

Subject: Geography

Topic: Global Tourism

Gateway 1: How does the nature of tourism vary from place to place?

Who are the tourists?

Tourists: Persons travelling to and staying in places outside their usual environment for m than h but not more than o consecutive y for leisure, business and other purposes.

Tourism: Activities of tourists

International Tourism: Tourism o of a tourist's own country

Domestic Tourism: Tourism w a tourist's own country

How do tourist destinations differ from one another?

Different places and environments provide different opportunities for a wide range of tourist activities:

- N environments e.g. *coasts, mountains*
- H environments e.g. *cities, historical sites*

A destination may have a different tourist activity from another due to:

- Topography
- Climate
- History
- Investment in facilities

Example: Climate

- Warm climates and clear coastal waters allow activities such as swimming and sun-bathing
- Cold climates and mountains provide opportunities for skiing

Tourist destinations may provide different o for tourist activities depending on the characteristics of the location:

- Places of scenic beauty: - Honeypot Tourism
- Places with good facilities: - Meetings, Conventions, Incentives and Events
 - Medical
 - Theme Parks
- Places with rich culture: - Heritage
 - Film-induced tourism
 - Religious pilgrimages
- Places of conflicts: - Dark Tourism

1. Places of scenic beauty

- Earth's n environments (e.g. *mountains, valleys, rivers, deserts, waterfalls, coral reefs and rainforests*) have become major tourist destinations
- Often involve awe-inspiring s
- Different from b environments of towns and cities
- Provide opportunities for mountaineering, hiking, cycling and swimming
- For example:
 - Wildlife sites give visitors a chance to watch lions, elephants and giraffes closely in their natural habitat e.g. The Safaris in Kenya
 - Mountainous areas have unique combinations of vegetation, wildlife, weather and high altitude that draw mountaineers e.g. Nepal is very popular mountaineering site because of the beautiful mountains there
 - Tropical coastal resorts are popular among tourists who want to escape the cold winters of Europe and North America e.g. resorts in Bali, Indonesia and Phuket in Thailand are overcrowded during peak travelling seasons
- **Honeypot tourism:** Tourism that attracts l numbers of people due to a site's scenic beauty.
- Tourists come to these sites like bees to flowers; hence the term 'honeypot', e.g. *Grand Canyon, Halong Bay, Victoria Falls*
- O during peak seasons as tourist facilities such as hotels, shopping centres and transport stations are developed at these sites, more tourists are attracted

2. Places with good facilities: Meetings, Incentives, Conventions and Events (MICE) facilities

- MICE facilities:
 - Can host l-s events, e.g. *meetings, conventions*
 - Have supporting i and services, e.g. *hotels, retail shops*
 - Attract t f and i conferences that bring in business travellers
 - Provide advantages for cities associated with o attractions, e.g. *resorts, entertainment, shopping*
 - Some cities are more successful, especially those located along international a r.
- *For example: Singapore*
 - Singapore is the l convention city in Asia-Pacific in 2012 and held title for ten consecutive years
 - Around 25% of all visitors, about 3.2 million, to Singapore are business travellers.
 - Singapore has many MICE facilities such as Suntec Convention Centre and the Marina Bay Sands which have many meetings rooms, restaurants, shops and hotels.
 - Singapore hosted many i meetings, conventions and events such as
 - o Annual Meetings of the Boards of Governors of the International Monetary Fund (IMF) and the World Bank Group in 2006
 - o Youth Olympic Games in 2010
 - o International Air Transport Association (IATA) Global Aviation Human Capital Summit in 2011
 - Key factors that contribute to Singapore's success:
 - o Reputation as a m aviation h
 - o Availability of reliable t networks
 - o Variety of s and e options nearby
 - o Marina Bay Sands Expo and Convention Centre was voted Asia's Best MICE Hotel in 2011 and 2012

Note: Why recreational facilities may be found close to MICE centres?

- Larger MICE centres will attract many visitors, allowing nearby businesses that do recreational activities to attract some of the MICE users. These MICE centres are likely to be located in cities along international air routes. These cities have supporting infrastructure and services such as hotels and retail shops. They also have other attractions such as coastal resorts, entertainment and shopping. In addition, the presence of nearby infrastructure, services and recreational activities gives organisers a good reason to relocate an exhibition or conference in that area.

3. Places with good facilities: Medical facilities

- Medical and spa facilities
 - A growing number of people are travelling internationally for m_____ and h_____ reasons
 - A country will attract more medical tourists if it offers quality health care services at a_____ prices
- **Medical tourism:** When people travel to a destination to undergo m_____ procedures that would e_____ or r_____ health. Some countries have excellent reputations for medical procedures.
- For example: S_____ K_____
 - Is popular with people seeking cosmetic surgery as they are renowned for having highly skilled doctors and advanced medical technology
- **Health tourism:** When people travel to a destination to maintain, e_____ or r_____ their m_____ and bodies. They make visits to spa towns, thermal springs and mud pools
- For example: D_____ S_____, I_____ /Jordan
 - It is located 400 metres below sea level between Jordan and Israel.
 - The high level of salt and mud contents believed to be beneficial to those suffering from rheumatologic, arthritis and skin conditions

Note:

1. Why do you think people from developed countries travel overseas to seek medical attention?
 - They want to avoid long waiting periods or high costs for medical treatment in their home countries.
2. Why do you think people from less developed countries travel overseas to seek medical attention?
 - They want to seek better quality medical treatment or procedures than what is available in their home countries. Sometimes, these procedures are not readily available in their home countries.
3. Why is Singapore so successful in attracting medical tourists?
 - Singapore has an excellent reputation for medical procedures. Many chose Singapore through word-of-mouth, good track record as well as the high quality of medical procedures
 - Singapore ranked 6th out of 191 countries in terms of health systems, and that medical travellers still chose Singapore as it is a trusted medical hub in the region
 - Singapore has good MICE facilities and infrastructure as well as an integrated system with a very good airport.

4. Places with good facilities: Theme Park

- **Theme parks:** Places with a_____ p_____ settings. They are attractions that have a central subject or theme, such as movies, history, education and fantasy
 - Cater to a v_____ of p_____, including the young and old
 - Often a l_____ -s_____ enterprise that is part of an international chain, e.g. *Walt Disney* theme parks
- For example: Walt Disney World in F_____
 - Occupies an area about one-fifth the size of Singapore
 - Consists of six theme parks and water parks, five golf courses, dozens of recreational venues and 23 on-site themed hotels
 - Attracted around 17 million visitors in 2011

5. Places with rich culture: Heritage

- **Culture:** D_____ ways in which people l_____ that have developed over time. It includes their language, social c_____, values and b_____. Millions of tourists travel to experience the rich cultures of the past and present

- **Heritage tourism:** When people travel to locations to experience different c_____ and to understand the h_____ of places better.
 - Reinforces national i_____ for domestic tourists
 - Promotes a country's identity, culture and history to international tourists
 - For examples of heritage tourism locations include:
 - Museums e.g. The American Museum of Natural History
 - Traditional festivals e.g. Kandy, Sri Lanka.
 - National and historical monuments e.g. Machu Picchu, Peru, Forbidden City in Beijing, China.
 - Some places are so u_____ that the United Nations Educational, Scientific and Cultural Organization (UNESCO) declared them as World Heritage Sites
 - Sites selected for their c_____ and n_____ s_____ to the world and their own countries
 - As of 2012, 745 World Heritage Sites have been listed

Note:

1. Discuss the value of declaring places as UNESCO World Heritage Sites.
 - It preserves the past, reminding and educating people about where they came from. It also helps people understand where others have come from and understand cultures and history that may be very different from their own.
 - It promotes the value of the site as a type of historical record, which scholars can turn to repeatedly for further studies. For instance, the archaeological site of Pompeii, a city in Italy preserved by layers of volcanic ash, has had immense value in helping scholars understand the daily lives of Romans in the first century.
 - It attracts more tourists to these sites. Having more tourists means getting more tourist dollars. Increased income from tourism helps create jobs, stimulate the local economy and increase the quality of life of the locals.
 - It celebrates the beauty, skills and ingenuity of past achievements such as the architecture of the Tower of London and of the Forbidden City in Beijing.
 - It prompts people and governments to protect and preserve the sites. Though not a guarantee of financial assistance, this recognition by UNESCO shows how much the world values these sites. This encourages private citizens and governments to protect the sites as tourist attractions by not demolishing or altering them significantly.

6. Places with rich culture: Film-induced tourism

- **Film-induced tourism:** When people travel to see locations f_____ in films
 - Films can i_____ people to travel to places they have not considered travelling to before
 - Helps tourists understand how certain scenes were filmed and how place i_____ parts of the film
- For example:
 - i. Avatar
 - Featured scenery inspired by Zhangjiajie National Forest Park in China
 - One of the park's rock columns renamed as the *Avatar Hallelujah Mountain*
 - Special *Avatar*-themed tours created for tourists
 - ii. Lord of the Rings
 - The popular movie series was filmed in various locations in New Zealand
 - Many people now travel to those locations because they were attracted by the scenic beauty of the places they watched in the movie
 - Theme parks such as the 'Hobbit Village' also attract people who developed an interest after watching the movie

7. Places with rich culture: Religious pilgrimages

- **Pilgrimage tourism:** When people travel to take part in a r_____ activity
 - Often involves a journey to a s_____ place (e.g. *shrine, mosque, temple, church*) that is important to a person's beliefs and faith
 - Major religious holidays or events play a big role in drawing large crowds to these sites
- For example: Mecca
 - The annual Hajj to Mecca by the Muslims is the world's largest pilgrimage
 - It attracts 3 million pilgrims (including 1.8 million from other countries)
 - A pilgrimage to Mecca is a religious duty for every physically able Muslim

8. Places of conflicts: Dark Tourism

- **Places of conflict:** Areas where wars, battles, man-made t_____ and u_____ political situations have occurred
 - Visited by tourists who want to participate in dark tourism
- **Dark tourism:** Tourism that involves travelling to sites associated with d_____ and t_____.
 - People who take part in dark tourism include survivors, relatives and friends of those affected, and people i_____ to know more about an event
- Some examples of dark tourism sites:
 - Battlefields
 - Fortifications
 - Museums
 - Memorials
- For example: Auschwitz in Poland
 - The concentration camp was one of the many camps developed by the Nazis in World War II for the Jews. Many Jews were killed in these camps

What factors affect the nature of tourism?

Tourism can be affected by natural and human factors

Natural factors: Type of landscapes as well as climate and weather.

- The Grand Canyon can attract visitors because of its scenic beauty
- The Sahara Desert does not attract many visitors because of its hostile environment

Human factors: Costs of travelling, the effectiveness of marketing and the quality of infrastructure.

- A destination that is cheap, is marketed well or has excellent infrastructure will draw more tourists
- A destination that is expensive, has a negative reputation or has poor infrastructure will draw fewer tourists
- Tourism is affected by different groups of people that help promote it as an industry
- Different groups involved in the promotion of tourism:
 - Government
 - Media
 - International organisations

Government

- Plays a crucial role in promoting tourism in the country
- Can influence the number of visitors and their length of stay, authorise air landings and allow the building of facilities, e.g. hotels
- Directly involved in planning, funding and building infrastructure projects linked to tourism, e.g. *airports, roads, ports*
- Plays a major role in ensuring the safety and security of sites that tourists frequently visit
- Sets up agencies that devise strategies to help promote tourism in their country, e.g. *tourism marketing campaigns, promotional events*
- For example: Singapore Tourism Board (STB)
 - Government agency that promotes Singapore as a tourist destination
 - Develops tourism as an industry, facilitating tourism-related businesses to invest in Singapore, e.g. *hotels, resorts, cruises, airlines*
 - Creates new business opportunities and encourages development of new attractions, e.g. *River Safari, Integrated Resorts*

- Aims to develop Singapore as a leading tourist destination for leisure and business in the region

Note:

Refer to Figure 1.24 in the textbook

1. Why is Tourism Australia increasing its marketing spending in China?
 - To increase the number of tourists coming from China to Australia. There has been a large growth in the number of Chinese tourists travelling overseas.
2. What is the size and potential of the market for Chinese tourists to Australia?
 - In 2010, the market for Chinese tourists to Australia was worth A\$3.3 billion (approximately S\$3.8 billion). By 2020, this market could be worth A\$9.5 billion (approximately S\$11.0 billion) and involve over 860,000 visitors.

Media

- Media reports, such as the following, can encourage or discourage tourists in visiting a place
- Channels through which news and information are communicated to the public include
 - Television
 - Radio
 - Newspapers
 - The Internet
- Reports about a country or area could influence decisions of tourists to visit
 - Positive reports can encourage tourists to visit
 - Negative reports can deter visitors both immediately and for many years to come
- **Travel writers** who visit and write about places in the media.
 - They evaluate the destination for their readers, such as the type of accommodation, transport and food available
 - Give on the best and cheapest places to visit and a few 'dos and don'ts' on tourist behaviour
 - R_____ appear in travel guidebooks, travelogues, magazines and on the Internet
 - Reviews may i_____ r_____ to travel to destinations that they may not have thought of before
- Through media, people are more a_____ of destinations that were previously not considered such as
 - visits to A
 - treks in the Himalayas Mountains
 - homestay with indigenous groups and long-distance cruises are growing in popularity

International organisations

- A group of different countries that work together for a common purpose.
- Reports produced by these international organisations will encourage or discourage tourists in visiting a place
- Some international organisations include:
 - Organisation for Economic Co-operation and Development (OECD) Tourism Committee
 - World Tourism Organization (UNWTO)
 - World Health Organization (WHO)
- For example: **OECD Tourism Committee**
 - Meets regularly to promote the sustainable growth of tourism
 - Addresses economic, sustainability, employment issues in tourism
 - Produces guidelines on measuring social and economic impacts of tourism
 - Produces analysis of key challenges that affect tourism, *e.g. employment, local developments*
- For example: **UNWTO**
 - Promotes tourism as a way of spurring economic growth and environmental sustainability
 - Strives to improve tourism knowledge and tourism policies worldwide
 - Introduced a Global Code of Ethics for Tourism, which promotes tourism as a means of achieving the United Nations Millennium Development Goals (MDGs)

- For example: **World Health Organization (WHO)**
 - Leading authority for health within the United Nations system
 - Capable of influencing global behaviour
 - WHO provided situation updates and health advisories on avian influenza (H5N1) from 2003 to 2013
 - These updates can discourage tourists from visiting at-risk countries
- There are similarities and differences between the goals of the OECD Tourism Committee and UNWTO

OECD	UNWTO
Works primarily with governments, as well as international organisations such as the UNWTO and the International Labour Organization	Works primarily with private organisations, including tourism organisations and the academic community, as well as governments
Has 38 member countries, mostly developed countries	Has 158 member countries
Provides tourism statistics from OECD members and selected non-members	Provides tourism statistics from its 158 member countries
Promotes tourism as a tool for national growth and job creation	Promotes sustainable tourism development and tourism as a tool for poverty reduction, and job and business creation