

GEOGRAPHY 2144 – GEOGRAPHY OF TOURISM

Objectives and Foundational Constructs

Travel and Tourism

- Intentional
 - The Letter (Joe Cocker)
 - Give me a ticket for an aeroplane
 - I ain't got time to take no fast train
 - Lonely days are gone, I'm coming home
 - My baby, she wrote me a letter
- Accidental
 - Destination Anywhere (The Commitments)
 - Said to the man at the railroad station
 - I want a ticket just for one
 - He said well if you insist, where you want to go miss?
 - Destination anywhere, east or west I don't care
- "... my destination was merely my excuse to take the trip"
 - One of the paradoxes of otherness is that in travel each conceives the other to be a foreigner
 - Travel is a state of mind. It has nothing to do with distance or the exotic. It is almost entirely an inner experience
 - The whole point of travel is discovery, and few experiences can match the satisfaction of such an extraordinary discovery near home
- Theroux... circumstances are everything
 - Travel had to do with movement and truth: with trying everything, offering yourself to experience and then reporting on it
 - ... every trip is unique. My travel book is about my trip, not yours or anyone else's. even if someone had come with me and written a book about the trip it would have been a different book
 - ... every trip has a historical dimension
- "... and I tried to make portraits of the towns and cities... I looked closely, I listened hard, I sniffed and wrote everything down"
 - Travel is a vanishing act, a solitary trip down a pinched line of geography to oblivion... consciously experimenting with space and time
 - ... but travel – it's very emotion – ought to suggest hope. Despair is the armchair; it is indifference and glazed incurious eyes. I think travellers are essentially optimists, or else they would never go anywhere

- "... there is a sort of voluntary apartheid that keeps tourists and locals separate"
 - o Tourists always labour under a time constraint and are the unwilling victims of cost efficiency; so they stay together, they travel within a narrow compass, and they tend to stay put, once they have arrived
 - o Tourists are contained, partly for their own benefit, partly for the benefit of locals. By being kept in one place, there is no risk of their interrupting the flow of local life
- Giorgio Morandi
 - o Once can travel this world and see nothing
 - o To achieve understanding it is necessary not to see many things, but to look hard at what you do see
- Xun Kuang was a Chinese Confucian philosopher that lived from 312 – 230 BC. His works were collected into a set of 32 books called the Xunzi, by Liu Xiang in about 818 AD.
 - o In chapter 11 of book 8, titled Ruxiao ("The Teachings of the Ru"), there is a quote which translates to "not having heard something is not as good as having heard it. Having heard it is not as good as having seen it. Having seen it is not as good as knowing it. Knowing it is not as good as putting it into practice"
- All tourism is experienced
- All tourism is experienced differently by each individual
- Travel allows us to discover the best of who we are
- To learn, we must reflect and understand the meaning of our experience
 - o Is the meaning vested in the places we visit?
 - o Or in spaces we enjoy?
 - o Of the destination?
 - o Or is it mostly in the relationships with others that we forge as a consequence of our travel?

The Visitor

- Are all tourists the same?
- What are some of the key
 - o Similarities
 - o Differences
- Examples:
 - o Chav tourists
 - England
 - People advertise “Chav-free” vacations
 - “white trash”
 - o National Lampoon’s Vacation (1983)
 - Example of everyone’s first vacation – with family
 - o My Life in Ruins (2009)
 - Scene showing how much we self-identify and shows how tourists are not all the same
 - Wants to show passion and history but her group doesn’t share same interests because those who are interested in history and monuments are already educated and do not take tours
 - o In Bruges (2008)
 - Juxtaposition – his boss thinks Bruges is heaven on earth and rewards his employee by sending him on a 2 week vacation, while the employee thinks it’s absolute hell
- Concepts and constructs

Plog’s Classification of Tourists

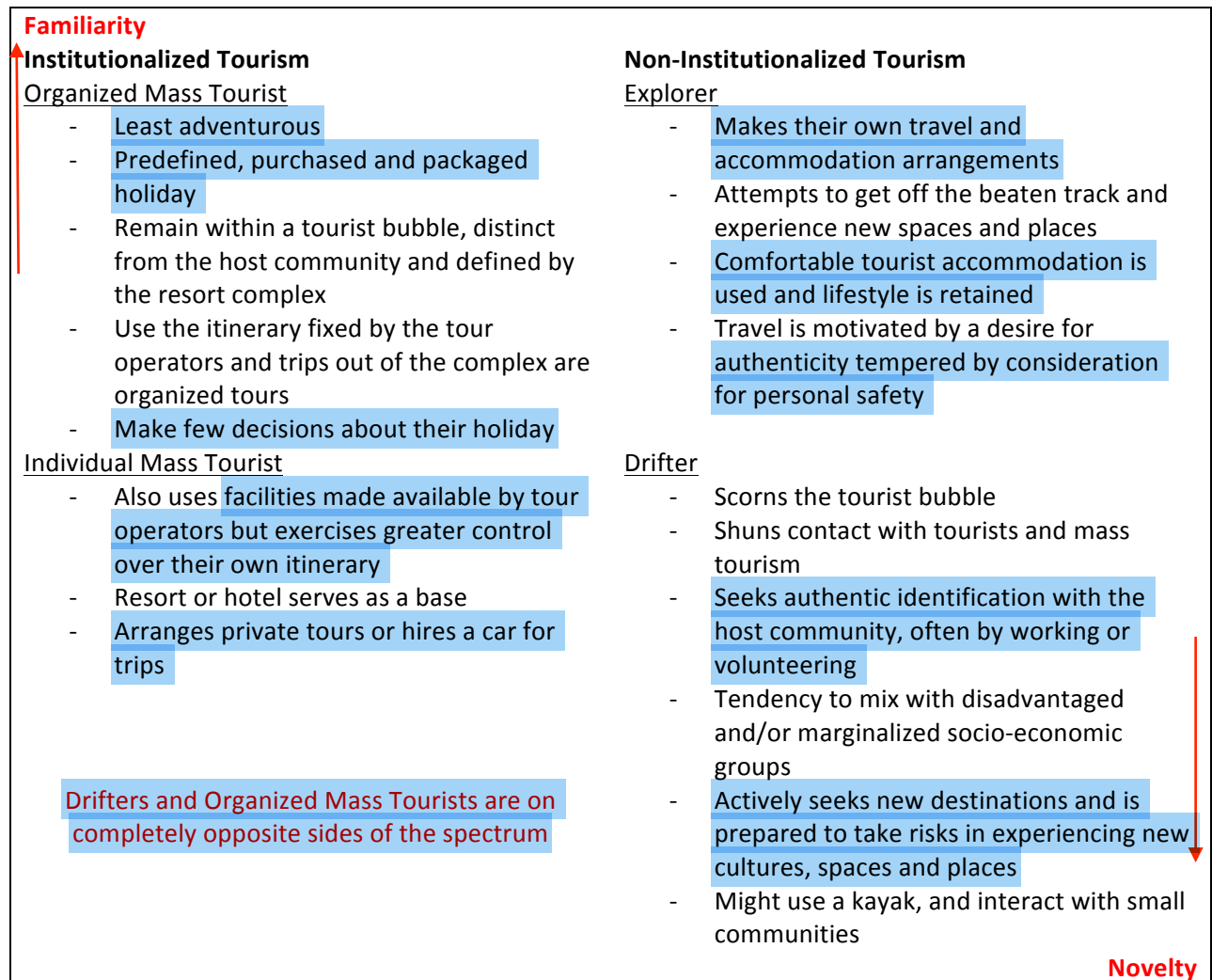
- Allocentric Type
 - o People belonging to this type are often adventure seekers and go for new experiences
 - o They keep preferring outings and are self-confident
 - o They are not only comfortable meeting strangers or new people but also it fascinates them for they explore into their cultures while such meetings
 - o These people specify the area and make their own travel arrangements
 - o Tourist attractions and activities to be participated will have to be solely decided by them
 - o Tendency to go places people they know haven’t been before
 - o Similar to drifters
- Mid-Centric Type
 - o These ones are in the middle path between the other two types

- They are not particularly adventurous and there will be no self-effort to visit bizarre places but at the same time these do not oppose to experiments regarding touring in terms of activities or strange places. Hence they are very receptive to new experiences

Psycho-Centric Types

- These types are generally conservative, inhibited and unadventurous
- These guys are traditional and have little curiosity to visit strange places
- Frequently these members keep returning to familiar destinations to avoid troubles
- They want to relax, love serenity and better happen when undisturbed
- Tourists of psycho-centric type expect the same food and activities
- Ultimate factor is that they are too much worried about touring safety and security
- Similar to organized mass tourists – not looking to explore or discover, just looking to relax and unwind

The Classification of Tourists (after Cohen)



- The Leisure Paradox
 - o Looking at the phases of your life – where are you in the life cycle currently?
 - Teenager – can’t drink, can’t drive, with parents
 - Young adult – traveling with friends, but little money
 - New worker – money but no time
 - Retired – money, time, but physical and health restrictions
 - o When you have the most time, you have no money, and when you have enough money, there are other restrictions

Time Discretion



Income Discretion



Examples

- Orlando – organized mass tourism
 - o Disney
 - o Millions of visitors at any given time
 - o it is very busy but rarely congested
- Las Vegas – individual mass tourism
 - o 39 million visitors
 - o Massive capacities but always space
 - o Visitors get around with ease – most stay for only 3 or 4 days
 - o 77% of people gamble even though majority do not gamble
- Denver – explorer
 - o A way for people to access the wilderness
- Vancouver – drifter
 - o Not a lot of organized touring

- Gateway to British Columbia (the northern extreme) – experiencing something different. Constantly seeing trees, mountains, and the ocean
 - Vancouver itself is very concentrated
- London – psycho-centric
 - Majority of people who go there don't want something new, but history
 - How do you get in touch with your past?
 - Tour groups
- Bahamas
 - No industry other than tourism
 - Small islands, accessible
 - Price point – no cheap place to stay in the Bahamas
 - Bahamas caters to people who want to get away and relax, but target older people who can afford to stay in the places
- Cancun
 - Not authentic Mexico
 - Very large hotels, constantly drinking
 - 2.1 million tourists
- Stockholm – mid-centric
 - 2.6 million tourists
 - Not a huge tourist center, but it's different and recently discovered
 - Not too adventurous but different enough to attract people
- Barbados
 - Authentically Caribbean
 - Largest group of people that go there are British
- Tahiti
 - “honeymoon central”
 - Very small number of tourists
- Beijing – Allocentric
 - Language barrier – need a guide
 - Many things can go wrong
- Lima, Peru
 - Nature city
 - Nobody goes to Lima for Lima, they go to Lima to get to other places
- St. Petersburg
 - Tourism in Russia is a new industry
 - Everything can be very costly
 - Unsafe – have to be a seasoned and brave traveler to consider this a destination

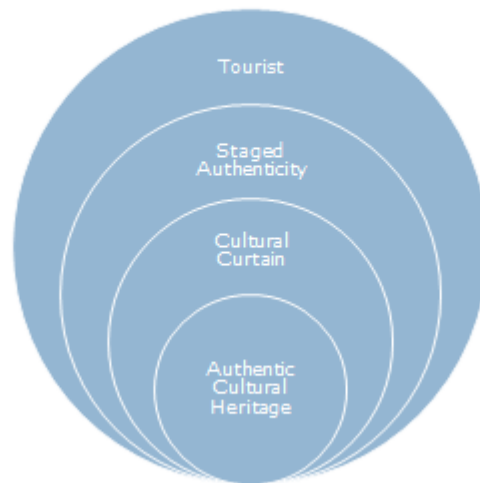
Demand for Tourism

- Canadians are a source of visitors to the US
- What are world trends?
- Demand shifters
 - o Safety
 - o Security
 - o Politics
 - o Economics
 - o Seasonality

The Host

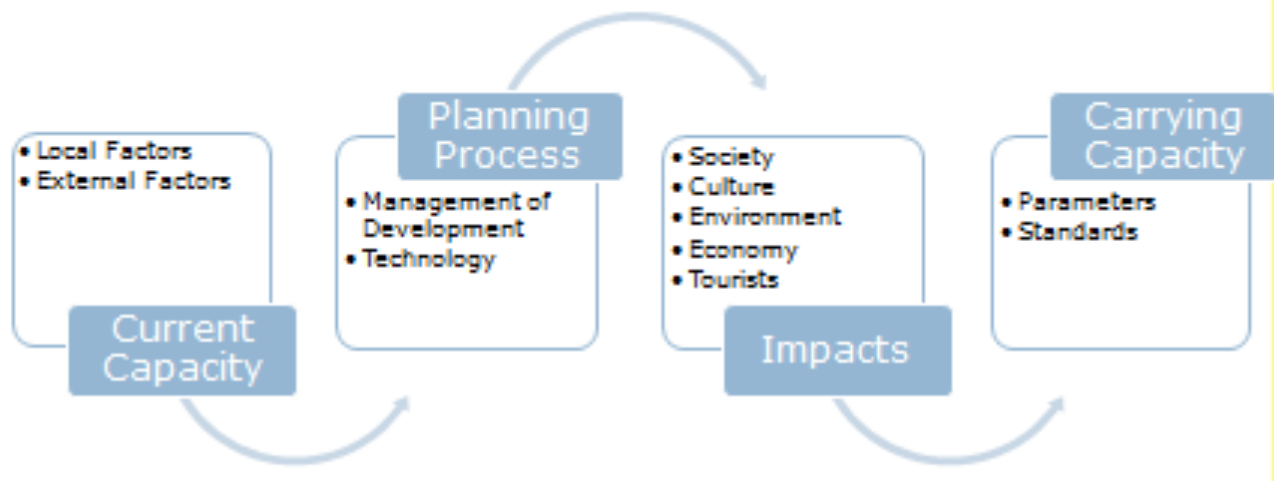
- What is the role of the host?
 - o Welcoming
 - o Inviting
 - Do they act like they want you there or like you're inconveniencing them?
 - Part of traveling is being made to feel important in their country
 - o Basil Fawlty
- To be the "other"
 - o A lot of understanding gets lost in translation
 - o Communicates through a common understanding of humanity
 - o Media examples
 - Hangover 2 (Bangkok, Thailand)
 - Land of smiles – part of their culture. Regardless of personal thoughts of a person, always smile
 - This are extremely tolerant, permissive – don't much care what visitors do because they aren't them
 - Lost in Translation (Tokyo, Japan)
- Host example
 - o England
 - Reputation of being terrible hosts
 - Attitude towards tourists is very negative
 - Hosted Olympics in 2012
- If you are the host...
 - o A lot of monuments, history, religion, are part of identity
 - o So many things are lost in translation that we just see buildings and architecture (e.g. if we see a religious monument, we don't see the significance, just the building itself)
- Positive and negative attitudes
 - o Tourism illiteracy
 - Knowing where tourists are coming from, what they like, why they're coming
 - o Resentment
 - Tourists have a certain freedom (traveling, can do things locals would not, no work to be done) that the hosts do not have – e.g. work vs. vacation
 - o Social, economic and cultural differences
 - Lost in Translation
 - Ease with which we, as visitors, can say and do things that the host finds offensive because we don't know the local tradition and culture
 - o Benefits vs. impacts
 - Tend to be more in favour of tourism if you have a direct benefit from tourism (e.g. owning hotels)

- Tourists can have negative impacts too (e.g. vandalism, theft etc.)
- If you were developing tourism, who would be your allies; your opponents?
 - Who are in favour?
 - Those in tourism sector that benefit economically
 - Who would oppose?
 - Those that think their culture and tradition are at stake by the presence of tourists. E.g. someone coming to build a new marina
- How does the literature on tourism consider the topic of tourism “hosts”?
- Levels of cultural penetration



- Tourist
 - We just see a slice of what their culture is about, nothing of substance
- Staged authenticity
 - Follows tradition of how they do things
 - E.g. authorities in red on horses (stereotype)
- Cultural curtain
 - E.g. taking a friend home for Thanksgiving or vacation
 - Instead of doing things you would normally do, you put on a show (e.g. instead of going to relax in the kitchen, you go in that room no one in the house would normally go into, use the dining room table, special items)
 - Staged authenticity in your own house
 - Guest does not do anything, you do
- Authentic Cultural Heritage
 - When that guest or friend becomes part of the rituals and everyday activities
 - E.g. boyfriend, best friend, husband/wife

- Carrying Capacity: Key Elements

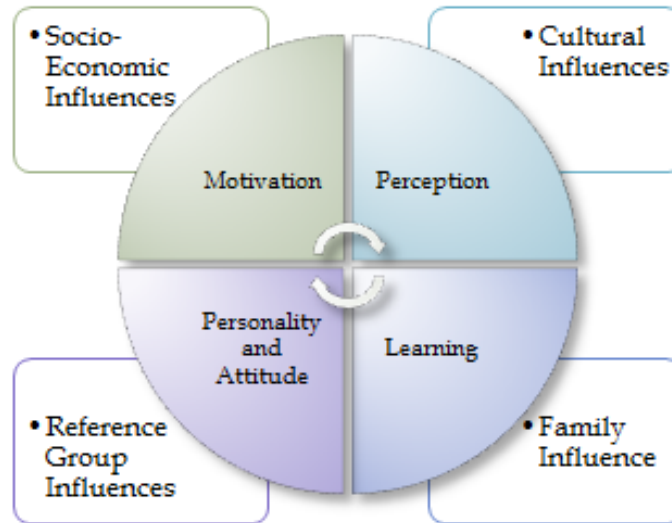


- Cannot predict what the carrying capacity of any particular location will be
 - E.g. at a ski hill, how many people can be on the hill before it's too many? How many are too many? – Depends on various factors – weather, how busy the chairlift is, etc.
 - Carrying capacity is used by hosts that do not want to share amenities of the location/space with others
 - E.g. Mumbai, India
 - 130kms of beach
 - History, monuments, but greatest attraction is the BEACH
 - For visitors, beaches are attractive but to the hosts concerned with carrying capacity, they are not perfect because people other than themselves are there
- After the tourists have gone...
 - So what is it like to live in a tourist location after the tourists have gone?
 -
 - When the season is over, what is left?
 - What about working in the tourism sector?
 - Who works?
 - Why?
 - How does that change them as a tourist? Are you better? Or just more critical and less tolerant when people give you bad service?
 - Cruise confidential
 - What are the differences between?
 - Living in a tourist place that was built around tourism (e.g. Las Vegas or Orlando)
 - If you live in one of these places, it's difficult to say you dislike tourism because without tourism, the city would not be able to function

- From a location that happens to host tourism but has a life outside tourism (e.g. the English West County, Niagara on the Lake, or the Muskokas)
- Discussion questions
 - Do tourists and locals have the same perspective?
 - Consider the development of a new marina
 - The development of expansion of “mainstreet”
 - The addition of a big box store e.g. Wal Mart
 - If tourist season demands one level of services, what happens to those services in off-season?
 - Should a country’s capital city be a showpiece? Why?
 - Identify 5 capital cities. What do they do to create a positive host impression?
 - Starts in airport with direction, idea places you can go to, national symbols, showing culture to people visiting
 - What is necessary to improve host conduct and practices?
 - Generic training, to deal with all cultures

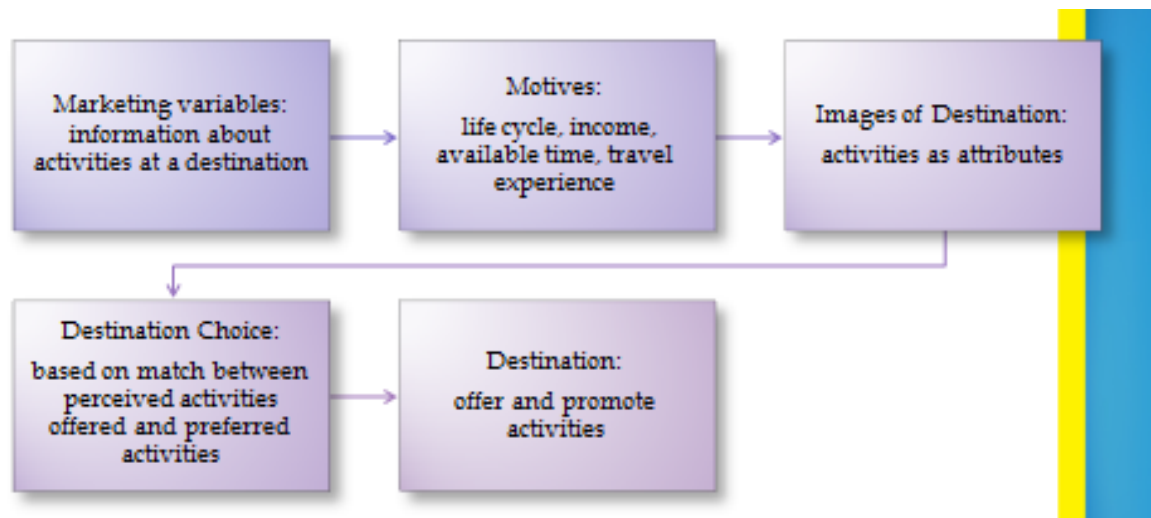
Motivation

- What motivates us to go where we go and why?
 - o Basic motivation is to have fun
 - o More fun than at home, work, etc.
- Why are some spaces and place attractive to some and less appealing to others?
 - o Primary expectations
- What are the most popular tourist destinations? Why?
 - o New York
 - o London
 - o Bangkok
 - o Australia
 - o Most popular destination in the states, in terms of number of tourists, economic impact and so on – Texas; over 200 million visitors per year
- World tourism rankings 2010
- Travel trends for 2010
- Universal
 - o Love actually
 - Universal theme – love
 - One of the things that motivate us to travel is romance – love cuts across culture and age
- Personal
 - o Nights in Rodanthe
 - Has to be driven too
 - o Folly Beach
 - City in South Carolina
 - Old surface place
 - Very casual
 - Extremely seasonal – summer, trend place for people that go to University of Carolina
 - Can take dogs to restaurants
 - Very laid back, not partying – ideal for quiet relaxation
 - People may go for 6 weeks with family
 - Large groups
 - No chain hotels, only local places
 - Safe area for children
 - Focal point of Folly Beach – pier, fishing, surfing
 - Opposite to the rest of the South Carolina vibe. No golf! Just surfing
- The consumer as decision maker



- Motivation is driven by socio-economic influences
 - How much money we have
 - Where we are in our life
- Cultural influences
 - Capture your attention? In a movie maybe
- Family influence
 - References of a good time
 - Maybe family would not approve of location so you don't go
- Personality and attitude
 - Early adopter? Always breaking ground and going new places?
 - Follower?
 - Last person to get in on it
 - There's always the leader of the group that can influence everyone else to go to a place
- Depends on personal preference
 - Don't want to cook? Go somewhere with a cook and a lot of food available
 - Want to party? Go to somewhere with a lot of nightlife
 - Want to relax? Go somewhere peaceful, with beaches, etc.
- Maslow's Hierarchy of Needs
 - Psychological Needs, Hunger, Thirst
 - Can be argued that happiness is the most basic pleasure we have
 - Vacation may be a basic right
 - Safety needs, security, protection
 - When you travel you want to be safe and secure especially if you're going to a foreign country with a language barrier
 - Social needs, sense of belonging, love
 - Like peer group reference – went somewhere that other people have gone
 - E.g. Paris, New York, Las Vegas

- Esteem needs, esteem, recognition, status
 - Being the first person to go somewhere new
- Self-actualization
 - Some people in tourism can be snobby
 - Doing whatever you want to do
 - E.g. wanting to do bungee jumping as opposed to actually doing it
- Consumer Behaviour model (after Schmall)
 - What are the desires or needs?
 - Looking for relaxation
 - Need experiences
 - To see people you know
 - Expectations?
 - Influenced by personaliy, society, family etc.
 - Image of destination
- An Activities Based Model of Destination Choice (after Moscardo et al. 1996)



- Basic element we determine before anything else is why do we want to go? What's our motivation to go? Who are we sharing this experience with?
- Are your hopes and expectations achieved?
 - May not be achieved because you have unrealistic expectations so you're disappointed
- Not all trips are good trips

OWL Slides

- Who go where, when and who with?
- What inspires us, what drives us as tourists?
- Are you excited to go back to your favourite vacation spot?
- Or curious to explore something new?

- Why?

- Destination can be place-, space-, and people-dependent all at the same time

- A space is somewhere you occupy, something with no meaning

- A place has meaning

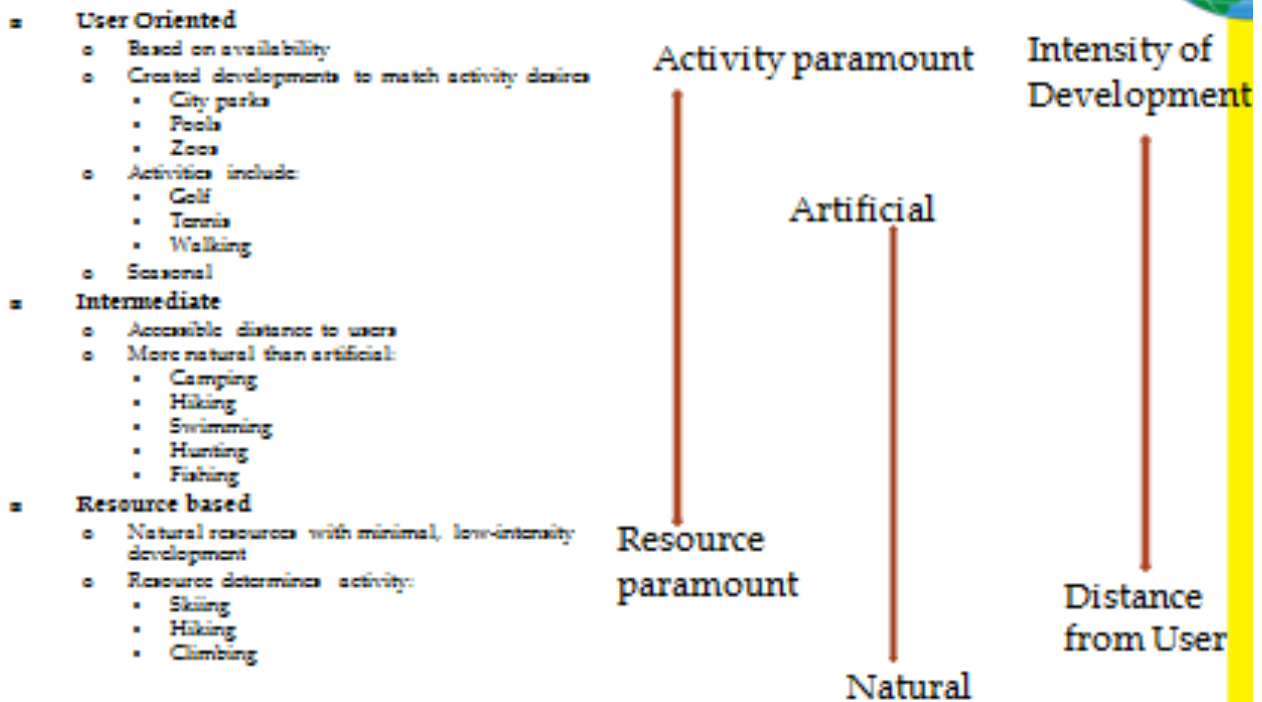
- E.g. Mecca may be just a space to you (universal to everyone)(to see the architecture) but if it holds religious meaning then it can be considered a place

Tourist Attractions

IF there was a bonus question on the exam – Carnival Magic Cruise Ship in February, staying in Room 12007

- 3 main types of attraction
 - o Cultural
 - o Natural
 - o Entertainment oriented
 - o What pulls us to visit places?
- Top 25 most visited tourist attractions in North America
 - o #1 – Times Square
 - 5 minute attraction
 - A lot of crime
 - o #2 – The Vegas Strip
 - Like times square but without the crime
 - Very unique
 - Everything around the world packaged into one place
 - o #3 – National Mall
 - Segway tours
 - o #4 – Faneuil Hall Marketplace
 - Boston
 - o #5 – Disney Magic Kingdom
 - o #6 – Disneyland
 - o #7 – Fisherman’s Wharf
 - San Francisco
 - Very different to other cities – different vibe with fishermen and boats
 - Lots of great places to eat and things to do
 - o #8 – Niagara Falls
 - NEW YORK
 - o #9 – The Great Smokies
 - Massive resource
 - People go to escape the city life and get back in touch with the outdoors and nature
 - o #10 – Navy Pier
 - Boston’s version of fisherman’s wharf
 - Old place that has been RENOVATED to be a tourist attraction

- Classification of Recreation Resources (after Clawson)



- User oriented
 - Often seasonal
 - Easily accessible
- Intermediate
 - Near urban with allowed access
 - Trails to get to destination
 - No proper plumbing but it's still within the structure of a park
- Resource based
 - Further away
 - Fixed by the resource you are looking for

- Cultural and Heritage – there is ALWAYS some form of culture and heritage

- Indigenous
 - The people that were there before the immigrants
- Colonial and nationalistic
 - When did the countries become independent?
 - Origins of Canada etc. – Canada becoming a place of it's own
- Frontier
 - First developed, pioneers
 - Lobby museums
 - Past history used as tourist attractions
- Immigrant

- Immigrants come in waves
 - E.g. Boston is strongly Irish
- Industrial
 - Industrial landscape that has undergone transformation
 - E.g. coal pits now museums, railway museums
- Examples – York, Pennsylvania
 - Gettysburg
 - National park
 - Battle sites, how many people died, how many people were missing (can be found on government website) – all done by states
 - 150 year anniversary
 - Defeat at Gettysburg signified the end of the war – turning point
 - Main reason to go to Gettysburg – to understand America, the civil war, freedom
 - Harley Davidson
 - Industrial landscape
 - HD manufacturers in New York
 - HD sells every single bike they make
 - Quality is built into product and it is interesting to see the production line and operations
 - One of the best factory tours you can do
 - Lancaster County
 - “throwback” – Pennsylvania Dutch
 - Family oriented
 - Built around a dairy farmland
 - Hershey’s Chocolate Factory guaranteed dairy sales for farmers
 - Horse and buggy rides, places to stay, farm tours – explains culture to the outside world
 - Each Mennonite child gets an animal at age 5 in order to teach responsibility and skills

- Tourism is a mechanism that allows you to show off culture

- Nature Based
 - Ecotourism
 - Most recent
 - Very “fashionable”
 - A way of saying – let’s get you into the outdoors with an untainted view so you get a real experience, but is still safe and benign
 - Puts you into the wilderness without causing disruption to the host community (human or natural)
 - Wildlife viewing
 - National and state parks

- Examples
 - Monterey Bay Aquarium
 - Natural history museum
 - Completely natural – no animals have been captured and brought there
 - Whole day exhibit with guides
 - Arches N.P.
- Entertainment Based
 - Casinos and gambling
 - Las Vegas
 - Not the first model – first is Atlantic City, but Vegas is the BEST example
 - No history or nature to sell, so they sell gambling
 - Amusement parks
 - Disney – your inner child
 - “the place where dreams come true”
 - Built for children of all ages but Disney promotes it as “your inner child is never too old”
 - Disney films – through your heroism, loyalty to friends, etc., enables you to make a difference in the world – very universal concept to boost self-esteem
 - Disney Theme Parks
 - Seaside resorts and beach based
 - Early entertainment based attraction is seaside
 - Atlantic City
 - Folly Beach
 - Religious and Pilgrimage – if it’s your faith/religion, then it isn’t entertainment
 - Graceland
 - Home of Elvis
 - 9/11 WTC
 - Not entertainment, but still popular
 - Dakota Building
 - Where John Lennon was shot
- What’s not in most texts?
 - Sex tourism
 - LGBT
 - Resorts that cater specifically to each sexual orientation
 - Guarantees that police won’t victimise you, no crime, no bullying
 - Hedonism
 - A form of adult indulgence
 - Clothing is extremely optional
 - Male
 - TSMtraveller

- The Single Male traveller
- Specializes in telling single guys where they can go for female accompaniment – legal prosecution, or illegal but it is not prosecuted
 - E.g. Dominican Republic, Thailand
- All inclusive escorts
 - Variation of all-inclusive resorts
 - Everything is available for the week
- Red lights – Amsterdam
 - Way of taking sex of the streets and putting it into a safer environment for the females
- Female
 - S. Europe
 - Caribbean
 - Organized trips to the Dominican and Haiti for women who want the “pool boy” experience
 - Instead of having to put in work to obtain a guy, he is readily available
- Child
 - Poverty
 - Children are sold into prostitution by the family in order to make money
 - Exploitation
- Other forms of specialized tourism
 - Lisbeth Salander’s Sweden
- Niches
 - Types of tourist
 - Numbers
 - Characteristics
 - Timing
 - Flow pattern
 - Marketing
 - Staff training

Discussion

- Identify 3 attractions in an area
 - Public
 - Not for profit
 - Private

- How are they similar and different w.r.t.
 - o Advertising
 - o Price
 - o Type of visitors
 - o Service quality
- What additional attraction would be successful?
 - o Why?
- Pick an attraction from one of the gateway cities
- Do a SWOT analysis
 - o Strengths
 - o Weaknesses
 - o Opportunity
 - o Threats
- What does your analysis suggest for the future of that attraction?

Infrastructure

- Point of infrastructure is to provide travel cheaply and efficiently
- How to get there and where to stay?
- Getting where we want to go, when we want to get there...
 - o Planes, trains and automobiles
 - o Slow boat to China
 - o Cruises
- Tourism infrastructure starts with transportation
- But ends with accommodation
- Transportation
 - o Rail – earliest with regards to tourism
 - Presence of rail opened up north America and Europe
 - Those with money started to travel
 - Railway bridges turned into museum – another tourist attraction
 - Rail is still very key in the transportation network in other parts of the world
 - Rails to trails
 - o Road
 - Highways: interstates, motorways
 - Scenic drives
 - Variation on getting from point A to B
 - o Air
 - Today's generation
 - Hubs
 - Places that radiate outside their point
 - Allows worldwide access
 - International travel has been opened up by the existence of hubs
 - o Cruises
 - Cruises are a hybrid of hubs
 - Florida is the cruise central of the world
 - Cruises are very large in Europe and Australia now
 - Cruises have now become cheaper and more accessible
 - Ports
 - Destinations and patterns
 - Carnival Legend, W. Caribbean, March 2010
- Accommodation
 - o Mix
 - Mix of accommodation because there is a mix of styles
 - Place for parents, and place for kids
 - Hotels with activities for children to distract them

- Business people – different amenities for different kinds of people
- Capacity
 - How big is the hotel?
 - Las Vegas has very large hotels because they get many tourists, while places like Costa Rica have smaller hotels
- Location
 - E.g. Disney
 - Can stay on-site
 - Earlier entrance to park
 - Characters come visit rooms
 - Can stay off-site
 - Ability to drive
 - How much are you willing to travel?
 - Downtown
- Character
 - Why chains?
 - Chains provide loyalty (return customers, people who travel a lot want guarantee and comfort from place to place that they're used to)
 - Character comes at different price points – Holiday Inn, Hilton, Days Inn, Weston etc.
 - Familiarity - if you go to a Marriott, you know exactly what you're getting
 - Lack of authenticity to host country (e.g. Holiday Inn at Bangkok)
 - Simplifies the booking process – better guarantee of accommodation
 - Target demographic
 - Orlando, Florida, March 2009
- Examples
 - Mumbai
 - Mostly plane
 - People do not drive around India – no huge highway network
 - Train is more efficient – largest train system in the world
 - Argentina
 - Do not drive in Argentina – most car accidents
 - Bus is utilised
 - Air is not a safe way of traveling in Argentina
 - Shanghai
 - China has invested in infrastructure in a huge way
 - High speed rail (bullet trains) connections – more than any other country
 - Largest constructor in airport
 - Fastest growing air – easily accessible
 - China is different from everywhere else

- Dallas
 - “Texas put the road in road trip”
 - Over 200 million visitors a year, most of which drive to Texas
 - Roads everywhere, uncongested relative to other cities
 - Can get anywhere you need to by car
 - Southwest airline – based outside of Houston
 - Cannot buy tickets more than 3 month ahead of time
 - Cheap
 - Most popular airline within America – Largest US domestic air
 - Different approach to airline
 - More accessible to a greater number of people
- Atlanta
 - Always road congested
 - Very good metro system
 - Atlanta airport is the world’s busiest airport
 - Atlanta grew with American and Delta as it’s airlines – direct rail that takes you from airport to downtown
 - Serves as a major hub because of the connection with road and air – serves as centre for many international corporations
 - People don’t often go to Atlanta for vacation – the go through it
- Frankfurt
 - European equivalent to Atlanta
 - Major transportation hub for all of Europe – access point – 3rd busiest airport in Europe
 - Middle of Europe
 - Train
 - Frankfurt is a European destination because of location, access to rail – modern transportation hub
- Saudi Arabia
 - Road traffic – very difficult to be a tourist there
 - Major airport – 2nd terminal that is open for 6 weeks of the year for pilgrimages; built for worship and prayer
- Seoul
 - Air – airport is very efficient; hotels, shopping mall, 24 hour, subway (2nd busiest in the world – takes you from the airport and takes you to anywhere you want in Korea)
 -
- Atlantis – Bahamas
 - Not cheap
 - Unique, ocean themed, builds on Bahamas resources
- Punta Cana

- Place where people go for all-inclusive vacation
- Cheap
- Infrastructure is entirely owned by Punta Cana resort owners
- Rio
 - Squatter settlements – closed to people not from there
 - Investing huge amount of money into infrastructure now for World Cup 2014
 - All theft is organized by adults and executed by children
 - Nothing is safe in Rio – one of the highest murder rates in the world at one point, but plunged dramatically recently. But missing persons count has increased
- Miami
 - Airport and road
 - Claim to fame in infrastructure is port – cruise ships
 - Centre for Carnival (cruise ship) – over 50% of the cruise fleet of the world
 - 3 largest cruise terminals in the world are all in Florida – Miami, Ft. Lauderdale, and Cape Canaveral

The Way (Movie) + Assignment #2 Details

- “You don’t choose a life, you live a life”
- Everybody’s way is their own and everyone’s life is unique to them – you determine where you vacation and why, and who you are as a tourist
- “why we go and what we do isn’t always clear until we reach our destination”
 - o The point of travel isn’t to know everything, but to discover along the way
- “it’s not a race” – life is not a race; the point of life is not to get to the end first but to meet and enjoy every minute of the journey, and like yourself – no point having a zest for life if it’s the thing you like least about yourself
- In living your life, your higher purpose as a person is revealed to you if you’re open to learning about it

Activities

- Time and Opportunity
 - As a tourist, what do we do while we are away?
 - Things we wouldn't normally do at home
 - E.g. go to nightclubs, drink at 8AM, indulge in sex trade
 - Are there activities that cause you to become a tourist?
 - If you're an avid golfer, the idea of being able to play golf unlimited every day of the week, that may cause you to be a tourist
 - You know you have a passion for a particular activity if you know exactly why you want to go there
 - Are there other activities you only enjoy whilst a tourist?
 - What happens in Vegas stays in Vegas: why?
 - Vegas has made a name for itself – you can come here, do whatever you want and it stays here, it does not go home
 - License to do what you want
 - In Hangover, guys do absolutely everything
 - How does our choice of activities affect our tourist behaviour and choices?
 - Las Vegas to the full
 - Surfing
 - Powder skiing
- What do we do that causes us to want to vacation?
- What do we do only when we are on vacation?
- There are things we do that cause us to go on vacation
 - E.g. golfer, surfer

- Hawaii
 - Range from island to island
 - Many activities that you can't do in other parts of the world
- Rio
 - 22 different beaches
 - Progressive place
 - Rio
 - Big in terms of LGBT tourism
 - World Cup 2014 & Olympics 2016
- Lima, Peru
 - feature is Kuzco – entrance to valley of the Incas
 - for tourists – stage authentic Peru (how it was before the Spanish invaded)

- Lima is a gateway – people going there aren't looking for museums, restaurants, etc. they are looking for the authentic history on the way to Manchu Pichu
- Adventure tourists, full drifter
- Sydney
 - Entry point to Australia
 - Not only a gateway, major city – biggest in Australia
 - Multiple functions
 - Gateway to Australian lifestyle – sunshine
 - Beaches – some are ocean (30), some are internal
 - Surf beaches
 - Swimming beaches
 - Handgliding beaches
 - Surfing beaches
 - Art and culture – Opera House
 - Nature
 - Food and wine
 - Great shopping
- Auckland
 - The “non-city” experience
 - What do they have that no one else has?
 - Water, a lot of water – sailing etc.
 - Adrenaline – if you're adventurous then you much go there
 - Canyoning
 - Scenic flights
 - Bridge and bungee jumping
 - Long distance train trips you can take
 - Outdoors – all activity-based
 - Peter Jackson – Lord of the Rings
 - South island New Zealand
- Toronto
 - EdgeWalk at CN Tower
 - Kensington market
- Niagara Falls

Spatial and Temporal Characteristics

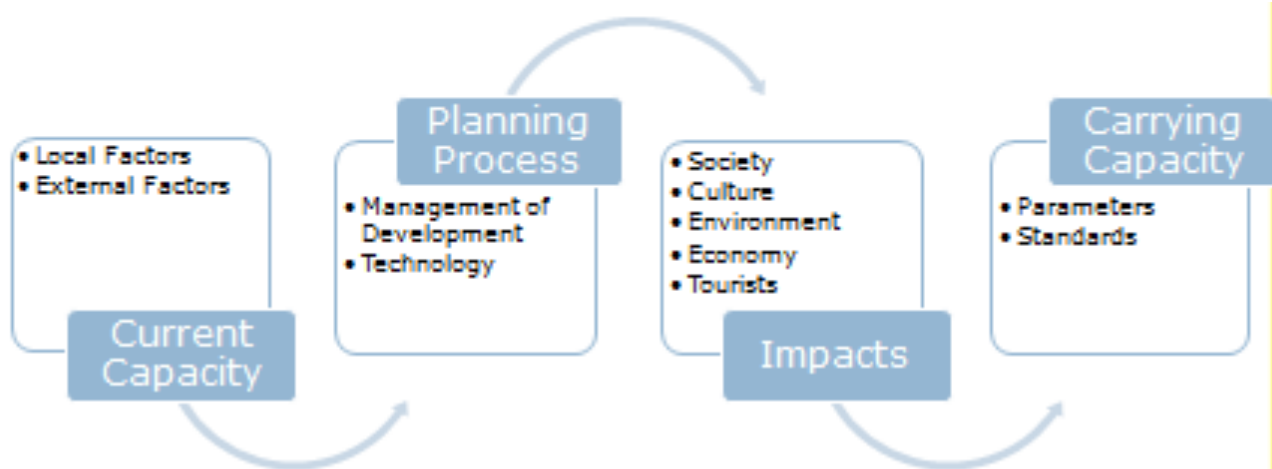
- Tourism as Business
 - o Should tourism be defined as:
 - “...a production process involving a distinct product and identifiable inputs?”
 - o Since tourism’s final product is the experience itself (intimately derived), the consumer must be involved in creating the experience: how does this affect tourism as a business?
 - i.e. the consumer determines the final product – whether it is good/bad, if you tell people it was good/bad
 - variable you cannot predict the outcome for
 - o What sectors of the economy can be directly affected by tourism as an economic activity?
 - Every jurisdiction looks at tourism as an economic strategy
- Tourism’s economic significance
 - o What actions can assist tourism in addressing income inequalities?
 - o Why might tourism be an effective means for wealth redistribution at a national level but not so at a regional scale?
 - o Can income redistribution be achieved without government intervention? I.e. will redistribution of wealth to poorer areas result from market forces alone?
 - o What these questions do not explore is the axiomatic constructs framing these questions
 - Is wealth distribution a problem? Why?
 - Is wealth equality a desirable goal? Why?
 - Is government intervention desirable in the tourist sector? Why?
 - o Tourism tends to be a capitalist market-driven product because the consumer defines the experience via enjoyment and engagement (not universally distributed – don’t all have same finances, leisure time, don’t all aspire to vacation in the same places with the same people, different types of tourists etc.)
 - o What aspects of tourism result in greater local and regional economic benefits?
 - Tourism is not equally distributed – talk about culture, heritage, entertainment, etc. so tourism is not distributed equally
 - People travel to specific places for specific activities – good at national level, and regional but in different regions more than others

Impacts

- Effects of Tourism

- Tourism has both an effect and an affect on the landscape, the host community, and on visitors
- These changes can be environmental, social, and/or cultural
 - Some may absorb social effects of having tourists in a location for a certain amount of time, and some less so
 - Cannot put nature in a place nature does not exist
 - E.g. Hawaii does not have to try to improve their environment
- Using comparative examples from our collective experiences and world views, discuss
 - Scale – not just the amount of tourists, but the amount of tourists in proportion to the scale of the location e.g. Fiji must have a great impact to absorb 2 or 3 times their capacity
 - Frequency – how long do tourists come to visit? How long do they stay? (e.g. 10 days vs. 1 day on a cruise ship)
 - Duration
 - Probability
 - Tractability – how easy or difficult is the impact observing is managed to resolve
 - Mitigation – how do you maximise benefits that money people bring in while minimising disruption
 - Perception

- Carrying capacity: key elements



- Cannot predict carrying capacity
- Carrying capacity of a beach depends on the local context – can you expand area? Can you put another hotel in? what is the society/culture/environment like?
- Very descriptive tool but very hard to predict

- Capacity of a ski hill? Varies with type of snow, wait for chairlift, etc... the worse the conditions, the more irritated you become, the better the conditions, the more relaxed you are and the more likely you are to enjoy it
- Urban vs. Rural Impacts
 - Types of city
 - Resorts
 - Tourist historic – cities of great history
 - Converted – cities that used to exist external to tourism but have been converted to lure tourists into them
 - The tourist bubble – concept that you as a tourist are constrained by time and circumstance in terms of where you go and what you experience
 - Inside of tourist bubble, you see a sort of staged tourism for that place
 - Not necessarily an authentic place, but a staged tourist space
 - Not many people feel the need to get out of tourist bubble (sense of comfort and security) because of uncertainty
 - Many people that go to a mass tourist site want to stay within the bubble
 - Cruise ships are perfect examples of the tourist bubble
 - Tourist bubble prevents you from seeing the landscape and culture that's happening – downside of tourist bubble
 - Safety, protection, looked after, spoiled – upside of tourist bubble
 - Rural
 - Attractions
 - Amenities
 - Rural communities find a way to bring tourists out of the city to them
 - Spaces
 - For budding scientists
 - Holy places – cathedrals, churches used to draw tourists in for architecture more than spiritual
 - A dose of culture – art galleries
 - Compare and contrast tourism in the USA to other places
- Los Angeles, California
 - 4 season location
 - San Francisco = fall
 - Extensive ski industry in winter
 - International tourists = 22% (very high)
 - Advertises adventure, romance
 - High season is mid-June to August
 - Tourism in California is a \$104 billion market and is only 5% of the economy. i.e. is meaningless in context of the economy

- Ubiquitous but marginally irrelevant – scale of tourism
 - Leads in generating employment, payroll and tax revenue
- Dallas, Texas
 - 9th largest city
 - #1 tourists attraction in terms of numbers (over 200 million tourists per year)
 - Employment by sector
 - 168,000 people are employed in financial activities
 - As many people who work in banking, work in tourism
 - Tourism is the 6th largest employer in Dallas
- Denver, Colorado
 - Focus of studies
 - \$9.8 billion towards GDP
 - Far more boom and bust
 - 2nd or 3rd industry in Colorado to even out boom and bust cycle, providing more reliable employment
 - Several levels of tourism strategy in Colorado
 - Government wants to build and enhance tourism life
 - Very big in terms of trade conventions
 - Tourism needs accommodation, transportation, places for people to eat – which is always supplied in abundance in Colorado
 - Environmental impact
 - Not a place in Colorado that does not recognize the importance of environment – wilderness is their primary attraction so they must look after it
- Las Vegas, Nevada
 - Many trade conventions
 - \$9 billion of gaming revenue
 - 84% city-wide hotel occupancy – sell rooms cheaply because they make their money from gambling and food
 - Length of stay – 3.7 nights average
 - 75% of people who go to Vegas end up gambling
 - Average expenditure
 - Average tourist spends \$448
 - Tourism is critically important to the state's economy – most tourism-dependent economy in the US
 - 1/3 of the people who work in Vegas, work in tourism
 - \$19 billion of revenue – about 20% of the economy is based around tourism (extremely high for the US)
- Orlando, Florida
 - Purposely built around theme parks
 - Central Florida, year-round destination due to climate
 - Theme park attendance – 17 million people in Magic Kingdom
 - Everywhere you go in Orlando has “job available” signs

- Most jobs target young and service sector – generates employment but a certain kind of employment
- Largest employer is Disney
- New York
 - Divided into 11 different regions
 - 8% of the economy is run by tourism
 - Largest single tourism district
 - People spend on transport, food, retail
 - \$1.16 trillion economy statewide – tourism is a minimal part of that
 - \$50 billion spending by tourists
 - #5 in terms of employment
 - New York state measures direct impact, indirect impact, and induced impact (tertiary effect of services and products supplied)
- Sydney, Australia
 - 5.5 million visitors
 - \$23 billion a year business
 - The whole of Australia is about ½ New York, 1/5 California in terms of economics
 - Tourism is a significant enough variable that the government tracks it
 - Allows Australia to determine which markets are growing
 - Since 2001, they are getting increasing tourists from China and India
 - Allows them to adapt their marketing
 - 46% people go there on vacation – VFR (visiting friends and relatives)
 - Accommodation – 66% occupancy
- Cancun, Mexico
 - 2 million visitors a year
 - Largest market is the US – 80%
 - Target demographic for Cancun is very specific – college students from the states
 - Peak season is December to April
 - Average stay is 4-5 nights
 - Large hotels – very consistent in quality and appearance
 - Employs 6% of the national amount
 - Total contribution is 13 or 14% of jobs
 - 11th most dependent country on tourism
- San Jose, Costa Rica
 - 2.1 million tourists in Costa Rica – great for ecotourism
 - Generate \$1.8 billion
 - Hotels are small scale local, not international chains – funded by government
 - GDP is \$40 billion a year – tourism is 67% of that
 - Employment within tourism is very high
 - A lot of people are geared towards tourism
 - Costa Rica has moved into medical tourism, reversion back to prostitution
- Shanghai, China

- Foreign tourists – 50 million tourists a year (#2 in the world supposedly, but in reality #15)
 - Majority of tourists are from Hong Kong
- China tries to promote itself as a place that people come to because they are #2
- Direct contribution
 - \$180 billion – 3% of total economy
 - Tourism in China is largely irrelevant
 - Foreign expenditure is 11%
- Montreal, Canada
 - 16 million visitors
 - Majority of tourists are from the states, Britain
 - Average party size is 2 for 7-8 days
 - Accommodation – 67% rate
 - Tourism is very important because economy of Quebec has collapsed – creates 10% of all employment
 - Young people, seasonal, part-time, more heavily skewed towards single female
 - Don't tend to be long-term career jobs
 - Minimal wage
- Fiji
 - 600,000 tourists per year – population is much less
 - Cheaper place to go
 - Busy season is winter – main tourists are from Australia, New Zealand
 - Tipping is not part of culture
 - \$460 million contribution
 - 13% of total GDP – 3 times more dependent on tourism than the world average (5%)
 - Employment is 11%
 - Tourism is seen as an economic strategy because of the lack of other employment opportunities
- Madrid, Spain
 - Large source markets from Britain and Germany
 - Beach getaway in Europe for those who live in Northern Europe
 - Average visit – 10 days
 - Purpose of visit – 84% vacation
 - 30% of economy
- Athens, Greece
 - Peak season – July and August
 - Jobs created are limited, short-term
 - Tourism slipped by 15% with the collapse of the economy
 - Greece made itself unpopular as a tourist destination
- Veradero, Cuba
 - 2 million visitors

- Average length of stay is 10.9 nights – extremely cheap)
- 50% occupancy rate – you can get a good last minute deal
- Exclusive resorts
- Tourist bubble is alive and well in Cuba
- In Cuba, everyone owns the same amount of money
 - Tourism develops separation with tips
 - Prostitution

Development and Management

- Evolution or Revolution?

- Does tourism evolve or is it a revolution?
- Has the development of tourism in the USA been similar or different to those of other landscapes?
 - How?
 - Why?
- Is the development of tourism a function of government policy and planning?
- Or is it a product of entrepreneurial vision?
- What are some examples to support your contention?
- Evolution through time
- The institutional setting
- Two possible organizers
 - 15Cs framework – put together a framework to answer “what’s development?”
 - Change
 - Collaboration
 - STEEP model – based on various factors – economy, etc.



- Technological

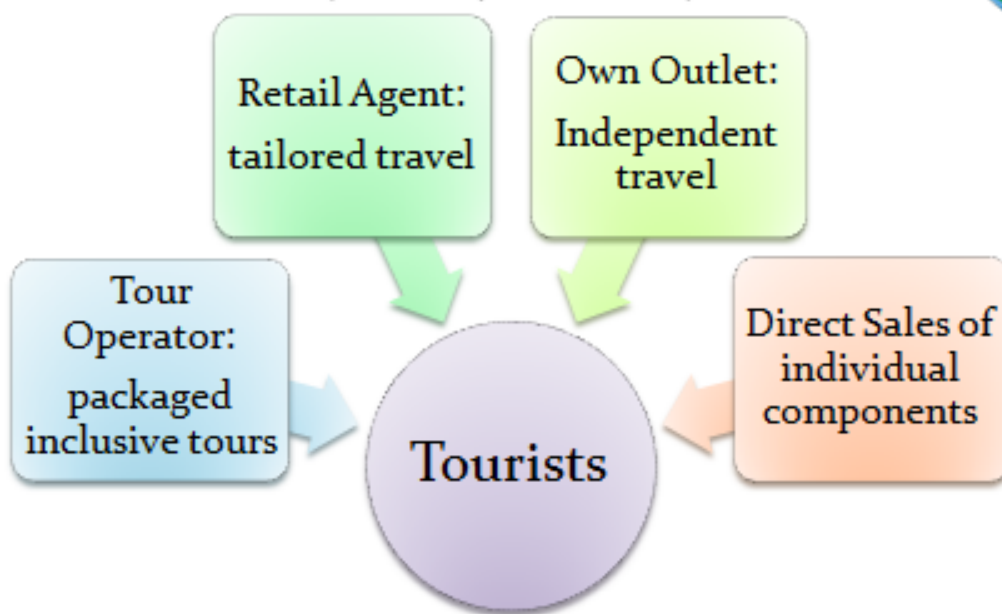
- Environmental
-
- Las Vegas
 - Tourism began with the legalization of gambling
 - What does Nevada have going for it? Nothing.
 - Vegas did not start gambling popularity – Atlantic City did
 - Atlantic City was the first destination tourist place that targeted, not the rich, but working people
 - Railways were responsible for the success of Atlantic City – they opened up transportation to the masses, to get from point A to point B for a much more affordable price
 - Bugsy
 - Connections of people who were willing to risk a lot of money to make the Las Vegas dream come true
 - Acquired money from mob to build Las Vegas – borrowed 1.2 million and spent 6 million
 - Why was illegal money necessary to build Las Vegas?
 - Las Vegas capitalized on opportunity
 - Major construction
 - Casinos
 - Charity works supported by mob
 - Rest of America cleaned up and became safe, while things that were underground and illegal moved to Vegas and became legal – ethical car wash
 - Idea of tourism is that it's a place you can run to – Sin City – “what happens in Vegas stays in Vegas”
 - Vegas is the place to drive to because you can indulge in whatever you want once you arrive
 - Atomic bomb testing to rat pack era (Frank Sinatra)
 - What was cool and what wasn't?
 - Extremely politically incorrect era
- Shanghai
 - All Asian culture love gambling
 - Offers mainland China their own Vegas
 - Copies Venetian hotel in Vegas
 - Brings high price international talent e.g. Alicia Keys
- Punta Cana
 - Dominican politics are very corrupt

- Punta Cana was an idea of 4 native-born Dominicans who decided to do something that did not resemble the Dominican – something upscale, classy
 - Less Vegas and more Orlando
- Orlando
 - Walt Disney
 - Not looking at Sin City
- Tokyo
 - Japanese agency working towards enhancing tourism
 - State-mandated tourism agency that has legislature power to override anyone else's legislation – they can do whatever they want
 - In context of Japan, what can you do without affecting infrastructure?
 - Develop tourism in Japan because Japanese are extremely used to being tourists in other places – shift
 - Trying to become what Bangkok is
- Bangkok
 - Sin gateway for Thailand
 - 40 million tourists a year – wants to double this figure
 - Separate tourist police – there to protect and provide for them an example of safety
 - Mass tourists do not embrace the culture but just use resources
- Hawaii
 - Part of the US
 - Hawaii's economy has changed
 - #1 economic mainstay for economy is flower seeds
 - Large military presence
 - Recognised need for tourism strategy
 - Strategy is facilitating (e.g. resort owners working with tour guides to benefit from each other)
 - Everyone in the sector talks together to thrive, and does not compete
- Korea
 - Minimal tourism

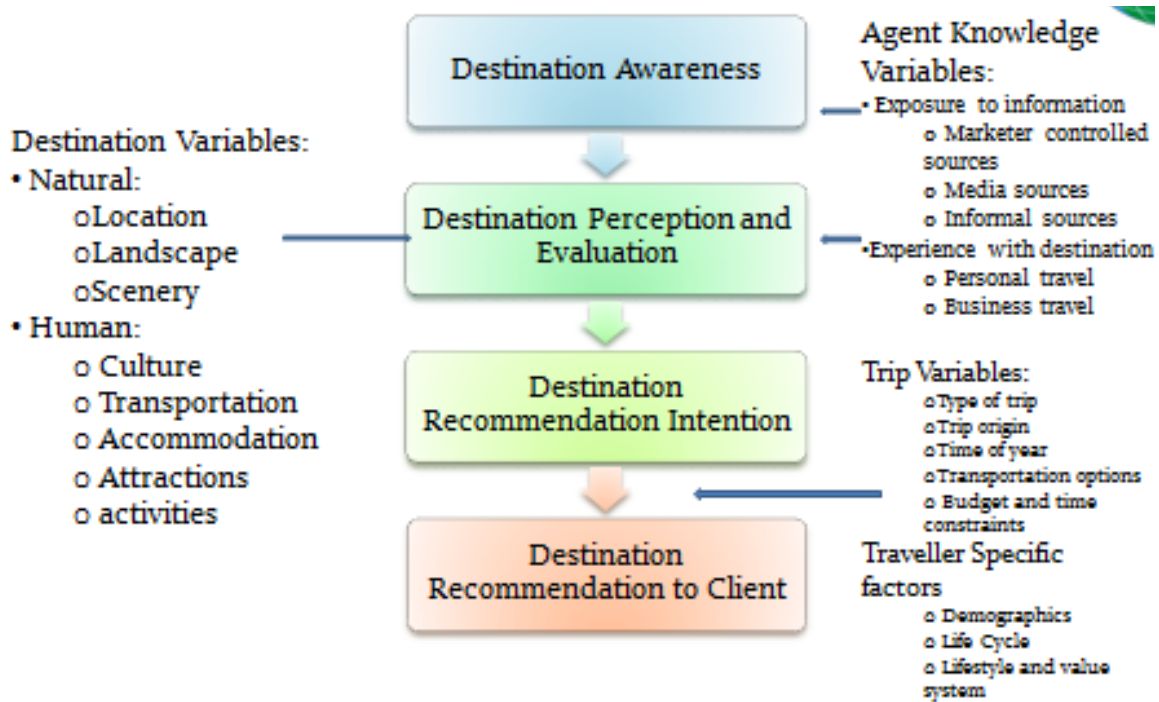
Marketing

- How is tourism sold?

- Sun
 - Sea
 - Sand
 - Sex
- Sounds like Margaritaville (song by Jimmy Buffet)
 - About how you fall in love with who you are or who you're with
 - Then retreat into margaritas all day and night
 - Tourism sells us how to lose sense of reality
 - Carnival Cruise "you picture perfect vacation awaits"
 - Fun ships
 - Cruise critic
 - People posting comments, suggestions, and help explaining their experience and benefits
 - Tourism distribution channel



- Factors influencing travel agents



- o Travel agents = experience
- o Purpose of going? Type of trip, trip origin
 - Some places are perceived to be busier, calmer, more party-central – what are you looking for?
 - Want something your style so you're comfortable
- o Need to know where you're going and what you're doing
- The marketing system



- The marketing mix
 - Product
 - Price
 - indicator of exclusivity and of what tourists may be like
 - Place
 - Is this where you want to be? Somewhere you want to go back to?
 - Was it a generic space that never became a specific place to you?
 - Promotion
 - Places put products on promotion to fill up gaps
 - Last minute rooms and spots to fill
 - If you want to travel last-minute you have greater flexibility
 - Do you want to be in a specific place of a generic space?
 - All come back to the same thing – there is no one experience that satisfies everybody (the closest is Disney because it satisfies both child and inner child in older people)
- Denver
 - Government and industry promote tourism
 - Individual resorts then do their own advertising – nonstop flights to Steamboat, focus on mountains
 - Steamboat is out of the way, 5-6 hour drive from anywhere but provides direct flights
 - Advertises powder, nature, quick skiing
 - No chic that Aspen has
 - Advertises differently than Aspen or Keystone – niche market
 - Colorado Cattle Company
 - “best vacation guest ranch”
 - Independent
 - Personalized experience – not Hilton, generic
- Amsterdam
 - Netherlands provides tourism with a series of product-partner-market combinations
 - Holland Let’s Meet program
 - Fanatically themed marketing of Holland
 - People come for different experiences so why not market those specific differences?
 - Outdoors
 - Infrastructure
 - Food, etc.
- Sydney
 - Must have a reason to go there
 - “Come Walkabout” advertisement
- Barbados

- Official tourism website
- “the last authentic Caribbean experience”
-

- Marketing: how tourism is sold

- Attractions
- Motivations
- Facilitated
- Self-directed
- Implications of the internet?

Trends and the Future of Tourism

- Tourism development reflects
 - o Natural heritage
 - o Cultural heritage
 - o Opportunities and development
- Uniqueness of USA tourism
 - o How is it different from the rest of the world?
 - Share size
 - Diversity
 - Particular history and timing of tourism – tied in with the development of the automobile
 - Lack of targeted government interference
 - Overall small impact on national economy
 - Omnipresent
 - Ubiquitous but not as significant
 - o There is nowhere in North America that is *untouched* by tourists – very different to everywhere else in the world
 - o Tourism is a function of deliberate government strategy in order to build on economic potential
- Your dream vacations – purpose of assignment was to get into planning mode and notice differences (how they might be different from places you've already been)
 - First assignment shows past places you've been to
 - Second assignment shows how new place can be different to past
 - o Places
 - o Spaces
 - o Reflections
- Changes and impacts
 - o Safety and security
 - Biggest impact
 - Some places you want to go but may not currently be sensible to travel
 - o Ease of travel, border issues
 - With global terrorism, it's harder to travel, but there is still the idea of freedom and worldwide travel
 - o Tourism as a basic human right
 - Tourism is so widespread – it has gone from the elite to something everyone can aspire to
 - o Globalization
 - The more we know about other places, the more we realize how universal the human spirit is similar

- Dream vacation? Best vacation experience? It's culture-free
 - Doesn't matter where you're from or where you live, we aspire in the same way – everything is universal
- Sustainability and “green” initiatives
- Diaspora travel
 - People who are from other places by culture or heritage go back to visit where they came from or visit parents, extended family etc.
 - At what point does it become suitable to go back?
- Festivals and special events in rural areas
- Stadia and sports in urban areas
 - E.g. World Cup in Brazil
 - High level of crime
 - Expensive to travel there – no one going will be poor
 - What will the impact be?
 - Will it do the same for Brazil what the Olympics did for England?
 - Locals were not welcoming to tourists

Review and Reflection

- Command of Concepts
 - Humans approach virtually everything in experience as something that can be “given meaning” by the power of our minds to create a conceptualization and to make inferences on the basis of it (hence to create further conceptualizations)
 - We do this so routinely and automatically that we don’t typically recognize ourselves as engaged in these processes
 - In our everyday life we don’t first experience the world in “concept-less” form and then deliberately place what we experience into categories in order to make sense of things
 - Every act in which we engage is automatically given a social meaning by those around us
 - Requires
 - Command of language use
 - Insight into social conditioning
 - A journey to personal freedom
 - We must develop the ability to distinguish the concepts and ideas implicit in our social conditioning from the concepts and ideas implicit in the natural language we speak
 - The language we speak is how we describe – must think about what concepts and constructs we use
 - Closely examine the concepts we have personally formed as well as those into which we have been socially indoctrinated
 - Go beneath the surface
 - Engage your senses
 - Look
 - Smell
 - Taste
 - Hear
 - Touch
- “... my destination was merely my excuse to take the trip”
 - One of the paradoxes of otherness is that in travel each conceives the other to be a foreigner
 - Think of the other as different, the stranger. We are visiting a strange and exotic land, but when we are there we are the strange and exotic
 - Travel is a state of mind. It has nothing to do with distance or the exotic. It is almost entirely an inner experience
 - “travel” can be right on campus (e.g. art gallery) or across the world
 - The whole point of travel is discovery, and few experiences can match the satisfaction of such an extraordinary discovery near home
 - Is the location a space, or place for you?
- Theroux... circumstances are everything

- Travel had to do with movement and truth: with trying everything, offering yourself to experience and then reporting on it
 - We are not meant to travel and be the same person we are at home
- ... every trip is unique. My travel book is about my trip, not yours or anyone else's. even if someone had come with me and written a book about the trip it would have been a different book
- ... every trip has a historical dimension
- "... and I tried to make portraits of the towns and cities... I looked closely, I listened hard, I sniffed and wrote everything down"
 - Travel is a vanishing act, a solitary trip down a pinched line of geography to oblivion... consciously experimenting with space and time
 - ... but travel – it's very emotion – ought to suggest hope. Despair is the armchair; it is indifference and glazed incurious eyes. I think travellers are essentially optimists, or else they would never go anywhere
- "... there is a sort of voluntary apartheid that keeps tourists and locals separate"
 - Tourists always labour under a time constraint and are the unwilling victims of cost efficiency; so they stay together, they travel within a narrow compass, and they tend to stay put, once they have arrived
 - Tourists are contained, partly for their own benefit, partly for the benefit of locals. By being kept in one place, there is no risk of their interrupting the flow of local life
- Giorgio Morandi
 - Once can travel this world and see nothing
 - To achieve understanding it is necessary not to see many things, but to look hard at what you do see

- Exam
 - To go from a vague concept to something codified, written out, and is forever yours
 - Show understanding of concepts learned in class
 - 3-5 pages for each essay
 - 2 essays – one from each section
 - Understanding self as tourist and what tourism means *to you*
 - Provides gateway to discovery and asks what have you learnt?
 - If frameworks work for you, use them, and if they don't then don't use
 - Anything you have to memorize is not important to you
 - Success for exam
 - Clarity
 - Comprehension
 - Creativity
 - Reflection over description

- Best way to prepare
 - Put self in space to reflect on what you have learned
 - Go watch a movie
 - The Way – perfect expression of metaphor for how this course is taught
 - Best Exotic Marigold Hotel
 - The Sheltering Sky (for serious movie lovers)
 - Difference between travelers and tourists
 - Tourists now their trip is coming to an end
 - Travelers want to explore and discover
 - The Trip
 - Sightseers – about Chaff tourism; about lower working-class Brits
 - The Venice Syndrome
 - Lost in Translation
 - The Tourist
- What do you now know that you didn't before you took this course?
- Write something that engages you