Subject: Geography

Topic: Global Tourism

Gateway 2: Why has tourism become a global phenomenon?

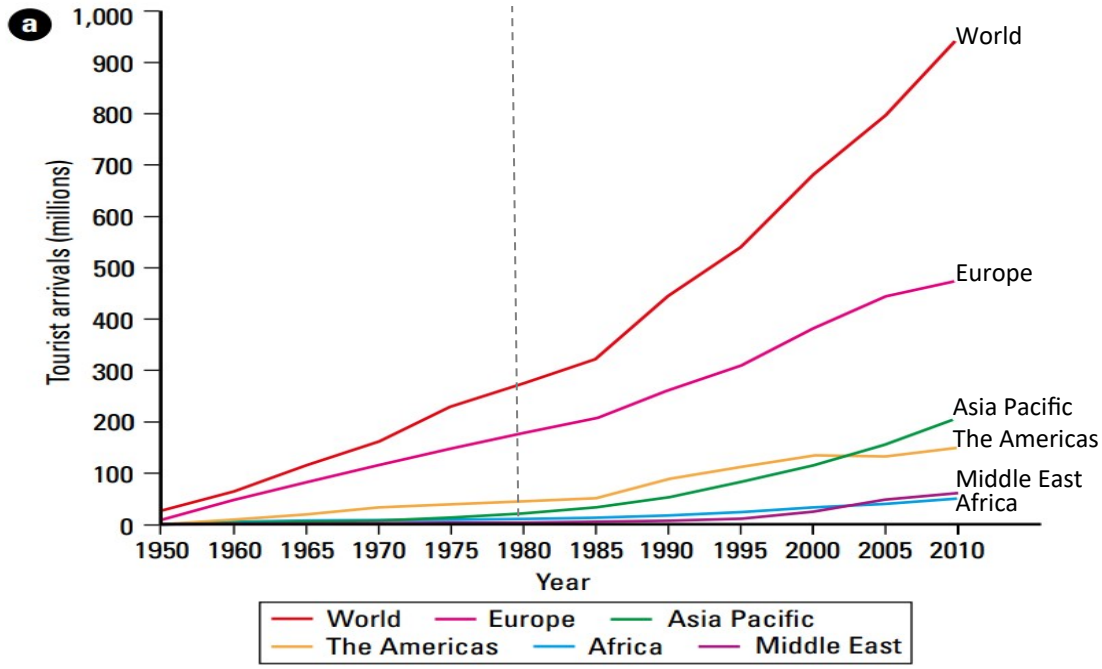
In what ways is tourism changing?

Trends in the global tourism industry

- New patterns in tourism have developed and will continue to develop in the future
  - People can and want to travel further to destinations that were once considered unreachable
  - Nature and purpose of tourist travel have evolved
- The trends can be in terms of destination, country of origin or tourist dollars in areas of:
  - International tourism
  - Domestic tourism

- International tourism

International tourist arrivals from 1950 to 2010



Before the 1980s:
- Most of the tourist destinations were in developed regions, such as Europe and North America
- Developed regions received 96% of all tourist arrivals in 1950 and 81% in 1980

After the 1980s:
- Asia Pacific has shown an impressive growth in tourist arrivals
- Asia Pacific has overtaken the Americas and Europe and become the second most visited region and the fastest growing region for international tourism

Since the 1980s, international tourism has become increasingly diverse in its origins and its destinations with the Asia Pacific region has increased in popularity as a tourist destination

- Domestic tourism
  - Has grown along with international tourism
  - Continues to be the most popular form of tourism
  - Worldwide in 2010:
    - 83% of all tourist arrivals were domestic tourism
    - 69% of all overnight stays in hotels represented by domestic tourism
  - Examples of countries where domestic tourism is important:
    - The Philippines

- International tourism receipts: US$3.2 billion
- Domestic tourism receipts: US$22.9 billion

- China
  - In the Lunar New Year, many employees take a break from work for up to two weeks
  - The Chinese often visit friends and relatives and go sightseeing

- Evolution of mass tourism to niche tourism
  - Growth of tourism since the 1950s has allowed tourism to evolve into different forms
  - Transporation systems can now travel much faster while carrying more____ people, *e.g. aeroplanes, buses, ships*
  - The development in transport gave rise to mass tourism and long-haul____ destinations
  - Growth in income has led to the demand for niche tourism, which offer special-interest activities rarely offered in mass tourism
  - Has evolved into different forms:
    - Mass tourism
    - Package holidays
    - Niche tourism
  - Different forms of tourism classified in terms of distance:
    - Short-haul destinations
    - Long-haul destinations

1. **Evolution of mass tourism to niche tourism: Mass tourism**

Mass tourism: Travel that involves numbers of tourists visiting a particular place t_____
- Takes the form of a p_____ holiday
- Increased a_____ and l_____ time are factors that lead to mass tourism
- For example: A group of tourists following a tour guide at the Great Pyramids of Giza, Egypt.

2. **Evolution of mass tourism to niche tourism: Package Holidays**

Package holidays
- Involve a tour usually arranged by travel agent, with transporation, accomodation and most meals included. Have been a major form of tourism since the 1970s
- Include the service of guides who speak the local language and have knowledge relevant to tourists, *e.g. location and history of sites*
- Other sightseeing options may be included at an additional costs.

3. **Evolution of mass tourism to niche tourism: Niche Tourism**

Niche tourism: Special-interest tourism based on a particular area, interest or activity
- Done by independent travellers or combined with package tours
- Appeals to travellers who seek 'new' destinations, activities and experiences
- For examples:
  a. **Special interests**: Whale-watching in Hawaii

b. **Adventure holidays**: Whitewater rafting and bunjee jumping in New Zealand

- These are niche tourism because they are special-interest tourism based on a particular area, interest or activity, in this case whale-watching or whitewater rafting. They appeal to travellers who seek 'new' destinations, activities and experiences. As such, these activities are unlikely to appeal to a broad group of travellers, but rather only to those who specifically seek out these activities.

- **Ecotourism**: Responsible travel to natural areas that conserves the Environment and improves the well-being of local people. It is a form of niche tourism.
- Helps travellers better **appreciat**e natural beauty and biodiversity.
- Provides funds for ecological conservation.
- Enables tourism to directly **benefit local communities** involved in tourism
- Fosters respect for different cultures and lifestyles
- Involves visiting relatively natural areas, *e.g. national parks, nature reserves, marine parks*
- **Regulations** limit camping, walking, waste disposal and disturbance of vegetation and wildlife
- **Regulations help** conserve natural environments for future generations
- **Six principles of ecotourism** according to TIES:
  1. Minimise impact (on environment and local culture)
  2. Build environmental and cultural awareness and respect
  3. Provide positive experiences for both visitors and hosts
  4. Provide direct financial benefits for conservation
  5. Provide financial benefits and empowerment of local people
  6. Raise sensitivity to host countries' political, environmental and social climate
- For example: Waitomo Caves in New Zealand
  - Tours managed by New Zealand government and local Maori (indigenous _____people)
  - Managers closely monitor conditions to ensure minimal human impact on its environment
  - Scientific advisory committee helps to monitor cave and recommend best tourism practices
  - Tour operations closely monitored
  - Tours halted if carbon dioxide levels reach 2,400 parts per million
  - Managers control the number of tourists who enter caves
  - Local Maori benefit from:
    - A portion of the entrance fees
    - Income from employment as cave staff

Note:

1. Examples of the principle of tourism that is upheld by the following
   a) Income which Maori people receive for their partnership in running the caves.
      - 'Provide financial benefits and empowerment for local people'

   b) Limit on the number of tourists who enter the caves.
      - 'Minimise impact'
      - 'Build environmental and cultural awareness and respect'
      - 'Provide positive experiences for both visitors and hosts'

   c) Use of entrance fees to pay the salaries of people who maintain the caves.
      - 'Provide direct financial benefits for conservation'
      - 'Provide financial benefits and empowerment for local people'

What influences tourism trends?

Tourism trends can be influenced by different factors:
- Travel expenses
- Travel budget
- Travel time
- Type of attractions
- Cleanliness
- Security of the place

- Decisions that tourists make can cause tourism in an area to grow, stagnate or decline
- The growth in global tourism is caused by
  - Developments in technology,
  - Demand factors
  - Destination factors.

Developments in technology
- **Technology:** Application of scientific knowledge to develop machines, equipment, and ways of doing things
- Transport and communication-related technology have changed the scale and ease of global tourism
- These developments have occurred in the form of:
  - Better and affordable transport
    - Great improvements in safety
    - Shorter travelling *Tiger Airways*
    - Cheaper than major commercial airlines (smaller and more fuel-efficient aircraft)
    - Typically fly to short-haul destinations
    - Costs further reduced by selling tickets o_____
    - Has helped increased the number of international travellers by:
      - Enabling more people to travel internationally and more frequently
      - Giving travellers opportunity to go on holidays f_____ away from home
      - Enabling travellers to go to destinations not c_____ by major commercial airlines, *e.g. Bhutan, the Pacific islands, Northern Thailand, and many islands in the Mediterranean region (Corsica and Crete)*

  - Ease of access to information
    - Helped make information more readily available and accessible
    - Made available updated information
    - Helped promote air travel and global tourism
    - Online booking and research

      Benefits:
      - Enables travellers to buy their own tickets without going through travel agents
      - Gives tourists more options and control
      - Gives tourists better access to information at their destination, including places to see, social etiquettes to observe and train timetables
      - Allows travellers to view feedback and recommendation from other travellers
      - Enables travellers to do research to find out more about their destinations
    - Surveillance, electronic checks and other safety controls research
      - Makes tourists feel safer and more confident about travelling

Demand Factors
- **Demand factors:** Affect people's demand for goods and services and affect their ability to travel
  - Influence people's ability to travel and people's desire to purchase tourism-related goods and services
  - Demand factors in tourism include:
    - Disposable income
    - Leisure time

- Changing lifestyle

1. **Disposable income**
   - Is the amount of income left to an individual after taxes have been paid
   - Rapid economic growth (*e.g. China, India*) enabled increase in d_____ income
   - Growth in income have allowed people to improve their quality of life and spend more on goods and services such as travelling

2. **Leisure time**
   - Refers to part of a day, week or year when people have n____ w_____ commitments (time for relaxation)
   - Comes in the form of p_____ l_____ for the middle to high income groups
   - With more income and paid leave, people are more i_____ to travel
   - In many DCs and LDCs, people have enjoyed shorter working weeks, more public holidays and more paid annual leave
   - Increased availability of leisure time has allowed more people to travel
   - Example: Australia
     Many employees can exchange paid overtime work for leave which increases their chances of taking l_____ w_____ breaks
   - Example: Canada
     Increase in additional breaks and extended weekends

3. **Changing lifestyle**
   - Refers to the change in the way people live throughout their lifetime and from generation to generation
   - P_____ of life today is much f_____ and many find themselves spending long hours at the workplace beyond the official working hours. Therefore, people travel to r_____ and take a break from their f_____-p_____ lifestyles at work and at home
   - Over half of all international tourists travel for l_____, recreation and holidays with slightly over a quarter of the tourists travel to visit f_____ and relatives, or for h_____ and r_____ reasons
   - Only 15% of incoming tourists travel for b_____ and professional purposes
   - With advances in medical technology and knowledge, people are more health conscious and lead healthier l_____
   - People live longer and are more physically fit to travel
   - Travelling is a way for r_____ to spend their healthy years productively
   - Retirees are major contributors to the growth of tourism

   - Example: Cruises
     Retirees make up many of the passengers on cruise ships in the Caribbean and the Mediterranean
   - Example: Grey Nomads, Australia
     Spend much of their time travelling in mobile homes or vehicles with four-wheel drive to explore remote parts of the country. Familiar sight on roads and campsites in the outback

Destination factors

- **Destination factors:** Infrastructure and services in tourist d_____ that allow for more c_____ and c_____ stays for tourists
- These factors are:
  - Attractions
  - Investment in infrastructure and services
  - Access to information

1. Attractions

- **Attraction:** Feature or quality that makes a place interesting or enjoyable
- P_____ and e_____ by the tourism industry to attract even more tourists
- Some are _____ attractions (e.g. scenic beauty) while others are b_____ attractions (e.g. medical services, educational facilities, theme parks)
- Without built attractions, tourists are less likely to visit a place
- For example: Dubai
  - A city in the United Arab Emirates in the Middle East which is a major destination and stopover location between Europe and Asia
  - It received more than 9 million travellers in 2011
  - Tourists visit for shopping, business and entertainment as well as a wide range of retail and luxury outlets, world-class MICE facilities, luxury hotels and large-scale architectural and engineering projects, *e.g. Burj Al Arab and Palm Islands*
- Governments, tourist authorities and tourism businesses know the value of i_____ in attractions that offer something spectacular, unique and i_____ for tourists so that tourists might return r_____ to spend their tourist dollars

2. **Investment in infrastructure and services**
   - **Infrastructure:** Transport and c_____ n_____, electrical frameworks and systems for water and waste disposal
     - *Examples:* Airports, Roads, Railways
   - **Services:** Particular type of help or work that is p_____ by a b_____ to customers
     - *Examples:* Food outlets, Entertainment, Telecommunication
   - For example: Airport e_____ in Southeast Asia
     - Southeast Asia experienced rapid growth in international tourist arrivals over the last three decades
     - Airports have undergone considerable expansion to facilitate increased international tourist arrivals, e.g. *Changi Airport (Singapore), Suvarnabhumi Airport (Bangkok)*
     - Changi Airport's Budget Terminal was closed to make way for the construction of a new Terminal 4
   - **Accommodation**
     - Sufficient hotels must be built to receive r_____ number of tourists
     - Hotels must serve a r_____ of tourist budgets
     - *Example: Hong Kong*
       - 49 hotels to be built from 2012 to 2016
       - Plan is to accommodate 70 million visitors a year (from previous 42 million)

3. **Access to information**
   - **Access to information:** E_____ with which information can be o_____
   - Tourists are more likely to visit a destination when t_____-r_____ information is easy to obtain, both outside and within a destination. Examples:
     - Transport r_____ and s_____
     - W_____ conditions
     - Available a_____
   - Tourists to have access to information in a l_____ that they can understand
   - S_____ found in many tourist destinations, information displayed in d_____ languages, providing security and comfort to visitors
   - Presence of local g_____ and travel agents to answer questions and meet the needs of tourists
   - Such presence assures tourists that there are people they can c_____ with for h____
   - For example:
     Many signs in tourist destinations such as Beijing, China have signs for tourists written in E_____. There are also many tourist information booths and tourism officials (tourist police) present to help tourists with their queries.

<u>Why is tourism subject to regional fluctuations?</u>

Tourism is v_____ and experiences c_____ in tourist numbers and receipts according to regional fluctuations

Regional fluctuations: Rapid changes in a region's s_____ or condition

- Events that affect tourist destinations within and outside the country they occurred in are
  - Disasters
  - Regional and global recessions
  - Unfavourable political situations

- Outbreaks of diseases

1. Reasons for the growth of global tourism: Disasters

Disasters: Events that cause great da_____ to properties, lead to injuries or cause great loss of life. They greatly d_____ tourists from visiting a destination as

- Pose r_____ to the safety of tourists
- D_____ essential tourist infrastructure
  - For example: March 2011 earthquake and tsunami in Japan.
  - An earthquake resulting in the formation of tsunami that caused a nuclear meltdown. It resulted in a drop in international tourist numbers despite peak season in April
    Promotion efforts by government focused on showing a safe and beautiful Japan
- D_____ citizens of affected country from travelling overseas
- Affect tourism industry of nearby countries through the l_____ of i_____
  - For example: *South Korea*
    Receives a third of its tourists from Japan, its largest source of tourist arrivals
    Compared to 2010, tourist arrivals from Japan in 2011 fell by 12% in March, 8% in April, and 2% in May

2. Reasons for the growth of global tourism: Regional and global recessions

Recession: Period of general s_____ in economic activities
In a recession:

- Many people experience a loss of income or jobs thus they c____ b_____ on spending as a result demand for goods and services d_____.
- Possible causes of recession include:
  - Problems in f_____ markets
  - Sharp i_____ in the price of goods and services
  - Decline in exports
- Effects of recession on tourism:
  - Decrease in i_____ tourists
  - Increased u_____
  - Reduced s_____ by tourists
  - Likely increase in d_____ travel

- Between 2008 and 2010, many of the world's economies experienced recession. Europe, North America and East Asia affected by rising unemployment and increasing numbers of part-time workers
- For example*: Egypt, Morocco and Greece*
  Tourists stayed for shorter lengths of time, spent less per day, stayed at cheaper accommodation thus receipts from tourism declined

- During regional and global recessions:
  - People choose to go for holidays in their o_____ country rather than travel abroad during recession
  - They choose s_____ distances, c_____ transportation or more a_____ options
  - Tourist organisations in many countries p_____ domestic tourism during recession as this encourages people to c_____ to their own country's economy

3. Reasons for the growth of global tourism: Unfavourable political situations

Unfavourable political situations: may d_____ tourists from visiting

Political conflicts: State of d_____ between different groups of people that may result in wars thus

- Poses d_____ to tourists as well as residents
- Disrupts services and cause d_____ to infrastructure
- May prompt tourists to p_____ or cancel their travel plans
- Government authorities may issue travel a_____ due to the dangers of conflicts

• **Travel advisories:** Official notices that d_____ citizens from travelling to a particular region or country
  - For example: *Libya*
    - A civil war took place in 2011. Governments of most countries banned citizens from visiting Libya. Commercial airlines reduced or stopped their flights to Libya
  - For example: *Egypt*
    - Major tourist destination for over 100 years. International tourist spending comprised 20% to 25% of the country's foreign exchange earnings. Tourism industry employs around 2.7 million people directly and indirectly. Tourist arrivals in Egypt reached a peak of 14.7 million tourists in 2010.
    - In February 2011, the 'Arab Spring' uprising took place in Egypt. As a result, international tourist arrivals declined sharply. In 2011, tourists in Egypt spent less money on average and less time in the country compared to the previous year. Egypt's overall revenue from international tourism also declined.

  - In such situations, countries can rebuild their reputation through:
    - Promotions
    - New i_____
    - Improved tourist conditions
    - *Example: Bali after terrorist attacks in 2002 and 2005*

4. Reasons for the growth of global tourism: Outbreaks of diseases

Outbreak of disease: Sudden and w_____ occurrence of disease in an area

- It can cause a huge drop in tourist arrivals as tourists do not want to r_____ getting i_____ with a contagious disease.
- Government a_____ may advise travellers to a_____ areas with disease outbreaks and cause significant d_____ in tourist arrivals
- It causes businesses to p_____ or cancel large-scale MICE activities
- For example: *SARS outbreak 2003*
  - Spread over six months, killed 775 people, infected more than 8,000 in 25 countries
- For example: *H1N1 influenza or swine flu*
  - World Health Organization identified major H1N1 influenza outbreaks in USA, Mexico and Spain in 2007.
  - Originated from pigs and it can be fatal
  - Blamed for widespread cancellations of holiday bookings by tourists from USA, Canada and Europe to Mexico in 2009