

# Chapter 5

## Forms of Tourism

DO NOT COPY

# Key Points

- ▶ 1. Introduction
- ▶ 2. Regions
- ▶ 3. Forms of tourism
- ▶ 4. Intra regional tourism
- ▶ 5. Inter regional tourism
- ▶ 6. Inbound tourism
- ▶ 7. Outbound tourism
- ▶ 8. Domestic Tourism
- ▶ 9. International tourism

# Introduction

- ▶ According to UN & WTO ,forms of tourism in relation to a given country –
  - Domestic Tourism –Travelling within country of residence
  - Inbound Tourism – Non residents travelling in given country
  - Outbound Tourism – Residents travelling in another country

# Regions

- ▶ To define a tourism region, governmental organisation or travelling bureau has to consider....
  - Common culture
  - Environmental characteristics
- ▶ Countries, state, provinces, and other administrative regions are grouped together to form tourist regions

# Creation of Regions

- ▶ Increased Travelling due to –
  - Increase in disposable income
  - Development of faster methods of transportation
- ▶ Governments across the globe encouraging the development of tourism regions
- ▶ Tourism is going to be a huge money earner
- ▶ Regions special attractions are promoted

# Forms of Tourism

- ▶ Intra regional Tourism –
  - Tourism within regions
  - Primarily domestic tourism
  - Regions like Maharashtra, Kerala , Rajasthan
  - Due to increase in travel and huge potential of tourism growth, countries have grouped together into a regions in order to jointly promote tourism within their countries eg. ASEAN, The Mediterranean region

# Forms of Tourism

## ▶ Intra regional Tourism–

- Some countries have created speciality regions such as “Wine Regions” Eg. California’s wine country
- Establish Coherent tourism region such as The Euro–region of Tyrol –South Tyrol – Trentino

# Forms of Tourism

- ▶ Inter regional Tourism–
  - Travel between /amongst different regions
  - Could be domestic travel eg. Travel between Mumbai and Jaipur
  - Could be International too eg. Travel between India & Singapore
  - Inter–regional travel undertaken for both business and pleasure



# Forms of Tourism

- ▶ To encourage Inter regional Tourism–
  - Some countries offer special discounted fares and competitive holiday packages
  - Some countries offer to waive aside visa fees
  - Some countries offer facility like Visa on arrival
  - Arrange shopping festivals eg. Dubai shopping festival , Singapore shopping festival

# Inbound Tourism

- ▶ Inbound Tourism –
  - Tourist traffic into a country
  - Traveller from another country visit for business or holiday
  - Inbound tourist are an important source of revenue
  - It is substantial earner of foreign exchange for a country
  - For many small islands this is the principal export

# Inbound Tourism

- ▶ Inbound Tourism is UK's 3<sup>rd</sup> largest export attracting 32m overseas visitors every year
- ▶ These visitors generate 19bn pounds per annum in export earnings for the UK economy
- ▶ This type of Tourism generates large amount of income in payment for goods and services

# Inbound Tourism

- ▶ This type of Tourism generates large amount of income in payment for goods and services such as –
  - Transportation –airlines, ships, road, railways
  - Hospitality – hotels, resorts, accommodation,
  - Entertainment venues – amusement parks, casinos, shopping malls, music venues, theatres

# Inbound Tourism

- ▶ China showed tremendous growth Inbound Tourism because of –
  - Beijing Olympics 2008
  - Expo Shanghai – 2010
  - Other International events
- ▶ The forex revenue of tourism in China reached US\$35 billion

# Inbound Tourism

- ▶ Inbound Tourism has some negative social and environmental outcomes
- ▶ Sustainable tourism development is becoming increasingly important
- ▶ It is becoming crucial that countries determine ways to balance pros and cons of negative social and environmental outcomes while maximizing positive impacts

# Inbound Tourism

- ▶ Each year, World Tourism Organisation compiles a list of the most visited countries according to the number of international tourist arrival for every country.
- ▶ Top 3 Most visited cities by international tourists arrival –
  1. Paris
  2. London
  3. New York City

# Outbound Tourism

- ▶ Resident travel out of his place of residents to a country other than one he resides
- ▶ Europe is currently the top source market for tourists
- ▶ Asia & the pacific, the middle east and Africa recorded the strongest average annual growth rate



# Outbound Tourism

- ▶ Majority of international tourists (80%) travel within their own region
- ▶ According to reports number of trips from one region to another has increased at a faster rate than the number of intra-regional trips
- ▶ Industrialized countries remain the primary source markets for international tourists

# Outbound Tourism

- ▶ India is one of the fastest growing outbound travel markets
- ▶ 9.8 million international tourist departures from India in 2007
- ▶ International tourism expenditures increased to US\$8.2 billion in 2008

# Domestic Tourism –India

- ▶ When tourists travel within their own country eg. Travel from Mumbai to Delhi
- ▶ Domestic Tourism is an important source of business for the tourism industry though not a forex earner
- ▶ In India, most popular mode of transportation for Domestic Tourism is “Bus”
- ▶ Bus and train together accounts for 90% of all domestic travels

# Domestic Tourism – India

- ▶ Domestic Tourism in India helps in achieving understanding between various–
  - Linguistic Groups
  - Religious Groups
  - Communal Groups
- ▶ The ministry of tourism's vision is to achieve a level of 760 million domestic tourist visits by the year 2011

# Domestic Tourism – India

- ▶ Slide in Rupee has resulted in benefits to domestic tourism
- ▶ Many Indian tourists shifting their focus to domestic travel
- ▶ Destinations such as Maharashtra, Kerala, Rajasthan, Goa, Sikkim are seeing spurt in Indian travellers
- ▶ Domestic tourism is more stable

# International Tourism

- ▶ Activity of people visiting destinations outside of their own country
- ▶ Eg. Travel to Bali ,Indonesia from Mumbai ,India
- ▶ It is temporary movement of people from their place of residence to another place for reasons such as –
  - Leisure
  - Business
  - Health interest
  - Other reasons

# International Tourism

- ▶ International tourist arrivals worldwide grew by 5.7% in the first 2 months of 2012
- ▶ Demand remained strong in advanced and emerging economy destinations
- ▶ As per UNWTO ,in 2011 International Tourism receipts exceeded US \$1 trillion
- ▶ International Tourism receipts grew by 3.8% in 2011

# International Tourism

- ▶ BRIC countries –Brazil, Russia, India and China continued to stand out in terms of growth in International Tourism
- ▶ In mid 2012, the leisure outbound travel out of India declined due to–
  - Depreciating rupee
  - Rising air fares
- ▶ International Tourists are opting for short haul International holidays



# International Tourism

- ▶ 30–35% increase in Indian travellers going to South East Asia
- ▶ Tourism in India is the largest service industry with a contribution of 6.23% to the national GDP
- ▶ According to World Travel and Tourism Council, India will be tourist hotspot from 2009–2018

# International Tourism

- ▶ India's rich history and its cultural and geographical diversity make its International Tourism appeal large and diverse.
  - ▶ In order to sustain tourism, emphasis must be paid to saving and protecting our ecology
  - ▶ Tourism has enormous potential for generating employment and earning large forex
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