

**A SAGE
White Paper**

EVOLUTION OF TOURISM AS AN ECONOMIC ENTITY

An Introduction to the Business Tourism

Evolution of tourism as an economic entity

Introduction

Humans have been travelling since time immemorial. Since the prehistoric period, when nomads roamed the land in search of food and prey, man has been on the move. Even after the establishment of settlements and the beginning of cultivation, people continued to travel—for conquest, exploration and adventure. For the quest to know the unknown, the prospect of wealth-stimulated exploration and adventure travel, mighty rulers crossed their geographical boundaries for conquest. Religious beliefs brought another reason to travel, with pilgrimages and spiritual pursuits providing the impetus. Pilgrims, holy men and philosophers travelled great distances in the face of adversity and danger in search of succour, fulfilment and knowledge.

Faxian

Faxian was a Chinese Buddhist monk who travelled to Nepal, Sri Lanka and India to acquire Buddhist scriptures between 399 and 414 AD. He was born at Shanxi during the fourth century. His original name was Sehi, who later adopted the spiritual name Faxian (splendour of dharma). He visited India during the period of Chandragupta Vikramaditya II. The details of his journey are described in his travelogue *Foguoji* (a Record of Buddhist Kingdoms). His writings give important information about early Buddhism. After his return to China, he translated many Sanskrit Buddhist texts he had brought back into Chinese. Among them, two of the most important were the *Mahaparinirvana Sutra*, a text glorifying the eternal, personal and pure nature of nirvana and the *Vinaya* (rules of discipline for the monks) of

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the Mahasanghika School. Faxian visited the most important seats of Buddhist learning: Udyana, Gandhara, Peshawar and Taxila. His pilgrimage was completed by visits to the most holy spots: Kapilavastu, where the Buddha was born; Bodhi Gaya, where the Buddha acquired the supreme enlightenment; Banaras (Varanasi), where the Buddha preached his first sermon and Kushinagara, where the Buddha entered into the perfect nirvana. Then he stayed for a long time at Pataliputra, conversing with Buddhist monks and studying Sanskrit texts with Buddhist scholars. When he had deepened his knowledge of Buddhism and was in possession of sacred texts that were not yet translated into Chinese, he decided to go back to China. Instead of once more taking the overland route, Faxian took the sea route, first sailing to Ceylon (now Sri Lanka), at that time one of the most flourishing centres of Buddhist studies. After returning to his homeland, Faxian resumed his scholarly tasks and translated the Buddhist texts he had taken so much trouble to bring back into Chinese.

Source: Arvon (2016).

In modern times, there are multifarious reasons that stimulate travel. Primary among them are business, leisure and socialization. Business and trade have driven people to establish links with fellow traders and buyers across great landmasses and oceans, and thus great trade routes were established. With economic development came leisure travel and the concept of travelling for pleasure. Our social obligations make us travel for family celebrations, social functions and community events.

Tourism, in the modern sense of the term, is a relatively recent development. However, as we will see in this chapter, the rapid emergence of T&T as one of the most important economic activities of the world is a key development of the twentieth century. Tourism is regarded as a significant economic driver, contributing in multiple ways to the global economy.

In this chapter, we shall familiarize ourselves with this multifaceted, dynamic and ever changing discipline. It is essential to obtain a clear understanding of the concepts that form the basis of the subject and definitions of key terms. We will start our examination of the different aspects of tourism, beginning with an appreciation of the factors that extend an influence on the business of tourism. We will also get a glimpse of some of the differing viewpoints that exist on fundamental matters in the subject.

The Complexity of Tourism

Tourism is a complex subject, as it can be approached from different viewpoints. For example, tourism may be seen as an economic activity that contributes substantially to the economy of certain regions and countries. It can mean a business, a study of enterprises set up to cater to the demand of the tourists in a destination. To the business community, tourism may mean an industry, comprising of small and large businesses and companies, which have common objectives and issues. To a planner, tourism is a tool for economic development and societal change. To make sense of this confusing picture, a student of tourism has to obtain a systematic understanding of the theoretical basis of the management of tourism.

Tourism consists of many sectors such as accommodation, transportation, tour operations, attractions and support infrastructure. Each of these sectors is characterized by a complex interplay of factors. To give an example, the transportation sector is influenced by a variety of related components such as oil prices, regulatory environments, the construction of high-speed railway systems and climate change. It is this interplay of diverse aspects that makes tourism a challenging and interesting discipline.

Students of tourism approached the subject very differently in the 1980s and 1990s, and many of the theories and viewpoints about the industry, popular a few decades ago, have been discarded or substantially modified, owing to the evolution of the tourism business in response to the developments that have occurred in the world during this period. Tourism is

informed by several perspectives—environmental, cultural, economic, social and political. These perspectives are often conflicting and antagonistic, but a study of their influences provides students a deep understanding of how tourism changes and evolves through the years.

Tourism is a truly global discipline that has international and national linkages. A network of dynamic and complex processes creates these linkages that make tourism possible across continents and cultures. Students of tourism need to develop a perspective that understands the transnational elements of the discipline, even while developing an appreciation of the smaller and most local factors in destinations that may play a critical role in the development of tourism.

From an academic point of view, tourism is yet to completely establish itself as a full-fledged, recognized subject, although there have been several developments in recent years in that direction. The lack of universal agreement about definitions stands in the way of the development of common approaches. As tourism does not have its own set of well-established theories or time-tested laws, it tends to depend on the principles and formulations made in other subjects such as sociology, psychology economics and management. This is pointed out as an aspect that weakens the case of tourism to be treated as an academic subject on par with established subjects. Each related discipline approaches tourism from a perspective that has been developed within that subject. The paucity of interdisciplinary research that focuses attention on issues peculiar to tourism practice is pointed out as another limitation.

Tourism as a Global Phenomenon

Realising the importance of tourism, destinations are opening up for business, fuelling investments that in turn bring in tourists to new regions. Tourism drives socioeconomic progress, creating jobs and improving incomes. Global tourist arrivals have seen tremendous growth during the last six decades. Despite periodic setbacks and shocks, tourism has registered continuous growth. From 25.3 million (2.53 crores) in 1950, global tourist arrivals has increased to 1,133 million (113 crores) in 2014.

International tourism receipts earned by destinations worldwide grew from US\$2 billion to US\$1,245 billion (₹81,000 crores) in 2014. International tourism receipts refer to the total expenditure of international inbound visitors, including payments made for air transportation and for purchasing goods and services in the destinations (Table 1.1).

Economic Significance of Tourism

Tourism is regarded as one of the largest industries, capable of creating wide ranging impacts on various facets of human life. The significance of tourism is often highlighted in terms of its capacity to generate income, foreign exchange, employment and support to development initiatives. According to the UNWTO, travel and tourism (T&T) contributes about 10% of the world's gross domestic product (GDP), 6% of world exports and 30% of service exports, as well as creates 1 in 11 jobs worldwide. The rapid growth of tourism is clear from the sustained increase in the number of tourist arrivals, tourism receipts and employment generated.

Growth of tourism as a global economic phenomenon is one of the most important milestones of the twentieth century. WTTC, one of the international authorities on the economic and social contribution of T&T, calculated that the T&T sector generated US\$ 7.6 trillion, or 5.04 lakh crores, annually. This staggering figure constitutes about 10% of the world's GDP, which is the total value of all goods and services produced in the world.

How is this figure arrived at, and what exactly does it tell us? WTTC collects statistics from 181 countries, particularly data on spending on T&T by diverse sets of people such as businesses, households, tourists, same-day visitors and governments, with a view to fully capture the economic contribution of the sector and assess the economic impact of T&T on the economy.

Table 1.1 Global tourist arrivals and receipts

Year	Tourist Arrival (million)	Tourism Receipts (million US\$)
1950	25.3	-
1960	69.3	-
1970	165.8	-
1980	275.9	-
1990	436.1	271
2000	683.3	495
2010	949	966
2011	997	1,081
2012	1,038	1,116
2013	1,087	1,197
2014	1,133	1,245

Source: World Travel & Tourism Council (WTTC, various years).

This contribution will be examined in detail in subsequent chapters. For the present, it may be sufficient to note that the contribution of T&T arises from the direct, indirect and induced impacts. Figure 1.1 portrays the broad areas that lead up to the total contribution of T&T to GDP and employment.

The 'direct' component is the total of the spending by residents and non-residents on T&T for business and leisure purposes as well as government spending on T&T services directly linked to visitors such as expenditure on museums or national parks. The 'indirect' contribution includes all investments related to T&T such as construction of hotels or purchase of aircraft, government spending that support and help T&T activities such as infrastructure services, promotion and marketing. The 'induced' contribution measures the impact of jobs supported by the spending of persons employed by the T&T sector.

Evolution of Tourism

Some form of leisure travel has been recorded during the Egyptian (3100–1090 BCE) and Babylonian (1894–619 BCE) periods. The religious festivals of the Egyptians attracted many devotees, who also visited the famous works of arts and buildings of the city. A number of people in the ancient period visited Egypt to see the pyramids. During the Babylonian empire, a museum of historic antiquities was opened for the public.

During the Classical period of the Greeks (776–197 BCE), citizens travelled to places of the healing gods, taking part in their religious festivals. Parthenon, a former temple on the Athenian Acropolis, was a popular tourist attraction. In order to provide accommodation facilities for travellers, inns were established in towns and sea ports. The celebrated historian Herodotus was a seasoned traveller and his writings describe his travels, making him one of the world's first travel writers. Guidebooks covering destinations such as Athens, Troy and Sparta were published during the period.

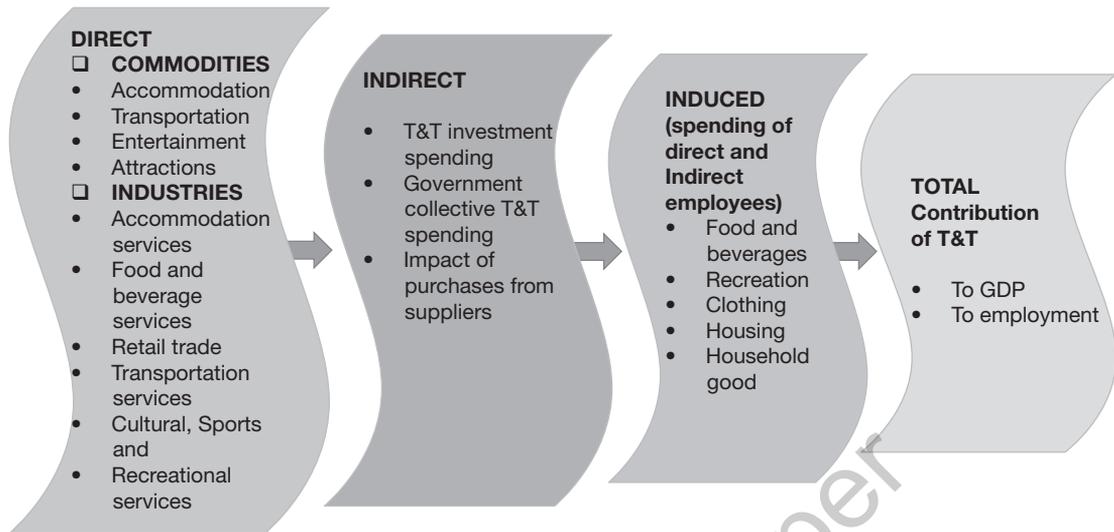


Figure 1.1 Contribution of travel and tourism sector

Source: Economic Impact, WTTC (2015).

During the Roman era (27 BCE–476 CE), excellent roads connecting cities coupled with way-side inns promoted travel. Regular patrolling by the Romans kept pirates at bay, and safe travel on sea routes to destinations like Sicily, Greece, Rhodes, Troy and Egypt became common. Some rich families constructed second homes near Rome and stayed there during spring time. Romans also introduced *itineraria*—road map in the form of a listing of cities, villages and other stops, with the intervening distances.

In the Middle Ages, people mainly travelled for business or as part of their official duty. Some adventurers from Europe tried to discover sea routes to India for trade purpose, resulting in the ‘discovery’ of America and some parts of Africa.

Vasco da Gama

Vasco da Gama (1460–1524) was a Portuguese explorer and navigator, and the first person to sail directly from Europe to India. Da Gama was born in 1460 into a noble family. Little is known of his early life. In 1497, he was appointed to command an expedition equipped by the Portuguese government, whose intention was to find a maritime route to the East.

Setting off in July 1497, da Gama’s expedition took advantage of the prevailing winds by sailing south down the coast of Africa, then veering far out into the Atlantic and swinging back in an arc to arrive off the southern African coast. This established a route still followed by sailing vessels. The expedition then rounded the Cape of Good and, after sailing up the coast of east Africa, took on an Arab navigator who helped them reach the Indian coast at Calicut (now Kozhikode) in May 1498. This voyage launched the all-water route from Europe to Asia.

Source: BBC (2014).

The Silk Route, a ‘highway’ of trade and commerce, facilitated business travel, cultural exchange and strengthened the foundations for T&T in Central Asia. Missionaries also forayed into the new territories during the period, spreading the gospel. Leisure travel in India became popular with the Mughals building palaces and gardens in places with agreeable climate.

Silk Route

Eurasia was criss-crossed with communication routes and paths of trade, which gradually linked up to form what are known today as the Silk Roads; routes across both land and sea, along which silk and many other goods were exchanged between people from across the world. While the silk trade was one of the earliest catalysts for the trade routes across Central Asia, it was only one of a wide range of products that was traded between east and west, and which included textiles, spices, grain, vegetables and fruit, animal hides, tools, wood work, metal work, religious objects, art work, precious stones and much more. These routes developed over time and according to shifting geopolitical contexts throughout history. For example, merchants from the Roman Empire tried to avoid crossing the territory of the Parthians, Rome's enemies, and therefore took routes to the north, across the Caucasus region and over the Caspian Sea.

Travellers along the Silk Roads were attracted not only by trade but also by the intellectual and cultural exchange that was taking place in cities along the Silk Roads. Science, arts and literature, as well as crafts and technologies were thus shared and disseminated into societies along the lengths of these routes, and in this way, languages, religions and cultures developed and influenced each other. Perhaps the most lasting legacy of the Silk Roads has been their role in bringing cultures and peoples in contact with each other, and facilitating exchange between them. Knowledge about science, arts and literature, as well as crafts and technologies was shared across the Silk Roads, and in this way, languages, religions and cultures developed and influenced each other. One of the most famous technical advances to have been propagated worldwide by the Silk Roads was the technique of making paper, as well as the development of printing press technology. Similarly, irrigation systems across Central Asia share features that were spread by travellers who not only carried their own cultural knowledge, but also absorbed that of the societies in which they found themselves.

Religion and a quest for knowledge were further inspirations to travel along these routes. Buddhist monks from China made pilgrimages to India to bring back sacred texts, and their travel diaries are an extraordinary source of information. The diary of Xuan Zang (whose 25-year journal lasted from 629 to 654 AD) not only has an enormous historical value, but also inspired a comic novel in the sixteenth century, the *Pilgrimage to the West*, which has become one of the great Chinese classics. During the Middle Ages, European monks undertook diplomatic and religious missions to the East. Perhaps the most famous traveller was the Venetian explorer, Marco Polo, whose travels lasted for more than 20 years between 1271 and 1292, and whose account of his experiences became extremely popular in Europe after his death.

The routes were also fundamental in the dissemination of religions throughout Eurasia. Buddhism is one example of a religion that travelled the Silk Roads, with Buddhist art and shrines being found as far apart as Bamiyan in Afghanistan, Mount Wutai in China and Borobudur in Indonesia. Christianity, Islam, Hinduism, Zoroastrianism and Manicheism spread in the same way, as travellers absorbed the cultures they encountered and then carried them back to their homelands with them. Thus, for example, Hinduism and subsequently Islam were introduced into Indonesia and Malaysia by Silk Road merchants travelling the maritime trade routes from India and Arabia.

The process of travelling the Silk Roads developed along with the roads themselves. In the Middle Ages, caravans consisting of horses or camels were the standard means of transporting goods across land. Caravanserais, large guest houses or inns designed to welcome travelling merchants, played a vital role in facilitating the passage of people and goods along these routes. Found along the Silk Roads from Turkey to China, they provided not only a regular opportunity for merchants to eat well, rest and prepare themselves in safety for their onward journey, and also to exchange goods, trade with local markets and buy local products, and to meet other merchant travellers, and in doing so, to exchange cultures, languages and ideas.

Source: UNESCO (n.d.).

From the late sixteenth century, young nobles visited Paris, Venice, Florence and Rome, as the culmination of their classical education. The idea of the 'Grand Tour' was born and the upper classes travelled to appreciate the art and culture of France and Italy, seeking new cultural experiences and a sense of adventure.

The Industrial Revolution brought about profound changes in economic activities and lifestyles of people. The factory system and urbanization changed the outlook towards work and leisure. Till then, the concept of leisure was practically unknown to the masses and it was considered as the prerogative of the elite and the rich. The elite class travelled for hunting and pleasure, and to spas and hot water springs for rejuvenation and relaxation. The development of temporary accommodation near these attractions can be considered as the first step in development of resorts in the accommodation sector.

The Industrial Revolution gave rise to the continuous movement of people from rural to urban areas, in search of wage employment. Workers in factories were provided weekly offs and leaves with holidays and specific working hours. The factory workers/blue collar jobs were provided facilities that elevated them to a higher standard of living compared to farmers and casual workers. Factory workers and urban dwellers started spending part of their disposable income travelling short distances, eventually taking holidays with their families during their leisure time. The advent of railways promoted long-distance travel, passenger trains enabled the rapid transit to popular destinations on the seaside, and entrepreneurs like Thomas Cook developed tour packages. The introduction of steam boat service promoted regular passenger traffic between Europe and America in the nineteenth century. The opening of Suez Canal in 1869 transformed travel between Europe and Asian countries, dramatically reducing travel times.

During the Victorian Period in the latter part of the nineteenth century, establishments patronized by American tourists visiting Great Britain added dishes preferred by Americans to the menu, initiating another important innovation in hospitality. Increasing awareness of arts and culture, the opening of great colonial museums, the advent of photography and the publication of the first travel guidebooks are other noteworthy developments contributing to the growth of tourism during the period (Vijayakumar, 2008).

The period after the World War I witnessed the development of motor cars ensuring connectivity to remote and rural areas within the country. The introduction of private cars encouraged domestic travel in Europe. After the World War II, the use of air transport for civilian purposes played a crucial role in promoting mass international travel, popularizing seaside resorts of the Mediterranean, North Africa and the Caribbean islands. The introduction of jet engines, high-capacity aircraft and bullet trains have resulted in reducing travel times considerably. Seaside resorts became an annual family holiday destination, leading to the growth of the hotel industry and the establishment of hotel chains.

Defining Tourism

If a person working in a city returns to his house in his village, can he be counted as a 'tourist'? If someone in Delhi owns a house in Uttarakhand and stays there during the summer months, does that make him a tourist?

Finding a universally acceptable definition for tourism has been quite challenging. Numerous terms such as 'traveller', 'visitor', 'tourist' and 'guest' are used to denote the people who participate in this activity, and experts have debated whether certain aspects of the activity to be included in the definition or not. Even today, there are several grey areas which continue to be debated.

Here are a few categories of persons whose 'status' as 'tourists' have been discussed and debated:

- The elderly, who migrate seasonally during winter to warmer places.
- The day visitor who crosses international boundaries, like the Englishman who drives across the channel tunnel to France, and returns to his home in the evening.

- People staying in second homes they own in a tourist destination.
- Cruise passengers who visit the sites close to a port for a brief while on a shore visit.

While there will be continued debate on such matters, we will scan a few definitions that have been proposed, that may throw light on differing viewpoints:

Tourism is about people being away from their own homes, on short term, temporary visits, for particular purposes. Davidson (1989)

Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents insofar as it does not lead to permanent residence and is not connected to any earning activity. Hunziker and Krapf (1942)

Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs. Mathieson and Wall (1982)

The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. McIntosh and Goeldner (1986)

Invariably, the above definitions indicate that tourism is related to a 'temporary' movement of people and focus on 'non-pecuniary' activities at destinations. Considering tourism as a socioeconomic phenomenon, and the need for a commonly accepted definition for operational purpose both from the industry and visitor perspective, UNWTO defined tourism as follows:

Tourism comprises the activities of persons travelling 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 from within the place visited.

Related Concepts

We may come across a number of terminologies that are closely related to T&T. A clear understanding on the various terminologies would enable us to closely examine the processes involved and gain clarity on the economic activity termed as tourism.

Who is a 'traveller'?

Someone who moves between different geographical locations, for any purpose and for any duration.

Who is a 'visitor'?

A traveller making a trip outside his/her usual environment, for less than a year, for any purpose other than for employment, is termed a visitor.

An 'internal' or 'domestic' visitor is any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding twelve months and whose main purpose of visit is other than exercise of an activity remunerated from within the place visited.

Based on the Recommendations on Statistics of International Migration (United Nations, 1998), International visitors are persons who do not reside in the country of arrival and who are admitted for short stays for purposes of leisure, recreation and holidays; visits to friends or relatives; business or professional activities not remunerated from within the receiving country; health treatment or religious pilgrimages.

A visitor is termed a 'tourist' if his/her trip includes an overnight stay. If it does not include an overnight's stay, the visitor is considered an 'excursionist' or 'same-day visitor'.

Travellers who commute regularly between their residence and place of work or study or who frequently visit places—homes of friends or relatives, houses of worship, healthcare

facility—that might be at a distance from their residence regularly, cannot be termed visitors. This is because these places fall in the definition of his/her 'usual environment'. Travellers crossing a border on a regular basis for work including short-term work are excluded from visitors.

UNWTO defines tourists as 'people who are travelling 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 from within the place visited'.

Groups to Be Included as Tourists

- People travelling for pleasure for health or family reasons (including nationals who live permanently abroad).
- People travelling to attend meetings or for assignments (sports, management). Employees of large organizations on assignment abroad for less than one year are also included.
- People travelling for business (employees of commercial or industrial firms who are travelling to install machinery or equipment abroad).
- Students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays.
- Visitors from cruise ships even if their stay is less than 24 hours. They can be registered in a separate group, which does not take into account their place of residence.
- Transit passengers who cross the country for more than 24 hours.
- Foreign airline and ship crew on stopover in a country.
- Musicians and artists on tour.

Travellers Not Considered as Tourists

- Diplomats.
- Representatives of consulates (travelling for duty purposes).
- Members of the armed forces.
- Refugees (as defined by the UN Commissioner for refugees, 1967).
- Transit passengers (who do not leave the transit area of the airport or the port including transfer between airports or ports).
- Nomads, as defined by the UN in the recommendations on statistics of international migration, 1980.
- Permanent and temporary immigrants.
- Border workers.

About the Authors

Venu Vasudevan currently serves the Government of Kerala as the Principal Secretary, Tourism, and looks after three more departments. With over 15 years of experience in senior management positions, Dr Vasudevan is the longest serving officer in tourism in India. Dr Vasudevan joined the Indian Administrative Service (IAS) in 1990, and has served the Government of India and state Government of Kerala in various capacities. Born in 1964, Vasudevan earned a degree in medicine but later chose to take up a career in the civil services.

He has served the sectors of Tourism and Culture in a variety of assignments. It was during his tenure as Director, Kerala Tourism, and later as Secretary, Department of Tourism, that Kerala transformed its market positioning and built up a strong private-public partnership, culminating in Kerala being recognized by the National Geographic Traveller as one of the 50 'must-see' destinations of the world. Kerala Travel Mart, the biggest international travel mart in India, is his brainchild. He served the Ministry of Tourism, Government of India, and played a pivotal role in formulating the 'Incredible India' campaign.

Two projects designed by him have won international awards instituted by Pacific Asia Travel Association (PATA). Utsavam, a project to revive the traditional art forms of Kerala and provide income streams to artistes, won the PATA Gold Award 2008 (<http://www.pata.org/update-from-past-winners>). 'A Day with the Masters', a guided tour of Kerala Kalamandalam, a school for performing arts, won 'honourable mention' in 2005 (<http://www.kalamandalam.org/adaywithmasters.asp>).

He served as Secretary, Cultural Affairs, Government of Kerala (2007-2011), during which period the International Theatre Festival of Kerala (<http://www.theatrefestivalkerala.com/>) was established. He was instrumental in setting up and curating a new museum, Keralam (<http://www.museumkeralam.org/>). He played a key role in the improvement and upgradation of the museums and archives of Kerala.

Moving to the Union Government, he served as Joint Secretary, Ministry of Culture, with responsibility over apex cultural institutions, libraries, archives and Museums. As the Director General of the National Museum (from January 2013 to May 2015), he headed a team that worked on the revival of National Museum, initiating a range of projects that improved arrivals, enhanced visibility and involved stakeholders and the academic community. He was invited to be a participant in the Global Museum Leaders Colloquium of the Metropolitan Museum of Art, New York. He served as the Vice Chancellor, National Museum Institute of History of Art, Conservation and Museology.

In the tourism sector, Dr Vasudevan has deep interest in community-based tourism. He organized the 2nd International Conference on Responsible Tourism, and was instrumental in establishing a robust model for Responsible Tourism in Kerala. He writes extensively on communities, responsible tourism and the changing role of public sector in the tourism sector. Apart from his official responsibilities, he is a keen theatre actor and an avid fan of Arsenal football club. Vijayakumar B. served as the Principal of Kerala Institute of Tourism and Travel Studies for ten years from 2007 to 2017. He joined the Collegiate Education Department, Government of Kerala as Lecturer of Economics in 1981, and also served as Senior Lecturer and Reader of Economics in various government colleges. He also served as visiting faculty in tourism in University of Kerala for seven years.

Dr Vijayakumar is a post graduate in economics, tourism management and rural development and took degrees of MPhil and PhD in tourism from the University of Kerala. He is an accredited management teacher and life member of All India Management Association, editor of Indian Journal of Tourism and Hospitality Management, expert member of various committees of State Planning Board, vocational higher secondary education, Business Advisory Committee Hospitality Sector of Additional Skill Acquisition Programme Kerala, Post Graduate Board of Studies in Tourism at Central University, Puducherry and Anna University, Chennai. He also served as Chairman, Board of Studies (UG), member of Post Graduate Studies in Economics and Management and faculty of Social Sciences, University of Kerala. He has coordinated 12 research projects, published 4 books in economics, 11 books in tourism and contributed research articles to various national and international journals. He has presented research papers in more than 75 national and international conferences. He is a recipient of National Award for Best Research Report in 2003, instituted by International Institute of Adult and Lifelong Education New Delhi and Vocational Excellence Award by Rotary Club, Thiruvananthapuram in 2014. His areas of expertise include sustainable tourism and community-based tourism activities. He is actively involved in propagating responsible tourism among tourism stakeholders at micro and macro levels through public meetings, workshops, print and electronic media.

Saroop Roy B.R. is currently Assistant Professor, Kerala Institute of Tourism and Travel Studies, and the project coordinator of the Responsible Tourism Initiative in Kerala, and he has played a significant role in the formulation and implementation of the project in the state. He finished his degree of Masters of Tourism Administration (MTA) from the University of Kerala after finishing his B.Tech in Electronics and Communication engineering. Starting his career in tourism field as a trainee at Thenmala Ecotourism Promotion Society (TEPS) in 2000, he was the Kerala co-ordinator of EQUATIONS, a Bengaluru-based research campaign and advocacy organization on tourism policies and issues, for eight years. In 2010, he moved to the tourism academic field as faculty MBA (Tourism) at the Institute of Management in Kerala (IMK) under the University of Kerala. In 2011, he joined KITTS as Assistant Professor in Travel and Tourism (T&T). His expertise includes areas in tourism policy formulation, ecotourism, responsible tourism, rural tourism and community-linked tourism projects.

During his tenure at EQUATIONS, he participated in the SBSTTA 13 meeting of the Convention on Biological Diversity held at Rome in February 2008. He also led the Indian delegation of ecotourism practitioners to attend the South African and Indian Practitioners' Workshop to exchange lessons and best practices on using nature tourism as a force for Poverty Alleviation at Johannesburg in May 2008. He was also the resource person at various sessions on Institution Building for Sustainable Tourism and Livelihoods, organized by UNDP at IRMA, Anand as part of the Endogenous Tourism Project in 2006 and 2008. He participated and pre-sented papers at various international forums including the 'Canopy Tourism: Concept and Practice in the Indian Context,' at the 5th International Canopy Conference in October 2009, Bengaluru, and made the key note presentation on environmental responsibility at the International Conference on Responsible Tourism—Looking Back: Moving Ahead—held at Kumarakom in June 2013.

On the policy front, he was the drafting committee member of the Kerala Tourism Policy 2012, Revamping of Homestay Classification Scheme for Kerala 2015 and preparation of charter for Green Carpet initiative for Kerala Tourism 2016.

Vijayakumar and Saroop Roy jointly authored the books *Tourism and Livelihood: Selected Experiences from Kerala* (2011), *A Case Study on Kumarakom* (2013) and submitted research paper 'Community Based Tourism Business in Kumarakom: A Case Study of Innovative Products and Experiences' which was accepted for presentation at the 2nd UNWTO Knowledge Network Global Forum held at Mexico in 2014.