

**MASS TOURISM AND IMPACT ASSESSMENT :
A COMPARATIVE STUDY OF THAILAND,
INDONESIA AND SINGAPORE**

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in partial fulfilment of the requirement for
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MASTER OF PHILOSOPHY

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CERTIFICATE

This is to certify that the dissertation entitled "**MASS TOURISM AND IMPACT ASSESSMENT : A COMPARATIVE STUDY OF THAILAND, INDONESIA AND SINGAPORE**", submitted by Mr. **MOTIRAM**, in fulfilment of the six credits out of the total of twenty-four credits for the award of the Degree of Master of Philosophy (M.Phil) of the university, is a bonafide work to the best of our knowledge and may be placed before the examiners for evaluation.


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***THIS WORK IS
DEDICATED TO
MY LATE FATHER***

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INTRODUCTION

The continued growth of tourist in the last few years has transformed it into an economic giant and has now been recognised as a major industry in many country of the world. According to latest estimation it accounted for more than 10 percent of world's total export, elsewhere in the world many relatively poor country such as Mexico and Greece have tourism transforming economy. Infact, tourism for its economic and social benefits has been thought of as the most desirable human activities and has become global phenomenon.

Tourism is perceived as an economic activity which provides the tourist receiving countries with a source of income and foreign exchange, creates jobs, reduces unemployment, foster entrepreneurship, stimulates production of food and local handicrafts, speed up communications, facilitates cultural exchanges and contributes to a better understanding at the country and the world at large. The changing dimensions of this vast expanding tourist industry are bringing into sharper focus concerns over the cultural, ecological, environmental, socio-economic and political consequences of tourism.

Tourism both domestic as well as international has emerged multi-faced phenomenon. In this century particular-

ly after second world war it has become a subject of large massive movement and mass consumption. Earlier it was not a part of mechanism of marketing due to its limited scope, but today it has its own mechanism of marketing. This is because of better fast means of communications which has resulted in a massive movement of people throughout the world drawing them closer through experiencing and appreciating one another's culture and life style.

There is no universally accepted definition of tourist and even now the term tourism is defined by different authors in various way. Here the League of nations's defined in 1937 the terms foreign tourists "Any person visiting a country, other than that is which he usually resides for a period of at least 24 hours."

According to this definition the following persons were to be considered tourists:-

- (i) Person travelling for pleasure, for domestic reason, for health etc.
- (ii) Person travelling to meeting or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc).
- (iii) person travelling for business purpose.
- (iv) Persons arriving in the course of sea cruise.¹

A revised definition given at the UN conference on international travel and tourism held in Rome which describes, "Any person visiting a country 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."

This definition covered:-

- (a) Tourist i.e. temporary visitor staying at least 24 hours in the country visited and purpose of whose journey can be classified as under:
 - (i) leisure (recreation, holiday, health, study, religion and sports.)
 - (ii) Business, family, mission, meeting.
- (b) Excursionists i.e. temporary visitors staying less than 24 hours in the country visited.²

After world war II scenario has changed. Changes in mental attitudes towards pleasure seeking. The recognised value of travel for education, increase in material wealth coupled with prestige, a growing need to find relief from working routine, improvements in passenger transport system, all these factors have produced a fertile ground for the development of excursion traffic on large scale.

Mass tourism was brought sharply into international focus at the end of the second world war. Within two sort

decades the tourism become mass, standardized and rapidly packaged.³ The industry offered a limited range of inflexible travel and holiday options to a seemingly identical group of mass travellers. By the 1970s and 1980s, mass tourism was best practice. In other worlds, mass tourism became the organizational and managerial common sense for best productivity and profits in the industry .

Before going to trace meaning and definition of mass tourism, let us first look at the brief history of mass tourism. Pre-historic man was nomadic by nature and use to travel here and there to collect daily needs for his survival. Since then, throughout history, people travelled for various reasons i.e. for exploration, for trade, pilgrimage to holy place, education, cultural and religious missions. But large and populations country like India mass tourism is not a recent phenomenon where pilgrimage to a holy place on the auspicious day like "Kumabha mela" and annual local market fairs at Hajipur in Bihar, where traders, merchants and buyers meet in a massive scale.⁴ But such tourism is mostly occasional in nature.

However, since 1950 mass tourism has come of age drawing its tourist largely from the middle income groups which was the logical outcome of key social, economic, political and technological influences. Post war peace and prosperity,

paid holidays, charter flights and cheap oil lubricated the wheels of tourism change. Sun-lust and inexperience tourist, availability of cheap package tour to sun destinations and diffusion of plastic cards ensured the demand for mass tourism. Technology also facilitated the development of tourism which has made possible the standardization and management and distribution of mass tourism services on a global scale.

Mass tourism first originated in North America and West Europe where different agents facilitated the development and spread of mass tourism. For example, in U.S.. multinational hotel chains, airlines and automobiles were the main vehicles driving the mass tourism while in Europe tour operators, charter flights and package tour to Mediterranean sun destination were the key agents in the rapid growth of mass tourism.

II. DEFINITION OF MASS TOURISM:

The concept of mass tourism emerged with the introduction of holiday with pay. Introduction of paid holiday has led to great mobility of the population, created new industries, resulted in the creation and growth of many towns of distinctive function and broaden the horizons of million people. Infact, the introduction of paid holidays can truly

be associated with the development of modern mass tourism.

So far, the definition of mass tourism is concerned, there is no Universally accepted definition of mass tourism even now the term mass tourism is defined by different authors in various way

The term mass tourism acquires significance if and only tourism is defined in its narrow and perhaps its more conventional sense. So far as pleasure travel is concerned it is not at all difficult to discern. Earlier tourism for pleasure was in most cases infrequent or occasional. The flow of tourists traffic to a tourist site was not in a massive proportion. But recently tourism for pleasure i.e. for recreation, holiday making, sports, game hunting seen in a massive proportion or in a large scale. Hence one form of massive leisure is mass tourism.⁵

This definition is not correct because it does not tell about the characteristics of mass tourism. G.shaw has taken the economies of the tourism industry as an important factors for the emergence of mass tourism. This stems from its character as a form of fordist mass consumption.

According to shaw, "Mass tourism involves the movement of large number of tourist with relatively little surplus income in a small area".⁶ This definition is also incomplete and tack of accuracy. Another definition has given by

Auliana poon which is more accurate and technical: "Mass tourism is a Phenomenon of large scale of packaging of standardized leisure services at fixed prices for sale to a mass clientele".⁷

According to this definition mass tourism exists if the following condition hold:-

- (i) The holiday is standardized, rigidly packaged and inflexible, No part of the holiday can be altered except by paying higher prices.
- (ii) The holidays is produces through the mass replication of identical units with scale economies as the driving force.
- (iii)The holiday is mass marketed to an undifferentiated clientele.
- (iv) The holiday is consumed en mass (This is French words which means large scale) with a lack of consideration by tourist for local norms, culture, people or the environments of tourist of tourist receiving destination.⁸

This definition is more accurate and technical in comparison to others.

III. MAIN CHARACTERISTICS OF MASS TOURISM.

mass, standardization and rigidity are the main characteris-

tic of mass tourism which offered on a large scale.⁹ This type of charter tours provides the same level of transportation, accommodation, meal and transfer services etc. All clients pay the same price, visit the same sun destination, sunbathe on same beaches, sleep in the same high rise hotels and in the same type of beds, read the same tourists brochures visit the same sites, stay the same length of time, take the same kind of photographs and even buy the same souvenirs.

Therefore, within the confines of mass, standardized and rigidly packaged tourism, choice, individuality, personalization services and flexibility are not possible or are very limited.¹⁰ There is little place within mass tourism for the individual who wishes to be different from the crowd, who wishes to use different accommodation and participate in different holiday activities. That's why many tourists avoids the mass tourism. On the other hand many uses the relatively cheap services of mass tourism as launching pads for their own vacations.

IV. FACTORS FOR MASS TOURISM.

There are several key forces which are responsible for the spread of mass tourism. Among these, following are the main factors:-

- (i) Consumers- sunlust, sex starved and inexperience mass consumers.
- (ii) Technology-Jetaircraft, automobile, accounting system, computer reservation, credit cards.
- (iii) Production- Cheap oil, charter flights, package tours, hotel over building, mass production.
- (iv) Management-Economies of scale, hotel and holiday branding, promotional air faires, mass marketing.
- (v) Frame condition-Post war peace and prosperity, paid holiday, regulation of air transportation, incentives to attract hotel chains to establish operations in many sundestination and the world over.¹¹ (See fig.1)

Infact, according to above discussed points, mass tourism is fuelled by sustained prosperity and consequence rise in the level of income of a wide section of society and monotony of work and life in an industrialized society. Increase in paid leisure time of the working class and growing number of the self-employed professionals also influences the mass tourism. The development and advancement of transport and communication system especially in the aviation field has brought new meaning of mass tourism. Travel to even remote destination has now become easily accessible. The technological developments have now made it

MASSTOURISM FORCES

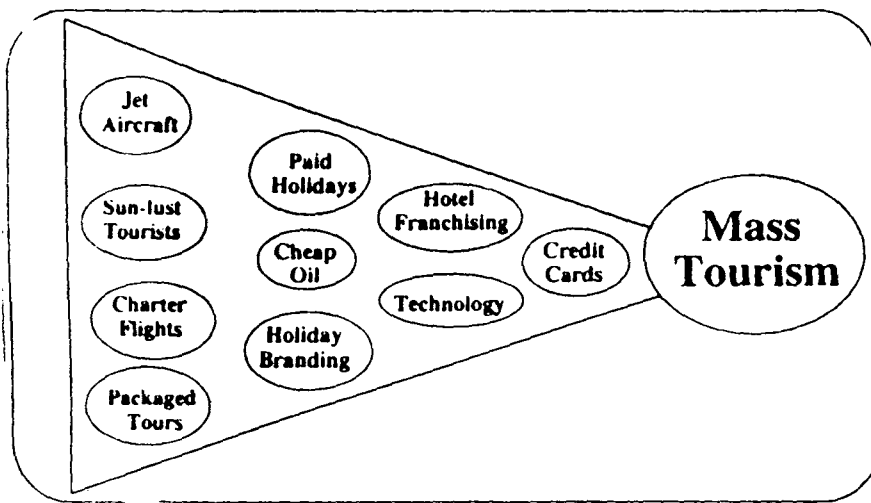


Fig. 1. Mass tourism forces.

Source: "Tourism Technology and Competitive Strategy" by Poon (1993)

possible for an increasing number of people to travel to far away places within few hours through fastest means of transport. Management practices of franchising mass marketing and vertical and horizontal integration also played their role in the creation of mass tourism.

V. MAJOR MASS TOURIST DESTINATION IN THE WORLD :-

Today mass tourism has spread all over the world Among these, major destination are North American countries, Caribbean countries, Western European i.e. Mediterranean; North African countries, South-East Asian and the pacific nations, middle East while minor destinations, are South African, Australia, New Zealand, North European and Northern part of South America. (See fig.2)

Among these Mediterranean region is the principal tourist destination where mass tourism has intensively developed. Main countries where mass tourism has been developed in the region are Spain, Italy, Malta, Greece, Portugal in Europe, Cyprus, Turkey in West Asia while Egypt, Algeria, Morocco and Tunisia are in North Africa. Tour operators, charter flights and package tour to Mediterranean sun destination are the key agents in the rapid growth of mass tourism.

MAJOR MASS TOURIST DESTINATIONS IN THE WORLD.

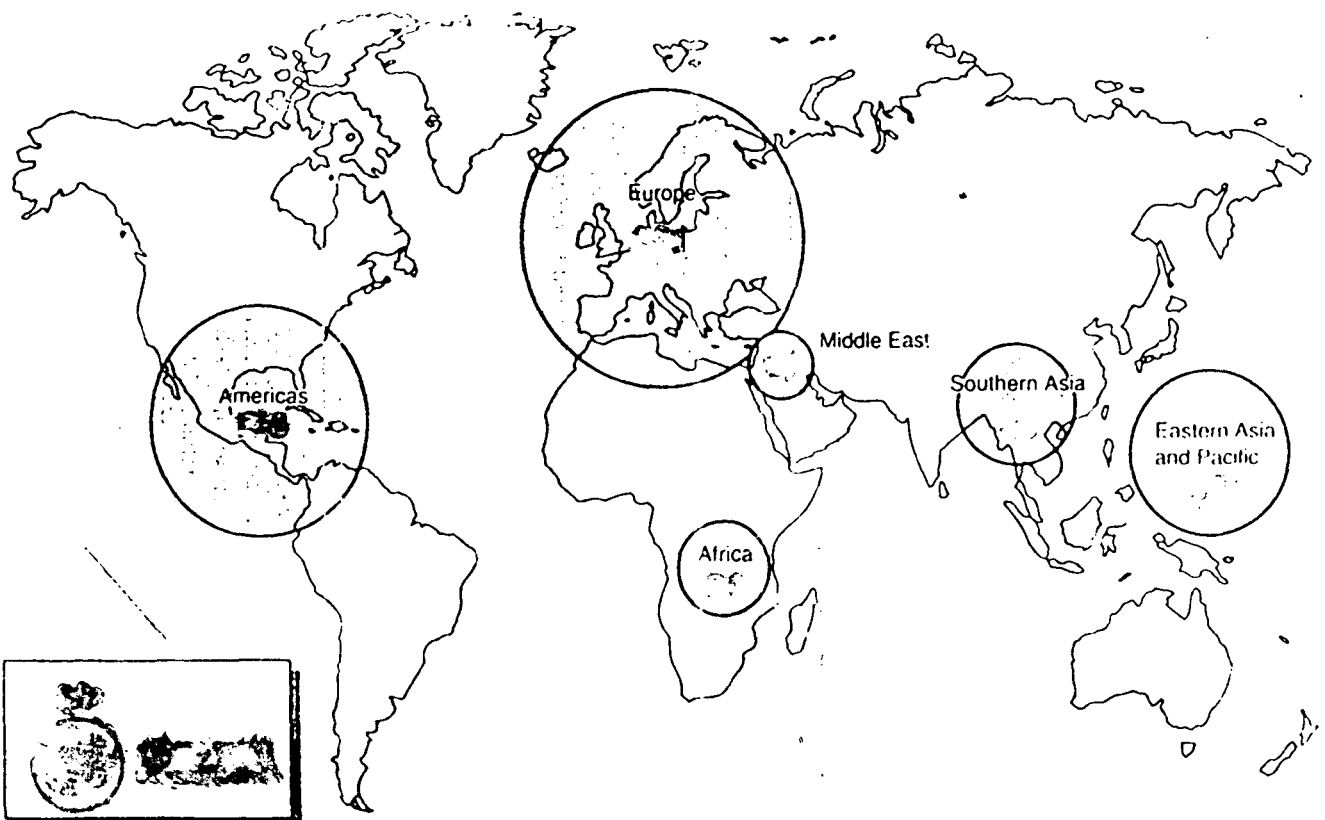


Figure 2 The global distribution of leisure time, 1992
Source: World Tourism Organization (1984)

Source: *Critical Issues in Tourism: A Geographical Perspective* by Shaw (1994)

U.S.A, MEXICO, Caribbean countries and other nations are another mass tourism destination. The growth of multinational hotel chains, airlines, automobile (motor cars etc.), entertainment cards are the important forces for mass tourism. MEXICO and Caribbean countries are other tourist Resorts where flesh trade (sex tourism) is the main attraction.

Third principal region for mass tourist destination is South-East Asia and the pacific countries. Malaysia, Singapore, Thailand, Indonesia and Philippines are main where mass tourism has developed where million of tourist travel every year on large scale. Two factors have stimulated the mass tourism in this region, first existence of sex tourism openly in Thailand, Philippines, Taiwan and Indonesia and congestion & overcrowd in other tourist destination of the world such as Mediterranean and American countries.¹² Apart from this development of fastest means of transportation and high technology etc. are another key agents for mass tourism in South-East Asia.

VI. STATEMENT OF THE PROBLEM AND CHOICE OF THE AREA STUDY.

With the development of infrastructure and technology in the world, tourism has become a subject of mass movement and mass consumption in a broader scope especially in the

South-East Asian nations. This is because of the change and rising expectation of its tradition bound society which had remained relatively quiet and isolated but now developing into a dynamic forces. So it is essential to conduct a systematic study of mass tourism industry in these countries. So that proper planing can be envisaged and adhered too. All these points towards the need of research on mass tourism and impact assessment has been conducted taking nine nations of South-East Asia as the unit of study and to examine the various characteristics of mass tourism. But Indonesia, Singapore and Thailand is my choice for the case study.

VII. OBJECTIVE :-

Earlier tourism sector was neglected and no body realised about its importance. But now it has become largest economic sector for several countries of the world as general and Thailand, Indonesia and Singapore as particular.

The prime objective of this research is as under :

- (1) To analyse the tourist resources of the South-East Asian countries and understand the fact of accessibility.
- (2) To study the growth trends and pattern of mass tourism in these nations.

- (3) To trace out the attractive and Motivational factors towards mass tourism in these nations.
- (4) To assess the impact of mass tourism in these countries and to provide the guideline for future strategy for mass tourism.

VIII. SOURCES AND DATA BASE :-

Data have been collected from both primary and secondary sources. But main sources of the study is secondary sources like.

- (1) Various Govt. Publications from UN, concerned countries and others
- (2) Relevant and concerned books.
- (3) Journals, Articles, Reports and Seminar paper etc.
- (4) Several magazines and News paper etc.

Besides the above mentioned sources many tourist guides, tourist brochures, tourist map of S E Asia and various others maps and publications have been scanned for the relevant information.

IX. LIMITATION OF DATA SOURCES:-

Limitation imposed by the limited number and nature of data base is serious handicap to the study. There is no uniformity in definition of mass tourism, method of data

collection, compilation and statistical presentation etc. Very few work have been done on the particular topic. Mass tourists arrivals in the various countries of SE Asia are not available and no records being maintained regarding various categories of tourist. Even UN statistical year book and WTO are failed to keep any record of mass tourism.

These constrain to have put lots of problems in presenting exact and accurate explanation of mass tourism and to understand trends patterns in concerned area of study.

X. **RESEARCH METHODOLOGY:-**

For this study various methodologies have been applied which are as under:-

- (i) Analytical Method - This method has applied to discuss trend and structure as well as development and growth of mass tourism and so on.
- (ii) Statistical Method - The second method has been applied to calculate absolute figure, growth rate, percentage, ratio etc.
- (iii) Cartographic and Graph Techniques - Various maps and diagrams have been portrayed with the help of cartographic analysis wherever felt necessary.

XI. SCHEME OF CHAPTERISATION:-

The work is divided into the well identified separate chapter. They are interlinked to present a holistic explanation with various aspect of mass tourism. This dissertation has the following five chapters exuding introduction chapter. Introduction chapter includes the identification of the research problem, meaning & definition of mass tourism, objectives, data base and methodology.

In the first chapter the pattern and structure of international tourism in SE Asia have been discussed in detail with various geographical, social-cultural, economical and political motivational factors as well as development and growth of international tourism.

Second, third and fourth chapter present a profile of mass tourism in Thailand, Indonesia and Singapore. These chapters contains an analysis of the geographical-social characteristics, tourist resources and destinations, attractive factors and development and growth of mass tourism with foreign exchange, purpose of visit, average length of stay and seasonality in tourist arrival etc. in these nations.

The fifth chapter discusses the impact assessment of mass tourism in these three nations viz, mass tourism as source of income, mass tourism and employment, mass tourism

is a source of foreign exchange earnings and social -cultural impact of mass tourism as positive impact while under the negative impact physical degradation and social-cultural subversion have discussed. Lastly, summary and conclusion have been presented.

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CHAPTER - 1

TRENDS AND STRUCTURE OF INTERNATIONAL TOURISM IN SOUTH-EAST ASIA.

1.1 INTRODUCTION

South-East Asia forms a quadrant of the Pacific Rim. The region comprises of nine nations namely Burnie, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam.¹ (Sec fig 1.1) However, nine countries of the region show distinctly different pattern of tourism due partly to their differing physical character and partly to their political history.

It is a significant fact in terms of tourism development possibilities that because of accessibility provided by the sea within the region and because of its exceptionally elaborated network of water and Airways and also because of scenic and volcanic enrichment of the region, its potential tourist resources and resorts as well as tropical climate has persuaded the tourism development.²

1.2 PHYSICAL-SOCIAL CHARACTERISTIC AND TOURISM :-

It is something of a paradox that the concept of S.E Asia as a geographical region is relatively recent in term of international relationship. It was during the second

LOCATION MAP OF SE ASIA.

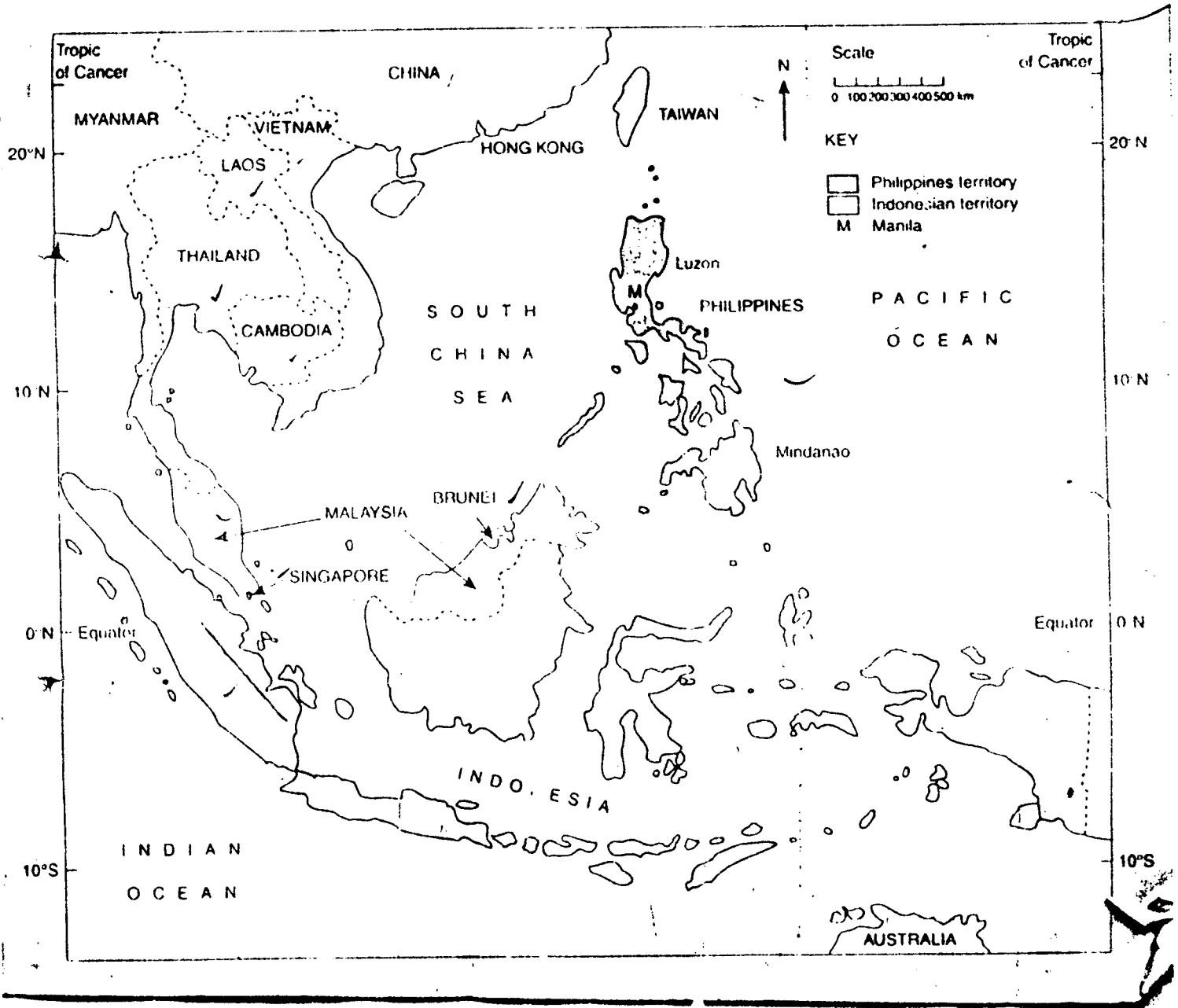


Fig. 4.1 South East Asia

Source: "Travel Geography" by Rose Mary (1995)

world war that the South-East Asia command was established by western powers and the region began to be recognised internationally as an entity.

S.E Asia is geographically located between the Indian ocean and the Pacific ocean, having the total area of over 1693 Sq. Miles which is 3 percent of the land area of the globe, but with about 8 percent of its total population in the world, containing almost endless diversity of physical environment and landscape. The countries of S.E.Asia is made up of a series of Mountain ridges that run north-west to South-East through Mainland S.E Asia. They run from the Thailand highlands and then split into two - The Thai-Myanmar in west and Laos-Vietnam border in the East. These Mountain ridges are the eastern most end of the Himalayas. (See fig. 1.2.) All these Mountain ridges are very famous for scenic beauty that attracts tourists very much.

The climate of S.E.Asia is dominated by the tropical Monsoon and somewhere also equatorial. There is a climatic variation from region to region. Climatic variations range from the equatorial climate of Indonesia, Singapore and South Malaysia to the tropical Monsoon climate of Thailand, Laos, Cambodia, Vietnam and Philippines. The countries which lie near the equator have high temperature, high humidity and heavy rainfall (i.e. Indonesia, Singapore and

PHYSICAL MAP OF SE ASIA.

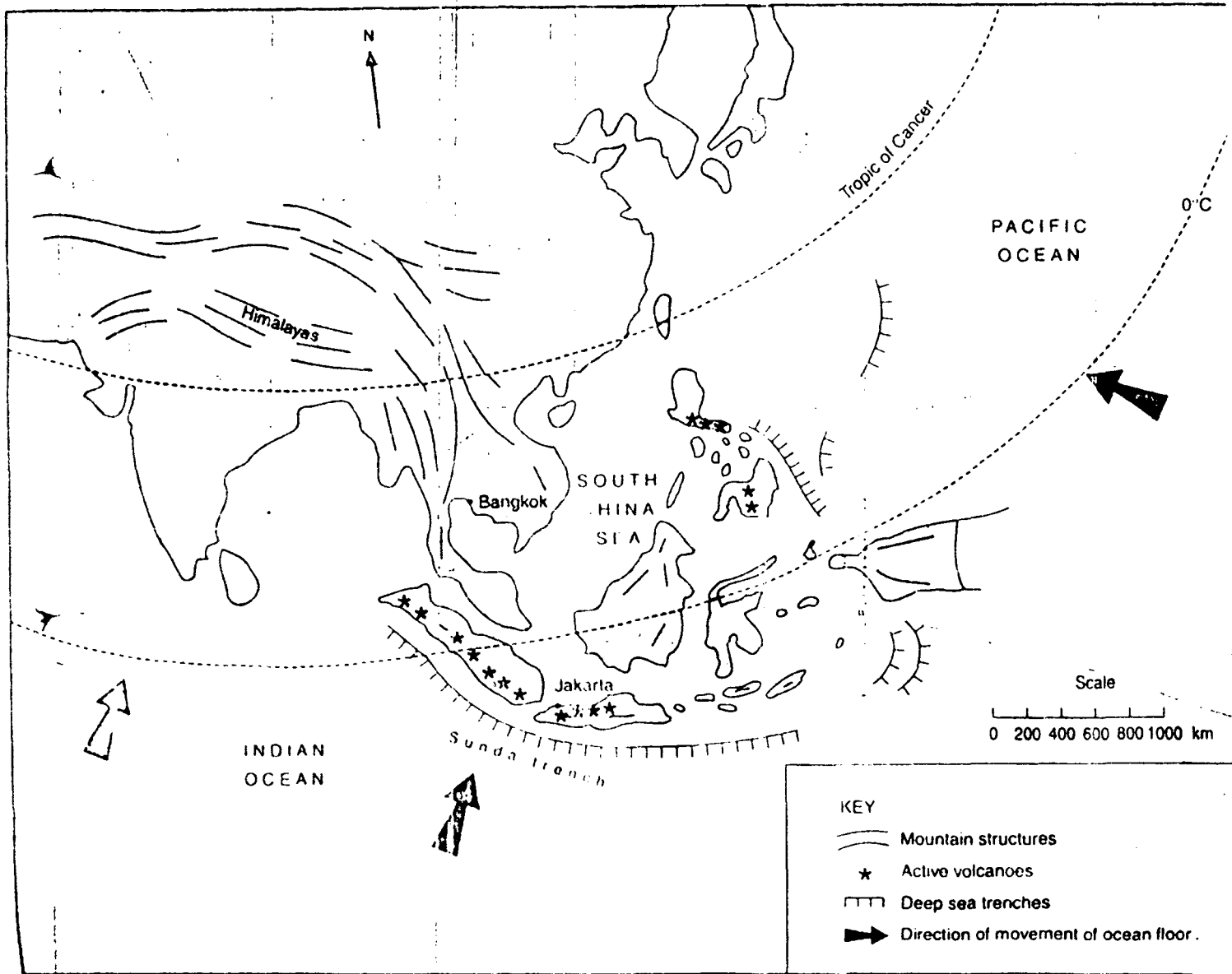


Fig. 1.2 Structure of South East Asia

Source: Travel Geography by Rose Mary Clegg

Malaysia etc.) While rest of the countries have comparatively low temperature, low humidity and low rainfall which is best suited for tourism.

S.E. Asia is very rich in term of Flora - Fauna where there are thousand species of plant & trees as well as animals. The vegetation of the SE Asia is true index of climate of the region. There is hardly wide variation in vegetation cover. The region has basically two types of forest cover i.e. equatorial rain forest and tropical deciduous forest. It is estimated that about 35,000 species flowering trees and plant in are found in South-East Asia.³

In S.E.Asia as a whole, hundred species of Mammals and Several hundred species of reptiles and of amphibians. These rare varieties of fauna can be seen in various national Parks and wildlife sancturry. But all these species are at great risk and continue to survive only because of the creation of special reserves and Parks.

The region in general less developed in term of its population structure. Most of the region lack of coverage at sufficient, frequent regular and complete census and statistics.⁴ In 1994 the population of S.E.Asia was 424.6

million.* Population of S.E.Asia is extremely unevenly distributed. Java for example accounts for 30 percent of the region's population on less than 3% of the region's area.

South-East Asia is a plural society but a grand synthesis of cultures, religions and languages of the people belonging to different castes and communities. This synthesis has made S.E.Asia as a unique mosaic of culture. Islam, Buddhism, Christianity, Hinduism are the Major religion. There are several national languages, besides several hundred dialects. There is diversity not only in regard to racial composition, religion and linguistics distinction but also in pattern of living, occupation pursuits and practices and rites related to birth, Marriage, death etc. Hence these diverse culture of South-East Asia is a Major attraction for visitors from different part of the world.

1.3 TOURIST DESTINATION AND RESOURCES :-

Tourism resources in S.E.Asia are very rich and there are several tourist destination for international tourist in the region. For example, Indonesia which is the largest country of region and Mainly Muslim country has 366 different ethnic groups. Hence it has chosen to promote for ethnic and cultural tourism e.g. in Bali, Tana Toraja and N.W. Sumatra.

* The far East and Australia, 1995.

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The tiny island of Singapore one of the Most developed country and is an Ultra-Modern western style business and communication centre where its tourism is mainly short stay business and stop over holiday tourism. Thus, Indonesia and Singapore are world's important tourist destination where 50 percent of their visitors come from outside Asia.

Malaysia on the other hand receives most of its tourist from Asia predominantly from Singapore, Thailand and Japan. There is a particularly strong two way flow tourists between Singapore and Malaysia across the relatively unrestricted border.

The remaining countries of the region, the Philippines and the Mainland countries of Laos, Cambodia, Vietnam and Thailand are other important destination for international tourism in S.E.Asia. They have a wealth of landscape, culture and cultural resources, but their differing political histories give them very different patterns of tourism. The Philippines is Market services of inbound tourism for beach, sports and sex tourism. Laos, Vietnam, Burnie and Cambodia have political upheavals and tourism is still in its infancy, but these countries are trying to create a image of attracting foreign tourist after 1989. Thailand is independent and relatively stable politically, hence it has build up a various part-folio of tourist attractions.

Beautiful beaches and landscape, sex trade and cultural identity are the principal attraction for tourist. therefore, it attract very substantial proportion of foreign tourist.

1.4 MAIN ATTRACTIVE FACTORS

These days S.E.Asia is one of the important tourist destination in the world. Tourism in South-East in primarily cultural and ethnic. Since culture of the region is the only one in the world where several elements of the past continue to live in the present. But amenities are also other important attraction for successful tourism in the region. The attraction in South-Asia can offer related to landscape, history, culture, tradition, nature (wildlife, scenery) entertainment, recreation and leisure. Therefore, important attractive factors international tourism in SE Asia are following :-

1.4.a I PHYSICAL FACTORS

This include climate, weather condition and landscape as well as scenic beauty of the region. Humid and pleasing weather condition is much conducive for tourism. Besides this, physical Landforms are also very important factor for tourism. Physically the region comprises three Main defined

division i.e. Mountain, Plateau, river and coastal Plains. All these physical landforms have various kinds of tourist attractions, on the other hand landscape such as Mountain side, beaches, river valley, Lakes, Volcanic peaks, coral reefs, waterfall etc are other factor which fuels tourism in large scale. Beach resorts particularly Thailand's Pattaya, Phuket, Ko Samui, Indonesia's Bali, Sulawesi, Java, Singapore's Sentosa, Malaysia's Penang etc. are very popular for tourism. These beaches are famous for the sun, sand, surf and Sex which are main attraction.⁵ Apart from this, boating, swimming, rafting, Watergame and other activities are also Motivate tourist to spent their leisure time.

1.4.b INFRASTRUCTURE FACILITIES

The spectacular improvements in the Means of transport, communication and infrastructural facilities are the most important factors responsible for attracting large number of tourist in SE Asia, especially in aviation field and accommodation facilities which has brought drastic revolution in this field. All the South-East Asian tourist markets are well connected by fastest means of transport, particularly by Jet aircraft and Charter flight. This had made easy for package tours and Paid holidays. Due to Faster means of transport system visitors from long distance arrives in

South East Asian countries and they stay for longer duration. All the capital cities are linked by air services with major cities of the world. On the other hand, excellent hotels, restaurants, Motels, tourist village and huts, dancing clubs which are equipped with all sorts of modern facilities play vital role in attracting foreign tourist. There are hundreds of starred and unstarred hotel scattered all over the region, specially larger cities like Singapore cities, Bangkok, Pattaya Java, Bali, Manila, Kualalampur etc. all these cities have Multidimensional hotel facilities which accommodate large numbers of tourist every days.

1.4.c HISTORICAL AND CULTURAL FACTORS

Other important factor is history and culture of the region. The historic and cultural Mosaic presented to the foreign tourist is indeed unique. The South-East Asian civilization is an amalgam of the vedic, Islamic and western stream. Monuments, sculpture and paintings bear testimony to the national ethos for harmony and diversities to be reflected in the composite whole of the region.⁶ There are an abundance of fair and festivals. South-East Asia being a vast and diverse region has something to offer everyone. The beauty of its ancient monuments, the beat and rhythm of

its folk and classical dances, the colourful festivals in various part of the region and other countless cultural events make South-East Asia a paradise for tourist. All these Monuments architecture are native as well as outside origin or influences.

Besides this, Thousands of historical and cultural Monuments scattered throughout out the region which continue to be the biggest draw in attracting international tourists. The principal historical and cultural monuments are the Royal palaces, Museums, temples, churches, Mosques and other numerous Monuments.

1.4.d SEX TRADE OR PROSTITUTION

Prostitution and sex tourism also play an important role to attract foreign tourist in S.E.Asia. Sex tourism is an overt component of the touristic attractiveness in several countries of the region, especially in Thailand, the Philippines and some part in Bali island in Indonesia. All these nations with few alternatives to earn foreign exchange they sell their beauty to earn much needed foreign exchange.

According to an official report about 70 to 80 percent of male tourist who travel from Japan, U.S.A, Australia and western Europe to SE Asia do solely for the purpose of sexual entertainment. Everyday more than thousands tourists

visit the region for bargain price sex.⁷ Sex tourism in SE Asia has become a multinational sex industry. Although it is officially illegal in many countries, yet major factors for tourist attraction. Recently due to threat of AIDS it has changed the attitudes of people which causes decline in this sector.

Besides all these major factors, other factors like amenities, Govt. policies and promotional schemes of each nations, rich flora and fauna, several economic, social and technological services as well as mass production of services and goods, managements are also play crucial role to attract large number of international tourists. National Parks, Sanctuaries, Zoological garden etc. are another powerful stimulus for tourist attraction of the region.

1.5 DEVELOPMENT OF INTERNATIONAL TOURISM

Travel and Tourism has emerged as the largest industry in the world. It may not amiss to note here that several developed and developing countries endowed with tourist attraction are trying to have a greater share of global tourism which has turned second largest foreign exchange earner only after oil (Petroleum). Since the end of the world war II tourism has developed very rapidly. Every year million of tourist cross international boundary. According to UN report in 1950 about 40 million foreign tourists

crossed the national border. But there was remarkable increase between 1955 to 1965 when the number of tourist in some sixty five countries crossed the national border when the tourist arrival increased three fold around 51 million to over 157 million in respective period. In 1975 it reached 213 million while in 1985 shows that about 430 million tourists visited to some 100 countries generating earning for host countries to an estimated figure of 150 billion US dollar. While world tourist organization has estimated that the number has touched 480 million in 1995 and earning has reached around 200 billion US dollar.⁸ (see table 1.1)

Table 1.1

International tourist Arrival in the world
(1950 to 1995) in million

	Tourist Arrival	Growth rate.
1950	40	
1955	51	27.5
1960	78	52.9
1965	151	93.6
1970	174	15.2
1975	213	19.7
1980	283	32.9
1985	310	9.5
1990	430	38.7
1995	480	11.6

Sources :- Patriot, 2 April 1996 and Batia, A.K. (1991),

"International tourism"

The credit of this spectacular development and growth in the international tourism goes to the development of various mode of transport infrastructure facilities and official campaigns of tourism promotion and planing by the host countries. According to UN statistics, developed countries still attract the largest share of 60 to 70 percent of total world tourists followed by the socialist countries having share of about 25 percent. Developing countries receives the rest. Hence principal generating as well as receiving countries are European and North American countries followed by S.E.Asian and far eastern countries i.e. Japan Korea, Australia etc.

1.6 INTERNATIONAL TOURISM IN SOUTH-EAST ASIA.

South-east Asia has shed its earlier sophisticated pretensions about the ennobling features and qualities of its cultural heritage and tourist attraction and has also opted for its commercialization of tourism. This is what led to the official blessing of tourism industry which offers a product (which has to be marketed). Therefore, major efforts to promote this industry has launched with the announcement of various programmes and schemes. However, to dismay of many interested quarters this effect never took of the ground for a variety of reason such as have stalled

similar efforts in the case of many other promotional schemes and programme given socio-economic and political environment in SE Asia. With the result of this, there is in an explosive development tourism sector. Today more than 30 million tourist arrives every year in this region which was 1.4 million in 1970. In early 1970s the development pace was slow but late 70s witnessed rapid development in tourist arrivals. In 1975 4.5 million tourist visited the region, it was 3.4 million increase within five years (1970-75) There were 7.9 million tourist arrivals in 1981 which is an increase of 5.6 million within one decade 1971-81 when decadal growth rate in 200 percent. Again here in early 1980s due to oil crisis, economic recession and political unrest in various part in the region, there is slightly low development in tourist arrival, but late 1980s especially of the 1985 there was bountiful development in tourist arrival when the total number touched 9.6 million and it continued till 1990 when the number of tourist arrival is just double i.e. 20.9 million. But there was decline in tourist arrivals in 1991. It is about 1.4 million less tourists arrived as compared to previous years 1990. This decline was because of Gulf war between Iraq and Kuwait, hence European and American tourists did not turn up. But after 1992 there is rapid development. In 1992 the number reached

21.4 million whereas in 1994 it has reached 26.6 million while recent estimate shows till 30 Nov. 1995 is about 30 million tourists have visited the region. (See table 1.2.)

Table 1.2

International Tourist Arrivals and Receipts, 1981-94

Year	Arrival (in Million)	Growth rate in %	Total Receipts (in US Million dollar)	Growth Rate in %
1981	7.9	+ 17.9	3852	+ 21.0
1982	8.5	+ 7.5	4212	+ 9.5
1983	8.7	+ 2.4	4455	+ 5.6
1984	9.3	+ 7.0	4651	+ 4.4
1985	9.6	+ 3.2	5593	+ 20.3
1986	10.5	+ 9.4	5980	+ 6.9
1987	12.0	+ 14.3	6957	+ 16.3
1988	14.0	+ 16.7	9072	+ 30.4
1989	16.8	+ 20.0	11191	+ 23.4
1990	20.9	+ 24.4	14256	+ 27.4
1991	19.5	- 6.7	13831	- 3.0
1992	21.4	+ 9.7	16282	+ 17.7
1993	23.9	+ 11.7	20433	+ 25.5
1994	26.6	+ 11.5	26436	+ 29.4
1995	30.0	+ 12.8	N.A.	+ N.A.

Source : UN, Statistical year book for Asian and the Pacific.

Note : This data exclude of Cambodia, Burnie, Laos and Vietnam

Table No 1.2 shows that there is significant growth trend of tourist arrival in South-East Asia from 1981 to 1994. Hence, the tourist arrivals tend to increasing which

INTERNATIONAL TOURIST ARRIVALS 1981-94

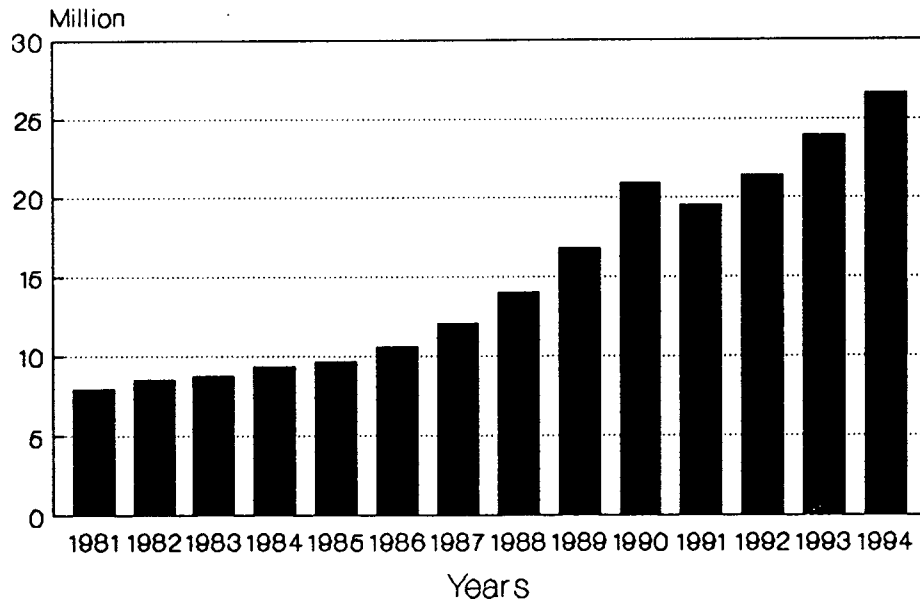


Fig. 1.3

TOTAL FOREIGN EXCHANGE EARNINGS 1981-94

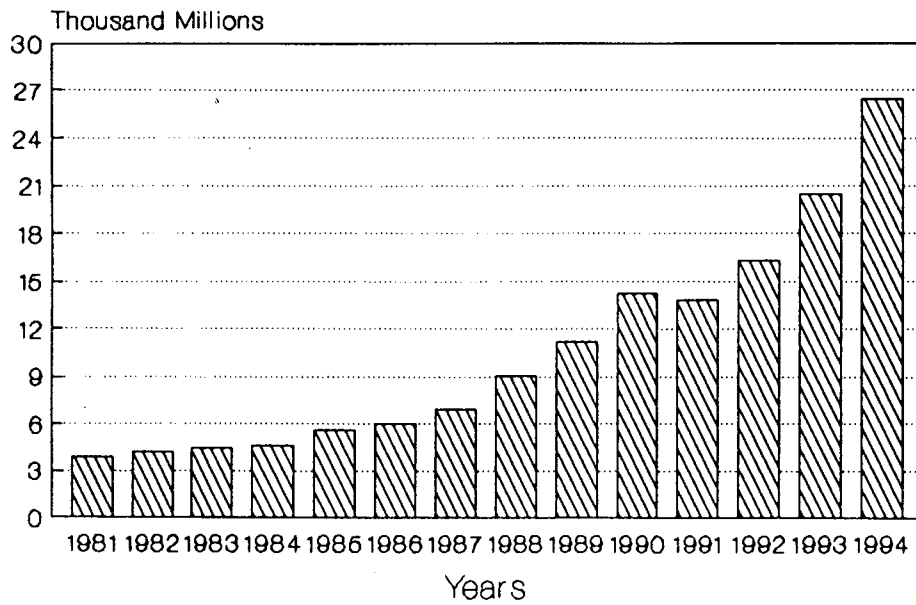


Fig. 1.4

indicates the upward trend of tourism in SE Asia. Similarly it is quite visible from the table 1.2 about the growth rate of tourist. It is growing at the fastest rate since 1981 when the growth rate was 17.9 percent which increase 7.5 percent in 1982, but then again growth rate decline or it was slow. After that it is growing by leaps and bounds particularly in late 80s. The highest growth rate was recorded in 1989 and 1990 when the growth rate was 20 and 24.4 percent respectively. But again in 1991 because of Gulf war growth rate decline when it went into negative point i.e. 6.7 percent. After 1991 there is rapid growth and it is increasing. (See fig. 1.3.)

The table 1.3 reveals that there is significant growth trend in tourist arrival in SE Asian countries from 1981 to 1994. The tourist traffic to Indonesia has grown continuously since 1981. The arrival during 1994 were 4000 thousand as compared to 600 thousand in 1981. The arrival increased gradually onward except 1982 when there was decline of about 1.3 percent. OF the total tourist traffic to South-East Asia region Indonesia is enjoyed with about 15 percent during 1994.

Malaysia is well known destination for the international tourist due to its geographical position. The tourist traffic to Malaysia has grown gradually since 1981 at the

fastest rate per annum. The arrival increased from 1656 thousand in 1981 to 7200 thousand in 1994 which hold highest share in the S.E Asian region i.e 27 percent. The highest tourist arrival registered in 1989 and 1990 when the growth rate recorded 33.7 and 53.7 percent over the period of 1988. The arrival increased steadily from 1982 onwards except during 1981 and 1991 when there was decline of about 8 and 21.5 percent respectively.

Philippines is relatively less developed destination for international tourist due to its political instability and geographical location. There was continuous decline up to early 80s and 90s. But recently tourist arrival has grown in significant manner. The tourist arrival was 923 thousand in 1981 which has grown 1500 thousand in 1994. Therefore, there is significant increase in tourist arrival within 15 years.

Singapore has become a favorite package and paid holiday destination for West European, American and other S E Asian and pacific nations who contribute 25.5 percent of total tourist share of the region. The number of tourist grew spectacularly from 2829 thousand to 6899 thousand in 1994 drawn by the country's idyllic island position, unpol-

luted beaches, the sun-sparking, warm lagoon water and the changing spectacle of marine life.⁹ Sentosa island is one of the most popular recreational tourist island. So, Singapore is one of the most popular tourist destination in S E Asia. The arrival increase rapidly from 1981. In 1980s Singapore was holding first position in term of total tourist share, but in 1990s its stands second only next to Malaysia.

Among the SE Asia states, Thailand is quite popular destination for international tourist. During 1970 the Government has recognised tourism as an important sector of the economic development and foreign exchange earnings. During the last few year steps have been taken to promote less developed areas from peninsular area to northern Chiang Rai mountain valley. The tourist arrivals to Thailand has been growing continuously, only in 1983 and 1991 there was decline in arrival. The arrival during 1994 is 5900 thousand as compared to 1979 thousand in 1981. Thailand's total share in tourist traffic to SE Asian region is 22.2 percent in 1994.

Table 1.3
International Tourist Arrivals in SE Asia, 1981-94
(In Thousand)

Year	Indonesia		Malaysia		Philippines		Singapore		Thailand	
1981	600	(6.9)	1656	(-8.0)	923	(-6.7)	2829	(10.4)	1979	(7.1)
1982	592	(-1.3)	1944	(17.4)	878	(-4.9)	2957	(4.5)	2181	(10.2)
1983	626	(+5.7)	2250	(15.7)	848	(-3.4)	2854	(-3.5)	2154	(-1.2)
1984	701	(+12.0)	2779	(23.5)	804	(-5.2)	2704	(-5.3)	2347	(9.0)
1985	749	(+6.8)	2933	(5.5)	773	(-3.9)	2738	(1.3)	2438	(3.9)
1986	825	(10.1)	3217	(9.7)	782	(1.2)	2902	(6.0)	2818	(15.6)
1987	1060	(28.5)	3359	(4.4)	795	(1.7)	3373	(16.0)	3483	(23.6)
1988	1301	(22.7)	3624	(7.9)	1045	(31.4)	3833	(13.6)	4231	(21.5)
1989	1626	(25.0)	4846	(33.9)	1190	(13.9)	4397	(14.7)	4810	(13.7)
1990	2176	(33.9)	7446	(53.7)	1025	(-13.9)	4842	(10.1)	5299	(10.2)
1991	2570	(18.0)	5847	(-21.5)	951	(-7.2)	4913	(1.5)	5087	(-4.0)
1992	3064	(19.2)	6016	(2.9)	1153	(21.2)	5946	(21.0)	5136	(1.0)
1993	3255	(6.2)	6450	(7.2)	1370	(18.2)	6425	(8.1)	5760	(12.0)
1994	4000	(22.9)	7200	(11.2)	1500	(9.2)	6899	(7.4)	5900	(2.4)

Source : UN, Statistical year books.

Note : (i) Figure in bracket gives percentage change
(ii) The data of Buruie, Cambodia, Laos and Vietnam are not available.

1.7 TOURISM AND FOREIGN EXCHANGE EARNINGS

Tourism has been recognised as the important sector of the economic development and foreign exchange earner for the SE Asian region. Although its share in total GDP is very less. but in some state it is very high also. Total earning of the region is growing continuously since 1981, when the total earning was 3852 million US dollar. The earning during 1990 was 14256 million US dollar as compared to 5593

INTERNATIONAL TOURIST ARRIVAL IN SOUTH-EAST ASIA (COUNTRY WISE) 1981-94

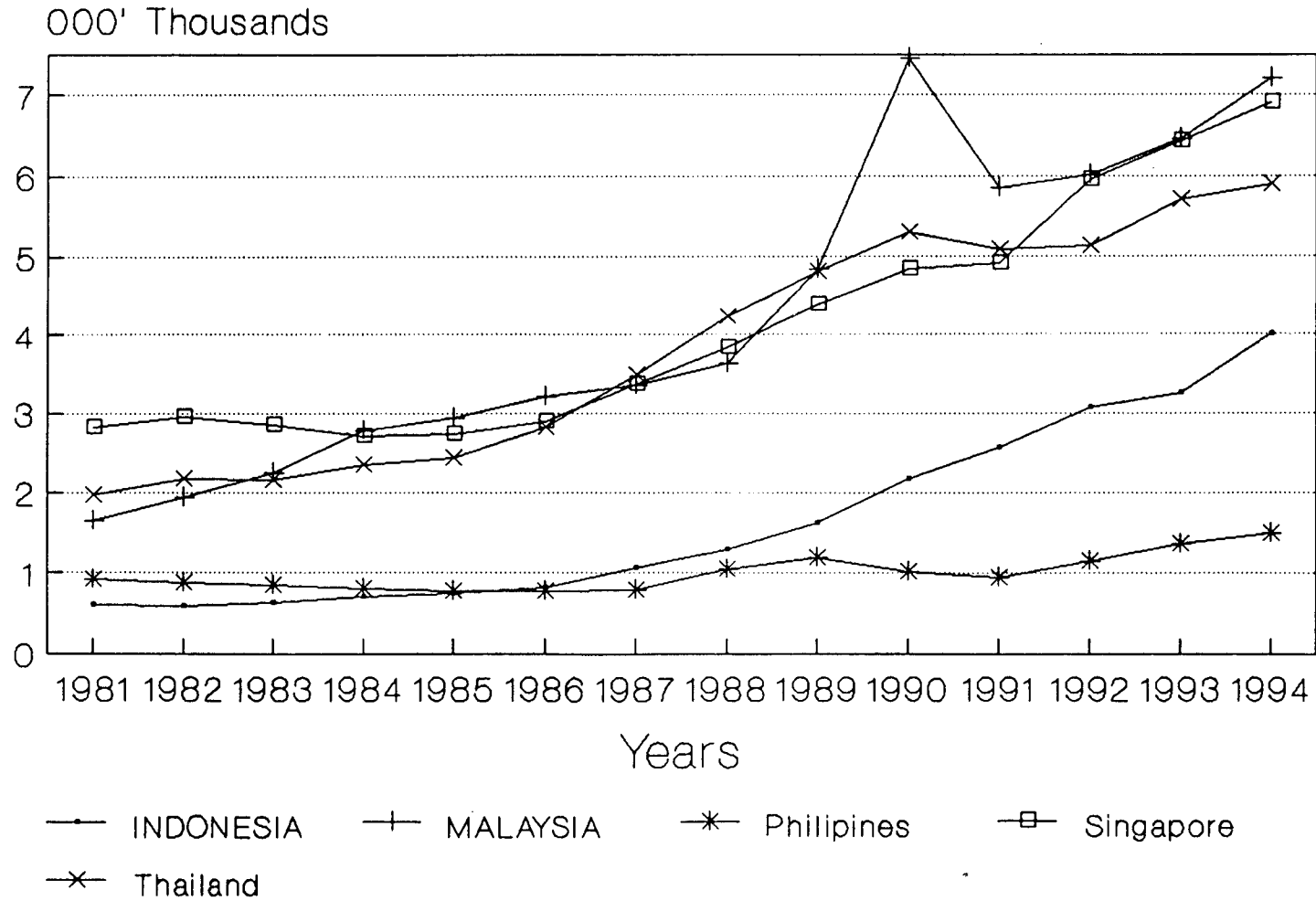


Fig. 1.5

million in 1985. In 1994 it has reached 26436 million dollar. (See table 1.4)

Table 1.4
Foreign Exchange Earning in SE Asia, 1981-94
(In Million US Dollar)

Year	Indonesia		Malaysia		Philippines		Singapore		Thailand	
1981	288	(17.1)	387	(22.1)	344	(7.5)	1850	(29.1)	983	(13.4)
1982	318	(10.4)	495	(27.9)	450	(30.8)	1916	(3.6)	1038	(5.6)
1983	350	(10.1)	571	(15.4)	465	(3.3)	1980	(3.3)	1089	(4.9)
1984	461	(31.7)	608	(6.5)	367	(-21.1)	2059	(4.0)	1156	(6.2)
1985	546	(18.4)	622	(2.3)	994	(170.8)	2161	(5.0)	1271	(9.9)
1986	644	(17.9)	642	(3.2)	1006	(1.2)	2267	(4.9)	1421	(11.8)
1987	803	(26.7)	690	(7.5)	1029	(2.3)	2488	(9.7)	1947	(37.0)
1988	1283	(59.8)	745	(8.0)	1301	(26.4)	2622	(5.4)	3121	(60.3)
1989	1628	(26.9)	1038	(39.3)	1465	(12.6)	3307	(26.1)	3753	(20.2)
1990	2153	(32.2)	1667	(60.6)	1306	(-10.9)	4719	(42.7)	4326	(15.3)
1991	2515	(16.8)	1530	(-8.2)	1281	(-1.9)	4497	(-4.7)	3923	(-9.3)
1992	2729	(8.5)	1768	(15.6)	1674	(30.7)	5204	(15.7)	4829	(23.1)
1993	3990	(46.2)	1700	(-3.8)	2130	(26.6)	6350	(22.0)	6273	(29.9)
1994	4690	(17.5)	3600	(111.8)	2210	(4.2)	9350	(47.2)	6583	(4.9)

Source : UN, Statistical Year book.

Note : i) Figures in bracket gives percentage change
ii) The data of Buruei, Cambodia, Laos and Vietnam are not available.

The foreign exchange earning has been increased rapidly from 1981 onwards except in 1991 when there was a decline in earning i.e minus 3 percent decline over the previous year. This decline was due to less number of tourists arrival in various part of the region because of the Gulf war. (See table 1.3)

FOREIGN EXCHANGE EARNING IN SOUTH-EAST ASIA (COUNTRY WISE) 1981-94

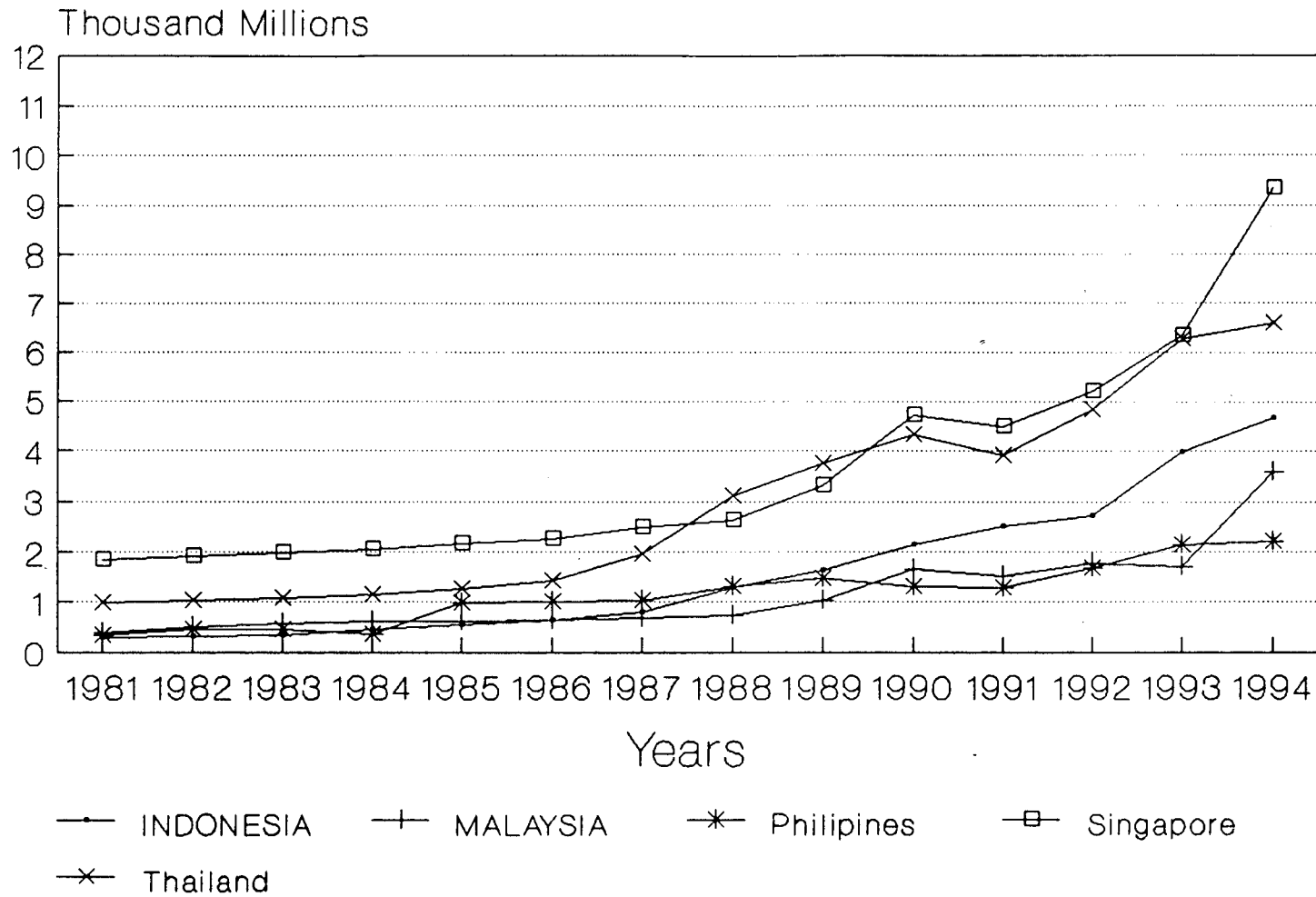


Fig. 1.6

Table 1.4 provides a comparative picture of foreign exchange earning of the five countries. This shows that there was regional variation in foreign exchange earnings. Among the SE Asian states Singapore is the largest foreign exchange earner with total share of 35.3 percent in 1994 where as Thailand is the second only next to Singapore with the percentage share of about 25 percent. Indonesia's ranks is third followed by Malaysia as fourth. Their total share of earning is 18 and 13.6 percent respectively while Philip-pines contribution is only 8.1 percent.

The foreign exchange earning depends upon the total number of tourist arrival, average length of stay, average expenditure per tourist etc. All these Factors are vary much true in the case of SE Asian nation. Therefore, foreign exchange of the region depend on the above mentioned factors.

1.8 TOURIST ARRIVALS FROM DIFFERENT

AREA OF ORIGIN

South-East Asia is one of emerging destination of tourist market who attract large number of global tourists every year. But the international tourism in SE Asia is mainly depended upon South East Asian and the pacific nations. The contribution of these nation is more than 60

percent. Japan, Taiwan Honkong, Australia and other S.E Asian nations are among them. European and American countries are other tourist generating market for S.E Asia with share of 10 to 15 percent of total tourist arrivals. (See Table 1.5)

Table 1.5

Tourist Arrival from different region in 1992 (in Thousand)

Area foreign	Indonesia	Malaysia	Philippines	Singapore	Thailand
Africa	3	-	-	-	38
America	157	102	252	367	354
Europes	561	343	154	957	1310
S.E/East Asia	2301	5226	588	4161	3044
Southern Asia	22	47	16	380	331
West Asia	15	24	18	53	56
Other	3	274	124	71	5136
Total	3064	6016	1152	5989	5136

Sources :- UN, Statistical year book.

South Asian nations and West Asian nations are another tourist generating market for SE Aisa. Though their contribution as compare to other is very less, but now it is improving day by day.

TOURIST ARRIVAL FROM DIFFERENT CONTINENTS.

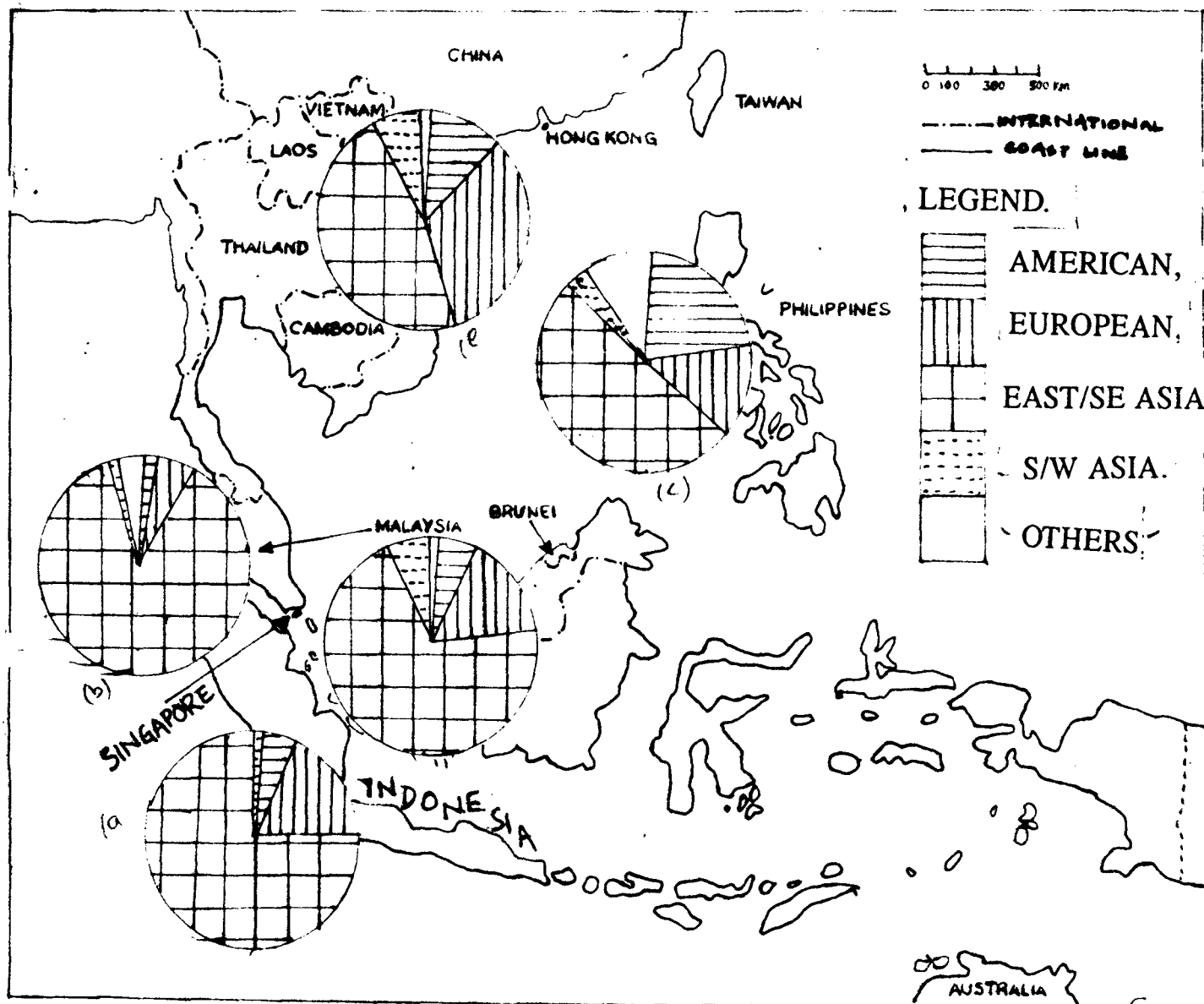


Fig. 1.7

1.9 AVERAGE LENGTH OF STAY (DAY) OF TOURIST

The estimated average length of stay of a foreign tourist in SE Asia is not always constant. It varies from time to time and from country to country. Because it depend upon the variety of tourist packages, tourist infrastructures and planing etc. Table 1.6 gives an idea of the average length of stay of international tourist in SE Asian nations. The average length of stay increasing gradually since 1981 except during 1982 and 1992 when there was a decline in staying duration.

Among the SE Asian states Indonesia ranks on the top with 12.8 days in 1994 while Philippines ranks second with 11.2 days in the same year. Singapore comes at the bottom with 3.2 days. Thailand's position is third with 7.5 days followed by Malaysia as a fourth with 4.8 day in the said year. The highest days of stay in Indonesia and Philippines due to their scatterness position. Therefore, it takes long time to visit the places and the see the things where as small places like Singapore within the short time tourist can see and visit the places. Hence in Singapore the duration of staying period is short.¹⁰

Table 1.6**Average Length of Stay (Day) of Tourist, 1981-94**

Year	Indonesia	Malaysia	Philippine	Singapore	Thailand
1981	11.6	4.6	8.2	3.7	5.0
1982	12.5	4.7	8.8	3.8	4.8
1983	12.6	4.5	8.7	3.7	4.9
1984	12.6	4.5	8.2	3.6	5.4
1985	12.7	4.5	9.1	3.5	5.6
1986	12.7	4.5	9.0	3.5	5.9
1987	12.7	4.5	8.9	3.4	6.1
1988	11.6	4.5	12.1	3.4	7.4
1989	11.6	4.6	12.0	3.3	7.6
1990	11.8	4.6	12.1	3.3	7.1
1991	11.8	4.6	12.0	3.3	7.1
1992	11.1	4.8	11.3	3.1	7.1
1993	12.5	4.7	11.3	3.0	7.4
1994	12.8	4.8	11.2	3.2	7.5

Source : UN, Statistical year book, Asia and the Pacific

The table 1.6 reveals that the average length of stay of foreign tourist in the SE Asian countries are not constant. In Singapore the average length of stay of international tourist has declined from 3.7 days in 1981 to 3.2 days in 1994. There is a constant decline without a break. The figure is quite low as compared to other nations. This because of limited tourist places in Singapore and emergence of others Tourist destinations in S.E Asia.

As per the foreign tourist survey the average expenditure per tourist is relatively lower, but the average expenditure is very high due to there shorter duration of stay. However the West European and west Asian tourist are

AVERAGE LENGTH OF STAY (DAY) OF TOURISTS (1981-94)

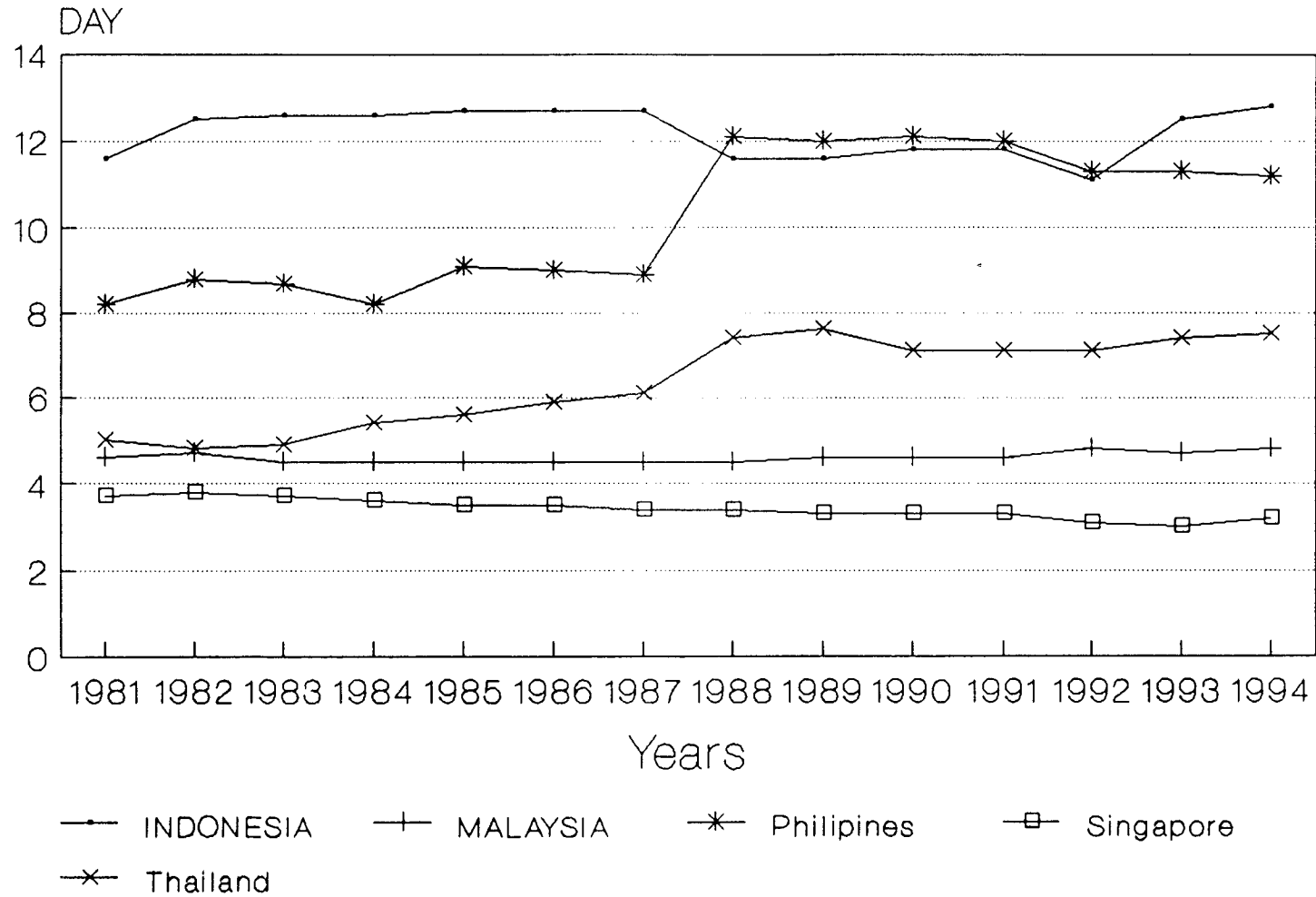


Fig. 1.8

on the top in respect of average expenditure per day. In terms of economic significance the average per capita expenditure of West Asian tourists far exceeded than all other tourists. The other national whose average expenditure is greater than overall average are U.S.A, Japan and Australia.

The analysis of tourist arrivals in SE Asia according to the purpose of visit, there is dominance of pleasure tourism. It is estimated that about 40-50 percent tourist visit the region for pleasure holiday, 20-25 percent for business and other administrative works while 10-15 percent for visiting friends and relatives, rest comes for various cultural and social functions.¹¹

Over a period of year the tourist arrivals tend to increase or decrease indicating the upward or downward trend in tourism. However, there are other factors such as climate, facilities, travel habits, global economic situation, International political situation etc. Which distort the trend and produce short term variation.¹² An important variation of this type is the seasonal variation which refers to the identical pattern. As for instance, the sudden increase in tourist arrival from the western countries during the winter month in SE Asian nations.

The favorable season for the tourist arrival in most part of SE Asian countries is winter, especially the month

of October to December and February to March. But the favourable season are not similar in all countries. It vary month to month and season to season. The summer and rainy seasons are not conducive for the tourist arrival due to high temperature and heavy rainfall. However, the arrival get reduced during summer and rainy months. In general, winter month are more favourable to European and American tourists in SE Asia.

CONCLUSION

South-East present a case of 'unity and diversity' countries are exceptionally diverse politically, culturally and also in term of climate and topography. In term of population they range from that of Indonesia with over 192 million to Singapore 2.9 million with only. The region contains island of republic of Indonesia, the Philippines, and Singapore and landlocked nation such as Laos.

S.E Asia has turned up very popular international tourist destination in the world. There is a great variety in tourist attraction : beaches trekking, temple, Museums culture and princely palaces. Much of this has helped to create an exotic image of the region which has attracted generations of visitors.

International tourism in SE Asia is not matched properly with the tourism potential of the region. With nearly 8-10 percent of the world would population share, the region has the share of even less than 6 percent world tourism arrival. Beside the high airfare, insufficient airlines capacity also work negatively, the fact that until recently S.E Asia did not attach sufficient importance to tourism and therefore neglected both overseas promotion and the development tourism infrastructure. Political instability in several nations also discourage the foreign tourism arrival.

Despite the numerous internal and international conflicts political unrest prevailing within the region during the last 2 decades there is significant and growing mass tourism flow among the nations of SE Asia. There is steady and constant growth except there is decline in some year. But it need more efforts and negotiation for successful development.

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CHAPTER - 2

MOTIVATION OF THE MASS TOURISM AND DEVELOPMENT IN THAILAND.

2.1 INTRODUCTION

Mass Tourism is one of the most emerging sectors for Thailand's economy. Recently it has developed in an impressive manner. Although Thailand is old destination for tourism, but so far Mass tourism is concerned, it has developed in early 1980s. Since then it is one of the largest job creator and foreign exchange earner of the country. Tourism industry also contribute a considerable amount of nation's total GDP and reduces its balance of payment.

Since other sector like Industry, agriculture and trade are not that much developed, hence tourism industry is the only alternate for the survival of expanding population. Every year million of tourist visit Thailand for holiday tour, Excursion, sun Lust, trekking, shopping and sight seeing etc. Bangkok, Pattaya, Ko Sammui, Phuket and Chiang Mai are the main tourist destination of Thailand.

2.2 PHYSICAL-SOCIAL CHARACTERISTIC AND TOURISM

Thailand means 'The Country of independent People',¹
The Kingdom of Thailand occupies the centre of SE Asian

mainland bordered by Myanmar to the west, by Laos and Cambodia to the east and peninsular of Malayasia to the south. The shape of the country is most unusual and has often been compared to the head of an elephant with its trunk extending down to the Malay peninsula. (see fig. 2.1). Its total area is 513115 sq.km., extending south to Malaysia border.

Apart from peninsular Thailand the country comprises four main topographical area e.g. the western hill, Northern up land, N.E. plateau and central and SE lowland. The western hills are formed by a series of north-south ridges and drain by the Kwei Noi and Kwei yai rivers. The average height of the region does not exceed from 600-900 mts. The northern upland which represent the southern most part of the great Yunnan shan-Laos i.e. the Himalayas are the mountaneous region are higher than other region which is famous for tourist trekking. The third region is N.E. Korat Plateau which is lower than these two high land are fully covered forest land not that much attractive for tourism. The fourth region is central and coastal low land which in economically very important. This region is drained by the river Chao Phraya and has long been considered as the "Rice bowl" of SE Asia.²

Thailand's climate is dominated by the tropical monsoon. There are three distinct season with high temperature

TOURIST ATTRACTION AND RESOURCES IN THAILAND.

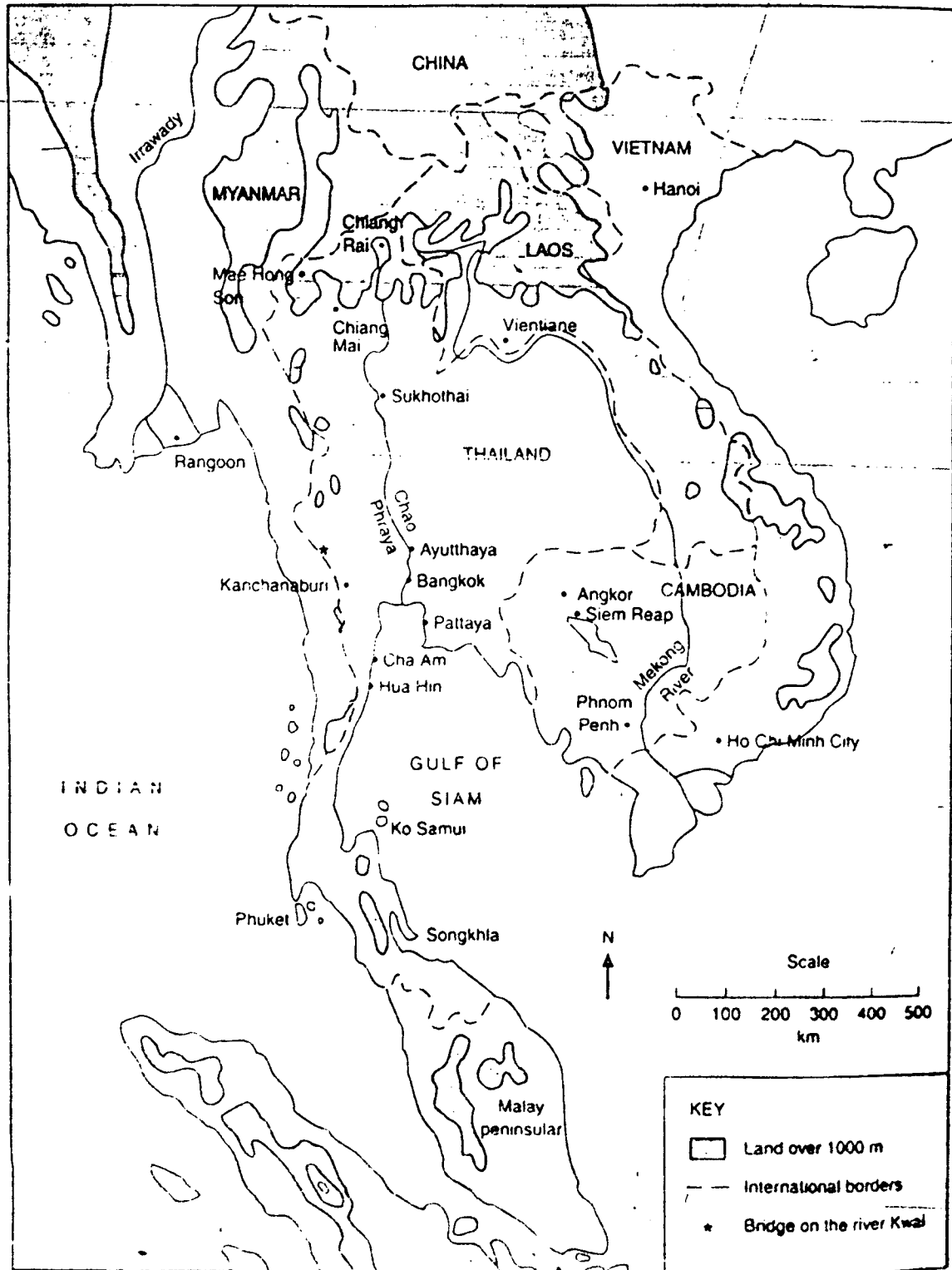


Fig. 2.1 Thailand, Cambodia and Laos tourist resources

Source: "Travel Geography" by Rose Mary (1995)

and humidity. Rainy season runs from June to October when high rainfall occurs which is not conducive for tourism while winter season runs from November to February which is very much favourable for tourism. From March to mid June is hot or summer season when because of high temperature, becomes less attractive season for tourist.

Thailand is very rich in forest wealth. Its most of the area is covered with tropical monsoon forest especially northern and N.E. part which are famous for trekking and ethnic tourism. Fauna wealth is also available in abundance amount which attract thousand of tourist every days.

Thailand is also rich in human resources. According to an official report in 1994 this country has total population of 59,095,419 and an average density of population is 115/sq.km. Thailand's population is relatively homogeneous. More than 85 percent people speak a dialect of Thai and share a common culture. Thai is the official language and is also teach in school. According to Lloyd Hudman (1994) various ethnic group people live here. For instance, 75 percent are Thai, 14 percent Chinese and 11 percent are other. Thailand has religion diversity, such as about 95% population are Buddhist while 4% Muslim and 1% are others. All these social and cultural aspects of population forms unique mosaic of

culture which is principal factors for attracting large number of tourists every years.

2.3 TOURIST RESOURCES AND DESTINATION

Thailand has varied tourist resources. For example, beach resorts include Pattaya, Ko Samui and Phuket while Bangkok offers a wealth of urban and cultural resources and attraction. There are historic reign the old capital of Siam whereas ethnic tourism, hill tribe treks are popular in the northern highlands. Though prostitution is officially not legal, Thailand has the reputation of being the sex capital of Asia. Sex tourism was at its peak during the 1970s and 1980s, but it has decline since the threat of AIDS began.

Thailand is made up of three physical regions which roughly coincide with the location of these three main types of tourism.

1. The coastal and peninsular Thailand where beach, urban and sex tourism is concentrated.
2. The central lowlands where general sight seeing, historic and cultural tourism is dominated.
3. The northern hills where ethnic and adventurers tourism occurs.³

MAJOR TOURIST PLACES IN THAILAND.

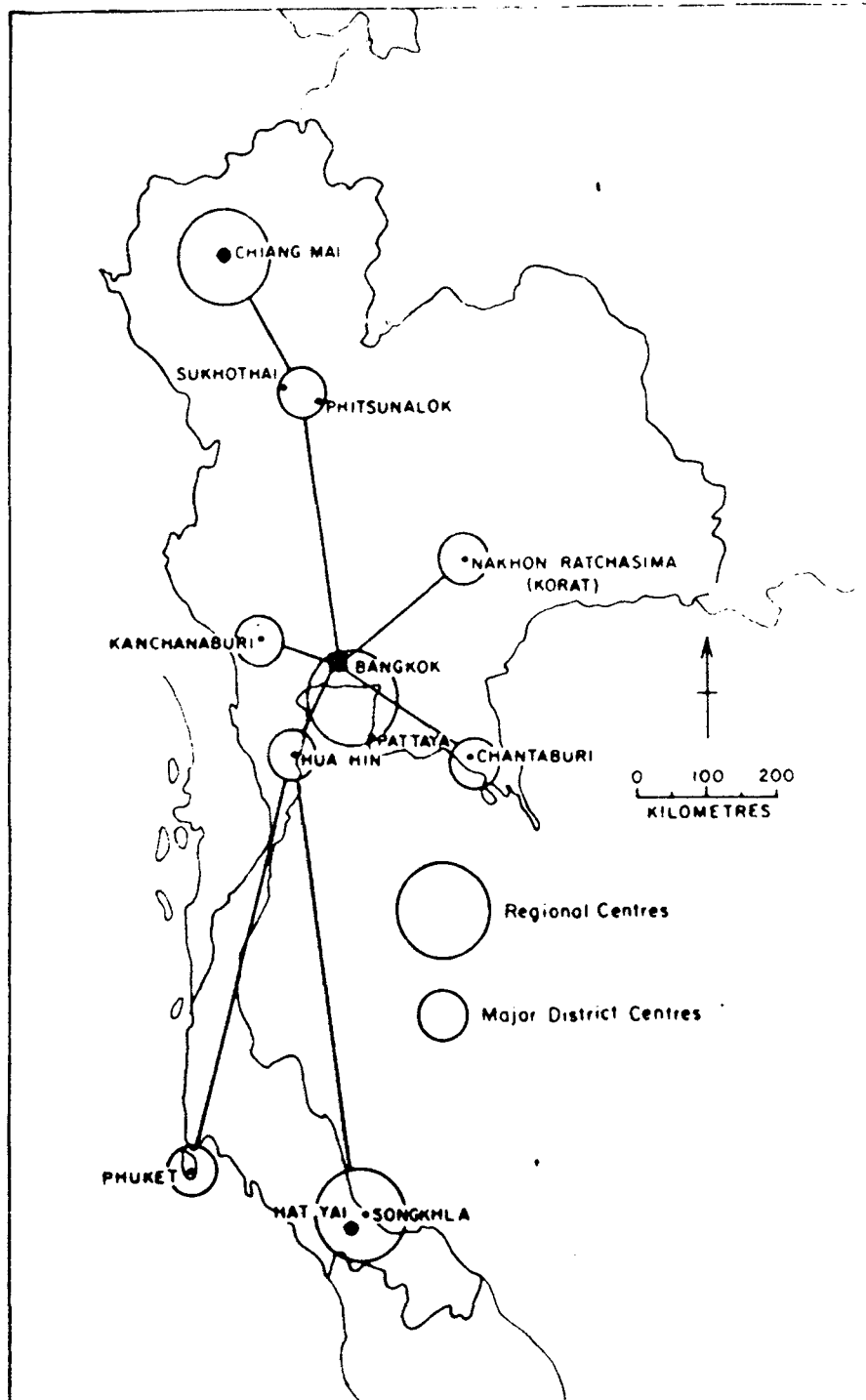


Fig. 2.2

Source: Tourism Development - Topics in Applied Geography (1986)

2.4 FACTORS ATTRACTING MASS TOURISM

Thailand has very rich resources of tourist attraction such as natural features, landscapes, climates, flora and fauna, its varied culture and social characteristics, development of technology and infrastructure as well as Govt. policy etc. All these factors motivates million of tourist to land up to the country. But most important factors which motivates Mass tourism are following:

2.4.a LANDSCAPES AND BEACH RESORTS

One of the most important and crucial attraction of Mass tourism in Thailand is its landscapes and its excellent beach resorts. Landscape consisting of its mountainous traits of northern and western part of Chiang Mai, rivers and river valley of Chao Phraya and Mekong, various lakes, water fall, forest etc. are strong forces tempting tourist to visit them for trekking, sight seeing camping and other adventurous purposes.

Beach resorts are other principal attracting factors. The southern lowland or coastal Thailand consists a series of excellent beaches. Among these most important are Phuket, Pattaya, Ko Sammui, Songkhla are major beaches while Bang sean, Suaw Wang Kaeo of East Coast; Hua Hin and Cha-am of western coast; Hat yai, Ko Tarutao near the Malaysia coast

are minor or small beaches which attract large number of international tourist for sun-lust, sunbath, boating, swimming, sailing and cruisine activities. (see fig. 2.2)

Pattaya which claims to be the liveliest beach resort in all of Asia and it is the second most visiting destination in Thailand after Bangkok. It has modern beach front hotel, restaurant, the gralie bars, blue show club facilities, fishing village with bay and superb beaches have given Pattaya the level of sun city. But its rapid expansion and high urbanisation has resulted beach pollution, congestion and water shortage. Instead of these problem Pattaya the resort still have a reputation to attract large number of tourist every year.

Further south on peninsular Thailand are Phuket and Ko Samui where tourism has increase in most intensive way. There are several dozen hotel, half dozen of which are first class (starred) hotel. Phuket's attractions are its excellent beaches and unspoiled coastal resort area where thousands of tourists comes for holidays tour and other pleasant beach activities.

2.4.b PROSTITUTION OR SEX TOURISM

Prostitution and sex tourism factors have profound influence on the mass tourism in Thailand. Large number of

tourists are attracted every year by this only. It is officially not legal, yet Thailand has the reputation of being sex capital of Asia where main purpose of motivation is to consummate commercial sexual relation.⁴ Prostitution is fully localised industry which gives employment to unskilled female workers who have no job. It does not require any investment and earn large amount of foreign exchange with minimum efforts.⁵

It is an overt component of the tourist attractiveness in several part of the country. According to an estimate about 70 to 80 percent of male tourist who travel from Japan, U.S.A., Australia and western Europe to Thailand do so solely for the purpose of sexual entertainment. Therefore, it has become a multinational sex industry.

There are four forms of sex tourism in Thailand:

- a. Casual or Freelancer - whose primary occupation is not prostitution but move for financial need only.
- b. Call girls - who are professional and move through intermediaries.
- c. Chartered prostitution - These are often sold and bounded to do so to reduce loan or pay debts.
- d. And fourth form is mail order bride. Tourist who visit Thailand may obtain rented wives (Mia Chao).⁶

According to an official report there was 500,000 prostitutes engaged in 1980 and recently it has reached 700,000 (1992) (see table 2.1).

Table 2.1

Number of prostitutes engage in Sex trade (1955-1992)

Years	1955	1965	1975	1980	1985	1992
No. of Prostitutes	20000	40000	220000	500000	650000	700000

Sources: Michael Hall, "Sex tourism in SE Asia", 1994.

In Thailand prostitution for overseas tourist are generally occurs on the beach and is provide by call-girls on a charter basis. The majority of the women work by the motivation by the need to provide family support and lack of the self esteem.

Recently it has decline by the threat of AIDS, but it is still continues as major attraction for tourist and source of foreign exchange earner for the country.

2.4.c TRANSPORT AND ACCOMMODATION FACILITIES

Transport and technology development has given boost to Mass tourism in Thailand, specially in the aviation field which has brought completely new attraction and meaning to

tourism. Country has good linked or very well accessibility from tourist generating market through land, air and water transport system. There is an excellent international access by direct flights to Bangkok from North America, Asian countries, Europe, Japan, Australia and other countries of major cities of the world.

Within major cities in Thailand can be travelled by air as well as train. For local travelling there are very good and cheap bus, taxi and pedicable facilities to go here and there.

Accommodation is a fundamental facilities to any tourist destination. In Thailand new types of accommodation particularly holiday village, apartment houses, camping and caravan sites and tourist villages etc. have given boost to mass tourism industry. Larger and starred hotels providing good services and facilities have played tremendous role in rapid development of mass tourism in the country. According to UN, statistical report there are 220 starred hotel and more than 1000 unstarred/losmen having the total number of rooms in 1992 is 205,003 which was only 61302 in 1981. (see table 2.2)

Table 2.2

Hotels and Total Numbers of Rooms

Years	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
No. of rooms	61302	73938	91389	99342	110003	116997	124139	135962	148153	168593	190453	205003

Sources: UN, Statistical year book for Asia and the Pacific.

All these hotels have first class hotel facilities. Among, these most of hotels rooms which accounts 49.2 per cent are concentrated in south and southern peninsular area. Therefore, transportation and accommodation facilities are additional factors for mass tourism in Thailand.

2.4.d CULTURAL AND ETHNIC ATTRACTION

It is another crucial factor which enables the tourist to reach this country. Thailand is very famous for its historical and cultural monuments that attract large scale of tourist every year.

Bangkok, the capital city has an impressive and fascinating life. Hence it is know as the "Venice of the East".⁷ It has historical monuments like Royal Grand Palace of King, temples, snake farm etc. It also offers excellent shopping facilities for tourists such as silk, gold, cotton and handicrafts as well as famous for diamond cutting and Jewelry manufacturing. Bangkok offers some cultural facilities

also. For example, Thai boxing, music, dancing events etc. These are most fascinating for overseas tourist to Bangkok.

Apart from these, outdoor museum, beautiful and impressive temples, Rose Garden (Thai culture centre) of ancient city, Buddha temple of Bangkok monarch, Buddha cave. Palaces of Ayuthay are the other cultural evidence which attract tourist more.

Besides these, ethnic tourism like tribal culture, dances, music and musical instrument, tribal costumes, arts and crafts of northern part of country is an ethnic factors for tourist attraction in the country. Similarly, typical foods include rice, spicy dices of meat, vegetable, fish and marine dices are also adds more tourist in the country every year. Hence cultural and ethnic factors are more conducive for mass tourism.

2.4.e GOVERNMENT POLICY

After having discussed the cause for mass tourism development in the country, it has now become necessary to trace out the efforts of Government to promoting Thailand as a tourist destination. The ministry of tourism is responsible for all such facilities of promotional, developmental and regularly activities which has given boost to mass tourism industry.

Since agriculture, industry, manufacturing, trade are less developed and there is a question of survival for the rapidly increasing population, hence tourism is the best alternative for Thai Govt. which generate jobs, earns foreign currency, reduces balances of payment.⁸

Thai Govt. has established Tourist Authority of Thailand (TAT) and Tourist Association of Northern Thailand (TANT) to regulate and develop tourism sector. The main functions of these authorities are to carry out publicity and all sorts of promotional campaigns to all overseas tourist generating market. Several plans, schemes have started under the Govt. policy for development of accommodation, wildlife tourism, organising various games and sports, development of mountains and beach resorts, promotion of fairs and festivals, organising seminar and conventions in mass way and other world level activities, so that people from various part of world can come to country. Govt. is spending a considerable amounts of money every year for all promotional works. For example, in 1982 it has spent 303 million dollar (US) and 1590 million dollar in 1992. (see table 2.3)

Table 2.3

**EXPENDITURE ON TOURISM DEVELOPMENT,
1982 - 1992 (in US Million Dollar)**

Years	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Expenditure	303	343	305	280	296	381	602	750	854	1266	1590

Sources : UN, Statistical Year book, 1992

In addition the government has laid down norms and conditions for the operation of hotels, travel agencies, tour operators, tourist guides and transport operators and also maintain approved list of these agencies. All these efforts and policy of the Government have led to consequential growth of mass tourism in the country.

2.4.f OTHERS FACTORS

Besides all the above discussed factors there are other factors which fuels the choice of the mass tourist area. Among these, good hospitality of the nation which makes the tourist feel at home and help them to enjoy their trip better.⁹ Establishment of information cells is another step in the direction of welcoming the tourist which are very helpful to tourist who are unfamiliar with the country, its tourist places and the languages spoken in different tourist area.¹⁰

Apart from these, pleasing climate and scenic beauty of the country, Package tour and paid holiday facilities, Banking Service facilities and currency exchange services, computer reservation and accounting system, availability of visa and passport very easily, security to tourist are minor but very important and forceful factors which plays tremendous role in attracting tourist in this country.

2.5 DEVELOPMENTS AND GROWTH OF MASS TOURISM

In Thailand tourism has been developed or existing for long time but development of mass tourism has taken place in 1970s and 1980s. In the early 1980s its development pace was slow but after Mid 1980s it has grown very rapidly. As it has been seen earlier that there are so many attractive factors which makes Thailand third tourist destination after Malaysia and Singapore in SE Asia. Every year million of tourist visit this country for holiday tour, business, sight seen and other purposes.

According to an UN, statistical report in 1971 the number of tourist arrival in country was 638,713 which become just double in 1975 when the total arrival was 1,180,129 and it has grown till 1982. In 1981 the total arrival reached 1,979,223. This show 1,340,510 increase in absolute number which is 67.7 percent increase in one decade

(1971-1981). There is decline in tourist arrival in 1983 which is 1.3 percent less than previous year. This declines was because of economic recession and political unrest,¹¹ but after that it is growing rapidly every year except in 1991 when there is also decline due to Gulf War, price rising, and most important is AIDS epidemics and adverse political situation.¹² But 1993 and 1994 shows bountiful growth when 5760 and 5900 thousand tourists arrived respectively. This revival position is possible due to Govt.'s promotional policy and efforts. (See Table 2.4)

FOREIGN TOURIST ARRIVAL IN THAILAND, 1981-94.

Years	Tourist Arrival(000)	Growth rate in Percent	Index Base 1981 = 100
1981	1979	+ 7.1	100
1982	2182	+ 10.3	110.3
1983	2154	- 1.2	108.8
1984	2347	+ 9.0	118.6
1985	2438	+ 3.9	123.2
1986	2818	+ 15.6	142.4
1987	3483	+ 23.6	176.0
1988	4231	+ 21.5	213.8
1989	4810	+ 13.7	243.1
1990	5299	+ 10.2	267.8
1991	5057	- 4.2	255.5
1992	5136	+ 0.9	259.5
1993	5760	+ 12.1	291.1
1994	5900	2.4	298.1

Sources : - UN, statical Year books 1971-1992.

Note : - INDEX = $\frac{\text{Current Years}}{\text{Base Year}} \times 100$

FOREIGN TOURIST ARRIVAL IN THAILAND 1981-94

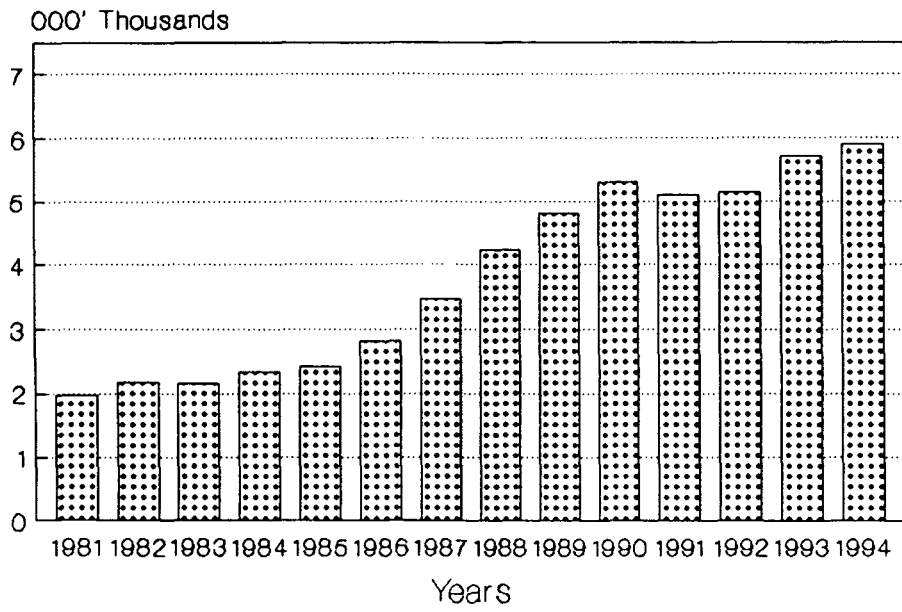


Fig. 2.3

The following compilation is based on the available data table No. 2.4 which depicts the trend of foreign tourist arrival over the period of one decade. This shows the tourist arrivals in the country has grown rapidly. It has grown ten times since 1971; only there is a slight decline in early 1980 and 1990s, but recently it has revived and is growing fast.

Table 2.4 shows the growth of Mass tourism. The progress in terms of Thailand's share in World mass tourism is not so impressive, having been estimated as 1.22 percent only. The Growth rate in Thailand is growing gradually, except in 1983 and 1991 when there is negative growth. After that there has always been a visible growing tendency, especially after mid 1980s there is rapid growth in tourism development.

The highest growth rate has registered in 1987 and 1988 when it is 23.6 and 21.5 percent respectively. This is mainly by the persistent efforts of Govt. to promote tourist destination in the overseas market. That's why within one decade (1981-1991) there is 155.5 percent increase in growth rate. In 1994 2.4 percent growth has recorded over previous year 1993. Thai Government has taken several efforts to promote tourism so that regional imbalances can be reduced.

2.6 DIRECTION OF TOURIST ARRIVALS

In Thailand, tourist arrives from different direction. Its strong world role as a tourist destinate has meant that the regional pattern of arrivals has changed relatively over the year. Thailand's main market is ASEAN and other Asian nation followed by European and American countries. More than 65 percent tourists come from the Asian country while 25 percent from European national. American country's contribution is only 7 percent whereas African Country's contribution is less than 1 percent and rest comes from the Australia, New Zealand and other pacific nations.

(See table 2.5)

Table 2.5

TOURIST ARRIVAL FROM DIFFERENT REGION IN 1992

Regions	Number of Arrival (000)	Percentage of Tourists
Africa	38	0.70
America	354	7.00
Europe	1310	25.5
Asia, East/Sc	3044	59.3
South Asia	331	6.4
West Asia	56	1.4
Total	5136	100

Sources, UN, Statical Year book, 1992.

Table 2.5 depicts that there is a regional variation in tourist arrival. This is because of economic, social and political relation with Thailand in tourist generating market.

There is also lots of variation in country wise tourist arrivals. Malaysia is leading market for Thailand followed by Japan and Taiwan. These countries contribute 14.2, 11.0 and 7.7 percent respectively. Malaysia has common border with Thailand, however, many trip are very common by Malaysian. European countries such as U.K, Germany, France are other most important tourists come generating market, from where more than 5 percent tourist from each nations. (See table 2.6)

Table 2.6

COUNTRYWISE TOURIST ARRIVAL IN THAILAND (1992)

Country	Number of Arrival (000)	Percentage
Malaysia	728459	14.2
Japan	568049	11.0
Taiwan	395146	7.7
Hong Kong	316683	6.2
U.K.	281100	5.5
U.S.A.	278580	5.4
Germany	276336	5.4
Singapore	274875	5.3
France	198639	3.9
Australia	195917	3.8
Others	1622659	31.6
Total	5136443	100

Sources, UN, Statistical Year book. 1992.

2.7 TOURISM AND FOREIGN EXCHANGE EARNING

The tourist industry has during the recent years become one of Thailand's top foreign exchange earner bringing into country million dollar a year. In the face of the country's payment deteriorating international trade and payment deficit caused mainly by the high oil import bill the government has now turned to tourism as one of the major source to help the payment gap.¹³

The receipts from international tourists provides a valuable sources of earning for the country and the income from this in the form of foreign currency adds to the national income as an invisible export reduces the loss in the overall financial positions. The invisibles currency which comes from transportation and shipping, banking and insurance, income on investment etc. Utilised by tourist visiting the country.¹⁴

The UN Statistical year book recorded 5900 thousands tourist arrival in 1994 with international receipts totaling 6583 million US dollar. In 1971 it was it was only 105 US million dollar which increase 983 million in 1981 and 1991 it has reached 3923 million US dollar. (See table 2.7)

Table 2.7**FOREIGN EXCHANGE EARNING IN THAILAND, 1981-1994**

Years	Earning (in million Vs dollar)	Earning percentage change
1981	983	+ 13.4
1982	1038	+ 5.6
1983	1089	+ 4.9
1984	1156	+ 6.2
1985	1271	+ 9.9
1986	1421	+ 11.8
1987	1947	+ 37.0
1988	3121	+ 60.3
1989	3753	+ 20.2
1990	4326	+ 15.3
1991	3923	- 9.3
1992	4829	+ 23.1
1993	6273	+ 29.9
1994	6583	+ 4.9

Sources : UN, Statical Year book.

Table 2.7 provides a clear picture about the total foreign exchange earning of Thailand. There is a gradual increase in foreign exchange earning since 1981 except in 1991 there was decline in earning; but again during the recent time it has revived its positions and it growing at the fastest rate.

In Thailand there is continuous raise in earning, but it is very less contribution in national GDP. Its share is only 8-9 percent of total GDP. But it can be increased if more efforts place for more tourist attraction. Because country has tremendous potentiality to develop this sectors with very less efforts and investment.

FOREIGN EXCHANGE EARNING IN THAILAND 1981-94

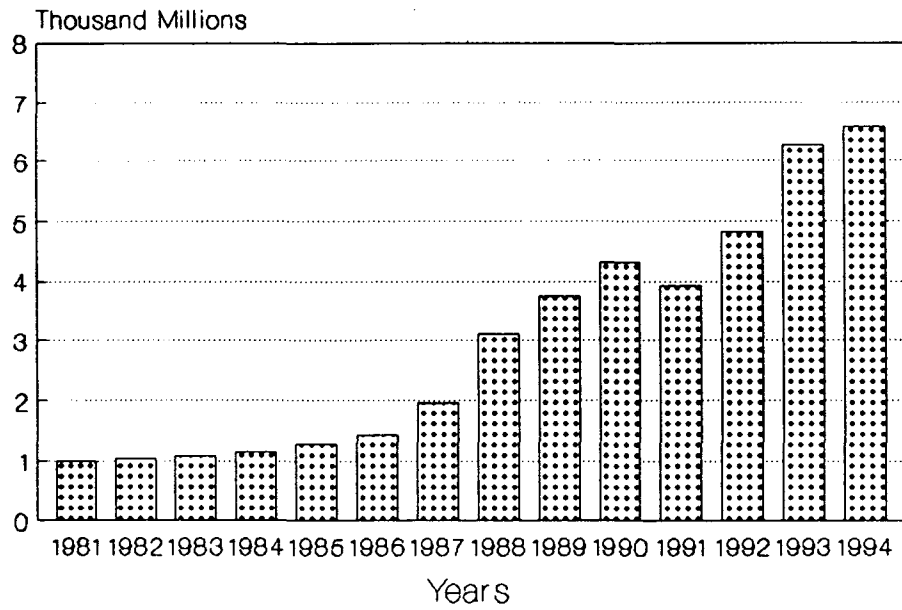


Fig. 2.4

The most recent evidence from the survey of foreign tourist expenditure, tourist who comes from border country, they stay for short time whereas tourist from away or longer distance stay for long time. As for instance, Malaysian are Thailand's lowest spending visitors, their average stay is 4-5 days. While Japanese, Taiwanese and other American, Asian, European Country's visitors stay longer. They usually stay 12-15 days. Average length of stay of country is 7.4 days as compared to Indonesia as a 11 days stay.

In Thailand there is seasonal variation in tourist arrival. Winter Season is best suited for tourist arrival e.g. from October to February Month is conducive for tourism. During this months maximum number of tourists arrive in the country. Summer season and rainy month are not suitable for tourist arrival, therefore tourist arrival is relatively lower as compared to winter season. Mid November to Mid January is peak month for tourist arrival. Therefore, seasonal variation reflects mass tourism in Thailand.

CONCLUSION

Mass tourism has occupied very good place in Thailand's economy. the tourism industry has during the recent years become one of Thailand's top foreign exchange earning

bringing into country million of dollar a year. In the face of the country's payment deteriorating international trade and payment deficit caused mainly by the high oil import bill the Govt. has now turned to tourism as one of the major resources to help the payment gap.

Varied physical topography, cultural and social diversity as well as man made factors are directly or indirectly helping factors in Thailand. Hence, country offers cultural and ethnic tourism where million of tourist arrive every year.

It has been observed that mass tourism in the country has not achieved its full potential. The share of country's tourism in term of world or SE Asia is not impressive. Although it is improving in tourist arrival but still very less according to its potential. Therefore, under exploited available tourist resources need to be developed to bridge the gap among the existing demand for the available supply of resource in the country.

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CHAPTER - 3

MOTIVATION OF THE MASS TOURISM AND DEVELOPMENT IN INDONESIA

3.1 INTRODUCTION :

In Indonesia Mass tourism is developing very rapidly and has occupied fifth place in country's economy after oil, natural gas. timber and textile industry. Tourism in Indonesia has been recognised as an Industry which generate large number of employment earn, foreign exchange, raises national income and also reduces balance of trade of the country.

Indonesia with rich tourist resources, i.e physical hisotircal and cultural resources is the biggest - tourist destination not only in S.E.Asia, but also largest in the world. But scaterners and fragmented topography of the region is little bit barrier for mass tourism.

Java, Sumatra, Jakarta, Bali, Sulawesi are principal tourist destinations while Timor, Lombok, Irian Java and other various places are minor tourist destination, but they can be emerged as a large tourist destination in near future.

3.2 PHYSICAL - SOCIAL CHARACTERISTICS AND TOURISM

The Republic of Indonesia consists of a group of about

17,000 island among these only 9,592 are inhabited. The archipelago is largest in the world and lying between the mainland of S.E.Asia and Australia, having total area of 735,268 sq. miles. It stretches from the Malay peninsula to New Guinea. The principal island are Java, Sumatra, Kalimantan (Borneo), Sulawesi, Irian Java (West New Guinea), the Molnecus and Timor (See fig 3.1)

Physical feature of the country reflects fundamental differences in geological structure and there is a land of variation. There is contrast in the topography of the islands with land forms varying from flat plains to steep rugged mountains, from river valleys to high plateau. The seas also vary greatly from the shallow waters that covers the continental shelf. Physically, Indonesia has been divided into three geographical division - Mountain, plateau and coastal plain¹. The whole island stand on two great continental Shelves viz, the Sunda shelf and Sahul self. All these physical variation influence Indonesia's Mass tourism.

The climate condition of Indonesia show several variation upon the generally accepted notion of a tropical climate and indeed the modifications brought about by surface relief and the position of the island in relation to the seas that separate them are limitless². Since the island

TOURIST RESOURCES AND CENTRES IN INDONESIA.

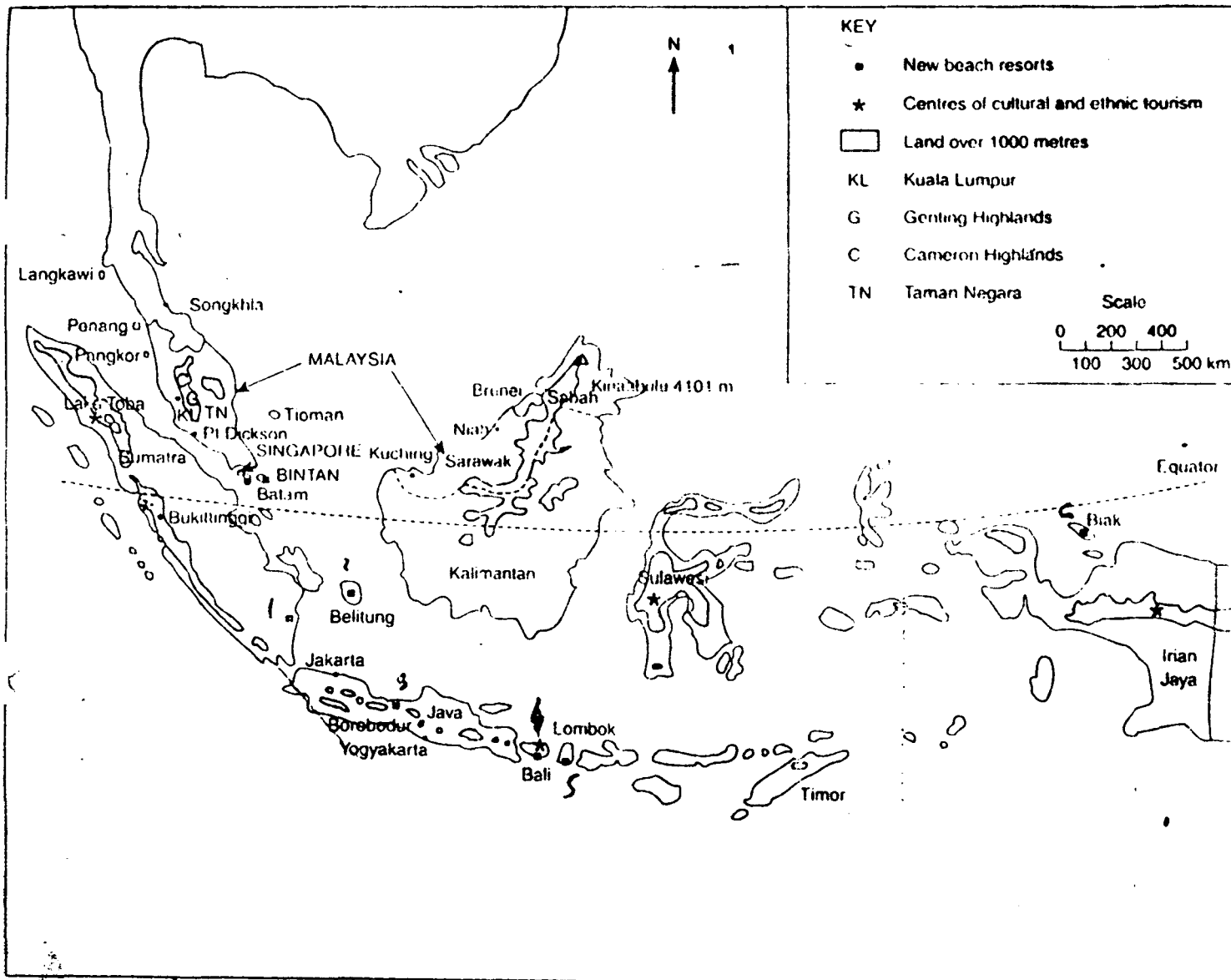


Fig. 3.1 Indonesia and Malaysia tourist resources

Source : Travel Geography by Rose Mary (1995)

lies near the equator, hence the climatic condition of the region is equatorial types where high temperature, high humidity and heavy rainfall occur throughout the year. Therefore, summer season and rainy season are not conducive for tourism, only winter season from October to December and February to March is suitable for visitors.

On the other hand, flora and fauna of Indonesia play vital role in attracting tourists. The Indonesian region represents a transitional area in vegetation and fauna. Generally region has tropical evergreen rain forest. Today an estimated, 64 percent of Indonesia is covered by forest. The overwhelming impression of the Vegetation of Indonesia is one of the constant greenness in all months of the years. The vegetation of Indonesia on the whole is characterised by the large number of species of both trees and plants which are impressive factors for mass tourism.

Like the flora the great variety of animal life found in the islands of Indonesia. There are various kinds of apes, elephant, the tigers, the rhinoceros, the wild buffaloes, and deer etc. There are several Thousand species of tiny and small varieties of birds, insects, fish and marine living beings which are also attraction for foreign tourist.

Indonesia is very rich in human resources. It is a fifth largest populous country in the world in term of

population in 1994 when the country has 192,216,500 population. Density of population of the country is 100.1 per sq. km, but it also vary region to region such as Java has highest density (859) per Sq.Km. while Irian Java has lowest density per Sq Km i.e 4 person per Sq.Km. Malay, Sudanese, Madurese and coastal Malay are the major ethnic division where Malay (Javanese) group dominated by 45 percent. Similarly there is linguistic and dialects variation in the island, main spoken languages are Indonesian, Javanese and other local dialects. among these Indonesian (Malay) is a national language which use by government office, education and trade³. Variation is also found in religion composition, island is dominated by Muslim religion 87 percent, hence Indonesia is one of the largest Muslim country in the world. Other religion are Christian (5%), Hindu (3%) and Buddhist. All these population characteristics direct or indirect influences Indonesia's mass tourism.

3.3 TOURIST RESOURCES AND DESTINATIONS

Indonesia is very rich in tourist resources and has large potentiality. It has a wealth of historic buildings. Its landscape ranges from Lush green irrigated rice terraces to volcanic peaks as well as abundance of wildlife of rain

forest. The island has beach resort complexes. Indonesia is perhaps well known for its cultural and ethnic tourist resources. However, at present mass tourism in Indonesia is concentrating on four island very widely i.e Java, Sumatra, Bali and Sulawesi. (See fig 3.1)

JAVA ISLAND

Java has very rich potentiality in tourist resources. The capital Jakarta has interesting Dutch colonial architecture and Museum with exhibits from Indonesia's different ethnic group and cultural period. Snorkeling, diving and other beaches activities are available at near by Pulan Senbu. Yogyakarta and Prambana are very famous for tourist destination.

SUMATRA ISLAND

This is Indonesia's second largest island after Burneo (Kalimatan) and is well known for its rich tourist resources. It has a varied cultural, landscapes and wild life resources i.e. the Batak who live in the lake of Toba region, the landscape of west Sumatra is the most spectacular with volcanic mountains, Jungle covered slopes, deep canyon, flat beaches are major tourist resources of the island that attract tourist in large scale.

BALI ISLAND

Bali is considered as one of the most exotic, romantic island of the world. This small island lies just east of Java. It has perhaps the best destination for mass tourism in Indonesia. It combines beach tourism with landscape and cultural tourism. There are about 20,000 temples on the islands and temple festivals with processions, music, dancing are held everyday and every year, That's why it is frequently refers to as the "island of the God."⁴ Because of this Bali island is the destination of million of tourists every year. Nasa Dua, Kuta, Sammr, Agung, Ubud, Denpasar are principal tourist places of the island.

SULAWESI ISLAND

Sulawesi is onother most important mass tourist destination in Indonesia. This mountainous island has dramatic and natural scenery with volcanic Peak, hot spring and water fall. It has excellent beaches and coral-reef. Tana Toraha the land of the Torajans is known for the grand and unique burial ceremony and cliff's with their hanging grave are very attractive for tourist. However, ethnic tourism is the island's main attraction which offer a destination of large number of tourist every year.

Besides these four major island Lombok, Biak, Komodo and Irian Java are also very rich in tourist resources like natural scenery and landscapes, mountain peaks, wild life and ethnic as well as cultural. These are not fully developed for mass tourism but can be developed as major tourist destination in near future because of tremendous potentiality and regional imbalance can be reduced.

3.4 MOTIVATIONAL FACTORS OF MASS TOURISM

As Indonesia is very rich in tourist resources and best known for tourist destination in SE Asia after Singapore, Malaysia and Thailand. Tourism is developing more rapidly and has good share in country's economy. Although country is politically not unified, basically fragmented and scattered territory, ethnically very diverse population⁵ and always there is political tension, it seems all these factors are barrier for tourist attraction. But somehow, Indonesia attracts million of tourist through some excellent attractive factors as mentioned below :-

3.4.a PHYSICAL ATTRACTION

Of all the factors that influencing the location of tourist activities, the most important are physical factors. These attraction are related to both the natural

environment, particularly good scenic mountain area and terrain, second is an extensive coastline offering beaches and marine recreation. Indonesia's island is famous for its scenic beauty i.e. the beautiful mountain scenery of west Sumatra and Sulawesi. The landscape of the Indonesia is perhaps the most spectacular with volcanic mountain, Jungle cover slopes and deep canyon which offers romantic and pleasing sight seeing. Sulawesi island which has so many natural attraction like beautiful scenery with volcanic peak, coral reefs, geysers, hot spring, water fall and abundance of wild life. All these factors motivates tourist to visit these places.

Another principal physical attraction of the country in its excellent and splendid beaches. There are more than ten beaches in whole island which have fully developed for beach tourism. It is the main stay of Indonesia's mass tourism⁶. People from the various part of the world come for sunbath, sun lust, sex-stared and so many eventful beach activities. Bali beach has reputation for sex tourism which is key factor for mass tourism.

Besides this, Lake Toba and sipisopiso water fall and river not only add to the visual beauty of the region but also offer the opportunities of swimming, boating, sailing, canoeing and fishing activities for tourist. There are

number of sanctuary, parks, gardens and wildlife sanctuary, which attract lots of international tourist in the country where people comes for mass leisure.⁷

3.4.b INFRASTRUCTURE FACILITIES

Apart from the physical factors infrastructure facilities are also important in the development of mass tourism in Indonesia. This include the means of transport, accommodation and communication system of the country.

In Indonesia all the three means of transportation i.e. land (road and Rail) air and water is well developed. Among these aviation is most important. Country has an international access from all over the world by Air transport. There is a direct flight for U.S.A., European nation and pacific Asian countries from Jakarta and Bali international airport. Since all the island of Indonesia is scattered and fragmented, hence water transportation is also very much developed. Ships, boats and other local made water carriers are also available for tourist.

First class and Luxurious accommodation facilities e.g. starred and unstarred hotels, restaurants, Guest house, tourist village, holidays huts, Losmen etc are another extra-ordinary factors which helps to boost mass tourism. According to economic census report (1992) there are 1787

total starred and unstarred hotels with 56,946 rooms in Indonesia with all sort of modern and standard Hotels with more than 27 thousand rooms which accounts 47.5 percent total room while there are more than 14 hundred unstarred/losmen hotels having about 30 Thousand rooms which account 52.5 percent of total accommodation (See table 3.1)

Table 3.1

NUMBER OF HOTELS AND ROOMS BY CATEGORY in 1992.

Categories of Hotels	Number of Hotel	Percentage	Number of rooms	Percentage
Starred	320	17.9	27,082	47.5
One	158	8.8	7335	12.9
Two	86	4.8	5550	9.7
Three	46	2.7	5080	8.9
Four	19	1.1	4670	8.2
Five	9	0.5	4446	7.8
Unstarred	1467	82.1	29864	52.5
Total	1787	100.0	56946	100.0

SOURCES :- ASEAN TOURISM FORUM, 1993.

All these hotel and restaurants provide excellent facilities for visitors which cause attraction for tourist.

Besides these other communication facilities gives impetus to mass tourism such as telecommunication, fax and computer facilities.

3.4.c HISTORICAL AND CULTURAL ATTRACTION

Another most attractive factor of mass tourism in Indonesia is its historical attraction. These include the historical movements, temples, Palaces, museum, Arts and crafts, festivals, domes, music, typical food and other various things. However, it is perhaps well known for cultural and ethnic tourism.

Historical building e.g Hindu and Buddhist temples which had been built long time ago between 520 AD to 1500 AD while Sultan's palace (Kratons) are built during the Islamic rule to Dutch colonial period. These historic places are still attractive for inbound tourism⁸. The colonial architecture which are built by the Dutch in Jakarta and other trading cities between 1702 to 1949 are very popular for tourist attraction.

Bali which is considered as the island of God and numerous festival has 20,000 temples and very famous for temple festivals with procession, music, dancing and ritual. There almost daily temple festivals at the island's main temples. Woman and children wearing colourful traditional costumes and perform excellent traditional dances which are very much attractive.⁹

Apart from these, several arts and crafts, such as wooden and shadow puppets, clothes, ornaments, Orchestra food, life style of local people and other cultural and ethnic things attract many tourists.

3.4.d GOVERNMENT POLICY

Government policy is minor and are very important to boost mass tourism in the country. Govt. Policy has boosted large number of tourist after late 1970s and 1980s. Country has some severe problems like overpopulation, unemployment, underemployment and poverty, very low contribution from agriculture, trade and Industry in nation's total GDP. Hence, Indonesia Govt. has encourage tourism as a means to acquire hard currency offset the country's negative balance of payment and foreign debt as well as to create employment to rapidly expanding population. Secondly declining earning from petroleum has further stimulated interest in promoting mass tourism Industry.¹⁰ Govt. has taken following steps to promote tourism in the country :

- (i) To create employment for large growing population
- (ii) To earn foreign exchange since the fall in oil price

- (iii) To announce 1991 as the tourism year to attract large number of tourist from various part of the world,
- (iv) Visa is not required for stay up to 2 month, only onward and return proof is required and
- (v) Govt. has liberalised this industry so that foreign entrepreneurs can invest easily in the process to obtain licence to build a hotels and other infrastructure.¹¹

Govt has established Indonesian Tourist Promotion Board to look after and promote this sectors. The department carries out intensive publicity and promotional campaigns in major tourist generating market of the world namely U.S.A, Canada, U.K. Western Europe, Australia, Japan, SE Asian and west Asian countries to capture large share of tourist market. For this, Govt. is spending substantial amount of money to improve this sectors and to develop all the facilities and infrastructure. (See table 3.2.)

Table 3.2

INDONESIA'S TOTAL OUTLAY ON TOURISM DEVELOPMENT 1983 TO 1993

Years	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
Expenditure in million us dollar	523	596	591	670	790	692	722	836	949	1166	1321

SOURCES :- UN, Statistical year book.

The Indonesian Govt. is also encouraging tourism in other islands and new resorts complexes to meet the regional disparity. For example, Batam Island, Lombok, Biak, Komodo, Irian Java and several other island in different area to add more tourists number every year and to achieve the pelita VI target (VI five year plan)

Besides, Physical, cultural, infrastructure facilities and Govt policy, there are other key factors which are forcibly fueling mass tourism in the country. Among these Banking services Package tour and paid holiday facilities, credit card, mass marketing, mass production (cheap oil, charter flight) technological development, nice hospitality and full security to tourist etc. are the additional factors that generating and attracting most of the foreign tourist.

3.5 DEVELOPMENT AND GROWTH OF MASS TOURISM.

Tourism in Indonesia is very old phenomena, but it has developed after world war II. But mass tourism in Indonesia has developed after 1970. Indonesia because of its rich cultural tradition, historical background and variegated geographical condition has become one of the major tourist destination of the world. In term of her share in world tourist arrival is very less e.g 0.83 percent only. But the

number of foreign tourist arrival in Indonesia has registered a phenomenal growth over the past 30-35 years raising from 129,311 arrival in 1970 to 372,000 in 1975. In 1980 it was 561, 389 whereas in 1985 it was 825,189. There was four time more arrival within one decade (1970-80). The tourist arrival in Indonesia increase very rapidly in 1980s especially after late 80s and early 1990s. The tourist arrival in 1990- recorded 2178,259 which has reached 4000 Thousand in 1994. (See table 3.3)

Table 3.3

**FOREIGN TOURIST ARRIVAL IN INDONESIA,
1981 - 1994. (in Thousand)**

Years	Tourist Arrival	Growth rate	Index base 1981=100
1981	600	+ 6.95	100
82	592	- 1.33	98.6
83	626	+ 5.74	104.3
84	701	+11.98	116.8
85	749	+ 6.84	124.8
86	825	+10.14	137.5
87	1060	+28.48	176.7
88	1301	+22.73	216.8
89	1626	+24.98	271.0
90	2178	+33.94	363.0
91	2570	+18.00	428.3
92	3064	+19.22	510.7
93	3255	+ 6.23	542.5
94	4000	+22.88	666.7

SOURCES :- UN, Statical year book.

Note :-
$$\text{Index} = \frac{\text{Current year}}{\text{base year}} \times 100.$$

INTERNATIONAL TOURIST ARRIVAL IN INDONESIA (1981-94)

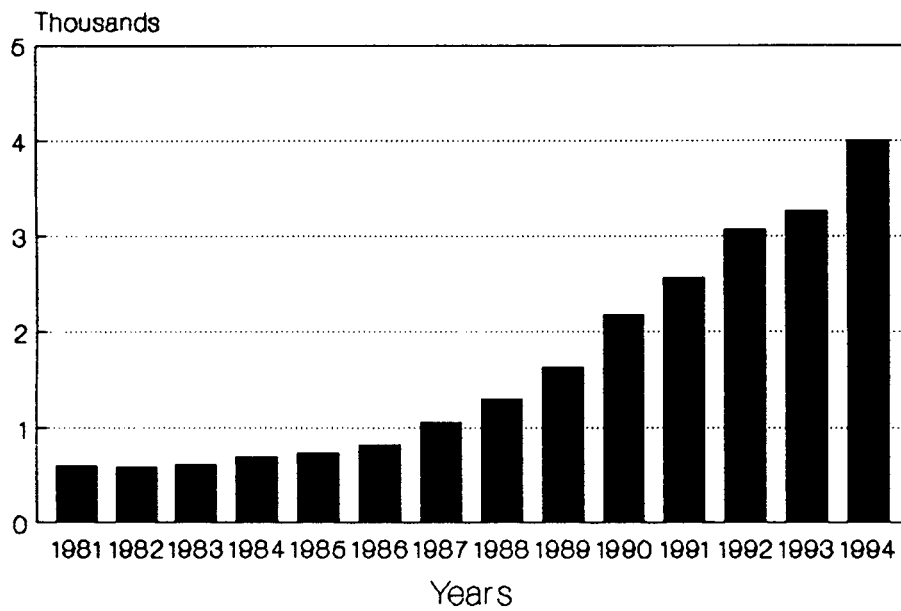


Fig. 3.2

Table 3.3 shows the trend of tourist arrival in Indonesia since 1981 which shows increasing tendency throughout the decade except 1982.

The progress in term of Indonesia's share is not impressive having estimated as in 1994. The table 3.3 depicts that the growth in tourist arrival is negative in 1982, after that there has always been a visible growing tendency in growth rate. The highest growth rate during the past decade 1980-90 was recorded in 1987 and 1990 when the growth rate was 29.5 and 33.9 percent respectively. This is mainly because of the persistence efforts to promote Indonesia as an attractive tourist destination in the overseas market. The decline of tourist arrival in 1982 and 1985 is due to oil crisis and the currency devaluation¹². But later on it is growing more than the target every year, especially after 1991 with the announcement that 1991 would be the tourism year in Indonesia¹³. In the first six months of visit Indonesia year has seen a 35 percent increase in arrival, but later on there is a drop in the number of visitors and in 1994 the growth rate has registered 22.9 percent over the previous year 1993 when it was 6.23 percent only. Indonesian Government has taken positive steps to persuade more foreigners to come and stay longer time in Indonesia. For this operational drive both the government

and private agencies have taken initiative, so that growth of tourism can be increased.

3.6 DIRECTION OF TOURIST ARRIVAL

Data and statistics available on the distribution of foreign tourist according to broad geographical region or continent to which they belong reveal that Asian countries particularly from ASEAN are consistently the top-most tourist generating region for tourist flow in Indonesia which representing more than 75 percent of the total tourist traffic. European and American nations are another tourist generating market next to ASEAN nations which accounts 18.3 and 5.1 percent respectively. Next contribute are African and Australian that account less than 1 percent. (See table 3.4)

Table 3.4

**ARRIVAL OF TOURISTS FROM DIFFERENT CONTINENT
IN 1992 (IN THOUSAND)**

Regions	Number Arrival	Percentage of Arrival
Africa	3	0.20
America	157	5.12
European	561	18.30
Asia, East/S.E	2302	75.13
South Asia	23	0.75
West Asia	15	0.48
Others	3	0.20
Total	3064	100.00

Sources :- UN, Statistical year book.

The country wise data for tourist arrival state that Singapore hold the first position with share of more than 26 percent followed by Japan and Malaysia who occupies the second and third position having the share of more than 12.9 and 11 percent respectively while Australia Taiwan and USA are other major tourist generating market who contribute 7.7, 7.2 and 4.1 percent of total tourist arrival in the country. U.K, Germany and Netherlands also generate tourist for Indonesia which accounts 10.4 percent of total foreign tourist arrivals and 20 percent being the rest of the world (See table 3.5)

Table 3.5

COUNTRYWISE TOURIST ARRIVAL IN INDONESIA, 1992.

Countries	Number of Arrival	Percentage of tourist
Singapore	809144	26.4
Japan	394693	12.9
Malayasia	338049	11.0
Australia	234723	7.7
Taiwan	220326	7.2
U.S.A.	125337	4.1
U.K.	118244	3.8
Germany	117826	3.8
Nethirland	86034	2.8
Other	619785	20.1
Total	3064161	100.0

Sources :- UN Satstical year book 1992

After early 1990s European and American tourist number has dropped slightly as a result of Gulf war but this was more than counter-balance by the rapidly increasing numbers of Asian tourist particularly from the Taiwan, and Korea. Singapore has been Indonesia's market for a long time.¹⁴

3.7 TOURISM AND FOREIGN EXCHANGE EARNINGS

After the fall in oil prices in the 1980s, tourism has been promoted energetically particularly since 1987 and tourism is now the fifth largest foreign exchange earner for the country after oil, natural gas, timber and textile¹⁵. Tourism provide more stable earning than primary product and it earn million of dollar every year. According to UN statical report it was 10 million dollar (US) in 1971 which has increase 288 million dollar in 1981 hence there is bountiful increase within one decade (1971-81) i.e twenty time more over previous decade. In 1985 it was 546 million dollar while 2515 million dollar in 1991. In 1994 the total earning has recorded about 4690 million US dollar (See table 3.6)

Table 3.6**Tourism And foreign Exchange Earning in Indonesia,
1981 - 1994.**

Years	Earning in US million dollar	Growth rate of Earning
1981	288	17.1
1982	318	10.4
1983	350	10.1
1984	461	31.7
1985	546	18.4
1986	644	17.9
1987	803	26.7
1988	1283	59.8
1989	1628	26.9
1990	2153	32.2
1991	2515	16.8
1992	2729	8.5
1993	3990	46.2
1994	4690	17.5

Sources :- UN Statical year book.

It is believed that earning from the tourist depend upon the number of tourists arrival and the average length of stay of tourist. Since the number of tourist arrival in Indonesia is relatively less as compared to other Asian nations and Average length of stay is more than others hence earning is comparatively lower than that of Singapore and Thailand, but recently it is increasing continuously.

The average length of stay of a foreign tourist in Indonesia is not always constant. It varies from time to time and region to region, because it depend upon the various factors. The average length of stay in Indonesia is 12.8 days in 1994 which was 11.6 days in 1981.

FOREIGN EXCHANGE EARNING IN INDONESIA 1981-94

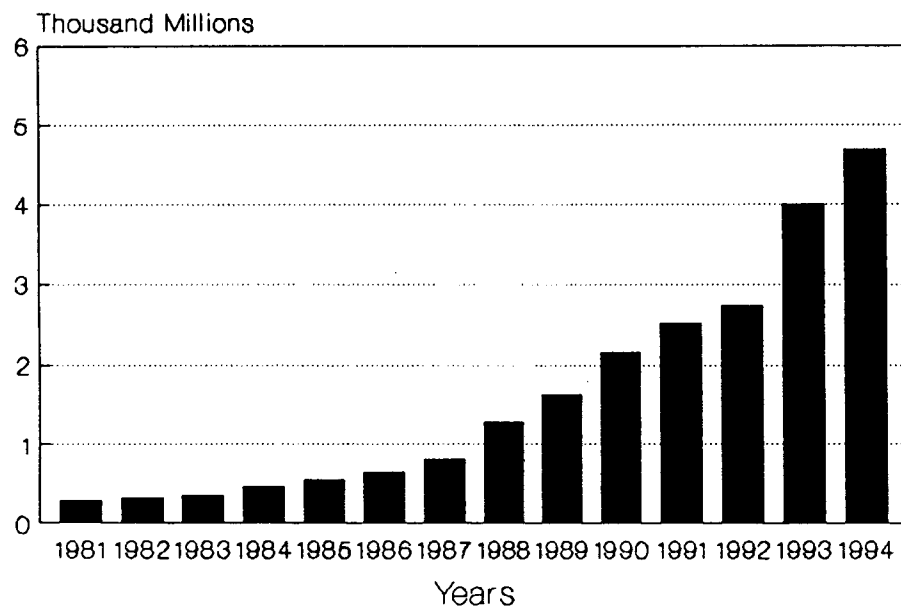


Fig. 3.3

Similarly, tourist who arrive here, they come for various purposes. It is estimated that more than 78 percent tourist visit the country for leisure or pleasure holiday while 18% come for business purpose, 4 to 5 percent tourists visits to their friends and relatives while rest come for other social and cultural factors.

In Indonesia best season for tourism arrival has been found in winter i.e October to December and February to mid March. In summer due to high temperature and heavy rain fall in rainy season are not conducive for tourism. Therefore, there is seasonal variation in tourist arrival whcih effect the total tourist arrival of the country.

3.8 CONCLUSION

Mass tourism has become one of the Indonesia's major industry, but its emergence since 1970s decade has caught unaware and unprepared. Hot and humid climate, scartErness and fragmented topography, varied culture and political unrest are discouraging factors for mass tourism in the country, but since island posses rich natural land topography, cultural and socio-economic as well as the spectacular development in the means oF transport, communi-cation and tourism infrastructure facilities are the most important factors responsible for development in mass tour-ism.

There is significant increase and growth in tourist arrival and earning. But tourist arrival and earning figures are not that much as it should be. Therefore several steps have been taken to persuade more tourists to come and stay longer in Indonesia.

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CHAPTER - 4

MOTIVATION OF MASS TOURISM AND DEVELOPMENT IN SINGAPORE

4.1 Introduction

In Singapore Mass tourism industry has emerged as a big economic sector for foreign exchange (currency) earnings and employment generation. It is second after Hong Kong in term of tourist receiver per year in Asia. It has been estimated that ratio of almost one visitors for every member of population the country.¹ Singapore with its fascinating geographical location, rich cultural heritage, wonderful topography and flora-fauna and other fascinating factors attract large number of tourist every year. Another attraction include industrial and technological development, excellent shopping centre and various natural and historical factors immense tourist potential.

In the line of economic diversification, the tourism sections has been actively promoted to help Singapore to increase its earning of foreign exchange and its contribution to national GDP as well as increase per capita income and to generate job opportunity for increasing population. Therefore, it is leading tourist destination in SE Asia.

4.2 GEOGRAPHICAL CHARACTERISTICS AND MASS TOURISM IN THE COUNTRY

The Republic of Singapore consists of one main island and over 50 small islets with total area of 625 Sq. Km. The island is lying to the South of the Malay Peninsula to which it is joined by a causeway and water pipeline across the strait at Johore.² Singapore island which is situated less than 8° North of the equator have a very hot and humid equatorial climate. This island also occupies a focal position at the turning point on the shortest sea-route from the Indian ocean to the China Sea.

Physical feature of the country is mainly granite core which rises in a few places to summits of over 1000 Mts. Mainly the island is surrounded by low land, much of it is marshy, originally ocean but now the large area is intensively cultivated.³

The climate of the island is very hot and humid with clearly defined season. February to mid May is the sunniest month while October to January is often the least sunny. Rainy month runs from June to September. Since the island fall in tropical region, hence there is high temperature, high humidity and heavy rainfall throughout the year. Therefore, this climatic characteristics directly effect the tourist industry of the country.

Because of high Industrialization and urbanisation there is lack of flora and fauna. But Singapore is very rich in human resource. It is one of the densely populated country in the world where according to 1993 its total population 2.87 million and its density of population is 4480 per Sq.Km. Which highest in the world. Population characteristics of Singapore is very diverse inter of ethnic, religion and language composition. Of the total more than 76% of the population is chinese, about 15% are Malay, a title of 6% are Indian and rest is other ethnic group. Chinese, Malay, Tamil and English are main spoken languages. English is widely accepted everywhere and use in Administration, business, profession and school. There is also variation in religion wise of population and forms a multi region groups. Buddhist, Muslim, Christian, Hindu, Sikh, Taoist are the main religion in the island. The diverse and district culture, ethnic and languages system forms a distinguish type of tourism in this island.⁴

Apart from this, Singapore is one the most developed industrialised and urbanised country with very high per capita income and high living standard in the world. Thus these geographical, social and cultural as well as economic characteristics at the island are key force to boost in mass tourism.

4.3 MOTIVATIONAL FACTORS OF MASS TOURISM

With very few natural resources and attractions, uncomfortable equatorial climate it seems Singapore is not an ideal tourist destination, but every year million of tourist visit here which is based on its manmade attraction. There is lack of attractive beaches, mountains scenic beauty and abundance of flora and fauna and ethnic attraction, but because of its geographical location and other exotic attraction large number of tourist visit this island every year. Several agents facilitated the development and spread of mass tourism in Singapore, but following are the main factors:-

4.3.a EXCELLENT SHOPPING FACILITIES

Singapore's first and foremost tourist attraction is the duty-free shopping which is the major shopping centre for S.E. Asia. This is the main destination particularly for travellers of its neighbouring S.E.Asian nation, Europeans and Americans. Chinatonion which is located near orchard road is the main shopping complex, (See fig 4.1) Which is modest and well equipped.

After more rigorous sightseeing in other parts of East and SE Asia, people come here and relax and do some shopping

TOURISTS AND ATTRACTIONS OF SINGAPORE

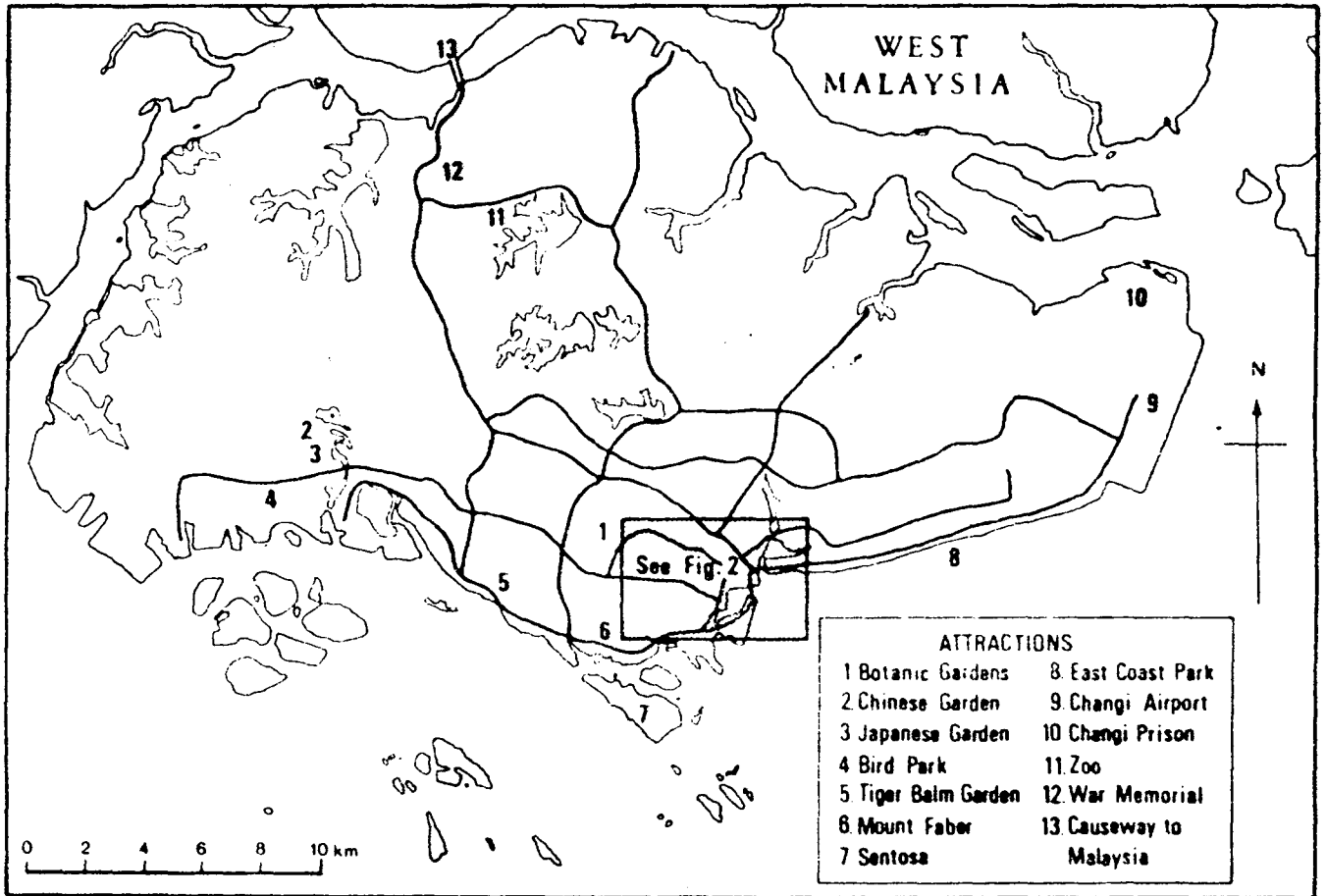


Fig. 4. Major tourist attractions on Singapore Island (excluding the central city).

Source: Singapore Journal of Tropical
Geography

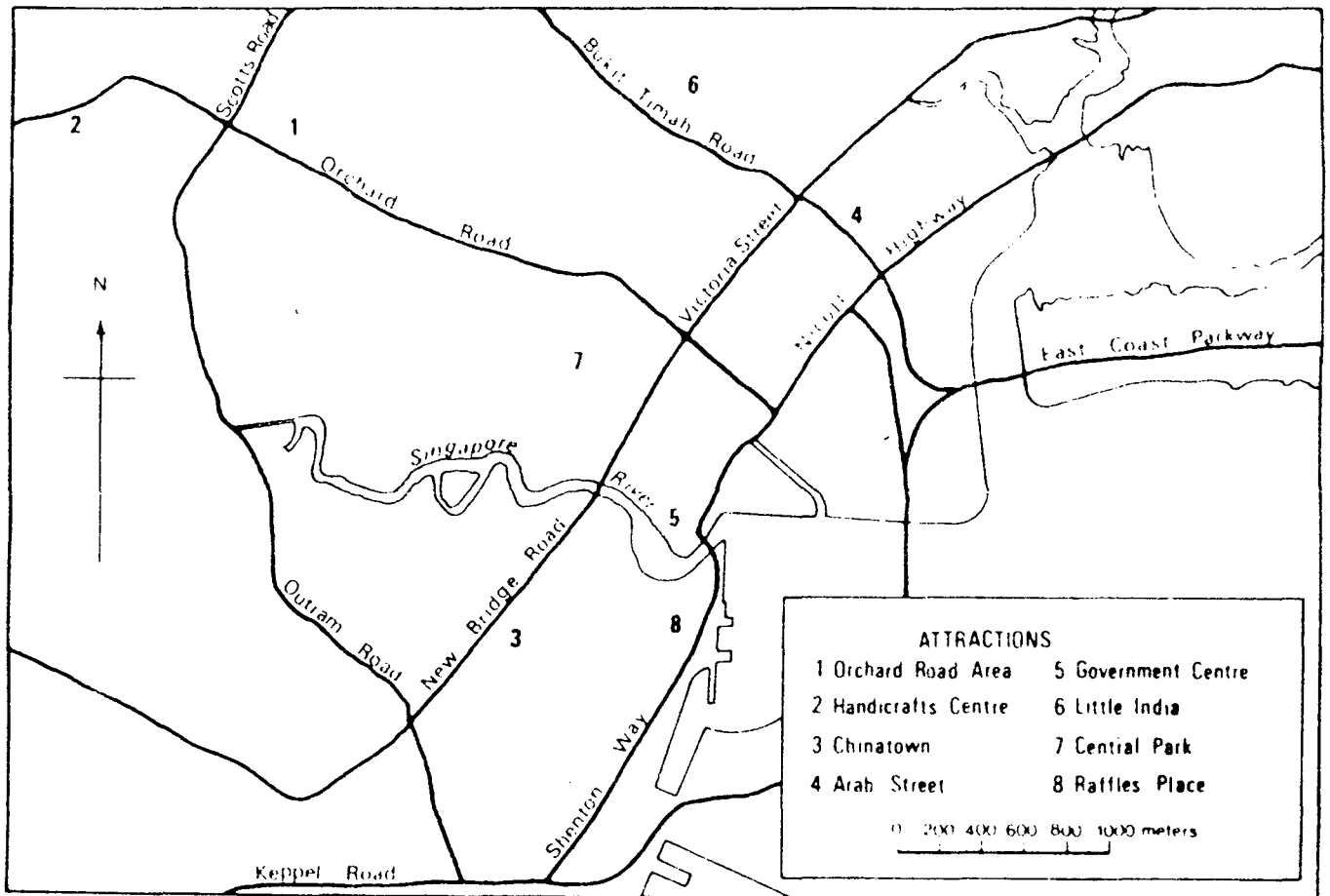


Fig 12 Major tourist attractions in Singapore's Central City Area

Source : Singapore Journal of Tropical Geography .

for a few days. Tourists spend more time in shopping than on any thing else while staying here.⁵ All the South East nation tourists, like Indonesia, Malaysian, Indians, Thailand, Srilankans etc. Make frequent visits for shopping other than else.

This shopping centre offers all the usual chinese sights, sound, smells, shops, food, folk medicines, handicrafts, Chinese and Indian carpets crocodiles and snakes skins, leather wear and of course, electronics goods camera, video and various electrical appliances. These shopping complex not only provide cheap and well branded goods but also there is assurance with guarantee for the visitors. If any tourist feels a purchase is defective or of poor quality and the store personnel do not correct the problem, they can be prosecuted.⁶

Besides, China town and Orchard Road shopping street, other shopping complexes are Handicrafts centre, Arab Street, Little India, Central Park and other various Market Complexes which have Multi-Story shopping Complex with all sorts of modern facilities and infrastructure. All these centres attracts thousand of tourists every day for shopping only.

4.3.b LOCATION AND INFRASTRUCTURE FACILITIES

Another important motivational factors of mass tourism in Singapore is its location which is a big natural gift. Its central location in S.E. Asia and its history of being the cross roads of shipping routes, between the Indian and the pacific ocean which benefits Singapore in over all development. The locational factor has helped Singapore to become mass producer and also directly helps for tourist destination.

Apart from this, infrastructure facilities has given stimulus to mass tourism. This infrastructure facilities includes transportation system and accommodation. Transportation system has made Singapore easily accessible from all over the world especially air transport i.e Jet aircraft and charter flight facilities. International access to Singapore is excellent with direct flight from U.S.A, U.K, Germany, Australia, Canada, Japan and other SE Asian nations. Changi airport is international fame and one of the best airport in the world. Similarly, water transport is also well developed in Singapore and has very good road and rail link with Malaysia and Thailand which attract neighbouring tourist.

Other most crucial component of mass tourism infrastructure in Singapore is the accommodation facilities Viz, International standard hotels, motels, restaurants, guest

house, tourist Bungalow, holiday village, Tourist huts, youth hostel etc. There are 76 starred and more than 1000 unstarred hotel having total rooms of 26,036 in 1992. (See table 4.1)

Table 4.1

HOTEL INDUSTRY AND NUMBERS OF ROOMS IN 1981-1992

Years	1981	82	83	84	85	86	87	88	89	90	91	92
No. of Rooms	15002	15282	16126	18177	20547	23666	24921	26110	23948	24943	25592	26036

Sources : UN, Statistical Year book for Asia and the pacific.

All these hotels have all sort of modern facilities and assurance of hygiene and other safety as well as cheapest among other world's hotels.

4.3.c. SENTOSA ISLAND

Sentosa island half a kilometer South of the mainland is one of the most popular tourist distinction in Singapore. Tourist can reach her by cable car or by four minute ferry ride. This island is a complete pleasure resorts. With beautiful and flat beaches, lagoons, lake etc. for tourism. Sentosa's attraction and recreational are grouped into four existing world i.e. The sun world, fun world, natural and historical world.⁷

The sun world and fun world includes the sun-lust, sun bath swimming, boating, jogging, cycling facilities where tourist enjoy very much. Others are lagoons, the musical fountain and the monorails. The lagoon are ideal for swimming, picnicking, wind surfing and other water sports.

Nature world feature is a unique coralarium, a stone museum and natural trail through wooded area. At the coralarium, besides fishes and coral there is a coral cave which show marine life. The Stone Museum display more than 1000 stones with natural shapes and imprints of landscape while historical world which is the pioneer of Singapore's museum, Siloso fort and the maritime Museum.

Apart from these four fun world, some new attraction have been introduced here i.e. the new ferry terminal, the Sentosa garden, Palaza line, Betterfly park, the island food centre, pasar Malam, arts and crafts centre etc attract tourist in a mass way for full fun and entertainment. Tourist from all over the world who visit to Singapore, make frequent visit to this island also.

4.3.d CONVENTION AND BUSINESS FACILITIES

The Island has good facilities for conventions and exhibition. It is not only the main conventions centre for Asian countries but also among the world's top conference

venues. Many hotels have conference Hall. The Raffles city convention centre is very famous where 12,000 seater indoor stadium and suntex city complex has developed for conference. Every year number of business heads, top level executives, intellectuals and administrative heads come from various part of the world.

Similarly, Singapore is one of the best commercial and trading centre of the world. There are so many business offices, trading centre and offices. As the trading centre of SE Asia and location of regional head offices, business man from both neighbouring and distant countries make frequent visit to Singapore and during staying in the country, all these heads when get time, they go for sightsee sunbath, sun lust and other funfull activities, which flourish the tourism industry.

4.3.e CULTURAL ATTRACTION

Another most attractive and motivational factor of mass tourism in Singapore is several cultural events and its festivals. The multi-racial nature of Singapore's society where several festival like chinese, Hindu, Islamic and Christian festivals that are regularly celebrated e.g. Chinese New year, the festivals of Hungry Ghost, the Hindu Thaipusam, Diwali and christmas. Various cultural events

such as the Singapore festival of Arts, Singapore's national day and Dragon Boat festivals.⁸ It has been estimated that every year around 1500 arts activities, about 460 Musical events, 552 drama events, more than 100 dance events and 220 fine arts exhibition organises every year in Singapore (See table 4.2)

Table 4.2

CULTURAL EVENTS AND FESTIVAL IN 1993

Events	Arts	Darama	Music	Fineart	Dances	Others
No. of Events	1502	552	459	220	10.0	500

Sources : - Singapore year book, 1993.

All these Colourful cultural events and festivals force thousand of tourists to visit the Island and enjoy the festivals and all the event.

4.3.f **GOVERNMENT POLICY**

Government policy has boosted the mass tourism in Singapore. Its Government has taken all sort of steps to develop tourism industry in the country. For example, there is no restriction for the inbound tourist. Visa is not required for staying up to 2 weeks, only proof of onward and return journey is required.⁹ Government is very much com-

mitted to provide maximum high class facilities to tourists coming from other countries. There is very strict rule and regulation against cheating and also have strong law related to quality of goods sold in store or shop. If any body dare to do so, they can go for trail.

There is lack of agricultural land due to rapid industrialisation and urbanisation, hence less contribution in National income and GDP from agricultural sector. Therefore, this is essential for the Government to develop tourism industry which is largest foreign exchange earns and National income generators.

Thirdly Government is giving full support in construction of first class and gazetted hotels, developing new tourist resort beaches, park, gardens, all historical and cultural museum etc. Every year Government spending million of dollar to promote the tourism industry. (See Table 4.3)

Table 4.3

**TOTAL EXPENDITURE ON TOURISM INDUSTRY 1981-92
(in million US dollar)**

Years	1981	82	83	84	85	86	87	88	89	90	91	92
Total Expenditure	531	601	613	645	795	930	1334	1821	1962	2340	2570	2803

Sources : - UN, Statistical year book.

The Singapore Tourism Promotion Board (STPB) has been established to develop and promote tourism and related

facilities and services in Singapore. Besides these, Several other Schemes and programmes have been set up to promote this industry under the guidance of Ministry of Tourism and other agencies. So that regional imbalances and disparity can be reduced.

4.4 DEVELOPMENT AND GROWTH OF MASS TOURISM

It has been seen earlier that several factors are very much active to boost mass tourism in Singapore, with the result of this today Singapore attract million of tourist every year from all over the world. Mass tourism in Singapore has developed after independence (1965), after that it is growing steadily. This year the number of tourist arrival was 128,670 only, but in 1971 arrival reached 631.1 thousand and it has grown upto 1982. In 1981 2829 thousand tourists arrived here. There was gradual increase in tourist arrival since 1965, except 1983 and 1984 when there is drop of tourists number i.e. 103 and 152 thousand in corresponding year. But after 1985 the number of tourist arrival increasing very rapidly especially during early 1990s. There are 4913 thousand tourists arrived in the country while in 1994, the number reached 6899 thousand. (See table 4.4)

Table 4.4

TOTAL TOURIST ARRIVAL IN SINGAPORE 1981-1994. (in thousand)

Years	Number of arrival	Growth rate in percentage	Index base 1981 = 100
1981	2829	+ 10.4	100
82	2957	+ 4.5	104.5
83	2854	- 3.5	100.9
84	2703	- 5.3	95.5
85	2738	+ 1.2	96.8
86	2902	+ 6.0	102.6
87	3373	+ 16.2	119.2
88	3833	+ 13.6	135.5
89	4397	+ 14.7	155.4
90	4842	+ 10.1	171.2
91	4913	+ 1.4	173.7
92	5946	+ 21.0	210.2
93	6425	+ 8.1	227.1
94	6899	+ 7.4	243.9

Sources : - UN, Statical year book.

Current year

Note :- Index = $\frac{\text{-----}}{\text{base year}} \times 100$

Table 4.4 shows the general trend of tourism since 1981, over the years tourists arrivals tend to establish increasing tendency.

Table 4.4 also state that in early 1980s the growth rate (1982-85) was in decline position, but in late 1980s saw the period of most rapid growth when the growth rate per year was 14-15 percent. In 1990s there was a gradual increase in growth rate, except 1991 when there was a slight

INTERNATIONAL TOURIST ARRIVAL IN SINGAPORE (1981-94)

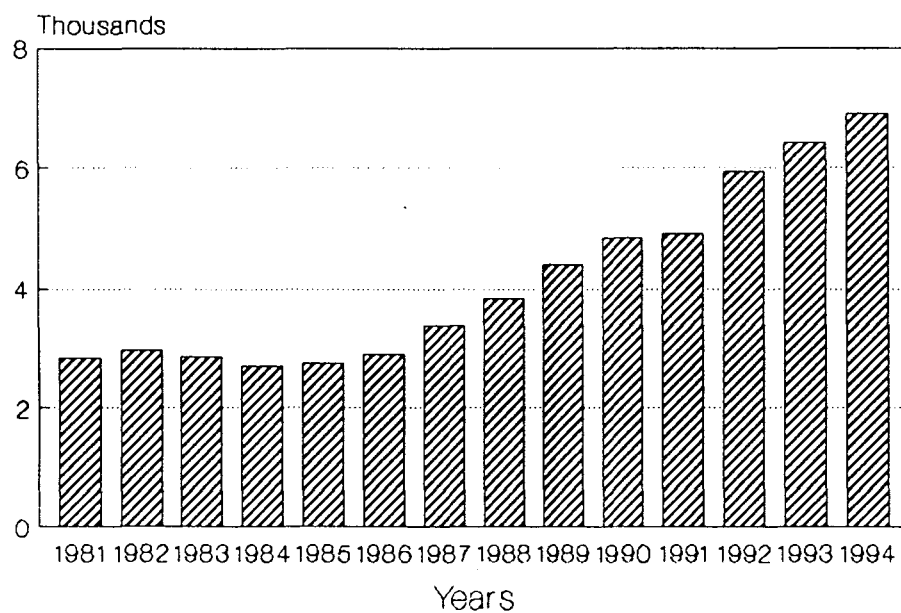


Fig. 4.3

decline because of Gulf War. But after that the situation is normal and growth rate of tourist arrival revived. In 1992 it was 21 percent and it is increasing every year. At present (1994) growth rate was 7.4 percent.

This spectacular development in growth rate is because of promotional attitude of Singapore Government and development of transportation system, especially in the aviation field, as well as advertising campaign in the overseas market. At present Singapore Government has launched several promotional schemes and programmes in the tourist generating overseas to attract more tourists, so that more growth rate can be achieved.

4.5. DIRECTION OF TOURIST ARRIVAL

Here the direction of tourist arrival means the country which he or she belongs. In Singapore tourists arrive from different parts of the world. Previously U.S.A., U.K. Australia, Japan and other countries were the principal tourist generating markets. But Singapore's strong world role as a business and stop over destination has meant that the regional pattern of arrival has changed relatively little over the years.¹⁰ Therefore, recent scenario is like this, about 65-70 percent of visitors coming from Asian countries, 15 to 17 percent from European nations, while 6% from the

American nations and rest comes from Australia and other nations. (See table 4.5)

Table 4.5

**FOREIGN TOURIST ARRIVAL FROM DIFFERENT CONTINENTS IN 1992
(in thousand)**

Origin Continents	Total Arrivals	Percentage of Arrival
America	367	6.1
Europe	957	16.1
East & SE Asia	4161	69.5
South Asia	380	6.3
West Asia	53	1.1
Others	71	1.1
Total	5989	100.0

Sources : - UN Stastical year book.

Table 4.6 depicts the countrywise tourist arrival. It is very much clear from the data available that ASEAN Countries' share is higher than other which accounts about 30 percent. Japan's contribution is second followed by Taiwan which contribute 16.7 and 6.4 percent respectively in corresponding year. Next contributor are Australia, U.K and U.S.A. Who contribute 6.3, 5.2 and 4.8 percent in 1992. Hong Kong, India, Germany and S.Korea are other nation which send substantial number of tourist every year (See Table 4.6)

Table 4.6

COUNTRYWISE DISTRIBUTION OF TOURIST ARRIVAL IN SINGAPORE
IN 1992.

Country's Name	Arrival	Percentage of Arrival
ASEAN	1810,920	30.2
Japan	1000,775	16.7
Taiwan	386,061	6.4
Australia	385,079	6.3
U.K.	303,310	5.2
U.S.A.	287,576	4.8
Hong Kong	232,591	3.9
India	195,469	3.3
Germany	160,376	2.7
S.Korea	156,399	2.6
Others	1071384	17.9
Total	5989940	100.0

4.6 TOURISM AND FOREIGN EXCHANGE EARNING

In Singapore mass tourism has been recognised as an industry. It is the third important foreign exchange earner sector in Singapore after manufacturing and transportation industry.¹¹ Every year million of dollar is earned by tourism. (See table 4.7)

Table 4.7

FOREIGN EXCHANGE EARNING IN SINGAPORE IN 1992
(in US million dollar)

Years	Total Receipts	Growth rate in Percentage
1981	1850	+ 29.1
82	1916	+ 3.6
83	1980	+ 3.3
84	2059	+ 4.0
85	2161	+ 5.0
86	2267	+ 4.9
87	2488	+ 9.7
88	2622	+ 5.4
89	3307	+ 26.1
90	4719	+ 42.7
91	4497	- 4.7
92	5204	+ 15.7
93	6350	+ 22.0
94	9350	+ 47.2

Sources : UN, statistical year book.

It is very clear from the table 4.7 that foreign exchange earning is gradually increasing every year, except 1991, when the earning is less than previous year. This is because of decline in number of tourists arrival due to national and international unrest.¹² Foreign tourist receipt was 1850 million US dollar in 1981 which increase 2160 million dollar in 1985, 4719 million dollar in 1990 and at present in 1994 it is 9350 million dollar.

Tourism industry's share in term of total national income and GDP is not very impressive, but it contribute considerable amount in total GDP. It has estimated at

FOREIGN EXCHANGE EARNING IN SINGAPORE 1981-94

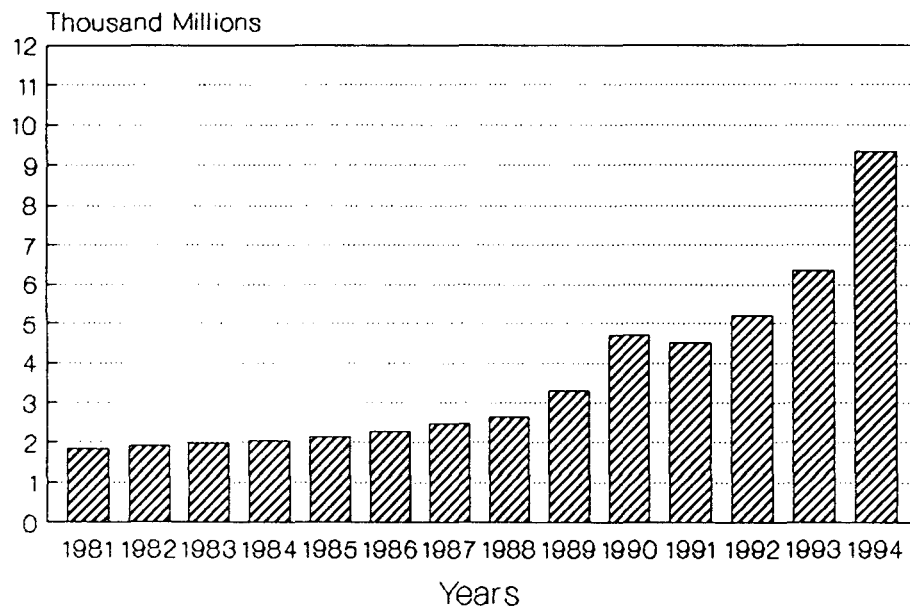


Fig. 4.4

present its share is 8.5 percent in total GDP,¹³ in 1980 this share was 6.8% only. Therefore, tourism is occupying well place day by day and Its share can be increased by some more efforts.

4.7 PURPOSE OF VISIT

Singapore is the second largest holiday destination after HongKong in Asia. Singapore's policy of promoting itself as a holiday destination can be judged from the fact that around 65-70% of all visitors come on holiday while business tourist accounts for 13 percent and transit tourist make up less than 15 percent. But this fact is vary from country to country as shown in table 4.8.

Table 4.8

**PURPOSE OF VISIT OF FOREIGN TOURIST COUNTRYWISE IN 1992
(in percentage)**

Country's Name	Holiday	Business	Others
Japan	81.0	11.7	7.3
Taiwan	71.1	13.0	15.9
Australia	65.4	10.7	23.9
U.K.	66.8	14.2	19.0
U.S.A.	51.3	20.5	26.2
Hong Kong	48.2	32.3	19.5
India	48.8	14.9	36.3
Germany	69.1	15.2	15.7
S. Korea	49.3	16.3	34.4

Sources :- Burton, Rosemary (1995) "Travel Geography".

Foreign exchange earnings depend upon the average length of stay of tourist. This case is very much true in Singapore. It is not always constant, it varies time to time. The average length of stay of foreign tourist in Singapore is very low in comparison to other SE Asian Countries. In 1981 it was 3.7 day and at present in 1994 it is 3.2 days. Hence, there is gradual decline in Singapore's average length of stay since 1981. This is because of the emergence of others S.E.Asian nation as tourist destination.

As per the economic survey of Singapore, 1993's report, the average expenditure per tourist per day is relatively high in Singapore as compared to other ASEAN nations. In 1994 the average expenditure per tourist is 280.2 US dollar per day which was 176.7 US dollar in 1981. Hence, there is a continuous increase in per tourist expenditure per day. However, the European and West Asian tourist are on the top in respect at percapita expenditure.

Since, Singapore, lies near equator, hence the country's climate is very much affected by this which reflects the arrival of tourist. In summer due to high temperature and heavy rain in rainy season is not conducive. Therefore only winter from October to December and February to March is suitable season for tourist arrival.

CONCLUSION

The Tiny island Singapore has emerged second largest mass tourist destination in SE Asia who attracts million of tourist every year and earn considerable amount of foreign currency. There are wide variety of factors which stimulates the tourist industry i.e. location, ultra-modern city, business centre and as a stopover destination and spectaculating means of transport system, communication and accommodation facilities has boosted the mass tourism.

Tourism development has been on a large scale with significant results achieved in term of tourist arrival and foreign exchange earning. The tourists number have increased quite markedly, but target has not been fully met, it has yet to be fully developed.

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CHAPTER - 5

IMPACT ASSESSMENT OF THE MASS TOURISM IN INDONESIA, SINGAPORE AND THAILAND

5.1 Introduction

Today considerable debate exists over the nature and extent of the impact which mass tourism development may have on host countries and localities. Mass tourism is no longer seen as being unreservedly beneficial and cost as well as benefit are now attributed to its development.¹ Hence, whenever the question of impacts of mass tourism arises normally the benefit of mass tourism at destination area are exaggerated. The concerned issue is large enough to discuss but here the focus is on the South East Asian countries viz, Indonesia, Singapore and Thailand.

For studying the impact of mass tourism in these countries two approaches have been adopted:-

- (i) Political Economy Approach and
- (ii) Functional Approach.²

Political Economy Approach examine the colonial legacy and economic dependency of these countries on the European nations. In brief this approach views on the structural inequalities in world trade and suggest, that mass tourism can not achieve a better balance among its rich and poor participants until there is a change in country to country

relationship. However this approach is more suitable for South East nations. To some extent it is true to Indonesia, Singapore and Thailand where the mass tourism associated industries mainly accommodation transportation and services are largely indigenous, but there is dominance of large firms. This proves the validity of the approach where benefit of mass tourism does not percolate to local people.

Functional approach subdivides the tourism process into three factors i.e (i) A dynamic phase that is movement to and from the destination, (ii) static phase of tourism and (iii) consequential elements consisting socio-economic and physical impact on environment. This approach pay little attention to inequalities in the tourism industry, but it describes the characteristics of tourist, various impacts and different kind of destinations etc.

Mass tourism is a doubled-edged sword, it can be a potential blessing and it can be a blight.³ Mass tourism is the key agent of foreign exchange earner, Employment generator, national income earner and plays vital role in reduction of balance of payment, on the other hand with rapid growth of mass tourism in these SE Asian nations it causes much destruction to the physical ecology, pollution, urban congestions and the environmental which comprises the indigenous culture, the flesh trade (Sex tourism) crime, dis-

eases and so on. Therefore, while assessing the impact of mass tourism in Singapore, Indonesia and Thailand, the assessment can be done under the following aspects i.e.

- (i) Positive Impact and
- (ii) Negative Impact.

5.2 POSITIVE IMPACT

Under the positive impact following aspects have been taken to discuss :-

1. Mass tourism as source of income,
2. Mass tourism and Employment generation.
3. Mass tourism as source of foreign Exchange earnings.
4. Mass tourism and social-cultural change.

5.2.a MASS TOURISM AS A SOURCE OF INCOME

Mass tourism gives an impetus to national income as well as a source of individual's income. Mass tourism creates demand for services and of consumer goods that would otherwise not have been produced. This stimulates the production sectors bringing with it an automatic increase in national consumption.⁴ The construction of hotels, road, airport terminal, new commercial establishments, production of food, meal, handicrafts etc. encourage investments. Thus, money spent by tourist does not stop moving after it

is spent, but it circulates through various hierarchy of economy of the country. This fact is very true in south-East Asian nations viz. Singapore, Indonesia and Thailand. It is believe that the money spent by foreigners in local services such as transportation, accommodation, electricity, shopping, foods and handicrafts in these nations gives benefits to local people and raises there incomes. Generally, income is derives form five main categories i.e. (i) Accommodations, (ii) Handicrafts, (iii) Transports, (iv) Miscellaneous services and (v) Beginning.

Among these accommodation constitute a dominant source of income in most of these countries. But income from accommodation is a function of the total number of visitors to the nation. Income from accommodation comes in million dollar per year in these nations.

Handicrafts are another source of income. Local artisans sells various types of beautiful and indigenious goods to the tourist. Most of the tourist use to purchase the items in the village which directly benefits the local people and add their incomes. In Thailand approximately mutely three million baht (U.S. dollar 124, 960) comes from Handicraft only. In Indonesia and Singapore also earn Thousand of dollar per year from this.

Providing transportation services i.e. riding, rafting also general substantial income in these nations. During the past few years elephant rides, river rafting have become integral part of many trip. For example, Karen tribes of Thailand own elephants which work in commercial logging and that can be hired. Many tourist agencies have introduced elephant camps specially for this purpose which gives total income in million dollar. In Thailand and Indonesia it is 768,000 and 670, 431 dollar respectively from this River rafting is also a popular option for income.

Further income is derives from providing miscellaneous survives and begging. Miscellaneous services which generate income includes sale of opium, alcoholic and nonalcoholic beverages, performance of dance, posing for photo graph etc. The largest income comes from sale of food and beverages. Begging also provides substantial amount of incomes. Begging is more prevalent in Northern Thailand and several parts in Indonesia.

The several studies shows that mass tourism has been the major source of national income as well as the individuals. It stimuters the GDP and GNP and it occupies top position in most of this S.E. Asian nations. In Indonesia around 8 to 9 percent GDP comes form mass tourism while in Singapore this figure is 8.6 percent in 1994. Mass tourism

is also an important source of income in Thailand and it occupies top position in the case of total GDP and GNP.

We can conclude that the money spent by foreign tourist permeates the national economy in these SE Asian nations viz, Thailand, Indonesia, and Singapore. But this intensity depends on the amount of income from tourist and the mechanism of re-investments of that money into different segments of countries.⁶

5.2.b MASS TOURISM AND EMPLOYMENT GENERATION

Mass tourism is a well known labour intensive industry. From the place of origin to destination and from destination to origin everywhere service sector dominates. It is very beneficial for S.E. Asian nations which have limited potential for other economic activities or where other resources are limited. Mass tourism generates following types of employment opportunity in these countries:-

- (i) Direct employment such as hotel interpreneurs, workers at resorts, transport agents and guides etc.
- (ii) Indirect job to those who are engaged to tourism in secondary way like local transport, handicrafts and banks and

(iii) Induced employment from the spending money by local residents from their tourism incomes who uses local goods and services.

At present situation when population is growing day by day in this region and there is a big problem of providing job for growing population, certainly tourism seems as a solution. We can cite the example of Indonesia, Singapore and Thailand where Mass tourism provides direct and indirect job to about 116, 4 and 35 Lakh respectively in 1994. (See table S.1)

Table: 5.1

MASS TOURISM AND EMPLOYMENT (1981-94) in Thousand.

Years	Indonesia	Singapore	Thailand
1981	6679	244.7	1916
1982	7561	242.1	2027
1983	8551	253.6	2353
1984	11111	284.0	2194
1985	12044	285.8	2213
1986	9345	290.0	2376
1987	9756	280.7	2695
1988	10461	296.7	2996
1989	10649	304.9	2897
1990	10891	318.1	2922
1991	11067	337.5	2976
1992	11431	345.3	3477
1993	11570	356.6	3399
1994	11600	383.6	3508

SOURCES : UN, Stastical year book for Asia and the Pacific.

Although the employment share from tourism is not impressive but it is not low as compared to other sectors. For example, in Singapore the share from mass tourism employment to total employment is 24.3 percent while in Indonesia it is about 14.9 percent. In Thailand the figure is 11.4 percent.

In term of total population share is very low in Indonesia. In Indonesia only 0.6 percent population is engaged in this sector, but in Singapore about 10.3 percent population get job from tourism where as in Thailand about 6 percent of its population is directly or indirectly involves in tourism.

Table 5.1 shows that large number of people are engaged in the tourism industry. It is increasing every year. Although there is ups and downs, but recently all these nations have achieved target. Even in 1991 which was slender in terms of number of tourists in these countries, but the employment opportunity remained constant or likely to increasing positions. The large number of population depends on mass tourism for employment in these three countries. The reason behind this is the non-existence of other labour intensive sector, seasonality in other activities, overcrowd in agriculture sector and less industrial development except Singapore. Therefore, large number of population is depends on mass tourism for their survival.

So we can say that in Indonesia, Singapore and Thailand mass tourism is able to lessen the burden of employment and under employment where there are few alternative of jobs opportunities.⁷ Mass tourism might be suggested as one form of economically sustainable development and regional development. Therefore developmental scheme should be initiated to develop mass tourism so that more job can be generated.

5.2.c MASS TOURISM AS A SOURCE OF FOREIGN EXCHANGE EARNINGS :-

Tourism trade is an invisible export. The Government gains a substantial amount of money from taxes and duties on those things which tourists use. This amount depend on the number of tourists, consequence of their visit, average length of stay and price as well as level of that period. In south-east Asian countries mass tourism has become the largest foreign exchange earner. This case is true to Indonesia, Singapore and Thailand where Mass tourism has reshaped the economies of these countries. It is such an exporting trade where these nations earn large foreign currency without exploiting, exporting and manufacturing any material goods or national resources.⁸ For example, in Indonesia tourism is fifth largest source of foreign exchange earner after oil, natural gas, timber and textile. In Singapore it is third largest after manufacturing and

transport. While in Thailand it holds top position. Every year these countries earn huge amount of foreign currency through mass tourism (See table 5.2)

Table - 5.2

MASS TOURISM AND FOREIGN EXCHANGE EARNING - 1981-94
(in million US dollar)

Year	Indonesia.	Singapore.	Thailand.
1981	288	1850	983
82	318	1916	1038
83	350	1980	1089
84	461	2059	1156
85	546	2161	1271
86	644	2267	1421
87	803	2488	1947
88	1283	2622	3121
89	1628	3307	3753
90	2153	4719	4326
91	2515	4497	3923
92	2729	5204	4829
93	3990	6350	6273
94	4690	9350	6583

SOURCES;- UN, statistical years book for Asia and the Pacific.

Table 5.2 reveals that foreign exchange earning is highest in Singapore as compared to Indonesia and Thailand. As it has discussed earlier that the foreign exchange earning depend upon the number of tourist arrival, the average length of stay and expenditure of tourist. It is also believe that longer the duration of stay the expenditure will be low whereas shorter the duration of stay the expend-

iture will be high. Since the average length of stay in Singapore (3.3 days) is less, hence tourist spends more money within short time while in Indonesia and Thailand where the average length of stay is higher as compared to Singapore, therefore, per tourist expenditure is low. This cause less foreign exchange earning in Indonesia and Thailand. However, with the expansion of mass tourism in Indonesia, Thailand and Singapore, it can not be denied that mass tourism is playing very important role as foreign exchange earner. Some time due to devaluation or revaluation of currency influx of poor traveller etc reason can distort the above benefits.

5.2.d MASS TOURISM AND SOCIAL-CULTURAL IMPACT :-

A prime consideration is examining the social and cultural impact of mass tourism development is the nature and composition of the various groups involved and the relationships between these. Mass tourism is a multi faceted phenomena. But it is very difficult to evaluate its motivation, satisfaction and tourist host encounter. When the tourist and host meet there are certain reaction to both sides. However, the another positive impact of mass tourism in Singapore, Indonesia and Thailand on social and cultural change.

It is believed that increasing mass tourism in these nations have caused acculturation where by people in contact borrows cultural heritage. The stronger or superior western culture has superimposed on weaker host culture i.e. Singapore, Thailand while Indonesia being an Islamic nation is only exception. Mass tourism creates give and take situation. Local people adopt life style, clothing, food habits, languages and several other things from inbound tourists. It also influences in the art, crafts, customs, ceremony, Music and dance etc. So many local performing arts (art dance, music) handcrafts survives and has grown due to mass tourism in these nations especially in Indonesia and Thailand.

Apart from these Mass tourism has broken down the barriers of suspicion and hostility among these nation. It is a major force for peace, understanding and harmony in these countries. It has broaden the mental horizon of both the tourist and host. Both of them come to know about the customs, tradition and way of life of other people. Thus, unity among diversity is strengthened in all these countries. Its educational value system is now well recognised by these nations. That is why the educational as well as government bodies are encouraging the youth tourism in Thailand and Indonesia.

In brief the mass tourism has reduced distance between the social classes and human races and different cultures. It has restored ancient movements, preserved landscape beauty, safeguarded nations heritage, and has improved international understanding with neighbours countries as well as other part of the world, especially from those who generates more tourist for these nations. So while assessing the social and cultural impact of mass tourism. There should have a wider and long term perspective over existing scenario, not a narrow and short Term view whether it makes profit or loss at a given period of time in these nation.

5.3 NEGATIVE IMPACT OF MASS TOURISM

As it has been mentioned earlier mass tourism is a doubled-edged sword-it is blessing as well as a blight. Since the close of world war II, global tourist activities have flourished, generating an economic performance favorable to the investor and bringing smiles at fortune to the traveller (Mc naught, 1982f. 360). But this advantage is offset by its dire consequences, the untold damage done to thee tourist region. Natural Sites laid waste, lands and several movements disfigured, underground springs surface streams and waterways polluted, native labour and services

has exploited and endemic value system subverted in these countries.

5.4 ENVIRONMENTAL IMPACT

Assessment of the environmental impact of mass tourism is most important for the various facets of the environment which constitute the basis of much tourist development. Moreover, mass tourism tend to be attracted to some of the more fragile environment. For example, small island, coastal zone, centre of historical and cultural interest. Therefore, when mapping out the environmental costs of mass tourism a parading philosophy has offer for post martem of two impact categories each an essential faced of bionomic loss form population⁹ (People+Pollution) :-

- (i) Physical degradation,
- (ii) Social and cultural subversion.

5.4.a PHYSICAL DEGRADATION

The onrush of mass tourism, the lemming syndrome of holiday and overcrowding has a devastating impact upon tourist region of Singapore, Thailand and Indonesia. Mar-ring the landscape and laying waste the living environment in these nations. Everywhere there is littering, trampling of meadows, destruction of grass land, forest fires and

obtrusive tourist route etc. These defacement have also done serious damage to complex ecosystems. Watershed are irreparably altered, animals, birds and fish habitants are destroyed, land and ground are battered and denuded. Air and noise pollution has increased and sewage and refuse disposal have contaminated water ways and water supply. These can be seen in all major cities like Bangkok, Singapore city, phuked, Pattaya, Java, Bali, Jakarta, and all urban cities and towns in these nations.

In addition these exploitation have brought about new shortage. For example in area where land is in short supply (mountain and island). Mass tourists development has consumed large plot of agriculture land which has threaten all types of farming system. Also area where mass tourism flourishes, there has been a proliferation of secondary homes and permanents camp and caravan site, often resulting in deforestation.¹⁰ Every year there is decline in forest cover because of this in Thailand, Sumatra, Java and sulawesi etc. Tourist trekking is expanding among the hill site of northern Thailand, north-west Sumatra, Sulawesi, Bali and other several hill resort. these area chrononically poor and contribute to deforestation and soil erosion. Several developing schemes have been initiated but non has been successfully in solving these problems.

As a consequence of the negative impact of this excessive tourist development the natural environment of these nations may lose its value forever and the tourist dream of unspoiled wonderland would become a paradise lost.

5.4.b SOCIAL AND CULTURAL SUBVERSION

Another negative impact of bionomic import on tourist cultural center in the subversion of value system i.e. the overturn norms, customs and tradition that causes enormous moral and social problems. The disruption of ecosystem virtually abolishes the uniqueness of the culture which has served all along as a main attraction for mass tourism in these three nations. The coming of the golden hordes, exhibiting a moral laxity to the residence, insulting their sensibilities and after discerning their community life".¹¹

Tourist frequently scandalise the local people with other moral improprieties e.g. display openly erotic behaviour and going nude of public beaches. This can be seen on all beaches such as Java, Bali, Sumatra (Indonesia). Phuket, Pattays, Bangkok, Songkhla and Kosamusi (Thailand) and Sentosa in Singapore. This easy virtue has its subverting effect, particularly on the young people who tend to imitate the tourist behaviour. This manifesting a breakdown of the traditional means of social control. As a consequences,

they (young people) play their romantic argues practices sexual promiscuity and turning the table shows a readiness to cheat and to victimized and even to assault the tourist.¹²

Not only moral problem, but social issue arrises from the impact of mass tourist behaviours. One of the problem is overcrowding which is indeed surpassing the saturation point . This impact of this blight taxes the capacities of the infrastructure and causing shortage in lodgings and supplies and overloading utilities in many urban places in Thailand, Singapore, Indonesia and other tourist places.

The situation becomes more pronouce with the setting in sex tourism in most part of SE Asia, especially in Thailand, the Philippines and secondary area in Indonesia i.e. Bali, Sullawesi and some part of Java island where their host nations sell their beauty to earn foreign exchange which is desecrated by mass tourism.¹³

Another social problem is that the population has become polarised between haves and haves not. The high tourist and the object local¹⁴ A final observation of the negative impact of mass tourism on social environment in these nations in the exploitation of local nations, handicrafts and their authentic production. They have become broker of arts (handicrafts, dance, music etc) for aesthetic

(what is pleasing to the tourist) and commercial interest. All these authentic centre are now forming into fake tourist environment. It is believed that local people (artisans) have surrendered their heritage without receipt of any comfortable benefit. They feel that they are losing their ethnic identity to a main streamline, internationally homogenizing the society and forming a cultural imperialism.¹⁵

5.5 THE CARRYING CAPACITY

The facts and impacts discussed here stem from the fact that the type and scale of mass tourism development often exceeds the carrying capacity of natural and man-made resources available. It is precisely because the lack of assessment regarding carrying capacity of the area concerned. "carrying capacity is the level of tourist use an area that can accommodate with high satisfaction for tourist and few impact on resources".¹⁶

That means the ability to contain a definite quantity in a given situation.

Therefore, the positive impact assessment which have been discussed previously have ability to contain a quantity in a given situation and every places in south -East Asia have its own capacity to adjust with local environment condition. All these ability can be improved with the use of

appropriate technology and infra-structure depending upon the level of technological and infrastructural development of the region.

If quantity in term of over tourist arrival at a particular tourist resort in any area techno-ecological setting across the carrying capacity it will led to over-all distortion and might effect income, employment; foreign exchange, health, life expectancy and over all environment of Thailand, Singapore and Indonesia.

The carrying capacity approach gives very clear picture if it is applied while assessing negative impact of mass tourism. If the utilization of tourist resources exceeds to the carrying capacity, it creates an adverse situation of the area concerned. To some extent it is true to south-East nations viz, Indonesia, Thailand and Singapore. There has been a step rise in the number of tourist in these nations, but no corresponding increase in the necessary tourist infrastructure which are taking extra load to tourist resorts. As long as the tourist traffic was within the carrying capacity of the tourist spots, no sign of adverse ecological effects were visible. To encourage and facilitate mass tourism in Indonesia, Singapore and Thailand new tourist infrastructures have been and are being constructed. This results in the loosening and the consequently in ero-

sion of the soil. The erosion results in loss of not only the soil but of the vegetal covers as well.

Mass tourism demands vast infrastructure. Development takes many spatial for-roads, hotels and restaurant etc. Which has the effect of altering the environment of these nations. In the process, the major tourist sites of these nations have inevitably transformed. At best their natural attraction of primeval innocence is impaired and at worst irreversible environmental and social damages is caused by rush to build tourist facilities on the most attractive sites by speculative land and building booms and by major in roads into the local ecology through development of tourist infrastructure and services.

Thus, over utilization of tourist resources and access tourist arrival in these nation which has crossed the carrying capacity limitation has created adverse effect on physical social and cultural environment of the region or Indonesia, Singapore and Thailand.

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CONCLUSION

[Tourism has become one of the world's major industries, but its emergence since the second world war has brought new revolution in economic field.] Its revenue and development potential were soon recognized and pursued in the expansionary post war economy first by individual entrepreneurs and then governments. Consequently, the early emphasis was on growth and promotion rather than management and control.

[Tourism was viewed as being as natural renewable resource industry with visitors portrayed as coming only to admire,] not consume the land scapes, customs and monuments of a destination area.

[With the advent of mass tourism has come the reckoning and a belated recognition that to become a renewable resource industry tourism requires careful planning and management.] Mass tourism is more than an increased volume of visitors.] It has come to mean a myriad of manufacturing and service businesses which combine to offer a travel experience through scale economies and mass merchandising. Mass standardized and rigidly packaged is the main characteristics of mass tourism where tourist enjoy same level of facilities and use same transportation

accommodation and services. There is limitation on individual's choice and less flexible. every thing is pre paid and fix in advance.

Sustained prosperity and consequent rise in the level of income of wide section of society, monotony of work, increase in paid leisure and development of an efficient communication network and mass transport system as well as advancement of technology are the principle factors that fuels mass tourism.

[Mass tourism is catalytic to economic growth and foreign exchange earning.] The cumulative benefits of mass tourism can hardly be over-emphasised. Its importance as an economic factors is also evident from its being a multibillion dollar activity, the second largest industry after oil and largest single employer in the world. Apart from removing regional imbalances and opening new growth centres, it provides employment opportunities for young men and women, yields tax revenues to the governments for sustaining trade like handicrafts and related small scale industries.

[Mass tourism also ensures a minimal use of natural resources and optimum use of manpower and expertise i.e. a form of tertiary product.] Unlike other industry, it does not impose any burden on the country's natural wealth based economy. In many developing countries especially in SE

Asian nation the volume of receipt from international tourism tend to be of greater magnitude than that of merchandise export. So neither it export any commodity nor demands any things of material form but the services only for much needed foreign exchange.

So far, South East Asia has been the main beneficiary in absolute financial term since SE Asia receives by far the largest share of international tourist as well as earnings among Asian nations. In terms of relative impact, however, the economic significance of international tourism is much greater in smaller countries of Singapore and Malaysia. International tourism in SE Asia is quite low as compared to other region of the world. Foreign exchange earnings through tourism has a crucial role in balance of payment and debt payment of SE Asian nations. [Tourism earning in Singapore, Thailand and Indonesia rank on the top in net sense where as it is a second leg of the economy of Singapore and Thailand.] International tourism in South East Asia is not fully flourished with the tourism potential of the region. The region has nearly 8-10 percent of the world population, but the region has the share of even less than 5.5. percent of the world tourist arrival. Hence it has yet to be developed. Since the public sector along with private sector has spent lots of money in the development of

infrastructure, the attempt needs to be have tourism all the year around. Tourism tends to diversify itself and new thrust are being identified like trekking, water games and so on.

Both positive and negative impact of mass tourism have been experienced: The development of handicrafts and cottage industries have positive correlation with the another area of tourism development. On the other hand the haphazard development of mass tourism has resulted in spoiling the fragile environment of archeological sites, beaches, mountain resorts etc. in various part of Indonesia, Thailand and Singapore. The rapid growth of casinos in Singapore, Bangkok, Java, Bali, Kualalampur, Manila; bar and prostitution in Thailand, Philippines, Bali, Sulawesi; drugs in several part are declining signs of morality. Because tourism sites are famous for accommodation and facilities for foreigners with wine, casinos and sex. Therefore, tourism permotion need pertinent care so that tourism activities and infrastructure are planed on a sound ecological principle and practices in accordance with social efficacies. For that carrying capacity studies need to be conducted at mass tourist spots in SE Asia in general and Singapore, Thailand and Indonesia as particular.

In the present study mass tourism in Indonesia, Singapore and Thailand have been given more attention as compared to other nations of SE Asia. It is precisely on account of the poor data base that other cases of SE Asia could not be given necessary focus. In previous chapter aspects and impacts of mass tourism have been discussed. To point out loopholes is rather easier than to put forward suggestion and of course, execution is most difficult task. Therefore, following are the main observations.

First promotional marketing has a tremendous influence on the foreign tourist choice of destination. But marketing strategy of SE Asia has remained more or less static in terms of spread, innovation, new techniques and co-ordination. The role and the influence of the overseas offices of the development of mass tourism of respective SE Asian countries have been extremely marginal. Not only are the numbers but too small in relation to the needs and they are also inadequately manned. They do not have adequate funds to launch a well coordinated publicity drive, except Singapore.

Secondly, it is quite clear now that in SE Asian region there is no clear high road to mass tourism development. Every aspect of mass tourism development is suitable, to varying degree, to a regional approach. Indeed some

regulatory measure on mass tourist operators can probably be successful only through collective action by countries of SE Asian nations or region.

Thirdly, there is little attempt to integrate mass tourism development into the overall development plans of the area or else minimise the damage already being caused by such activities. Unfortunately many infrastructural facilities like water and electric supply, road, airline services are not solely built for use by tourist only. They are utilised by other sector as well.

Fourthly, most of the nations have seasonal variation in tourist arrival, winter months are more suitable because the climate at this time of the year is moderate and this period coincides with the tourist season in SE Asian region e.g. Thailand, Singapore and Indonesia.

Fifthly, no efforts to assess the adverse ecological and social impact of the mass tourism in the region and thus no knowledge on how to avoid this trend. Mass tourism is promoted with little or no regard for the ecological and social characteristics of the area. Short term gains have become the overriding factor at the long terms cost of the local environment and local people. Tourists are usually ignorant about the ecological and social significance of the areas they are visiting.

Therefore, following suggestions can be put forward for more successful mass tourism in SE Asian countries.

The first essential step toward harmonising mass tourist development with local conditions is to assess the carrying capacity of each area in which mass tourism is sought to be promoted. Such assessment may not be too difficult when the resource exploitation is solely for tourist purposes. As for example, is the case with historic monuments and sites.

Secondly, balance infrastructure development and preservation of rich cultural heritage is very important for these nations like formation of a master plan should be a must. These plans will then become a blueprint for mass tourism development in harmony with the nation's total development with due emphasis on environment protection. Third, at the heritage centre, i.e. the places rich in culture, there should be an integrated development programme for such centres with due concern for tourist planning, town planning, land use planning, transport planning and other leisure service management.

Fourth, Exploration of new tourist generation markets particularly the middle, East nations, African, circuits American and other Asian nations. Fifth, Development of non-traditional areas such as trekking, winter sports, wild

life tourism, ecological water sports tourism to exploit the tourism potential of Indonesia, Singapore and Thailand.

Finally, SE Asian nations govt. Should take special step for development of selected mass tourist circus which are popular with the tourist instead of spreading limited resources thinly over a large number of circuits.

This is true that the smokeless industry, sunrise industry and largest export industry in SE Asia is mass tourism. But we should remember that mass tourism is good as industry in balanced form.

The need to further understand the impacts of mass tourism development and the necessity for more adequate planning of the mass tourism industry are only two of the areas in which geographer may contribute. [As mass tourism continues to expand, the demands for better knowledge based on sound research will increase eminently required.]

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