

An Exploratory Research on Tourism and Development

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Abstract

Tourism is the field which has capability to transform entire society and bring foreign wealth through the easiest way. One of the fastest growing industry, great demand, and relaxed environment makes it one of the most demanding industries. The contribution of tourism to national or local economy or, more generally, to development varies according to a variety of factors. As a general rule, it is likely that a greater dependence will be placed on tourism in less developed countries than in industrialized countries. In many smaller countries where resources are limited economic development depends upon tourism activities. Development itself has its various notion described time to time. Mostly economic and social impacts have been given greater emphasis when we talk about development of a society. Tourism has an impact on this development process.

Keywords: Development, Tourism, Multiplier Effect

Introduction

Tourism is the field which has capability to transform entire society and bring foreign wealth through the easiest way. One of the fastest growing industry, great demand, and relaxed environment makes it one of the most demanding industries. Places where industrial input is less have been converted to tourist hub and it has just brought surprising

results. The objective is to study tourism and development together. The present study is an exploratory study. The study is mainly confined to understand how development is associated with tourism.

Concept of Development

Development is a slippery term, which is highly dynamic in nature, refers to a process through which a society moves from one condition to another condition of development. Simultaneously, it is regarded as merely a philosophical concept as it does not talk about the desirable change for creating a concerned society. Development is also considered to be virtually synonymous with progress, implying positive transformation or ‘good change’ (Thomas 2000). In simpler words, *Development is simply a process of socio-economic change.*

Traditionally, development has been understood as Western-style modernization caused by economic growth of a country. In those terms, nation's development is seen to be related with growth of national economy. We can say, when national productivity is growing faster than the rate of population growth, the development is happening. Hence development means the economic development as Mabogunje said, “.... *development and economic development have come to be regarded as synonymous.*”

During the years 1950s to 1960s, the development was defined on this path only for underdeveloped countries, others also started following the suite and, as a result, economic measurements, such as GDP and GNP or per

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Table 1. Characteristics of Traditional and Modern Societies

<i>Traditional</i>	<i>Modern</i>
• Traditionalism:	• Traditional values less dominant:
• Orientation to the past/tradition • inability to adapt to new circumstances	• Ability to change/adapt • Challenge to obstacles of tradition
• Kinship system:	• Open Social System:
• Economic, social, legal structures determined by kin relations. • Ascription as opposed to achievement	• Geographical / social mobility • Economic, social, political freedom • Achievement as opposed to ascription
• Influence of emotion, superstition, fatalism	• Forward looking society
	• Innovation, entrepreneurial spirit • Objective, rational approach

Source: Webster (1990)

capita GNP were the measures considered for development. According to Todaro, as the economy grows-typically at an annual rate of 5-7% and as social, economic and political structures modernize to accommodate such growth, the development is occurring.

Webster (1990) showed how Traditional & Modern societies behave in course of development.

By the late 1960s it was clear that economic growth was failing to curb social & political problems (Seers, 1969), in spite of realizing economic growth targets (Todaro, 2004:14). 1970s was called for '*dethronement of GNP*' (Todaro, 2000:14).

The traditional concept of development was no good to answer real problems of increasing poverty and unemployment. In spite of increased GDP & GNP, the basic social problems were not eliminated. So, there was a need to look upon the development concept and make it realistic.

Further broader social objectives were included in Development, Seer added fourth condition i.e. *self-reliance*. Mabogunje (1980:39) called development as '*distributive justice*' with self-determination. It was now described in terms of total human needs, values and standards of good life (Goulet 1968).

According to Goulet, three basic values represent good life:

- The sustenance of life: all people have basic requirements, such as food, shelter and health, without

which 'a state of underdevelopment exist'.

- Esteem: all individual seek self-esteem, a sense of identity, self-respect or dignity
- Freedom: freedom represents increased choice for the individual members of society and freedom from servitude to ignorance, nature, other societies, beliefs and institutions.

Definition: Development

The United Nations Development Programme's Human Development report (UNDP, 1990) defines development as '*the enlargement of people's choices, the most critical being to lead a long, healthy life, to acquire knowledge and to have access to the resources needed for a decent standard of living*'.

Harrison, 1998: xiii) "*Development is economic growth to a far-reaching, continuous and positively evaluated change in the totality of human experience*". Development, then, is a complex, multidimensional concept which not only embraces economic growth and traditional social indicators, such as healthcare, education and housing, but also seeks to confirm the political and cultural integrity and freedom of all individuals in society. (Richard Sharpley and David J. Telfer)

The development, "... must represent the entire gamut of change by which an entire social system, tuned to the diverse basic needs and desires of individuals and social groups within that system, moves away from a condition

of life widely perceived as unsatisfactory and toward a situation or condition of life regarded as materially and spiritually “better” (Todaro, 1981:70).

Implied within Todaro’s definition is the notion of quality or balanced growth. In terms of development, it can be achieved quality life balancing among economic, social, cultural and environmental elements

Evolution Of Development Theory:

Butler envisaged the development of tourism as a cycle of evolution where the destination experiences stages of “exploration, involvement, development, consolidation and stagnation to possible decay and demise or possible rejuvenation (Butler, 1980, P. 6-9).

Concept of Tourism

Tourism is increasingly making mark on economic front of countries in present context, and bringing balance

in economic, social, cultural, environmental sphere of people. No wonder it is world’s largest industry. The economic magnitude of tourism is as valid as agriculture or mining globally. According to World Tourism and Travel Council (WTTC), taking account of its direct, indirect and induced impacts, Travel & Tourism’s total contribution in 2011 was US\$6.3 trillion in GDP, 255 million jobs, US\$743 billion in investment and US\$1.2 trillion in exports. This contribution represented 9% of GDP, 1 in 12 jobs, 5% of investment and 5% of exports. As tourism is an integral part of modern society, its proper study is necessary to utilize its benefits optimally.

Such has been the growth and spread of tourism over recent decades that it is now so widespread and ubiquitous.....that there are scarce people left in the world who could not recognize a tourist immediately’ (Cohen, 1974). However it is abstract nature of the concept of tourism (Burns & Holden, 1995:5) which gives a wide variety & descriptions of Tourism.

Table 2 Evolution of Development Theory

Time guide	Development paradigms	Selected theoretical approaches or models	Key concepts/strategies
1950s and 1960s	Modernization	Stages Diffusion	Societies pass through similar development stages as western countries Spread of growth impulses from developed areas; growth poles; trickle-down effect; state involvement, regional economic development
1950s and 1960s	Dependency	Neocolonialism Dualism Structuralism	Underdevelopment caused by exploitation by developed countries; western cultural influence Poverty is functional to global; rich and poor-between countries and within countries, regional inequalities Domestic markets, import substitution, social reforms, protectionism, state involvement
Mid 1970s and 1980s	Economic neo-liberalism	Free market Structural adjustment One world	Supply side macroeconomics; free competitive market; privatization Focus on market forces and competitive exports New world financial system: deregulation internationalization of production
1970s early 1980s	Alternative development	Basic needs Grassroots	Priorities of food, housing, water, health and education People-centered development; local control of decision-making. Women in development, gender relations, empowerment Environmental management; meet the needs of the present generation without compromising future needs

Evolution of Development Theory: Todaro (1994) and Brohman (1006)

Definition: Tourism

Tourism is difficult to define and measure since it comprises sellers of many heterogeneous products and services. National accounts and industry statistics fail to present tourism as a specifically defined sector, nor does tourism appear explicitly in typical economic input-output (I-O) tables. The category Tourism and Travel Related Services, comprises hotels and restaurants, travel agencies and tour operators, and tourist guide services (and an other sub-category). Numerous other tourism services, Computer reservation systems, cruise ships and many other transport services, hotel construction, etc. are placed in other sectoral categories.

As per The United Nations, 1994, tourism includes “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated within the place visited”. Although there is now growing recognition of the role of tourism as a productive activity and of its potential to generate significant direct and indirect economic benefits, the sector has suffered in many countries from a lack of political and popular support. This is because tourism’s economic importance has often been underestimated.

In an effort to improve understanding of the industry, the OECD, the World Tourism Organisation (UNWTO) and Eurostat developed the so-called Tourism Satellite Account: Recommended Methodological Framework (TSA) in 2000. The TSA attempts to provide a credible measure of the true contribution of tourism to a national economy by analyzing those aspects of demand for goods and services that are associated with tourism, observing the interface between demand and supply of such goods and services, and describing how supply interacts with other economic activities. TSAs are already in place or under development in a significant number of OECD countries, and in an increasing number of developing countries.

Samuel Pegge in his book on new English usage wrote, ‘A traveler is now a days called Tour-ist’ (cited in Buzard, 1993).

Chambers English dictionary defines tourism as *the activities of tourists and those who cater for them*.

Burkhart and Medlik (1981:41-3) identify two main classifications of tourism definitions:

Technical Definition

Of tourism attempts to identify different types of tourist and different tourism activities, normally for statistical or legislative purposes. The first such definition, proposed by the League of Nations in 1937, defined a tourist as *someone who travels for 24 hours or more outside their normal country of residence. It included those traveling for business in addition to pleasure, health or other purposes, and it also introduced the excursionist as someone who stays in a destination for less than 24 hours*. A similar definition was produced by United Nations Conference on travel & Tourism in 1963. It states that *a visitor is any person visiting a country or 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, a visitor being either a tourist staying overnight or an excursionist on a day visit*.

Conceptual Definition

Conceptually Nash (1981) considers that ‘*at the heart of any definition of tourism is the person we conceive to be a tourist*’. From motivation and touristic practices perspective tourist is ‘*a person at leisure who also travels*’ (Nash, 1981). Smith defines in reference to motivation, a tourist being a ‘*temporarily leisured person who voluntarily visits a place for the purpose of experiencing a change*’ (Smith, 1989:1). Graburn (1983) emphasizes *tourism’s functional role inasmuch as it involves for the participants a separation from normal instrumental life and the business of making a living, and offers an entry into another kind of moral state in which mental, expressive, and cultural needs come to the fore*’.

The technical and conceptual categories of tourism definitions evidently represent two extremes of a definition continuum (Buck, 1978).

Jafari (1977) defines tourism as “The study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host’s socio-cultural, economic and physical environments”.

Thus, Tourism is an activity which involves the movement

Table 3. Tourism and Development Theory: A framework for analysis

<i>Development-Tourism As An Agent of Development</i>				
<i>Components of Development</i>	<i>Modernisation</i>	<i>Dependency Structuralism</i>	<i>Economic Neoliberalism</i>	<i>Alternative Development</i>
(A) Scale and Control of Development				
focus	economic	economic	economic	sustainability
scale of development	large	large/small	large	small
rate of development	fast	Fast	fast	incremental
economic distribution	trickle down	local owners	SALP	local owners
planning	top down	top down	top down	bottom up
local involvement	limited	High	limited	high
ownership	foreign	local owners	foreign	local owners
industry control	external	internal	external	internal
role of government	high-low	High	low	high-low
management origin	foreign	domestic	foreign	domestic
accommodation type	enclave	Mix	enclave	mix
spatial distribution	concentrated	Varied	concentrated	disbursed
tourist type	mass tourist	Mix	mass tourist	special interest
marketing target	package tours	Mix	package tours	independent
employment type	formal	in/formal	formal	informal
infrastructure levels	high	high/low	high	low
capital inputs	high	high/low	high	low
technology transfer	high	Mix	high	mix
(B) Environmental and Community Linkages				
resource use	high	high/low	high	low
environment protection	low	Mix	low	high
hinterland integration	low	High	low	high
Inter-sectoral linkages	low	High	low	high
cultural awareness	exploitative	protective	exploitative	protective
institutional development	low	High	low	high
local compatibility	low	High	low	high
adaptive capacity	low	Low	low	low

Source: After Telfer (1996).

of travellers within or across border and who interacts with other people & places.

According to the WTTC, India has potential to emerge as the 2nd fastest growing (8.8%) tourism economy in the world over 2005-14. In 2010, around 5.8 million tourists arrived in India and spent nearly \$14.19 billion. The past efforts of marketing initiatives is paying dividend,

making India an attractive tourist destination for the foreign traveler.

Development & Tourism

The contribution of tourism to national or local economy or, more generally, to development varies according to a variety of factors. As a general rule, it is likely that

Table 4. Analysis of modernisation and tourism development

Components of Development	Tourism Developed Under Modernisation		
	Traits	Positive Attributes	Negative Attributes
(A) Scale and Control of Development			
Focus	economic	high profits	less environment
scale of development	large	high profits	lack of community fit
rate of development	fast	high profits	loss of local control
economic distribution	trickle down	spread effect	elites benefit
Planning	top down	expert control	no local input
local involvement	limited	expert control	resident resentment
Ownership	foreign	expert control	capital flight
industry control	external	expert control	neocolonialism
role of government	high-low	facilitate investment	low community input
management origin	foreign	expert control	worker resentment
accommodation type	enclave	economies of scale	lack of community fit
spatial distribution	concentrated	economies of scale	limited local access
tourist type	mass tourist	higher profits	near carrying capacity
marketing target	package tour	target mass tourist	capital flight
employment type	formal	trained workers	loss of informal input
infrastructure levels	high	non-touristic uses also	lack of community fit
capital inputs	high	increased multiplier	lack of community fit
technology transfer	high	internationalisation	limited local access
(B) Local Community and Environmental Linkages			
resource use	high	larger multiplier	environmental damage
environmental protection	minimise costs	minimise costs	environmental damage
hinterland integration	supply-stable imports	supply-stable imports	high leakages
intersectoral linkage	familiar suppliers	familiar suppliers	reduced multiplier
cultural awareness	culture as an object	culture as an object	cultural erosion
institution development	rely on foreign experts	rely on foreign experts	limited linkages
local compatibility	minimise contact	minimise contact	resident resentment
adaptive capacity	foreign capital support	foreign capital support	open to market change

Source: After Telfer (1996a).

Table 5. Analysis of alternative development and tourism development

Components of Development	Tourism Developed Alternative Development		
	Traits	Positive Attributes	Negative Attributes
(A) Scale and Control of Development			
focus	sustainability	environmental protection	difficult to define
scale of development	small	lower impact	lower profits
rate of development	incremental	community adapts	lower profits

<i>Components of Development</i>	<i>Tourism Developed Alternative Development</i>		
	<i>Traits</i>	<i>Positive Attributes</i>	<i>Negative Attributes</i>
economic distribution	local owners	increase local multiplier	lower profits
planning	bottom up	local involvement	difficult to co-ordinate
local involvement	high	local decision making	tourism inexperience
ownership	local owners	increased local control	tourism inexperience
industry control	internal	local empowerment	reduced global market
role of government	high-low	sustainable guidelines	over regulation
management origin	domestic	increase local skills	limited experience
accommodation type	mix	local resource usage	loss of profit
spatial distribution	dispersed	less environment stress	diseconomy of scale
tourist type	special interest	environmental concern	lower profits
marketing target	independent	environmental concern	lower profits
employment type	in /formal	increased multiplier	lack of training
infrastructure levels	low	low environment stress	reduced infrastructure
capital inputs	low	low environment stress	smaller investment
technology transfer	mix	increased self-reliance	reduced global access
(B) Local Community and Environmental Linkages			
resource use	low	promotes sustainability	reduced multiplier
environmental protection	high	promotes sustainability	reduced profit
hinterland integration	high	use of local resources	unreliability of supply
intersectoral linkage	high	increase local multiplier	unreliability of supply
cultural awareness	protective	cultural integrity	restrictions on tourists
institution development	high	stronger institutions	tourism inexperience
local compatibility	high	resident acceptance	demonstration effect
adaptive capacity	low	self-reliance	open to market change

Source: After Telfer (1996a).

a greater dependence will be placed on tourism in less developed countries than in industrialized countries. In many smaller countries where resources are limited economic development depends upon tourism activities. The Caribbean islands, the Indian Ocean islands of the Seychelles and the Maldives and the islands of the South Pacific fall into this category. However, the importance or scale of tourism industry is not always related to a country's level of development. Conversely, in some developed states tourism is the dominant economic sector. With a per capita GDP of around \$14,000 Cyprus is a high income country and, though non-industrialised, enjoys human development indicators matching those in developed countries. There, tourism is the most significant economic sector, contributing 20% of GDP, 25% of employment and about 40% of exports (Sharpley, 1998).¹³ Even in developed countries which are not totally dependent upon tourism, tourism plays a significant role in many segments. In the English Lake District, for example,

tourism generated over £500 million in 1996 (BTA, 1997) and supported one-third of all employment in the region.

It is thus clear that the contribution or outcome of tourism development is measured in the quantifiable terms of tourism receipts, contribution to exports, and contribution to GDP and employment levels. However, whilst these are certainly indicators of the economic contribution of tourism, it is less clear whether they are indicators of the developmental contribution of tourism.

Development theory and tourism were evolving along similar time lines since there was similar concern for both after Second World War. Tourism Research has advanced mainly after the Second World War with the rise of mass tourism (Briton, 1982).

It was during 1960s, when tourism was being discussed in context of development world over. It was a belief that tourism created increases in foreign exchange and

employment and the tourist expenditure generated a large multiplier effect, which stimulated the local economy (Davis, 1968; Peppelenbosch&Templeman, 1973, Graburn&Jafari, 1991). Further the benefits of tourism were question marked as leakages were high and multiplier effect was less (Bryden, 1973, Dependency Theory).¹⁴ However, tourism has moved from just survival to sustainable level benefitting economies.

Here we see Tourism as an agent of development in the following table. Different scale & control of development has been marked. Simultaneously linkages between environment & community are established. After Telfer has linked Tourism with Development and Tourism has been seen as an agent of development. In different theories like Modernization, Dependency Structuralism, Economic Neoliberalism and Alternative Development the scale of development has been shifting.

Tourism has contributed in development of physical, social, cultural, political and economic environment in a country. Consideration of contextual characteristics- the nature of the place in which tourism develops- is important, for the context will influence the way in which tourism evolves and will condition the impact which tourism will have. These impacts will in turn modify the places concerned and contribute to a redefinition of their character and geography.

The physical backdrop can influence tourist development in many ways. Most importantly, physical attributes such as climate and landscape may have a major bearing on the attractiveness of an area which will influence the type of tourism which develops. Physical characteristics may also facilitate or limit accessibility by different modes of transport. Many of the environments which appeal to tourist- alpine areas, coasts and tropical islands- may be especially dynamic or fragile areas whose balance is readily disturbed by tourist and other developments. As Pearce and Kirk (1986, P.3) point out:

“Coasts, particularly beaches, are amongst the least stable and most physically changeable of the Earth’s landform system.”

Similarly, the social and cultural characteristics of a host society will influence its attractiveness to tourist, may appeal to certain groups of travelers. Many possibilities exists: remnants of past cultures (Mayan temples,

Egyptian pyramids), distant, exotic cultures (Polynesian folk dances), or distinctive, geographically confined societies (the Amish of Lancaster county, Buck, 1977). Class and political society may also determine the type of tourist development that occurs.

Conclusion

It is established that tourism is a critical component in the development process. Tourism, if sincerely approached and implemented has capacity in developing human capital, making more self-reliance, and creating a well-being sense for everyone. It is important to note, if full advantage of tourism is to be taken to assist development, then it ought to follow seriously. Both public- private partnerships will create a right environment for sustainability of tourism.

Tourism can facilitate the development of a country. The local players should be involved with high esteem to contribute balanced development of both the industry and the nation. Perhaps Poon (1990:119) stated it best when she suggested that the future emphasis of tourism “must be placed upon cultivating a cadre of locals who seriously control their own destiny.” However, the necessary conditions must be present.¹⁵

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