

A Review of Tourism and Hospitality

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Abstract: This paper gives the clear description of scope of tourism and traces the root of history of tourism and types of tourism. This is likely to be the economic booster for any country. This is needed to generate Foreign Exchange by its Impact of Tourism and its Multiplier effect to related Industries such as Hospitality Industry (Hotels) Which is to directly linked to the successful growth of tourism.

Key words: Tourism, Hospitality, Ancient tourism, Hospitality, Environment, Empire Era, Grand Tour, cultural Tourism, Tourism Demand, Importance of Hospitality Industry

INTRODUCTION

Definition and Scope of Tourism

As a concept, tourism is inevitably open to different interpretations but it is now widely agreed that there is an urgent need to tighten or achieve greater precision in the way that key tourism terms are used nationally, regionally and locally. Planning and managing tourism when the various stakeholders involved have different conceptions of what tourism means can only ever be partially successful. Tourism is the general term that refers to cover both demand and supply of movement of people from one place to another in various forms. Tourism is defined as *the activities of persons identified as visitors*. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose of holidays, leisure and recreation, business, health, education or other purpose. Tourism is thus a social, cultural and economic phenomenon to entitle people moving to countries or places that are usually away from their usual environment. This movement may be personal or business of any other purpose. Tourism thus is a word that is used to denote a variety of concepts particularly because its scope is so wide and includes the disciplines of Geography, Economics, Business Studies, Marketing, Sociology and Anthropology.¹ This concept is an activity that requires a variety of support services like Transport, Accommodation, Food, Marketing etc. The world tourism organization perceives tourists as a person who visits another country, region or place which is other than their usual residence.²

Hunziker and Krapt (1941) have defined tourism as “ The sum of the phenomena and the relationship arising from travel and the stay of non residence, in so far as they do not lead a permanent residence and are not connected with any earning activity during their time of stay.³ In 1976 the tourists society of England defined tourism as “Tourism is the temporary short term movement of people to destination outside the place where they normally live and work and their activities during such stay at each destination. It includes movements for all puposes.⁴ In 1981 the international association of scientific experts in tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home environment.⁵

Theories of Tourism

As international tourism increased in importance, the way it has been regarded has changed. Tourism is a dynamic phenomenon that undergoes and facilitates rapid change in human environments around the world in a number of ways. Keeping pace with tourism poses a number of challenges in understanding human modalities and the processes involved. It is a general agreement that people travel for pleasure and the need to temporarily escape from the generic mundane routine of the situations and activities at home, work place and other familiar places and situations. A number of theoretical approaches have been utilized to explain the relationship between disconfirmation and satisfaction. The heart of the satisfaction process is the comparison of what was expected with the product or service's performance experience with the product or service produces a level of perceived quality that is influenced by expectation.

Consistency theories suggest that when the expectations and the actual product performance do not match the consumer will feel some degree of tension. In order to relieve this tension the consumer will make adjustments either in expectations or in the perceptions of the product's actual performance.⁶ Dissonance theory posits that consumers make some kind of cognitive comparison between expectations about the product and the in perceived product performance. Cognitive dissonance is an uncomfortable feeling caused by holding two contradictory ideas simultaneously. The theory of cognitive dissonance proposes that people have a motivational drive to reduce dissonance by changing their attitudes, beliefs, and behaviours, or by justifying or rationalizing them.⁷

History of Tourism

In ancient age people used to travel for only food, hunting and this type of travel had a purpose of satisfying the need of the people. This actually did not have any concept of tourism, but it was more for the sake of existence and for achieving the needs that were most of the time very essential. They didn't know anything about tourism. It could be said that these ancient people travelled but were not weren't civilized and they only travelled for their own purpose. They used to travel from one jungle to another jungle or place. The travelling is linked with the civilization of people. May be with the beginning of civilization started the beginning of travel too. Similarly walking, running may have been the only mode of travel.⁸ Later people became more civilized and they started to travel by riding in donkey, horse, yak, bull, etc. after more civilization on they got a new mode of transportation where animals were used as a mode of transportation. May be the invention of the wheel was a land mark in tourism when travel became more easy and many new innovative modes of travel became more prevalent.

1480 B.C.E was probably the first journey ever made for purposes of peace and tourism was made by Queen Hatshepsut to the land of Punt (believed to be on the east coast of Africa). Description of this tour has been recorded on the walls of the temple of Deirel – Bahri at Luxor. Tourism during the period 1600 to 1200 B.C.E was more common in the middle European countries. In this era, the Greek peninsula of the Mycenaean's, started a two lane road 13.5 feet wide, from the coast of Crete to the capital at Knossos. In Greece, roads were usually one lane, although some were as much as 11.5 feet wide. Bridges and culverts kept them passable. May be this was the first time that travellers started thinking about infrastructure and transportation as being important for travelling The military and the Government were the most common people who used to travel and then there were the nobles who travelled by their own caravans.⁹ In 326 BCE, the records from the travelogues of Alexander the great states that there were well connected and developed roads in India. There are also historical evidence that between 500 and 400 BCE Persia (Present day Iran) had all its cities connected by roads and all the cities were connected well with their capital city. The time between 98 to 117 BCE saw the growth of roads and travel.¹⁰ The entire Roman empire extending from Germany and Scotland were griddled by well connected roads also roads were well connected within Egypt and along the southern shores of Mediterranean sea to the east, roads also extended to the Persian gulf in what is now Iraq and Kuwait. Thus travel was always been related to modes of travel especially the development of road ways.

The history of tourism can be categorised into various eras or stages:

The empire era/ Invention of money (B.C.E. to 5th century): By about 4000 B.C.E, the invention of money by the Sumerians (Babylonians) helped a lot to flourish tourism. It made easy to travel by paying. Invention of Road era 2050 B.C.E: In this era there were no concept of tourism but people used to travel various places using animals as a vehicle because the roads. There was both the use of money and the invention and development of which motivated people to travel. At that time there was affluent population with time and money to travel. There were widely accepted currencies and widely used languages, the legal system were strong so many people travelled in this era.

The middle age era (5th to 14th century): This was mostly during Europe's Middle Ages, in this era it was just not the invention and use of money and sue of roads but also the need for other infrastructure like food and accommodation that become important components for travel and tourism. Marco polo's historic travel (13th Century): In this era the transportation and safety declined to, less holy acceptance of currencies and less knowledge of common languages. In this era some travelled by crusaders.¹¹ Renaissance era (14th to 16th century): In this era re invention and re travelling trend started. People increased interested in travel for commerce and pleasure.

Grand tour era (1613 to 1785 A.D): This was the era in which the concept of hotel started for the first time .This started in London. In this era, people who are rich and of high standard started to travel. The trend of luxurious travel started by wealthy English, developed as status symbol and spread throughout Europe, and then to the rest of the world. The mobility era (1800-1944): This was the period when several inventions related to mobility and travel was made and this proved to be the era which boomed travel and tourism to such an important level. Some of the major inventions and developments that took place during this era are given below: ¹²

- 1830 A.D:- first rail link between Liverpool and Manchester was started
- 1841 A.D:- introduction of package tour by Thomas cook by travelling in tail with 570 passengers. The first tourism business was introduced by Thomas cook.
- 1845 A.D:- world's first travel agency opened.
- 1849 A.D:- in modern tourism first guide book was published as 'john Murrays handbook' for London.
- 1879 A.D:-Thomas cook introduced hotel coupon (pay here get there).
- 1891 A.D : - American express, Henry wells introduced travellers cheque
- Near 1900 :- 1st motor car
- 1903 : - Wright brothers introduced airplane
- 1918:- deutsche Lufthansa provided the first scheduled air passenger's service from Berlin to Leipzig and Weimar.
- 1936 : - Air Transport Association (ATA) was formed in Chicago
- 1939:- first Tran Atlantic flight.

This was one of the important periods where tourism got to flourish in rapid way due to introduction of innovations in Banks and currencies like travel coupons, airlines and evolutions in industry.

The modern era (1945 to till now): May be this era travel was based on the earlier model and even more new developments have been made to make travel even more safe and interesting . Some of the important developments in this period are:

- 1946:- first airlines in Europe (British airways)
- 1970; - first jet airlines Boeing 747 "jumbo jet" took 352 passenger
- 1964:- American airlines introduces computerized reservation system (CRS)

In this era there become various developments in technology and system which made tourism easier, reliable, safe secured etc. where people can travel without any problems. There are so many tourism m agencies over the world. Now Tourism has by itself become a very fast growing industry and it was several categories, some of the current types of tourism are Eco tourism, medical tourism, education tourism, Sports tourism, Creative tourism, Leisure Tourism and even Dark tourism.¹³ These various types of tourism have emerged in the recent past of which we are going to study in the next section.

Types of Tourism

May be tying tourism started in the 1940's. Hunziker and Krampf, 1941, distinguished several types and forms of tourism: travel for rest and treatment, pilgrimage, and scientific knowledge, etc. In 1965, Jülpifyg, Ruppert and Maier in 1970, admitted the existence of six types of tourism: tourism recreation, therapy,

visitation, reduced distance relaxation, transit by tourism and professional tourism. The types of tourism are dynamic in time, they vary a lot. The types of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport. Spatial feature of tourism is the kind of tourism resulting from mixing more types of the same territorial unit. Mixing types of tourism is, however, regional or local importance as a factor for progress in proportion to their number, but at the same time affected by the season.

In accordance with the purposes, each type of tourism is going towards those areas where the purpose may be achieved either through the potential facilities, either due to the climate or specific traditions of the place. In general, one may distinguish six types of tourism: - Relaxing tourism; - Relaxing and health care tourism; - Visiting tourism; - Transit tourism; - Reduced distance tourism; - Professional tourism. If the first five types of tourism practiced during holidays, professional tourism is closely linked to the productive activity. Some authors, such as Hunziker and Krampf, exclude professional tourism of the types of tourism, because it binds to a gainful activity, being far from the meaning of a classic leisure activities or health care. Including professional and tourism within the general framework of tourism it results in a "Tourism generally speaking" that cannot be excluded from any performed analysis. In terms of choosing the tourist destination, we distinguish: - volunteer tourism - the destination is chosen by free will of the beneficiary of tourist services (tourism, relaxation, visiting tourism, and reduced distance tourism - for leisure Tourism, recreation and is also a tourism course, without appeal, as with tourism and recreation to health care, to medical treatment.

Tourism demand in this case resulting from the two categories of needs: needs for recreation and the change of scene. Tourism has a strong holiday season. It is focused, especially during periods of leave and holidays of adults conducted in the student's special summer or winter (around the winter holidays). For this reason, it appears correlated with a long term stay (1-2 weeks). Tourism holiday lasting very long (3-4 weeks) are not at present attractiveness that had half a century. Dynamics of the contemporary world marks this factor also; the tourist prefers to switch places rather to visit only a certain place. In the analysis of holiday tourism is essential to take into account several factors. On the one hand, it involves a crowded of traditional tourist areas (summer - tourism season, winter - mountain tourism), and routes to transport them. Shortcomings of the promotion of travel agencies or higher rates charged by these contributions to increase tourism sometimes unorganized which increases congestion phenomenon above.¹⁴ It should be kept in mind that favourable places of relaxing tourism activity are those characterized by a peaceful climate, with adequate facilities to spend the holiday.

Another factor influencing tourism demand for a recreation area is the income level of the citizens. It features very sophisticated area of tourism can lead to a greater demand from tourists that have significant income, while other areas with fewer facilities, but with a natural environment can be adequately searched by tourists with modest incomes. Relative to the age structure of tourists should be noted that older people will seek quiet places May (mountain proper walk, meditation, resorts in the forested areas at the edge of lakes, etc.), while young age population in general searches genial amusement resorts (coastal), rising mountain to practice sports, etc. Tourism and recreation to health care. This type of tourism is known since antiquity, being one of the oldest types. Traces of practice of relaxing tourism and health care were found in some of our resorts. Pollution in large urban centres, the townspeople sedentary life, illnesses manifested in various forms the most nutrition increasingly distant from the natural lead to the need for tourism recovery of health. Place of destination of this type of tourism is the resorts Spas pursuing recreational functions, features and functions mixed treatment on the basis of climatic factors, basin (thermal and mineral springs, sea water etc.).

Tourism demand is closely linked to supply and diversification of services provided only as a basis financial that can lead to amplifying this type in a specific area. The need for treatment of medical prescriptions under conditions of long duration of this type of tourism, at least three weeks. An out-of-date cultural tourism is the religion. Today it is manifested in the world famous places such as Jerusalem. Transit Tourism not an independent type of tourism being wove with any of the other types. Tourism is a transit, in particular,

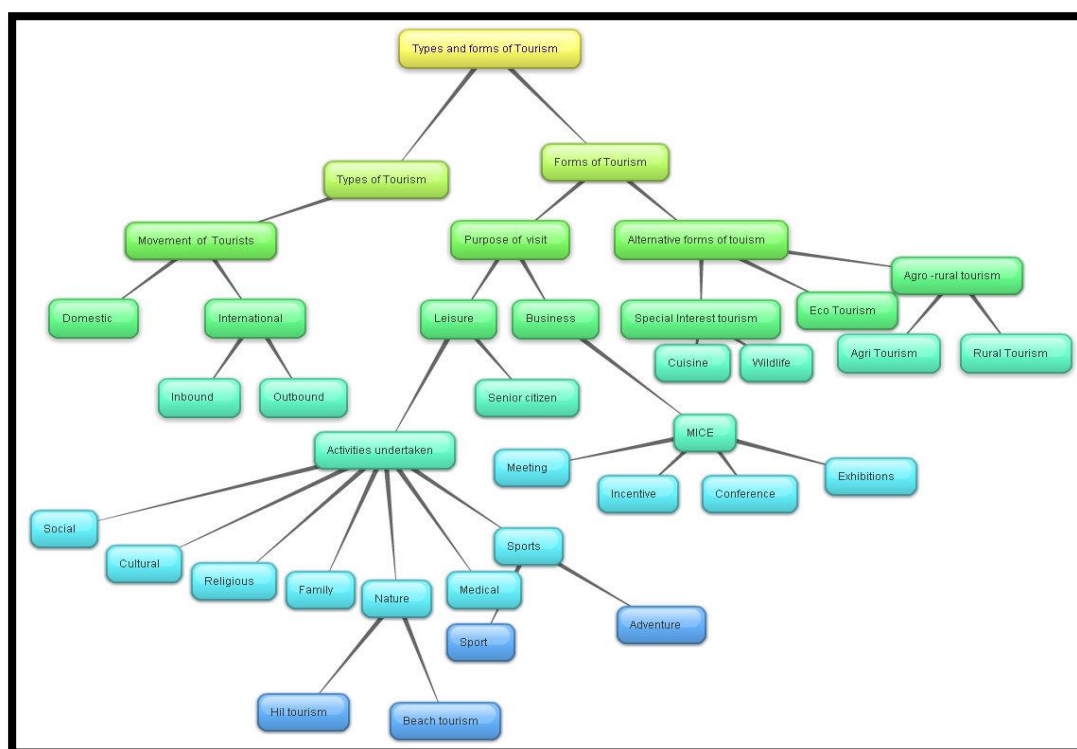
where the tourist destination is at a great distance from town of residence of the tourist.¹⁵ Thus, a journey through the territory of transit between the origin and the destination can be conducted with or without interruptions at different points situated along the route. Reduced Distance Tourism is a form of tourism in which Tourism distance has reduced many considerations to common events at the recreation and health care. Due to industrial development of cities, labour is increasing and it involves a factor of great routine, becoming more and more citizens feel the need for recreation at weekends. Tourism distance so reduced shall be conducted under the need for power regeneration in physical and intellectual work breaks. Reduced distance relaxation falls in the short term, characterised by movements that require a period of several hours to a day or even in a day. Demarcation basic types of recreation reduced distance is not so dependent on the purpose and reasons for it, but depending on your time.

There are two areas of accessibility of this type of tourism. Thus there is a settlement area and a peripheral area somewhat removed whose size depends on the paths of communication, means of transport and material welfare of citizens in the area. Even if the share spent without recreation is less than that spent by the efforts of companies that provides travel services should be directed to just this kind of tourism because it is obvious that the benefits will be higher. Synthesizing the above, it concludes that relaxation in reduced distance is performed, in most cases, the end of the week, the peripheral area of large urban centres (which represent the main emitters of tourists), aimed relaxation force work or visit. She carries a landscape less than the transformation of relaxation long.¹⁶ The recreation of distance is very low and in terms of tourism demand balance, avoiding seasonal oscillations, thus contributing to a more efficient use of materials.

In large urban centres, small relaxation distance recorded during the time developed. The apparent close relationship with the city expansion in the territory has forced the use of this area at increasing distance, and the development of transport. Professional Tourism includes all movements so with official institutions organized by the administrative, scientific, cultural and the economic enterprises, commercial etc. As such, this type of tourism takes place between different administrative centre, cultural, economic, etc. depending on the number of these institutions and enterprises. In this type of tourism can be put scientific and technical tourism and to some researchers, given that types are independent. In terms of tourist origin, and destination, large economic centres are both providing and receiving tourists. Unlike leisure tourism in the professional distance of travel and choice of destination city no longer plays an important role in tourism. These results weaken the influence exerted on this type of travel by psycho-sociological factors, which action sometimes becomes invalid. Instead, it is important for institutions and enterprises to ensure the best of what the move, seeking to offer a fast transport without loss of time and at the same time comfortable and suitable conditions of accommodation. It leads to significant expenses for travel and accommodation expenses incurred by the issuing institution or enterprise.

This type of tourism is very effective for the various tourism facilities, especially for the accommodation, which in turn requires the stimulation of the science in particular. It links to this issue and by visiting various tourist attractions in the town of tourist activity Tourism uses the full range of tourism services from the accommodation, recreation and sports to the market and targeting tourists itself, and tourism is a professional movement of transit.¹⁷

Types and forms of Tourism



Source: Arunmozhi1 and A. Panneerselvam. Types of tourism in India. International Journal of Academic research, ISSN 3314-3215 Vol 1 No.1. Pp 84-88.

Types and forms of tourism are often intermixed with one another. Types of tourism can be classified based on space into Domestic or International tourism. International tourism can be further classified into outbound international travel or in bound international travel. When we take up the different forms of tourism, it can broadly classify based on purpose into leisure and business/ official. Leisure tourism can be further classified into activities done during the leisure travel like sports, medical, social, cultural religious etc. Official tourism or Business tourism which has become very popular now, can be called MICE tourism. This is because, official people travel for Meetings, Incentive, Conferences and Exhibitions. There is a new form in tourism which is fast spreading; this form is called alternative tourism. This can be classified into- Agro tourism, Wildlife tourism, Eco tourism, Education tourism, Food tourism, Rural tourism, Dark tourism. Etc. These forms of tourism can be called thematic tourism since this revolves around a theme around which the tourist decides to tour and travel.¹⁸

Impact of Tourism

The study of the growth of Tourism in India is made and it has been stated that a highly developed and sound infrastructure is an essential feature for the promotion and growth of tourist industry. Development of hotel and restaurants is indispensable to the progress of tourist industry.¹⁹ The major factors that influence tourism can be broadly classified into Physical factors Cultural factors. Physical factors like landform, climate etc, play a vital role in influencing the choice of the tourists, However, depending on the type of tourism, the cultural factors play a even more vital role in the choice of destinations Cultural factors can be further classified into- Economic factors, social factors, Political factors like the government rules and regulations and safety and security etc. In many places religion culture and tourism are inseparable. The provision of good quality flexible forms of accommodation, retail outlets, Travel agents, development of package tours, marketing of these packages, local tour guides, transportation services etc are some of the vital factors that promote tourism.

Now tourism has become an industry which has provided livelihood for many people and it has been influencing the economic and social life of people. The growth of tourism as an industry has also brought in many political change. There are many segmentations or divisions that tourism industry depends on. The

chart explains the departmentalization of the tourism industry. The major factors that promote tourism can be classified into:²⁰

1. Accommodation/ Operations: These factors can be the availability of hotels, motels, resorts, camping grounds, service apartments, Time share accommodations, Casino etc.
2. Transportation services: Different modes of transport, like ships, planes, airlines, railways networks, special coaches etc.
3. Food and Beverages: This includes Restaurants, Vending machines for beverages, Retail food, Cafeteria, Snack bars, Tuck shops, Bars and Automats.
4. Retail stores: This include, Gift shops, Souvenir shops, art and craft shops, shopping malls, markets and super bazaars.
5. Activities: Like Recreation, Business, Entertainment, Shows, Banks, Fairs and meals, Festivals, Exhibitions, Meetings, Sports , Study Trips m, Cultural events and seasonal festivals.

Thus the above factors are no doubt playing a vital role in influencing tourism and the choice of a particular tourists spot is based on one or all the above mentioned factors. Apart from this, the tourists need to have the following to travel:

- Motivation
- Curiosity
- Holiday and availability of leisure
- Religion and culture
- Mode of travel and its availability
- Education and spread of the tourists spot/ lace
- Health
- Visiting friends and relatives
- Historical places
- Government rules and stipulations

There are many economic and social benefits of tourism as an Industry, However some of the challenges are, the dynamic nature of the Industry and the rapid expansion, which has in turn led to large scale degradation in the environment. Tourism is often also regarded in the economic perspective rather than a physiological and aesthetic perspective.²¹ There is also the perdition that increase in tourist will also result in more internationalism and will there by result in losing the cultural identity of the particular tourists spot.

Importance of Tourism

Importance of tourism as an Industry cannot be underestimated. There are many countries in the world which are solely dependent only on results in increasing foreign exchange and also helping in infrastructural development. There tourism Industry for their economy. There are direct and indirect benefits of tourism as an industry. Tourism is an importance component of tourism which is called image building. The tourist who comes to a particular place carries an image about that place and this may bring in more people and in direct marketing is created by image building. The employment that is generated from tourism increase the GDP of the country.²² There are both skilled and un skilled jobs that are provided by the Industry.

In the economic perspective the role of tourism is more because of its ability to generate foreign exchange and its role in accelerating development and it being a source for many other smaller industries. The economic impact of tourism is generally more emphasised, however, it should also encourages for social relationship between different countries and also between different regions within the same country. Environmental impact due to tourism is both negative and positive and depending on the stage of development of a country, the environmental impact can be minimized. Many countries are now looking creating awareness to safe environment instead of immediate profitability and many government policies and programmes are now aiming at sustainable tourism without any damage to the environment.²³

Hospitality Industry and Tourism

Hospitality is treating people the way in which you want to be treated when you are travelling. In other words it is making the tourists feel totally welcome and it is a deliberate planned effort to maintain mutual understanding between an organisation and the general public who visit the organization. This is a service Industry and it is a part of the tourism industry. Hospitality includes many services like Transportation, Food and beverages, Accommodation and Leisure and recreation activities.

A hotel may be defined as a primary unit or establishment that provides lodging facilities to general public. This may also furnish more services like providing food, beverage, laundry etc. Thus a hotel room can also provide a combination of multiple services. It is very apparent that the hotel Industry has closely followed the path of the travel or tourism industry and both these are complimentary to each other. In ancient times, when travel was only by foot, there were small shelters or rest houses on the road ways which provided a night stand to the travellers. Later when animals were used as means of travel, these rest houses were built for both the traveller and his animal to rest. After the 7th and 8th centuries the first rest houses were built in Greece where men had to pay for the services. Most of the rest houses were built near the water bodies or any source of water. May be the first hotel in the modern sense was built in Paris around 1312, which provided a room and bed that is clean and provided protection against robbers. Many of these rest rooms were used by the government and military troops who moved from one place to another.²⁴

Slowly the hotel Industry became more organized and many family hotels which were run by families became common in many parts of Europe and by the end of the first world war many fine hotels were built in France and by the end of the 19th century Bristol, Thomas Cook and Grand were very prominent names in the hotel which became now a part of an Industry along side with Tourism. In India there were organizations that were made especially to promote tourism through the hotel development. India Tourism and Hotel Corporation ITDC took over massive spread of hotels in all the tourist spots and many private players also joined the trade.²⁵ Thus the growth of hotels and tourism development has very close connections and has had similar genesis and growth.

All hotels can be classified based on their:

- Size
- Star System
- Ownership and
- Other categories

Size refers to the availability of number of beds and should not be confused with area or size of the hotel. Usually a hotel with about 25 rooms or less is called as a small hotel, 26-99 rooms as an average hotel and 100-299 as an above average hotel and more than 300 rooms as a large hotel.²⁶ In India, the star category is generally accepted in hotel Industry. Star is graded based on the size of the rooms, bathrooms, distinctive features, locality of the hotel, facilities provided by the hotel and the services rendered.

Based on ownership hotels are classified into Independent hotel, Management hotel, Hotel chains, franchised hotels etc. Hotels are also classified on the basis of location as highway hotels, suburban hotels, motels, boat houses or based on the duration of stay. An interesting concept of hotel classification is its classification based on the food they serve. Some hotels are occupied by tourists exclusively for the food that they serve. Some tourist travel and visit places exclusively for variety and hygienic food that is available in the hotels or in a restaurant in that region or state or tourists spot.

Almost every hotel generally also has a restaurant for additional services. This restaurant is used by the guests of the hotel and also by other visitors and guests. When tourists travel food and beverages become an integral part of their hospitality. In food and beverages there are few aspects that should be taken into consideration

General availability of a variety of cuisine to suit all needs
Availability of customised cuisine
Availability of authentic cuisine of that particular place/ region or state

In these aspects, most tourists will look for hygienically prepared food and beverages. This becomes an important aspect for travel and tourism. The difference between a hotel and a restaurant is mainly in the provision of services. A hotel concentrates on accommodation while a restaurant is a service sector dealing with the provision of food and beverages.

A new trend in restaurant and hotel industry is the service apartment. This is a concept that provides a home like ambience. This is becoming very popular in metro cities of India, especially in Delhi, Mumbai, Bangalore and Chennai. A service apartment is fully furnished and also has a basic food and dines facility.²⁷

Thus a hotel is defined by various dictionaries as a place that provides accommodation besides providing meal services. It is in general a place for lodging and food requirements of travelers and tourists. A hotel may or may not have a restaurant (some have many) though it is common for hotels to provide meals through room service. A hotel is a large building having many rooms and even floors with differences in their features. Some hotels are premium where many additional services are offered besides accommodation and food. These services may include swimming pool, conference rooms, cafes, casinos, and other entertainment services. The tariffs of hotels are dependent upon the kind and quality of services it offers. Hotels are star rated from one star to seven stars depending on these facilities and services.

A restaurant is simply a place to have food outside your home. It is smaller in size than a hotel as it does not have accommodation facilities. The one and only feature of a restaurant is the kind of food and/or beverages it serves to its customers. There are all sorts of restaurants in all cities of the world ranging from budget to very expensive ones where international cuisine is served and the ambience is great. Some restaurants also serve alcoholic drinks for which they obtain a license from the administration. Some are specialized restaurants where a particular cuisine is served such as Chinese, Italian, Thai, Japanese, and so on. There are some hotels that are known more for their high quality restaurants than their lodging services. Restaurants in all hotels are open for those having booked rooms in the hotel as well as outsiders to generate more revenue for the hotel.

Tourism thus is a sector which refers to a cluster of production units that provide goods and services to satisfy the tourists. The term 'tourism industries' is the internationally accepted standard industrial classifications of the sectors of the economy that provide products/services consumed by visitors. The turnover due to tourism in each of these sectors is measured by surveys of visitor expenditure, i.e., from the demand side, mostly in the private sector but including some public sector products/services. Although convenient and in common usage by professionals, the media and politicians, there is no accepted international or national definition of the term 'tourism industry. Many countries of the world are dependent on tourism sector for revenue. Every country is trying to establish their country's image to gain more by rising tourism as an industry and their by make more profits and increase their GDP through tourism.

Many factors have been playing a vital role in expanding tourism. From physical factors like landforms to climate many factors play a vital role in increasing the sectors growth. Particularly are the factors of Infrastructure like transport, food and hospitality. In this research the main focus is on the impact of growth of hotels on tourism in India and Singapore.²⁸

Review of Literature

"Tourism: A Community Approach," A publications by Murphy's (1985).²⁹ focused on the basic requirements for the visitors and made a study on tourists demand and development. Ankomah and Crompton (1990)³⁰ state that, any crisis or domestic turmoil makes the country as an unsafe tourist

destination where the tourist not to visit that country. The unintentional expansion of tourism's has spoilt many of tourist destinations normal nature and socio cultural environment. Unwanted side-effects have lead to the rising alarm for the natural wealth, human interests and extended time economic feasibility of the destinations communities (Akis- Peristianis and Warner, 1996).³¹

Swarbrooke (1999)³² explains about the impact of Tourism and calls this financially viable action which can produce both positive and negative impacts. Richards & Hall (2000)³³ identifies the relationship between the community in the tourist's destinations and their sustainability. The local communities are major motivators for the tourists and the travel experience of the visitors is largely based on the local communities is the concepts that this books brings out. The same concept of sustainable tourism was brought forward by Hassan (2000).³⁴ Which describes about the social responsibilities and political stability for tourism as a futures goal?

Eric Laws and Bruce Prideaux and K.S.Chan (2002)³⁵ noted that without well planned risk or crisis management any tourist destination institute cannot escape from crisis. Organisation should take serious effort for its risk management. The way for the tourist destination to decrease crisis smash up to make effective preparation. Country should be taken towering concern for each business concerned in tourism industry.

Beirman (2003)³⁶ identifies the few core reasons that makes destination crisis. 1. Countries long-standing internal political violence. 2. International war or clash. 3. Terrorist attack on tourist and destinations. 4. Major criminal act. 5. Natural disasters such as Strom or Volcano, Flood, Earthwork. 6. Health issues affecting tourist attractions Lepp and Gibson (2003)³⁷ find out four key risk factor is seriously harmful for the destination tourism growth. These are Political violence, crime, health concerns and terrorism. International Society of Hospitality Consultants (ISHC) identified global issues and challenges where upward worldwide uncertainty for safety and security got priority.

Several desertions and projects works have also extensively dealt with Tourism. G Vanitha Rani (2003)³⁸ in her project work has exclusively discussed about Tourism in Singapore where there is a detailed study about the geography of Singapore and the development of tourism in Singapore.

The new aspect of eco- tourism was clearly explained by Shaw and Williams (2004).³⁹ This eco tourism was an alternate method to protect the ecosystem and at the same time generate income from Tourism. This new aspect of eco tourism was complementary to the environment and to the development of tourism as an industry.

Tourism industry of any countries would be suffered due to crisis and especially political instability. Tourist never wants to travel certain place where several crisis going on. Country loosing economic growth from tourism as well creates a time long negative impact as a tourist destination. While constraints on tourist movement the politics plays a vital role in the world tourism industry. Destinations positive political stability makes encouraging and involving nations. Political turmoil makes the destination unsafe and as a result imposing travel limits by others nations in that country. Sushil Kumar Bhatnagar (2006)⁴⁰ in his book "Front Office Management" has illustrated about the classification of hotels and its impact on the tourists both internal and international Review on tourism and its literature is so very elaborate and in most of the literature review, the distinguish authors have explained the crisis or problems, how different factors in Tourism development affects countries tourism industry. Where, the following variables are extremely essential to improve tourism sector of the destinations: Safety and security, political instability, branding destination image and way of sustainable tourism.

A study of problems and challenges faced by medical tourists who visit India was studied by the Indian Institute of Tourism in 20011.⁴¹ In 2014, an article was published in the Journal of culinary science and technology. This article was titled as Restaurant Viability: Operations Rating of Contributing Success Factors by Keith H.Mandabach and Mahammad Ashar Siddiqui. This article used quantitative analysis for

labour movement, market, and also the effect on restaurant and its success factors.⁴²The service Industry Journal published an article of “Influence of Restaurants, Physical environments on emotional and behavioural intention in 2014, by Kisang Ryu and Soocheong Jang. This article studied a conceptual model to explore how consumers and their perceptions relating to dining environments influence emotion and behavior pattern. This article was the first to discuss about up scaling of the restaurants and their influence on the behavior.⁴³The Economic and Political weekly published an article on the topic “Can Singapore be a Hong Kong to India? By Satapathy in 2014. This article talks about the investible resources and expertise in building infrastructure act as a window of investment to eastern India as Hong Kong has been to the South China. The article concludes by saying that much of this depends on the political leadership of India.⁴⁴ The Institute of Southeast Asian Studies published an article by Can Seng OOI on “State- Civil Society Relations and Tourism: Singaporeanizing Tourists, Touristifying Singapore. This article discusses that the Singapore Government has been able to close absorb and open up civil spaces and how tourism has played a vital role in re shaping Singapore and has opened up new civil and social places.⁴⁵

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