

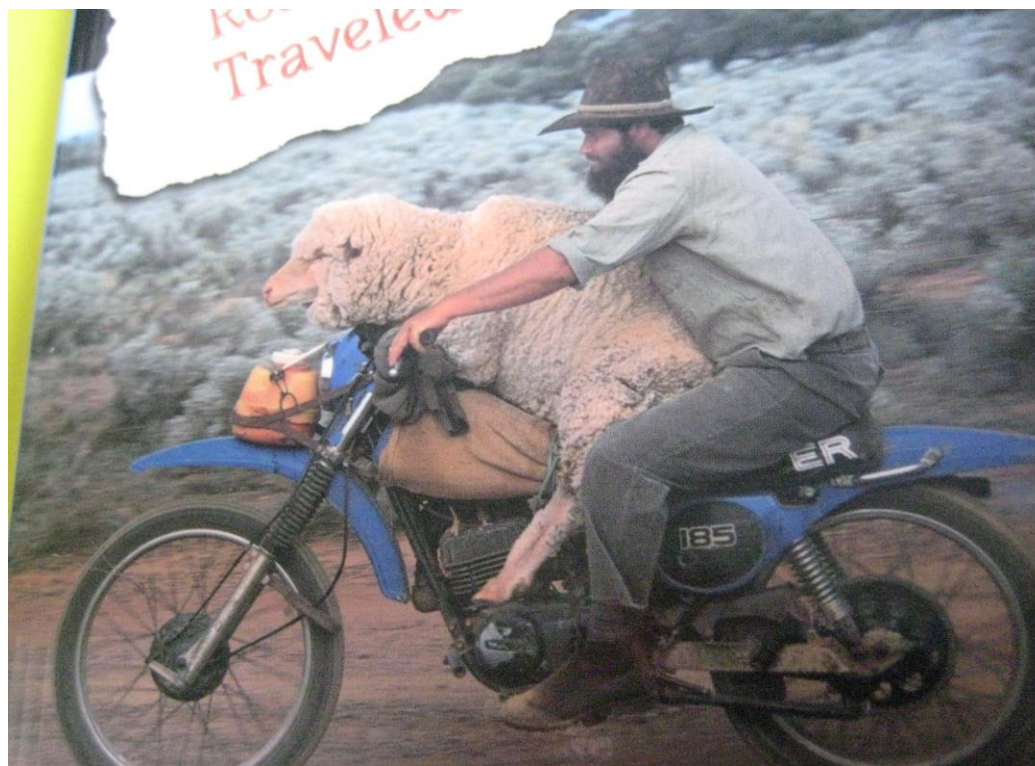


uOttawa

L'Université canadienne  
Canada's university

**BON VOYAGE!**

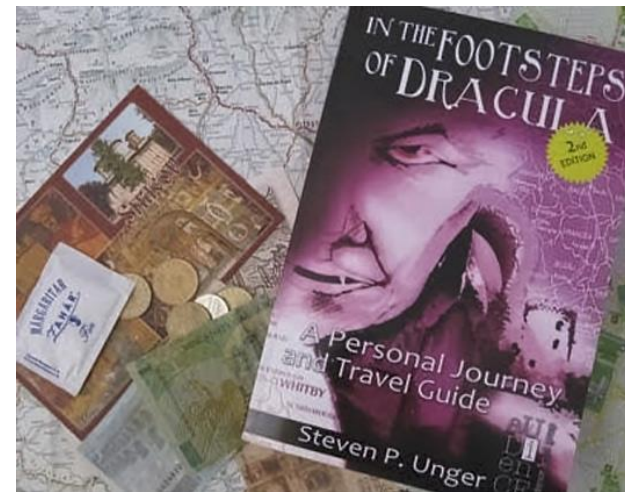
**LSR 2122 A  
TOURISM  
Winter Term, 2015**



**Professor: Denisa Cristina Georgescu**

# I am originally from this country

???



# ... and worked for these organizations



<https://www.youtube.com/user/canadiantourism>



**President of the TTRA Canada Chapter**

# What about you?

---

Any foreign born?

Students on exchange?

Any auditors?

What field of study?

Have you worked in a tourism-related field?

**What do you think TOURISM is?**

# Purpose of the course and objectives

---

The **purpose** of this course is to familiarize you with the concept of tourism and its many aspects, and generate awareness of its importance in a socio-cultural and economic context.

## **Objectives:**

- To introduce you to the basic concepts and principles of tourism.
- To identify contemporary issues in tourism.
- To examine the social, environmental and economic aspects of tourism.
- To create an overall awareness and appreciation of the importance of tourism as a global phenomenon.

# Structure of the course

---

- No formal text book
- E-series of required reading, placed on Virtual Campus - short weekly readings
- Weekly lectures
- Invited guest speakers (at the beginning of some classes)
- Take notes, as I also have exam questions on what I say in class
- Attendance marks...through unannounced quizzes at the end

# Assignments, Exams & Dates

---

<b>Assignment 1:</b> Warm-up report	05%	Feb.12
<b>Mid-term Exam</b>	20%	Feb. 26
<b>Assignment 2:</b> Individual Report	15%	Mar. 12
<b>Assignment 3:</b>		
- Group Presentations	15%	Apr. 2
- Group Report	15%	Apr. 9
<b>Final Exam</b>	20%	TBD
<b>Ad-hoc Quizzes</b> (presence marks)	10%	Yours...to discover!

# Assignment 1: Short Bulletin

---

- **ASSIGNMENT #1: Short Bulletin - Differences in travel interests and motivators**
- **Two pages (max); 5% of your final mark; due on February 12, 2015 at the beginning of the class in hard copy**

How do your travel interests (the “what”) and motivators (the “why”) differ from those of your parents (the “past”)?

# Assignment 2: Individual paper

---

- **ASSIGNMENT # 2: New threats to tourism**
- **Individually written report, 5-7 pages, 15% of your mark**
- **Due: March 12, 2015 - at the beginning of the class in hard copy**
- **A penalty of 5% per day is applicable for late reports**

For this assignment, choose one of these pertinent threats to tourism:

- **Security issues** (e.g., wars, terrorism, kidnappings, rape, human trafficking)
- **Environmental issues:**
  - Natural disasters (e.g. earthquakes, volcanos, tsunamis)
  - Severe weather events (e.g. cyclones, tornadoes or floods)
  - Risks to the natural environment, which can affect the attractiveness of a destination (resource depletion, deforestation, pollution, etc.)
  - Climate Change (e.g. loss of corals due to higher sea temperatures).
- **Health** (e.g., Ebola, diarrhoea, malaria, sexually transmitted infections, etc.)
- **Increased gas prices** (changes in car trip planning, increase in airplane ticket prices, etc.)

## Assignment 3: Presentations and group paper

---

**30 % of the final mark**

- a. Group presentations on Apr. 2 & 9 (15 % of the mark)**
  - groups of 3 students per topic (15 min presentations)
  - Group selection ends on **March 12**
  - **First come, first choice**
- a. Group report due on April 5 (15 % of the mark)**

Explore the demand elements, supply elements, economic impacts, environmental impacts and/or the sustainability of one of the recreation and tourism sites in Canada (e.g., national parks, national historic sites, museums, entertainment, districts, beaches, etc.)

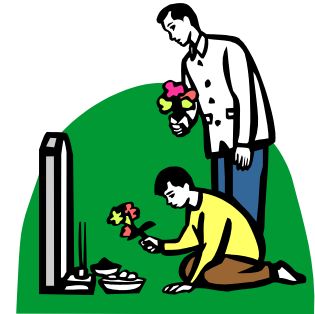
# Not accepted:

Use **OTHER** than the following excuses used before:

1. Had an accident (unless a police report is provided)



2. Death of a relative or friend (bring a document)



3. Was seriously sick (bring a document)

4. Thieves broke-in and stole your computer (show Police report)



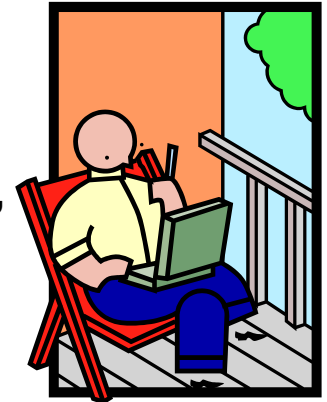
# Not accepted:

5. Roommate cleaned the room and threw assignment

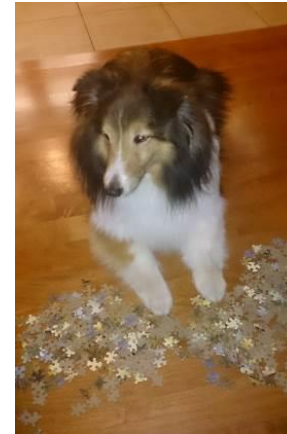


6. Laptop fell and crashed on the asphalt and the only version of the assignment was on the desktop

7. You were writing your assignment on your laptop on a table on a deck on a lake, and the foot of the deck suddenly broke, the table tipped, and the laptop fell into the water, and you lost the only copy of your assignment



8. The dog ate your paper (only my dog, Max, did that once, and there is no other dog like him)



# What is TOURISM?

---

[https://www.youtube.com/watch?v=MWXVx](https://www.youtube.com/watch?v=MWXVxgBoGFM)

[gBoGFM](https://www.youtube.com/watch?v=MWXVxgBoGFM)

# What is TOURISM?

---

**Travel**

Museums

Cool places

Big \$

Vacation

**Hotels**

POLLUTION

Drinking

**Sex**

Beach

**CONFERENCES**

**JOBS**

**Different Cultures**

**Cars**

**CRUISES**

Eco-tourism

**Terrorism**

**Airports**

Lost Luggage

**Restaurants**

**Facebook Pictures**

**Friends and Relatives**

Travel Agents

**Sleep-in**

**Exploitation**

# What is TOURISM?

---

- Any attempt to define tourism and to describe its scope **MUST** consider the various groups or players that participate in and are affected by this industry.
- Their perspectives are vital to the development of a comprehensive definition.
- Four different **groups** or **players** can be identified:
  - **the tourist**
  - **the business**
  - **the government and**
  - **the host community**

# What is TOURISM?

---

## Four different groups/players can be identified:

### 1. The Tourist

- Seeking psychic and physical experiences and satisfaction
- The nature of these will largely determine the destinations chosen and the activities enjoyed
- Visitors' activities change local communities



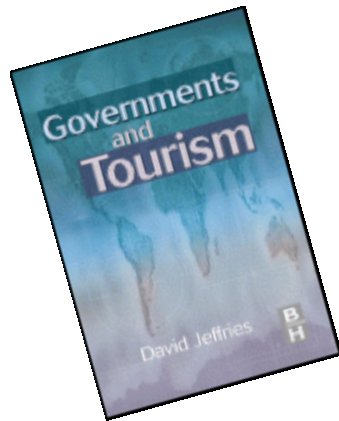
# What is TOURISM?

## 2. The Businesses providing goods and services to tourists

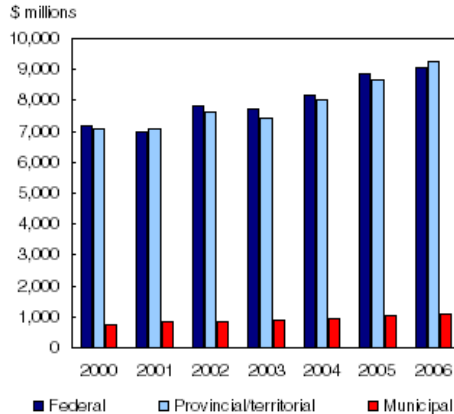


# What is TOURISM?

## 3. The government of the host community or area



Government revenue attributable to tourism,  
2000 to 2006



# What is TOURISM?

## 4. The host community or area

- can be changed in a positive way or negative way
- the effects of the interaction between tourists and locals
- tourism can be beneficial or harmful to communities



# What is TOURISM?

---

Thus,

**TOURISM** may be defined as the processes, activities and outcomes arising from the relationship and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors.

- Tourism is not just one activity or one process...

# What is the Tourism Industry

---

*In general*, the word “Industry” means a group of businesses that produces essentially the same product using a common technology, through a homogenous production process.

*However*, tourism is:

- a cross-cutting synthetic industry that serves visitors
- an economic constellation
- an amalgam of parts of five industry groups:

- 1. Transportation**
- 2. Accommodation**
- 3. Food and beverages**
- 4. Recreation & Entertainment and**
- 5. Travel Agency Services**

**What is the PRODUCT  
of the tourism industry?**

# Definition of Tourism

- The **World Tourism Organization (WTO)** is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.
- As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of **economic growth**, **inclusive development** and **environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.



<http://www2.unwto.org/>

# Definition of Tourism

---

UNWTO definition, adopted by Canada:

“the activities of persons travelling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes”.

## Includes:

- Travel for business;
- Travel to visit friends & relatives;
- Travel for personal reason (religious & health).

## Excludes:

- Commuting to/from work;
- Study or job relocation;
- Diplomats or armed forces on assignment.



uOttawa  
L'Université canadienne  
Canada's university

---

# What is more cool than this?

<https://www.youtube.com/user/canadiantourism>