Fundamentals of Tourism

Unit – 1

1. TOURISM
INTRODUCTION
Tourism or tourists are words which are commonly heard or mentioned in everyday life. Pick up any newspaper and you will find some reference to tourism.
Tourism is concerned with pleasure, holidays, travel and going or arriving somewhere.

Tourism is consumption of goods and services.

Good and services like transportation, accommodation, food etc.

Tourism is to look at different landscapes, cultures & life.

Tourism is to see different places, come across a range of people and hear other languages.
Motivation of Tourism

➢ Tourism motivation to make people leave their normal place of work and habitat for short term visit to other places.
➢ Because we are going away what we look at and experience provide a health break from the ordinary routine life.
➢ This experience has evolved and developed depending on the following factors:
   ➢ Historic period we are looking bat
   ➢ Social groups we belong to
   ➢ Society we live in
TYPES OF TRAVEL
The Explorer
The Monk
The Merchant
The Missionary
The Hermit
The Refugee
The Cure Seeker
All the above can be termed as the prototype of the modern tourist.
• The term tourism comprises of several social practices. All these have the minimal common characteristic - that they are a “departure from the normal life”.

• WTO defines tourism as “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 one year.”
• A substantial proportion of the population engages in going away on a holiday.

• The new socialized form of provision of goods and services are developed in order to cater to the mass character of tourism practices.
THE TOURIST
• The tourist is different from the traveler as travel has an individual character and tourism has a mass character.
• The tourist’s gaze make the difference.

Generally the tourist's gaze is directed towards the following:
Landscapes
Town
Cultural Events/Festivals
Adventure Sports
Religious
• Tourism involves recognition and collection of signs that represent a reality of another time.
• Tourism professionals tend to create new perceptions to places and objects of the tourists' gaze.
EVOLVING DEFINITION OF TOURISM
Tourism is travel predominantly for recreational or leisure purposes. The WTO defines tourists as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes not related to the exercise of an activity remunerated from within the place visited”.
Tourism has become a popular global leisure activity. It is vital for countries due to the income generated, particularly foreign exchange, by the consumption of goods and services by the tourists and the employment in the service industries associated with tourism.
Exercise

• What is tourism?

• What are the types of tourists?

• Who is a tourist according to WTO?
Thank you.