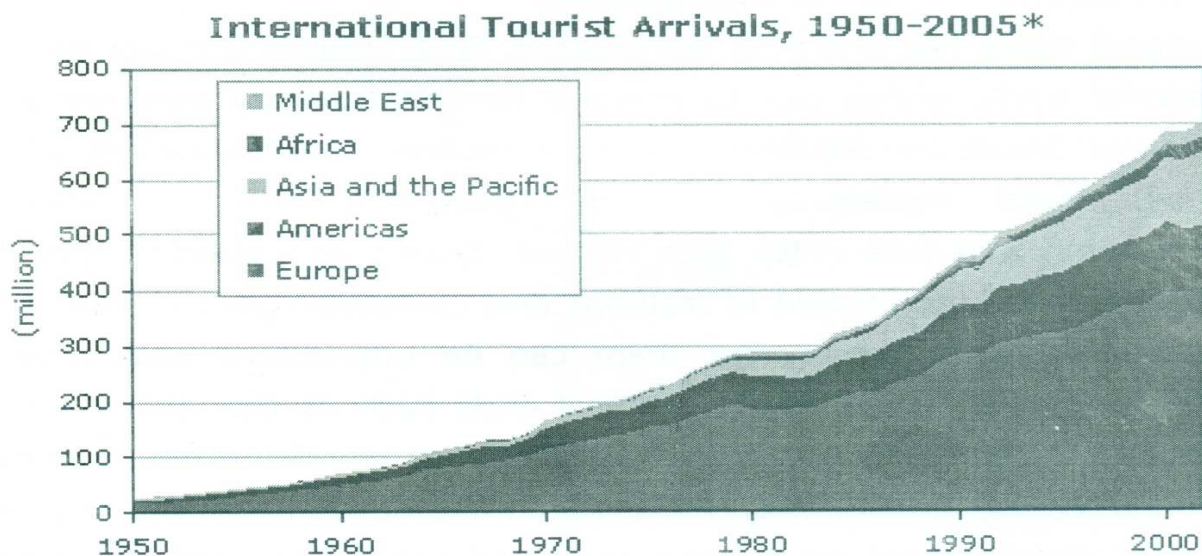
Tourism is not for everywhere. Tourism destroys tourism. Unplanned and spontaneous tourism development can however be avoided with careful proactive management of the resources. Tourism can also play a significant role in balanced sustainable development and generate benefits to the poor. The world is on the move. Travel is very much part of modern living, with far reaching economic and social consequences.

International travel has a special significance. First, it plays a major part in international trade, giving rise to massive foreign currency earnings and expenditures. Social consequences can be substantial, usually beneficial, as potentially travel represents the most powerful form of personal communication and face – to- face contact. Habits and customs can be affected, new markets created in fashions and consumer goods. Food and drink are obvious examples. But there can be unwelcome side effects, sometimes, distorted or used for political ends such as the vilification of multinational companies invited to develop new areas. The errors may not be in tourism itself, indeed, often there are no alternative resources or other options for development on a large and rapid scale. The fault lies in the management of resource; the lack of clear planning. That is why the principles of tourism are worth careful study and analysis. Clearly, the trade does not take in a vacuum. There will be geographic, environmental and social impacts and cost benefits, as there are with any other benefits, but

travel is a trade in people, where contacts and communication are vital elements." It is a trade without chimneys and dark satanic mills" (Jefferson A. and Lickorish L- Marketing Tourism –1991–p3) Carefully developed visitor spending can conserve and sustain the best in the environment, finance amenities for the local community and provide basis through allied transport and services for the local community and provide a basis through allied transport and services for the growth of secondary and indigenous trades increasing wealth of the area directly and indirectly in a unique way.

Historical perspective of world tourism

The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%



During this period, development was particularly strong in Asia and the Pacific (13% on average a year) and in the Middle East (10%) while the Americas (5%) and Europe (6%), grew at a slower pace and slightly below the world's average growth. New destinations are steadily increasing their market

share while more mature regions such as Europe and the Americas tend to have less dynamic growth. Europe's world share declined by over 10 percentage points since 1950 whereas the Americas lost 13 percentage points.

Though the America's performance has been most affected by the declines suffered in the past years, the fact is that its annual average growth rate for the period 1950-2000 was 5.8%, also bellow the average for the world (6.8%). Europe and America were the main tourist-receiving regions between 1950 and 2000. Both regions represented a joint market share of over 95 per cent in 1950, 82% forty years later and 76% in 2000.

Source(WTO) www.unwto.org/factseng/brometer.html

The tourism picture in 2011

- International tourist arrivals; 983 million, a growth of 4.6% over 2010
- Tourism receipts; International tourism receipts grew to US\$ 740 billion in 2011 corresponding to and increase real term of 3.8% from 2010.
- Fore cast; 1.6 billion tourists will travel worldwide in 2020

Thus, the travel and tourism industry becomes the world's largest industry and most diverse industry.

Top popular Tourism destination in the world (2005) In the world 764 Million arrivals

Country	Number of tourist arrivals
France	75 Million
Spain	52 M
USA	46.1
China	41.8
Italy	37.1

Source :(**UNWTO**)

Top popular Tourism destination in the world (2011) In the world 983 Million arrivals

Country	Number of tourist arrivals
France	79.50 Million
USA	62.3 M
China	57.6
Spain	56.7
Italy	46.10

Source :(**UNWTO**)

Essential Requirements for Tourism

Time - As the hours for leisure increase so does the opportunity for travel. Changes in work days or hours, school calendars, Public holidays, and weekends affect how and when people can travel. It varies according to the distance between points of departure and destination countries or areas, transport means used, the length of stay at destination etc. The relation between time, leisure and work are becoming key features within many societies, where the demarcation between paid work, retirement, domestic lifestyles, and leisure is being less clear, but increasingly significant. Leisure time is considered to be a part of free time available to the individual after necessary work and duties are accomplished, to be spent at the discretion of the individual. It refers to the time free from obligations filled with specific activities without pressure of necessarily economic, social cultural, technical, political and environmental factors all affect the level of disposable time and resources which different sections of a society can spend on leisure activities. The distribution between work, leisure time and resources should be evaluated across the developed, developing and least developing countries incorporating the external factors that dictate the distribution, it is important to understand the relationship between tourism and travel sectors

establishing the connectivity between time, resources and technology to facilitate participation in tourism.

Often leisure is used synonymously with recreation. Recreation refers to the experiences and activities (Or inactivity) undertaken during leisure time to recreate physically, psychologically and spiritually after work in order to prepare the individual for future work. Recreation activities include a vast range from reading a book at home and climbing Himalaya. Recreation is the attitude toward activities. Tourism is one of the recreational activities.

Money - The majority of travel requires *discretionary income*. Discretionary income is money left over after all monetary obligations (food, rent and taxes) have been paid.

Mobility - Mobility is the access to transportation (car, bus, plane, train or ship) and the hours required to get to their destination.

Motivation - Motivation is the reason people travel. Motivations may include seeking holiday, novelty, education, meet new people, adventure or stress reduction.

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