

1. Details of Module and its structure

Module Detail	
Subject Name	Geography
Course Name	Geography 03 (Class XII, Semester - 1)
Module Name/Title	Quaternary and Quinary Activities – Part 2
Module Id	legy_10702
Pre-requisites	Basic Knowledge about Quaternary and Quinary Activities
Objectives	After going through this lesson, the learners will be able to understand the following: <ul style="list-style-type: none">• Quaternary and Quinary Activities• Factors Affecting Tourism• Tourist Attractions• History and Art• Charter tourism• Types of Modern day tourism• The Digital Divide
Keywords	Demand, Transport, Landscape, Climate, Mass tourism, Charter tourism, Niche tourism, Sustainable tourism, Educational tourism

2. Development Team

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Quaternary and Quinary Activities

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the **Manila Declaration on World Tourism of 1980** as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector associated with tourism.

The service industries which benefit from tourism include transportation service, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Total volume of Cross-Border Tourist travel

International tourist arrivals reached 1.035 billion in 2012, up from over 996 million in 2011, and 952 million in 2010. The negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists' arrivals, and a 5.7% decline in international tourism receipts. The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.), including small-scale operators, can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.

It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future.

Factors Affecting Tourism

Demand: Since the last century, the demand for holidays has increased rapidly. Improvements in the standard of living and increased leisure time permit many more people to go on holidays for leisure.

Transport: The opening-up of tourist areas has been aided by improvement in transport facilities. Travel is easier by car, with better road systems. More significant in recent years has been the expansion in air transport. For example, air travel allows one to travel anywhere in the world in a few hours of flying time from their homes. The advent of package holidays has reduced the costs.

Tourist Attractions

Climate: Most people from colder regions expect to have warm, sunny weather for beach holidays. This is one of the main reasons for the importance of tourism in Southern Europe and the Mediterranean lands. The Mediterranean climate offers almost consistently higher temperatures, than in other parts of Europe, long hours of sunshine and low rainfall throughout the peak holiday season. People taking winter holidays have specific climatic requirements, either higher temperatures than their own homelands, or snow cover suitable for skiing.

Landscape: Many people like to spend their holidays in an attractive environment, which often means mountains, lakes, spectacular sea coasts and landscapes not completely altered by man.

History and Art: The history and art of an area have potential attractiveness. People visit ancient or picturesque towns and archaeological sites, and enjoy exploring castles, palaces and churches.

Culture and Economy: These attract tourists with a penchant for experiencing ethnic and local customs. Besides, if a region provides for the needs of tourists at a cheap cost, it is likely to become very popular. Home-stay has emerged as a profitable business such as heritage homes in Goa and Coorg in Karnataka.

Types of Modern day tourism

Mass tourism

Mass tourism developed with improvements in technology, which allowed the transport of large numbers of people in a short period of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

Charter tourism

Charter tourism consists of a package of pre-arranged tourist services, including transport, accommodation, and often meals and options for associated activities.

Niche tourism

Niche tourism refers to the numerous specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

- Cultural tourism
- Heritage Tourism
- Medical Tourism
- Pop culture Tourism
- Religious Tourism
- Wellness Tourism
- Wildlife Tourism

Other terms used for niche or specialty travel forms include the term "destination" in the descriptions, such as destination weddings, and terms such as location vacation.

Sustainable tourism

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems."

Eco tourism

Eco tourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low-impact and (often) small-scale. It helps educate

the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

Pro-poor tourism

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists.

Medical tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational tourism

Educational tourism is developed because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, study tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program. The motivations for this type of tourism activity includes cultural altruism, language learning desire, image of host country, Job prospects, political instability, quality, reputation, language of instruction, safety and level of discrimination.

Creative tourism

"Creative tourism" is defined as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences. Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, Austria, France, the Bahamas, Jamaica, Spain, Italy and New Zealand.

Experiential Tourism

Experiential travel (or "immersion travel") is one of the major market trends in the modern tourism industry. It is an approach to travelling which focuses on experiencing a country, city or particular place by connecting to its history, people, food and culture.

Doom tourism

Also known as "Tourism of Doom" or "Last Chance Tourism" this emerging trend involves traveling to places that are environmentally or otherwise threatened (such as the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, or the coral of the Great Barrier Reef before it is too late.



Space tourism

There has been a limited amount of orbital Space Tourism, with only the Russian Space Agency providing transport to date. A 2010 report into space tourism anticipated that it could become a billion dollar market by 2030.

Sports tourism

Since the late 1980s, Sports Tourism has become increasingly popular. Events such as rugby, Olympics, Commonwealth games, Asian Games and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

The focus on sport and spreading knowledge on the subject, especially more so recently, lead to the increase in the sport tourism. Most notably, the international event such as the

Olympics caused a shift in focus in the audience who now realize the variety of sports that exist in the world.

Conclusion

Tourism as a global phenomenon shows no signs of substantially abating in the long term. It has been suggested that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. For many people vacations and travel are increasingly being viewed as a necessity rather than a luxury, and this is reflected in tourist numbers recovering some 6.6% globally over 2009, with growth up to 8% in emerging economies.

Quaternary Activities

The Quaternary Sector along with the Tertiary Sector has replaced most of the primary and secondary employment as the basis for economic growth. Over half of all workers in developed economies are in the 'Knowledge Sector' and there has been a very high growth in demand for and consumption of information based services from mutual fund managers to tax consultants, software developers and statisticians. Personnel working in office buildings, elementary schools and university classrooms, hospitals and doctors' offices, theatres, accounting and brokerage firms all belong to this category of services.

Like some of the tertiary functions, quaternary activities can also be outsourced. They are not tied to resources, affected by the environment.

All these people work in a segment of the service sector that is knowledge oriented. This sector can be divided into quaternary and quinary activities. Quaternary activities involve some of the following: the collection, production and dissemination of information or even the production of information. Quaternary activities centre on research, development and maybe seen as an advanced form of services involving specialized knowledge and technical skills.

The quinary sector is the branch of a country's economy where high-level decisions are made by top-level executives in the government, industry, business, education, media and nonprofit organizations. The quinary sector is the top economic sector. Quinary activities are services that focus on the creation, re-arrangement and interpretation of new and existing ideas; data interpretation and the use and evaluation of new technologies. Often

referred to as 'gold collar' professions, they represent another subdivision of the tertiary sector representing special and highly paid skills of senior business executives, government officials, research scientists, financial and legal consultants, etc. Their importance in the structure of advanced economies far outweighs their numbers. The highest level of decision makers or policy makers performs quinary activities. These are subtly different from the knowledge based industries that the quinary sector in general deals with. Outsourcing has resulted in the opening up of a large number of call centres in India, China, Eastern Europe, Israel, Philippines and Costa Rica. It has created new jobs in these countries. Outsourcing is coming to those countries where cheap and skilled workers are available. These are also out-migrating countries. With the work available through outsourcing, the migration in these countries may come down. Outsourcing countries are facing resistance from job-seeking youths in their respective countries. The comparative advantage is the main reason for continuing outsourcing. New trends in quinary services include knowledge processing outsourcing (KPO) and 'home shoring', the latter as an alternative to outsourcing. The KPO industry is distinct from Business Process Outsourcing (BPO) as it involves highly skilled workers. It is information driven knowledge outsourcing. KPO enables companies to create additional business opportunities. Examples of KPOs include research and development (R and D) activities, e-learning, business research, intellectual property (IP) research, legal profession and the banking sector.

Outsourcing or contracting out is giving work to an outside agency to improve efficiency and to reduce costs. When outsourcing involves transferring work to overseas locations, it is described by the term off -shoring, although both off - shoring and outsourcing are used together. Business activities that are outsourced include information technology (IT), human resources, and customer support and call centres services and at times also manufacturing and engineering. Data processing is an IT related service can easily be carried out in Asian, East European and African countries, In these countries IT skilled staff with good English language skills are available at lower wages than those in the developed countries. Thus, a company in Hyderabad or Manila does work on a project based on GIS techniques for a country like U.S.A or Japan. Overhead costs are also much lower making it profitable to get job-work carried out overseas, whether it is in India, China or even a less populous country like Botswana in Africa.

The **quaternary sector of the economy** is a way to describe a knowledge based part of the economy - which typically includes services such as information technology, information-

generation and -sharing, media, and research and development, as well as knowledge-based services like consultation, education, financial planning, blogging and designing.

The quaternary sector is based on knowledge and skill. It consists of intellectual industries providing information services, such as computing and ICT (information and communication technologies), consultancy (offering advice to business) and R&D (research, particularly in scientific fields). According to some definitions, the quaternary sector includes other *pure* services, such as the entertainment industry, and the term has been used¹ to describe media, culture, and government.

"Quaternary sector" is a further delineation of the three sector hypothesis of industry in the sense that the *quaternary sector* refers to a part of the third or tertiary sector along with the quinary economic sector. It has been argued that intellectual services is distinct enough to warrant a separate sector and not be considered merely as a part of the tertiary sector. This sector evolves in well-developed countries and requires a highly educated workforce.

Between them, the tertiary and quaternary sectors form the largest part of the UK economy, employing 76% of the workforce. The number of people who earn their living in these activities is increasing. Companies invest in the quaternary sector to promote further expansion. It is seen as a way to generate higher margins or returns on investment. Research will be directed into cutting costs, tapping into markets, producing innovative ideas, new production methods and methods of manufacture, amongst others.¹ To many industries, such as the pharmaceutical industry, the sector is the most valuable because it creates future secondary-sector branded products from which companies may profit.

The Digital Divide

A **digital divide** is an economic and social inequality with regard to access to, use of, or impact of information and communication technology (ICT). The divide within countries (such as the digital divide in United States) may refer to inequalities between individuals, households, businesses, or geographic areas, usually at different socio economic levels or other demographic categories. The divide between differing countries or regions of the world is referred to as the global digital divide, examining this technological gap between developing and developed countries on an international scale. Opportunities emerging from the Information and Communication Technology based development is unevenly distributed across the globe. There are wide ranging economic, Political and Social differences among countries. How quickly countries can provide ICT access and benefits to its citizens

are the deciding factor. While developed countries in general have surged forward, the developing countries have lagged behind and this is known as the digital divide. Similarly digital divides exist within countries. For example, in a large country like India or Russia, it is inevitable that certain areas like metropolitan centers possess better connectivity and access to the digital world versus peripheral rural areas.

Global solutions

There are four specific arguments why it is important to "bridge the gap":

- Economic equality — For example, the telephone is often seen as one of the most important components, because having access to a working telephone can lead to higher safety. If there were to be an emergency situation, one could easily call for help if one could use a nearby phone. In another example, many work related tasks are online, and people without access to the Internet may not be able to complete work up to company standards. The Internet is regarded by some as a basic component of civil life that developed countries ought to guarantee for their citizens. Additionally, welfare services, for example, are sometimes offered via the Internet.
- Social mobility — Computer and Internet use is regarded as being very important to development and success. However, some children are not getting as much technical education as others, because lower socioeconomic areas cannot afford to provide schools with bundles of computers. For this reason, some kids are being separated and not receiving the same chance as others to be successful.
- Democracy — Some people believe that eliminating the digital divide would help countries become healthier democracies. They argue that communities would become much more involved in events such as elections or decision making.
- Economic growth — It is believed that less developed nations could gain quick access to economic growth if the information infrastructure were to be developed and well used. By improving the latest technologies, certain countries and industries are able to gain a competitive advantage.

Concrete examples of the global digital divide

In the early 21st century, residents of First World countries enjoy many Internet services which are not yet widely available in Third World countries, including:

- In tandem with the above point, mobile phones and small electronic communication devices;

- E-communities and social-networking;
- Fast broadband Internet connections, enabling advanced Internet applications;
- Affordable and widespread Internet access, either through personal computers at home or work, through public terminals in public libraries and internet cafes, and through wireless access points;
- E-commerce enabled by efficient electronic payment networks like credit cards and reliable shipping services;
- Virtual globes featuring street maps searchable down to individual street addresses and detailed satellite and aerial photography;
- Online research systems like Lexis Nexis and ProQuest which enable users to peruse newspaper and magazine articles that may be centuries old, without having to leave home;
- Electronic readers such as Kindle, Sony Reader, Samsung Papyrus and Iliad by iRex Technologies;
- Price engines like Google Shopping which help consumers find the best possible online prices, and similar services like Shop local which find the best possible prices at local retailers;
- Electronic services of government services, such as the ability to pay taxes, fees, and fines online.
- Further civic engagement through e-government and other sources such as finding information about candidates regarding political situations.

