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SOCIOLOGY OF TOURISM

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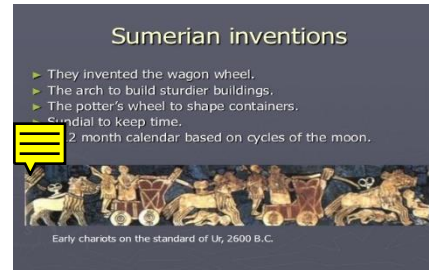
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OUTLINE

- 1. The Beginnings**
- 2. The relationship between leisure, recreation and tourism**
- 3. Tourism components (definitions & tourism supply & demand)**
- 4. Tourism patterns of global growth**
- 5. Effects on the individual, family, society**

The Beginning – “Show me the money”

- The invention of money by the Sumerians (Babylonians) and the development of trade (cca 4000B.C.E.) mark the beginning of the modern era of travel.



- 5000 years ago cruises were organized and conducted from Egypt (recorded on the walls of the Deir el-Bahri Temple in Luxor).
- EGYPT: Queen Hatshepsut travelled for peace to the land of Punt (believed to be on the east coast of Africa) in 1480 B.C.E.



- Beginning in 2700 B.C.E. – elaborate burial tombs in pyramids - attracting large number of travellers from 1600 to 1200 B.C.E.



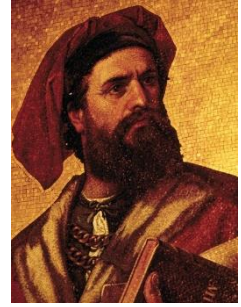
- The wheel led to the development of waggons, which led to the development of early roads.
- The Assyrians and the Greek developed an elaborate network of roads largely for military use.
- Romans built roads for military purposes and leisure (Olympic Games, medicinal baths, theatrical productions, festivals, etc.)



The Roman Roads

The Beginning – “When East Meets West”

- **Silk route** sections were mere directions across trackless steppe or dessert rather than visible paths.



- Marco Polo traveled from Italy to China (13th Century)



- A wealth of goods were transported (silk, perfumes, fruit, ivory, spices, ceramics, etc.)



The Beginning – Early Ships

- The Phoenicians, the Greeks and Polynesians voyaged observing the position of the sun, the stars, ocean swells , clouds and bird flights.



The Beginning – The Europeans

- **The Dark Ages** = the doomsdays of travel (cca 400 to 1400)
- After Dark Ages, **Pilgrimages** to shrines in England (Canterbury)
- King Richard II required travellers to carry **travel permits** (1400)
- **Church** played an important role in the development of the hospitality industry (sent pilgrims to inns, taverns and wine shops).
- **The Grand European Tours** – of the 17th and 18th centuries
 - diplomats, business people, and scholars travelling to France, Italy, Austria, and Germany – for educational experiences





- **Spaniards** explored North America –Cape Cod was discovered in 1602.
 - Travel was done on foot or on horseback, small boats or canoes.
- **Waggon travel** – used during and after the Civil War for expansion of the territory
- The construction of the **railroads**, the **car**, and the invention of the **airplane**



The Beginning – Spas, Baths

- **Spa travel** became popular with the elite society in the 18th Century
- **Sea bathing** – one day excursion to the seaside (Britain)
- **Mineral waters** – mineral springs tourism (medical and leisure)...thus, tourism owes a lot to medical practitioners, who sent their patients to mineral waters/springs locations





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Leisure, recreation and tourism

Difficult to differentiate a **leisure** or **recreation** activity from a **tourism** activity from a socio-psychological point of view.

Many authors refer to these activities as a “state of mind”.





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Leisure, recreation and tourism

Tourism, leisure activities and outdoor recreation have more or less 3 basic aspects in common:



- the supply of facilities;
- the demand for participation;
- bringing customers to the place of experience



Leisure, recreation and tourism

However, there is common understanding that:



- The access to and the use of increasing amounts of leisure time made recreation and tourism activities available to more people.
- Tourism and outdoor recreation are land users in competition with agriculture, mining, housing for land and water.
- Tourism and recreation create patterns of movement of people and create demand for services.
- Tourists and recreationists can be found at the same sites, doing similar things (e.g., ski, swim, rock climb, bird watch, visiting a national park or a national historic site, etc.).
- Tourism is a social activity (impacting people and society).



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Leisure, recreation and tourism



Collective Fulfillment

“Tourism, the activity most frequently associated with **rest** and **relaxation**, sport and access to culture and nature, should be planned and practised as a privileged means of individual and **collective fulfilment**; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity”.

Global Code of Ethics for Tourism (Article 2)



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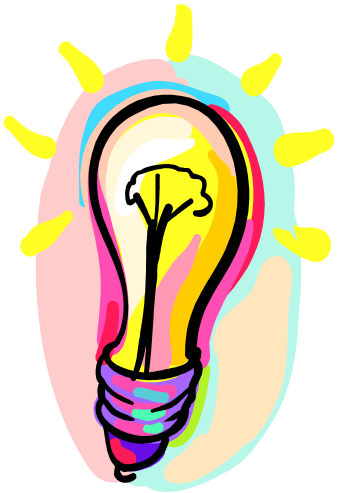
Leisure, recreation and tourism

The Right to Tourism

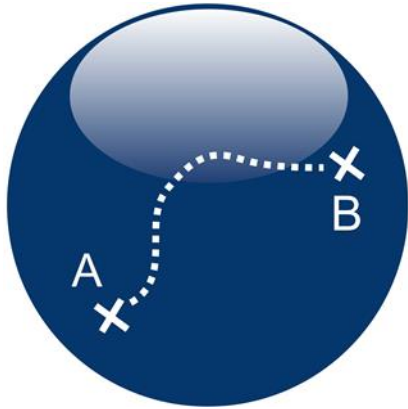
“The universal right to tourism must be regarded as the corollary of **the right to rest and leisure**, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights.

Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities”.

Global Code of Ethics for Tourism (Article 7)



But before we go further, let's
recap some basics



- **Travel refers to the activity of travellers.**
- **A traveller is someone who moves between different geographic locations for any purpose and any duration.**

- A **visitor** is a **traveller** taking a trip to a main destination **outside his/her usual environment**, for less than a year, for any main purpose (business, leisure or other personal purpose).



- These trips taken by visitors qualify as **tourism trips**.
- Tourism refers to the activity of visitors.
- **Tourism** is therefore a subset of **travel**, and **visitors** are a subset of **travellers**.

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” (UNWTO).

Includes:

- Travel for business
- Travel to visit friends & relatives
- Travel for personal reason (religious & health)
- Travel to study for less than 1 year

Excludes:

- Commuting to/from work;
- Study (more than a year) or job relocation;
- Diplomats or armed forces on assignment.

Travellers vs. Tourists

A traveller is someone who moves between different geographic locations for any purpose and any duration

The generic title of TRAVELLERS include:

1. Visitors

1a) Tourists (1+ nights)

1b) Day Visitors (Excursionists)

2. Non-tourism related travellers

(Commuters, Military)



Tourism Industry

Tourism Industry = Service Industry

Tourism is characterized by the activities of people, and of the services they use as part of those activities, that's why we also call it a service industry or a service sector.



THINK: Tourists using airplanes, staying in hotels, going whale watching, polar bear watching, swimming with the dolphins, and eating in restaurants



Tourism Industry

Tourism industry is any industry that produces tourism commodities or services to visitors, and that would cease to exist or would continue to exist only at reduced levels of activity in the absence of Tourism (e.g., air transportation and accommodation).

THINK: How would hotels survive without tourists?



Four key components:

1. **Tourism Commodity**
2. **Tourism Supply**
3. **Tourism Demand**
4. **Tourism Exports**

....let's see each of these:

1. Tourism Commodity

Tourism commodity is defined as a good or service, for which a significant portion of the demand for them (in Canada or elsewhere) comes from visitors.

Tourists spend \$ on tourism commodities :



- passenger rail and air transportation (tickets)
- automobile fuel (gasoline)
- hotels, motels and campgrounds (rooms, camping sp.)
- meals and alcohol served by licensed establishments (from accommodation services)
- travel packages sold by travel agents/tour operators (tickets)
- urban transit and parking (tickets)
- entrance fees to national parks and national historic sites

2. Tourism Supply

Tourism Supply is defined as the total production in a country of tourism goods and services.

Categories of tourism supply:



- (a) Natural resources and environment
- (b) The build environment
- (c) Operating sectors
- (d) The spirit of hospitality

2. Tourism Supply – cont.

(a) Natural resources and environment:

- air & climate
- physiography of the region (landforms, terrains)
- flora & fauna
- beaches, bodies of water
- people (those who “belong” to a destination/residents, and non-residents/the tourism market)





(b) The Built Environment

- **Culture** of the host region (e.g., architecture, handicrafts, art/music, schools and universities);
- **Infrastructure** of a tourist destination (e.g., roads, sewage disposal systems, gas lines, telecommunications, retail facilities);
- **Superstructure** of a tourist destination (e.g., hotels, restaurants, airports, railroads, parks, conference centers);
- **Technology** (jet aircrafts, telecommunications technology, computer technology) – now the very essence of the tourism phenomenon;
- **Information** – ability to assemble, interpret and utilize information concerning existing or potential tourism market



(c) Operating Sectors of the Tourism Industry

- **Transportation** (airlines, bus companies, cruise lines, taxis, motor coaches)
- **Accommodation** (hotels, B&B, motels) – Hilton, Marriot, Best Western versus Holiday Inns
- **Food and beverage services** (the McDonalds of the world versus Maxim's and Alfredo's)
- **Entertainment** (Las Vegas shows, Cirque du Soleil, the Mardi Gras, Broadway shows) & **Recreation** (Super Bowl, Calgary Stampede, white water rafting, mountain biking, etc.)
- **Travel Agency Services** (travel trade sector)

(d) Spirit of hospitality

- Destination must train industry personnel to treat the tourists with fairness, respect, and a level of politeness.
- Destinations must encourage its permanent residents to behave as friendly hosts to visitors who are in unfamiliar surroundings.
(e.g., the “aloha” welcoming spirit in Hawaii vs. the unwelcoming attitude of locals in Cannes and Paris)
- Cultural resources of an area tell about the spirit of a destination

3. Tourism Demand

Economic Definition (\$)

The amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during a specified period of time.



Social Definition (#)

The total number of people who travel or wish to travel, to use tourist facilities and services at places away from their places of work and residence.

- Actual demand (people who travel)
- Potential demand (people motivated want to travel but lack time or money)
- Deferred demand (people who have the time and money but lack motivation)

3. Tourism Demand – cont.



Measures of actual demand:

1. Visitor arrivals
2. Visitor-days or visitor-nights
3. Amounts spent by visitors



Visitor arrivals

- **Accurate** if counting people arriving at a hotel, on a cruise, aircraft, crossing the border by car travelling by boat to an island; if attending shows or entering a national park/historic site.
- **Not so accurate** if tourists visit areas, if they go in stores, or to various attractions or to restaurants.

3. Tourism Demand – cont.

Visitor-days or visitor-nights:

no. of visitors X avg. no of days or nights at destination

(100 visitors X 3 nights in Banff = 300 visitor-nights)

- Visitor-days or visitor-nights data are used to make estimates on the likely expenditures per visitor per day or night.
- Visitor-days or visitor-nights data are used by planners who work on public facilities for tourists (e.g., utility systems, parking, recreation areas).

3. Tourism Demand – cont.

Amount Spent by Visitors:

no. of visitor-days/nights X avg. of days/nights at destination

(100 visitor-nights X \$140/night = \$42,000)

- The most meaningful measure of demand but the most difficult to obtain
- Statistics of this type tend to be partially forgotten by the visitor (thus, not as accurate as desired).

4. Tourism Exports

Tourism Exports are spending by foreign visitors to a country on locally-produced goods and services. It includes spending that may take place outside the country (e.g., purchase of an airline ticket from a Canadian international carrier, to travel to Canada).



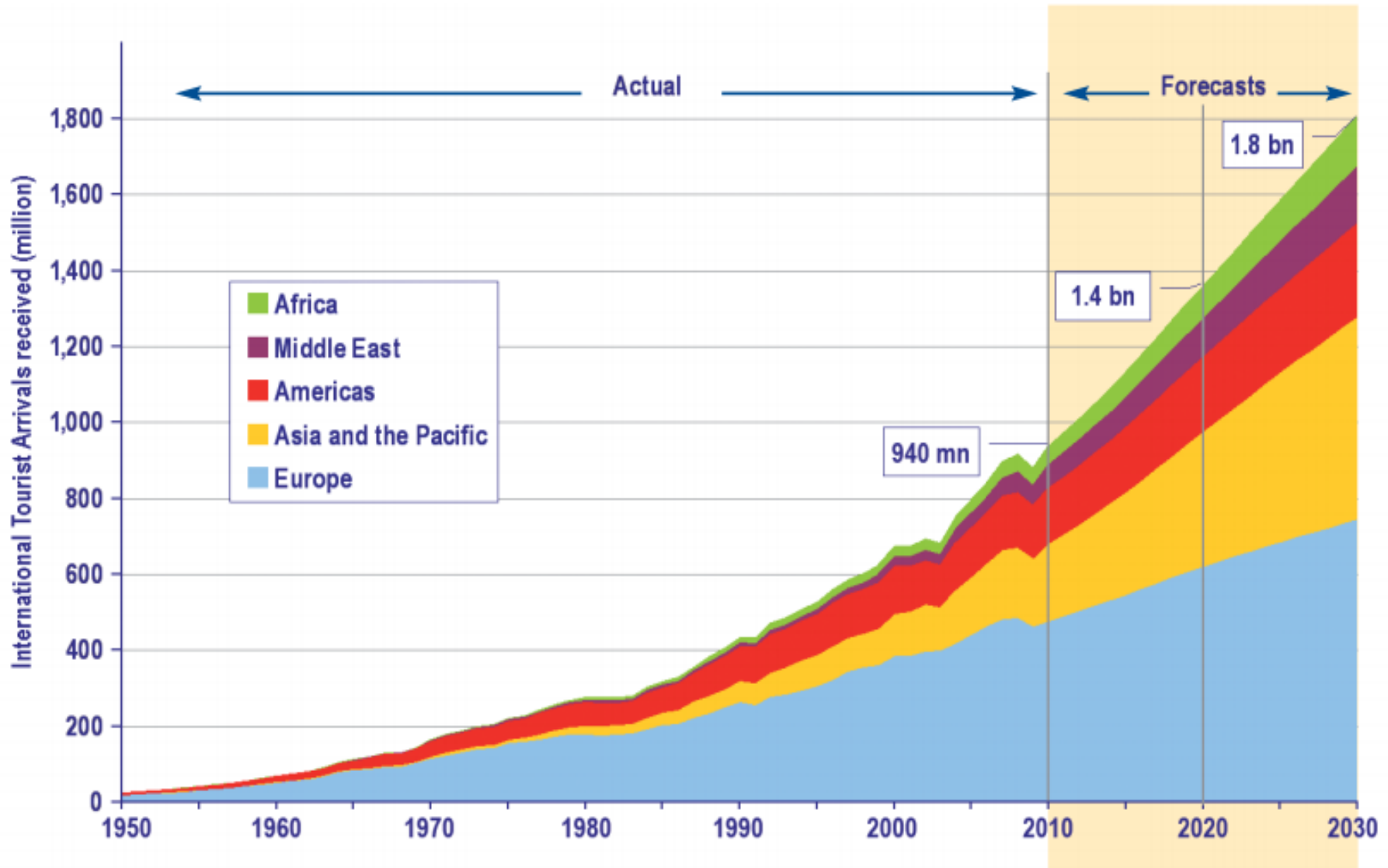
Exporting tourism means that tourists from other places travel to the host country and consume goods and services.



**Tourists “purchase”
the touristic
experience of that
country**

Tourism Patterns of Global Growth

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Tourism Patterns of Global Growth

- Today tourism equals or even **surpasses that of oil exports, food products or automobiles.**
- Tourism has become one of the major players in international commerce, and represents at the same time **one of the main income sources for many developing countries.**
- This growth goes hand in hand with an **increasing diversification and competition** among destinations.
- This global spread of tourism in industrialised and developed states has produced **economic and employment benefits** in many related sectors from construction to agriculture or telecommunications.

Exercise

France Culinary tourism
India Medical tourism
Australia Adventure tourism
Brazil Sports tourism
Canada Family tourism
Dubai Business tourism
Italy Cultural tourism
Saudi Arabia Religious tourism

Tourism Effects on

Individual



Family



**Society/
Community**





From Individual's point of view:

- Travellers must manage their resources of time and money in situations much different than those at home.
- Travellers must manage their social interactions and social relations.
- Travellers must manage motivation (life-seeing tourism is very different than the organized tourism)

From the tourism provider's point of view:

- The “economic distance”: consideration of the time and cost involving travel to a destination.
- The “cultural distance”: the extent to which the culture of the area from which the tourist originates differs from the culture of the host region.



Positive aspects of travelling:

- One-third of all leisure travellers say they have more sex while on vacation.
- Students who have travelled abroad are nearly twice as likely as their home-bound peers to complete a college degree and report earning higher incomes, out-earning their peers by more than 40%.
- Workers who take time off are more productive, have higher morale and are less likely to mentally “check out” on the job. They also report less stress and burnout.



Negative Aspects of NOT travelling



- The Work Martyr Complex
- Fatigue, disconnect, health issues
- 40% of Americans do not take vacation for fear of losing their job or returning to a mountain of work

By contrast:

Germany and Spain have 6 weeks paid vacation every year;

France has 8 weeks paid vacation every year

Tourism Effects on the Family



As a family is growing and the children are maturing, the trips taken as a family are the highlights of the year.




The excitement of preparations, the anticipation, and the actual travel experience are memorable occasions of family life.



Family travel is sometimes educational; the more purposeful and educational a trip becomes, the more beneficial it is for the growing children.





- Travel has a significant influence on national understanding & appreciation of other people and cultures.
- The presence of visitors in a country affects the living patterns of indigenous people. The way visitors conduct themselves & their personal relationship with the hosts often has a profound effect. 
- Tourism can have a negative impact on local communities when done without respect or consideration.
 - Loss of culture
 - Culture clashes



VFR = visiting friends and relatives

DEFINITION

VFR travel is a form of travel involving a **visit** whereby either (or both) the purpose of the trip or the type of accommodation involves **visiting friends** and / or **relatives** (Backer, 2007, p.369).



ECONOMIC IMPACTS

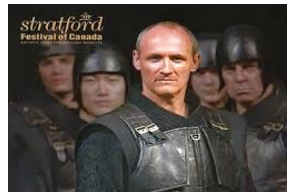
The significance of VFR tourism is **underestimated** and **undervalued**.

- A returning VFR visitor is likely to spend more in a destination over a lifetime than a one-time vacationer.
- Many residents participate in tourism-related activities that would otherwise not happen.
- VFR visitors stay in paid accommodations and represent a significant proportion of the leisure market
- VFR visitors take side trips and contribute to several communities.
- A Nevada Study found that for every \$3 spent by a visiting friend or relative, an additional \$1 was spent by a resident on tourism-related activities.



ECONOMIC IMPACTS

- VFR spending is much **more diversified** than many other tourism spending (contribution to more tourism and non tourism businesses; less economic leakage).
- VFR tourism demand is much **less volatile** than leisure tourism, and less likely to be affected by economic downturns and health or war scare.
- VFR tourists are less influenced by seasonality....opposite to pleasure visitors.
- Residents who visit festivals, neighbourhoods and attractions with relatives for the first time, will return after the guests have left (Stanford Festival)





SOCIAL & ENVIRONMENTAL IMPACTS

- Positive implications for individuals' well being, especially for immigrants.
- Hosting F&R can help inspire immigrants to become tour guides, visiting neighbourhoods, participating in touristic activities and events (e.g., Greek, Lebanese festivals), establishing connections, and enhancing social capital.
- The reconnection with friends and relatives strengthens links with other communities – increases the destination's overall social capital and capabilities. It is a win-win situation!
- VFR visitors have a reduced impact on the environment compared to other vacationers because of their extended stay and behaviour that is integrated in the destination's/community's existing infrastructure.