

Travel and Tourism

Midterm Notes

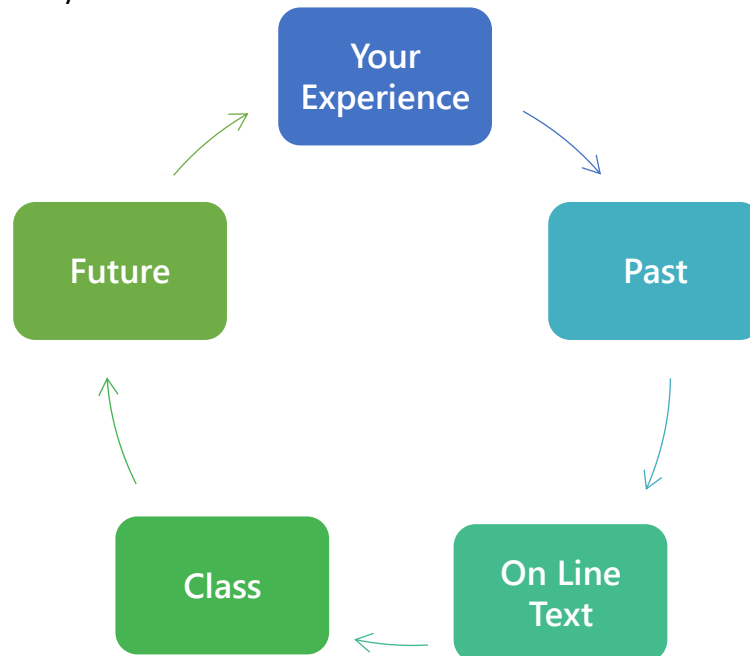
Midterm Outline

- Exam Time: 90 Minutes
- Format: 40 Multiple Choice Questions

Week 1 – Objectives and Foundational Constructs

- Travel and Tourism:
 - Intentional:
 - Travel can be an intentional act
 - When you get a ticket to a certain place/plan a trip it conveys intention
 - There are specific places that resonate with us
 - This is where we choose to go INTENTIONALLY
 - The Letter (Song):
 - “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”
 - Choosing to go to a specific place that resonates with us
 - Accidental
 - Travel can also be accidental in a sense
 - A space to get away from – travel anywhere just to escape where you are right now
 - Travel is an accident in this sense
 - It is random – don’t care where you’re going just don’t want to be here
 - The place you travel to can be generic – just a place that “isn’t here”; want to get anywhere but here, as soon as possible
 - Destination Anywhere (Song)
 - “Said to the main 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...”
 - Trying to get to ANY place that isn’t here
 - Travel as random because we are running away
- Tourism is the active utilization of gateways of discovery to expand one’s engagement with the world
 - Tourism is a gateway to discovery
 - All tourism is an experience
 - Tourism is an access point that leads us to understanding and engaging in a certain place/culture

- Sometimes we learn unconsciously and we choose a space or place to explore, experience and linger within
- Other times, our learning is quite by accident: we learn despite ourselves, or from the unanticipated, the unexpected, and the unknown
- When we travel, we learn more about ourselves:
 - When we travel we learn as much about ourselves in the context of that space than we do about the space
 - We are ultimately motivated by an identity of self/discovery of who we can be
 - The spaces and places that resonate with us and give our lives a sense of meaning/give meanings to our lives
 - Our sense of self
 - When we travel as tourists we get to try on a different sense of who we might be if we were free of day to day necessities of life
 - Who we might be if only life was one permanent vacation
- Gateways to Discovery



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- 2144: A Journey of Discovery
 - The here and now is always contextualized by an awareness of the landscape with which we engage
 - The environmental, economic and social dynamics of space and place at any point in time
 - Lifelong learning is the journey of discovery to enlightenment
 - An awareness of the myriad of landscapes through which we:
 - Travel
 - Engage
 - Experience
 - Thematic Ideas

- Quotes
 - Memes
 - Structural Concepts
- Theroux – “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
 - Experiencing/engaging with the landscape is the act of travel
 - Different from the routine at home
 - It is diverting
 - Taking the long route going home instead of the quickest
 - Travel the back roads not the highway
 - How do you discover something close to home?
 - When you have a visitor from another country that wants to see what your home is like – this is how you discover things close to home
 - Bring someone special to see/do things
 - It is an act of companionship
- Theroux – “circumstances are everything”
 - Travel had to do with movement and truth
 - With trying everything, offering yourself to the experience, and then reporting it
 - Every trip is unique. My (theroux) 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 an entirely different book
 - Every trip has a historical dimension
 - Pictures are reminders of the things in our brains that need to be triggered to remember
 - Pictures take us back to the places we have been – to the emotional landscape/experience/people that we were or knew/etc.
- Theroux – “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 – its very motion – ought to suggest hope
 - Despair is the armchair; it is indifference and glazed incurious eyes.
 - You just stay in your home sitting, floating in that particular space forever

- Don't want to go anywhere, would rather just watch it on tv?
 - I think travellers are essentially optimists, or else they would never go anywhere
- Theroux – “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, but partly for the benefit of the locals
 - By being kept in one place, there is no risk of interrupting the flow of local life
 - You don't want to convey the notion that you are wealthy and they are not
 - There are things that you do when you travel that you don't do in your day to day life
- Giorgio Morandi:
 - One 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
 - Travelling should not just be a list of places you've been – you should strive to experience those places in depth

Week 2 – The Tourist

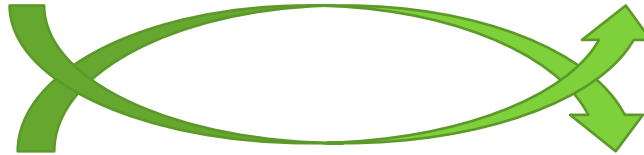
- Q: Are all tourists the same?
 - We tend to want to vacation with people who are LIKE us/like minded
 - Ex. Chav tourists
 - “Chav” = an English expression; would mean “white trash” in the North American context
 - Female Chav – dress very cheaply; fake jewellery etc.
 - Male Chav – wears a lot of sports clothing as well as heavy jewellery
 - Typically lower class; typically drink a lot
 - What are some of the key: similarities/differences?
 - Age a key factor in terms of income – you go on the vacations that you can afford
 - This is highly variable based on age and socioeconomic status
 - As a child you have very little say in the vacations you take as a family
 - Children may also have different perspectives on the vacation compared to the rest of the family

- Ex. National Lampoon Vacation (Movie – Trailer in class)
 - Our first vacation experiences tend to be in the back seat, as youngsters, with the family
 - No ability to determine when the car stops/where you go/what you do/etc.
- Travellers are also different based on their levels of education
 - If you are educated in a certain field you may want to travel/experience that field in real life
 - You may also be FORCED or want to travel for work/to find work
 - Ex. My Life in Ruins (Movie – Trailer in class)
 - Main character is trying to translate her education to people around her (as a tour guide showing the ruins)
 - For her, Greece is history vs. for her tour group, it is “where is the shopping?”
 - How is she to reach her audience to do her job as a tour guide?
- Different places have different meanings to different people
 - The same space can be received vastly differently to different types of tourists
 - This is based heavily on people’s subjective experiences
 - Ex. In Bruges (Movie – Trailer in class)
 - Movie about a hitman
 - Hitman screws up – boss has to kill him, but boss likes him so sends him to Bruges on vacation as a thank you before he does
 - Hitman thinks Bruges is the worst place ever
 - Boss doesn’t understand because he LOVES Bruges – went there on his honeymoon
- Concepts and Constructs (later in lecture)
- Q: Is it useful and/or important to measure demand?
 - Tourism is a demand driven business

The Leisure paradox



Time Discretion



Income Discretion



- The Leisure Paradox:
 - There is a paradox between time and money
 - When we are young we have no money but all the time in the world
 - VS.
 - When we are older you have more money but no time to do anything
 - When you get even older you have more time but less money (because you are raising your kids/saving for retirement/personal needs/etc.)
 - Most successful point of your careers (in terms of money) is when you have the least amount of time
 - The relationship between time and money always seems to be opposite
 - This is why many people are forced to wait until retirement to travel
- The Classification of Tourists (Cohen):
 - There is a relationship of novelty to familiarity with the classification of tourists
 - Organized Mass Tourism is the most familiar
 - Individual Mass Tourism is the 2nd most familiar
 - Explorer-Type Tourism is the 2nd most novel
 - Drifter-Type Tourism is the most novel
 - Institutionalized Tourists
 - Organized Mass Tourists (Most Familiar)
 - Least adventurous
 - Predefined, purchased and packaged holidays
 - Remain within the tourist bubble
 - Distinct from the rest of the host community

- Defined by the resort complex
 - Use the itinerary fixed by the tour operators and trips out of the complex are organized tours
 - Make few decisions about their holiday
 - Individual Mass Tourists (2nd Most Familiar)
 - Also uses facilities made available by tour operators but exercises greater control over their own itinerary
 - Resort or hotel serves as a base
 - Arranges private tours or hires a car for trips
 - This is Jens and Helen
- Non-Institutionalized Tourism
 - Explorer (2nd Most Novel)
 - Makes their own travel and accommodation arrangements
 - Attempts to get off the beaten track and experience new spaces and places
 - Comfortable tourist accommodation is used, and lifestyle is retained (from home)
 - Travel is motivated by a desire for authenticity, tempered with consideration for personal safety
 - Drifter (Most Novel)
 - Scorns the tourist bubble
 - Shuns contact with tourists and mass tourism
 - Seeks authentic identification with the host community, often by working or volunteering
 - Tendency to mix with disadvantaged and/or marginalized socio-economic groups
 - Actively seeks new destinations and is prepared to take risks experiencing new cultures/spaces/places
- Plog's Classification of Tourists
 - Allocentric Type
 - People belonging to this type are often adventure seekers/looking for new experiences
 - Have high self-confidence and prefer outings
 - Are comfortable meeting strangers/new people AND fascinated to explore their culture during such meetings
 - These people specify the area they want to travel to and make their own arrangements
 - Tourist attractions/activities are decided on solely by them
 - Destinations:
 - Beijing
 - Lima
 - Fiji
 - St. Petersburg

- Mid-Centric Type
 - Middle path between allocentric and psycho-centric
 - Independent tourism
 - Not particularly adventurous
 - Do not exhibit self-effort to visit bizarre places, however are NOT opposed to activities that involve touring/involve strange places
 - Very receptive to new experiences but not very self-motivated to pursue them
 - Destinations:
 - Los Angeles
 - Paris
 - Stockholm
 - Barbados
 - Varadero
 - Tahiti
- Psycho-Centric Type
 - The “Mass Tourist”
 - Generally conservative, inhibited, and unadventurous
 - Very traditional tourists, with little curiosity to visit strange places/experience new things
 - Frequently return to familiar destinations to avoid complications
 - Want to relax – love serenity and are happiest when undisturbed
 - These tourists expect the same food and activities as they have received in the past
 - Ultimately too worried about safety and security to do much touring/get out of their comfort zone
 - Destinations:
 - Las Vegas
 - Orlando
 - Bahamas
 - Punta Cana
 - Cancun
 - London
- Gateways:
 - North American Examples:
 - Organized Mass Tourist:
 - Orlando:
 - Disney world – all about family values/activities/putting adults in touch with their inner child
 - The most visited entertainment site worldwide
 - All about families
 - Grandparents taking children (trying to improve on how they raised their kids)

- Continuity in rides
 - Always can expect the same thing
 - Nothing ever changes – only adding new attractions
- Adults recognize their inner child
- World's NUMBER ONE honeymoon location
 - This is weird to us as Western students – why would anyone want to go to Disney for their honeymoon?
 - But for Americans with low incomes this MIGHT be their only big vacation
 - Want to do it big/experience the world's number one attraction
- Individual Mass Tourist:
 - Las Vegas
 - People usually go for work at first (some work event) and then come back for themselves later
 - Only 16% of Vegas visitors on average are first time visitors
 - Usually come for 2 or 3 nights – a weekend
 - Only 7% of tourists come with the intention to gamble
 - BUT 70% of tourists gamble while there – it is something to try out while you are there
 - Not meant for the youth crowd – mostly for adults over 40
 - This is because it is one of the first times they can vacation without their kids
 - Can do things here without worry of their kids seeing
 - Has action/activity but also privacy (What happens in Vegas stays in Vegas)
 - Explorer
 - Denver
 - People attracted by the proximity to the outdoors/wilderness
 - BUT can access the wilderness while also staying downtown in luxury
 - Can access the outdoors day-by-day while also staying in a nice hotel because of Denver's proximity to the wilderness
 - Can be in the wilderness without actually having to stay/camp there
 - Drifter
 - Vancouver

- Very few places to go in North America if you are a TRUE drifter
- Thus Vancouver = the baby-step to becoming a drifter
- Lots of opportunities for outdoor experience in Vancouver
- BUT not a lot to actually do/regulated activities – have to make your own adventures
- International Examples:
 - Psycho-Centric Type:
 - London
 - Major gateway to Europe/tourism
 - Massive City
 - Top 3 tourist markets:
 - 1: French
 - 2: German
 - 3: American
 - Because the language is still the same
 - Culture is similar
 - BUT still has history/culture
 - Represents “England” for many people HOWEVER this is only a small fraction of English culture
 - London is an extremely diverse city
 - Does not represent England alone
 - Many people’s view of England is wrong because of London
 - Bahamas
 - Kind of people visiting the Bahamas are older, seeking comfort
 - Mass tourism through ship/cruise traffic
 - Many ships make day stops in the Bahamas
 - Less staying in hotels/houses in the Bahamas because it is more expensive
 - This is the big difference between hotel tourists and day tourists
 - Day Tourists = those who come on cruise ships
 - Cancun
 - Kinds of people visiting Cancun are younger
 - They seek the party that Cancun offers
 - Similar to the university generation – we understand this
 - “Spring Break”
 - Features long beaches with hotels
 - Lower/different price point than Bahamas
 - Explains why the younger generation likes to go here to party

- Mid-Centric Type:
 - Stockholm
 - Adventurous but still safe
 - Has European culture/different than North American
 - Not Rome/Paris but still a sexy European city
 - Has a lower price point
 - Less commitment by going here
 - Barbados
 - Number one choice for British Tourists – because of its British heritage
 - Uses British Heritage to its advantage
 - More expensive to fly from North America to Barbados than from England
 - Barbados is less developed than other Caribbean islands because it is the furthest away (of all the Leeward Islands)
 - Therefore it seems slightly more “adventurous” than other Caribbean islands, while still being developed and safe
 - Tahiti
 - Different location – small huts on the ocean
 - Romantic
 - More expensive
 - Usually attracts young adults or older people
- Allocentric Type:
 - Beijing
 - China is 3rd most visited place in the world
 - BUT the majority of tourists are just returning from Macao or Hong Kong (Chinese people returning from these places whether vacationing or for business)
 - Small marketplace of international tourism
 - Relatively untapped yet
 - But opening up because of the improvement of socio-economic status there
 - Most North Americans don’t speak the language or understand the culture/food/political system
 - This makes it adventurous
 - Totally different culture than what we are used to
 - Most people that go here from North America go with a group/guide
 - This is helpful to understand all the differences in society
 - Helps you remain safe/interact better/see more
 - Visiting China/Beijing is a cultural experience

- VS. Other East Asian locations are just a party (ex. Thailand)
 - Lima
 - Tourism is Peru's 3rd Largest Industry
 - 2 Million visitors a year – because there is NOTHING in Lima
 - If you fly to Peru you are likely going to Machu Pichu
 - Going on an adventure
 - Need to have energy/excitement
 - Need to be okay with being uncomfortable
 - The heat
 - The altitude
 - The environment
 - You are going to get out and see things
 - Need to be interested in running/organizing your own trip
 - There aren't many organized trips
 - THIS is what makes it an adventure
 - St. Petersburg
 - Few international tourists – the majority are Russians returning to visit
 - Brave place to go because there is very little tourism infrastructure
 - Need to organize your own trip (ex. YOUR TRIP TO RUSSIA)
 - Few individual tourists – usually people go with big groups OR on business trips
 - Scary place to be alone
 - This is what makes it novel/adventurous
- Demand for Tourism
 - Canadians as a source of visitors to the US
 - Canada is the NUMBER 1 tourism market for the states
 - Most Canadians live within 100 km of the USA
 - Therefore it is easily accessible/easily marketable
 - Q: What are some world tourism trends?
 - Tourism is increasing as a whole
 - World is becoming more democratic
 - This opens up countries for tourism
 - People feel more comfortable visiting
 - Tourism means more people are getting out of poverty
 - The increase in tourism indicates that people are getting out of poverty

- Both BECAUSE they can travel and BECAUSE people feel comfortable travelling to previously poor areas
 - Demand Shifters:
 - Safety
 - The number one constraint of travel
 - People do not want to travel where they don't feel safe
 - North Americans used to feel immune to safety considerations of travel – 9/11 CHANGED THIS
 - Terrorist attacks are increasing especially in Europe
 - Nobody can ever be completely safe
 - Politics/Security
 - Major determinants of short term travel trends
 - The world map is constantly in flux
 - This changes the locations that people are capable of travelling to
 - Economics
 - The world has never been wealthier BUT distribution of wealth in the world has never been wider
 - Very much wealth
 - Most of it held by a small group of people
 - Familiarity of travel is becoming much greater
 - People becoming more and more able to travel
 - Motivation to travel is ALSO greater because ability to travel is greater
 - Seasonality
 - Seasonality is a major factor
 - Some places are only able to attract tourists during certain times of the year
 - Operate according to tourism seasons/cycles
 - Destinations are trying to expand their tourist industry to year round
 - Ex. The Caribbean and March Break
 - Discounts trying to attract more tourists
- Patterns of Tourism Demand:
 - Facts and Figures
 - World Rankings:
 - 38: Rio de Janeiro (2.7 M)
 - 42: Mexico City (2.5 M)
 - 51: Buenos Aries (2.1 M)
 - 57: Cancun (2.0 M)
 - 61: Punta Cana, Dominican (1.9 M)
 - 67: Lima, Peru (1.8 M)
 - NR: Bahamas, Barbados, San Jose (CR), Varadero (Cuba)
 - Tourism in the Caribbean:

- Most popular destination for tourists from Source Markets
 - Most popular Caribbean destinations:
 - Cuba/Cancun/etc.
- Caribbean nations trying to attract more tourists, have them stay longer
 - Furthermore trying to develop NEW INDUSTRIES other than tourism
- If they are staying for a week – they need hotels
- If they are staying for a day (ie. On Cruises) – they need different things such as activities
- Attractions = beach, sand, sex, etc.
- Sources and Resources
 - Fellow travellers
 - This is how you get personal accounts of experiences
 - Sometimes more reliable – help us form our own opinions
 - Lonely Planet – younger people, independent travelling, allocentric/explorer/drifter types
 - TripAdvisor – more for mid-centric/psychocentric travellers; more for organized and individual mass tourists

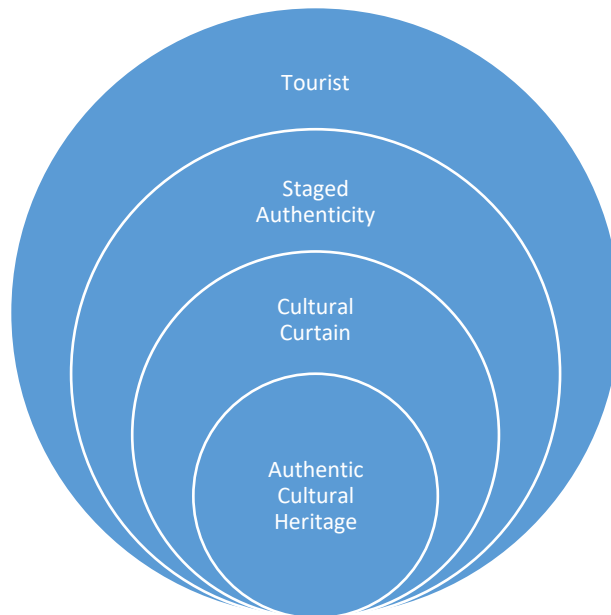
Week 3 – The Host

- Video Clips:
 - Gagnam Style (Music Video)
 - Setting = Seoul (Korea)
 - What we most prevalently knew about Korea before this video was products and companies – never really consider Korean culture
 - Psy's video was a coming out for Korea:
 - Presented Korea as possessing its own stage, own cultural identity distinct from anything else
 - Korea has a cultural identity that exists – able for you to visit
 - Korea is very much becoming discovered by North America
 - Much in the same was as we discovered Japanese culture 10/15 years ago
 - Lost in Translation (Movie Trailer)
 - Setting = Tokyo
 - Metaphor for tourism – we travel and between us travelling/living in new locations things get lost in translation
 - In this one this LITERALLY happens but really it concerns the loss of traditions, time and age difference, loses self identity
 - This is one of a slew of movies made in the same time which were based on Japanese themes (ex. Kill Bill)
 - This is now what Korea embodies/is experience
 - Hangover 2 (Movie Trailer)

- Setting = Bangkok (Thailand)
 - People asked the Thai public what they thought about Bangkok being portrayed in this way – they stated that they didn't care; all publicity is good publicity
- Korea and Japan are trying to catch up with Thailand as top destinations in Asia
 - Their conduct as hosts is to be accommodating – “land of smiles”
 - Because they believe in karma they seem permissive while their culture itself is not very permissive
 - They simply are not judgemental of our decisions as visitors
 - When our age group visit Thailand they do not go there for history – they go for beaches, drugs, booze, accommodations, full moon parties, etc.
 - Older aged men going for available women and prostitution
 - About 34% of the country is urbanized – majority rural
 - When majority of country is rural you will have areas that are less wealthy and high enticement to leave the country
 - Especially if you have ways of earning money in the city
 - Thailand has less than 1% unemployment – either you are working, or you are starving
 - This is different from the sub/sand/beaches/recreation that we think of when considering Thailand
- Gateways:
 - Tokyo
 - Largest city in Japan
 - Majority is urbanized – conveys the idea of style
 - Japan is a world city as a financial centre
 - Thus it doesn't have to go out there and compete – it is already a major destination
 - Does not NEED tourists – thus us as tourists are going to run into big city syndrome
 - They have lots of tourists
 - They do not cater to you because they know they'll get more tourists next year – not worried about you coming back
 - This differs from Thailand who are culturally predisposed to be a “Land of Smiles”
 - Tolerant and welcoming hosts
 - Seoul (South Korea)
 - Q: Does it have enough cultural strength to go the Japan route? Or will it go the Thai route?
 - Korea is smaller than Japan, but over 80% of it is urbanized
 - About 2/3 of the country live in Seoul
 - They buy into that city and that city's vibe dominates the country
 - Large part of Korea is mountainous

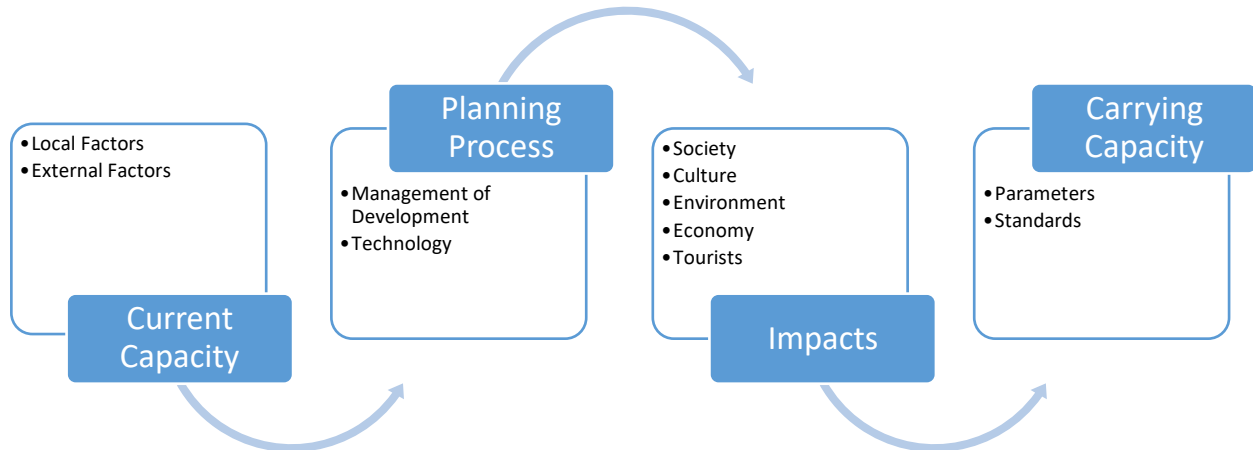
- The Korean film industry is beginning to bring some of their cultural identity to us
- London
 - London Calling (Music Video – by The Clash)
 - Puts England on the map for contemporary trends early on
 - Rolling in the Deep (Music Video – Adele)
 - London remains at the forefront of music and movies
 - London is the most visited city in the world
 - It is large, has a huge economy, is a world economic center, and has a reputation as being one of the WORLDS WORST CITIES in terms of hosting tourists
 - The city is very expensive
 - The people are rude
 - This was perceived as a prospective issue when London hosted the Olympic Games
 - Brits are not good hosts
 - Much to everyone’s surprise the Olympics were a success
 - Lots of contributions of volunteers
 - For a while it appeared that London had turned a page BUT now we have Brexit and it appears that London is back to normal (big/lots of tourism/bad host)
 - NOT a “land of smiles”
 - A land of isolation
 - Land of exclusion
 - Tourists are outsiders
 - Lots of resentment also exists internally – it isn’t just for visitors
 - Fawlty Towers (Television Series)
 - Hotel is working for the convenience of the staff NOT its guests
 - You know this series – seen all of it
- Mumbai
 - Mumbai is the international cosmopolitan city in India
 - Located near Goa
 - Tourism potential for Goa because of its location near a bustling city
 - Attraction:
 - Goa – Webpage
 - People going to Goa for different reasons
 - Known as being a party destination
 - Good for bachelor parties/parties before marriage
 - High in sex culture
 - Westerners know Goa because of its beaches
 - Expectation and Experiences
 - Ideal location appears to be adventurous

- Riding around on scooters
 - Looking for the “perfect beach”
 - Infrastructure around the location appears subsistence based
 - Rustic location
 - In order to promote tourism for Goa proposals for major hotels are underway
 - Encourage the lavish aspect of tourism – mass tourism/consumerism prevalent
 - Opposition to major hotel proposals prevalent from others
 - Drifters/explorers do not want mass tourism to ruin their understanding of Goa as being a place for adventure
 - Opposition to development among hosts also exists because of the large amount of Islamic people in India – resistant to the imposition of sex culture
 - Do not want sex culture to further develop so close to Mumbai
- Q: What is the role of the host?
 - To be welcoming/inviting – like Thailand
 - NOT like London/British culture
- Positive or Negative Attitudes Towards tourism:
 - Tourism Illiteracy – is everyone in the host city convinced that tourism is beneficial?
 - Resentment – what is the source of resentment and why might their be differences?
 - Social, Economic, and Cultural Differences – does resentment/acceptance of tourism vary with social or economic conditions?
 - Benefits vs. Impacts – vary based on destination/location
- If you were developing tourism who would you want as your allies? Who would be your opponents?
- How does the literature on tourism consider the topic of tourism as “hosts”?
 - Literature on tourism basically ignores the host
 - Portrays the host as irrelevant – focuses on the tourism industry while ignoring the role of the host population
- Levels of Cultural Penetration:



- Tourist:
 - You are visiting at a very surface level
 - Only experiencing a little bit about what it is like to be in that location
 - Experiencing based on your pleasure – want to enjoy
 - Go to all the popular places/do the usual things
- Staged Authenticity:
 - For the benefit of tourists, destinations will present symbolic stereotypical tropes
 - Ex. RCMP officers fully clothed in ceremonial garb at official events vs. their ACTUAL on duty uniforms being much more low-key
 - Ex. Vancouver Olympics – Inuksuk the symbol but there aren't any Inuit people in Vancouver/British Columbia
 - Inuksuk becoming a typical symbol of Canada
 - Every nation has symbolic tropes that they present such as these
 - Most hosts will offer some sort of staged culture ex. Mariachi Band in Mexico – because it is what tourists EXPECT to see
 - Countries present what tourists EXPECT to see
 - Tourists hardly penetrate the cultural curtain to experience authentic cultural heritage
- Cultural Curtain
 - Visiting so much that you have a moderate grasp on how the social climate operates
 - Ex. Your friend visits you so much that they make their own drinks
- Authentic Cultural Heritage
 - Actually understanding/experiencing what it is like to exist in that location
 - What day to day life is like

- I feel like allocentric tourists/drifters have a better understanding of this
- Carrying Capacity (Do not need to know for exam):



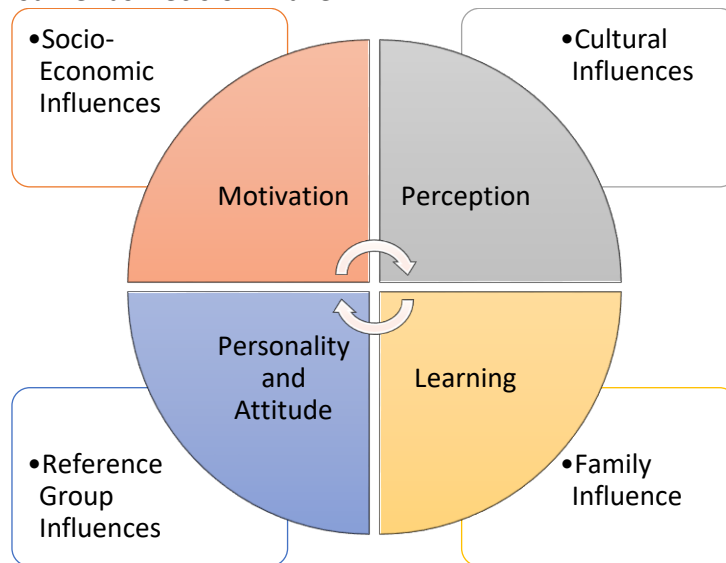
- After the Tourists Have Gone:
 - Q: What is it like to live in a tourist location after the tourists have gone?
 - Ex. Grand Bend:
 - During the summer – busy place, very happening, lots of beach and bar activity, etc.
 - During the Winter – everything shuts down (usually after labour day)
 - What is left when the season is over?
 - What happens to those who work in the tourism sector?
 - Tourism Sector:
 - Who works?
 - Majority of the jobs in tourism are service centred
 - Disproportionately high amount of women and poor people in tourism
 - High prevalence of short term, low paying jobs
 - This exists EVERYWHERE whether it is in Canada or the Caribbean
 - Why?
 - Not for long term careers
 - Good for a summer job/an experience
 - Just a short term gig – not very much commitment
 - The few long-term careers are usually not locally developed
 - Companies bring people in from elsewhere to be managers (who have degrees/connections/etc.)

- Ex. The manager of the Atlantis Resort in Nassau is likely NOT from Nassau
 - How does that change them as a tourist?
 - Are you a better or worse tourist because you work in the tourist industry?
 - Are you more or less tolerant of service after working in tourism?
 - Ex. How do your views on tipping service people change?
 - Do you tip more because you would like to be tipped well?
 - Do you tip less because you frequently receive bad tips?
 - What are the differences between:
 - Living in a tourist place that was built around tourism
 - Ex. Las Vegas/Orlando
 - Q: What would be the point of Vegas WITHOUT the tourism industry? NO POINT
 - VS.
 - Living in a location that happens to host tourism, but has a life/core foundation outside of tourism?
 - Ex. The English West Country/Niagara on the Lake/The Muskokas
- Discussion Questions:
 - Q: Do tourists and locals have the same perspectives?
 - Consider the development of a new marina in cottage country
 - Resentment from the people who LIVE on the lake/have cottages there because it is THEIR LAKE; renters are infringing on their lake
 - The development or the expansion of a “main street” in a small town
 - The addition of a big box store to a small town (ex. Walmart)
 - Ex. Walmart moving into Bracebridge (ON)
 - People who live there year round are happy – Walmart is useful
 - Cottagers are unhappy – they are mostly from the GTA, have Walmart all the time
 - Trying to go to cottage country to ESCAPE Walmart/escape the city
 - Q: If tourist season demands one level of services, what happens to that level in the off-season?
 - The best way to develop tourism effectively within destinations is to INVOLVE the local community
 - Allow the local community to take some form of ownership
 - Make sure the locals benefit from tourism
 - Substantial capital investment/infrastructure also needed
 - Q: Should a country’s capital city be a showpiece?
 - Ex. Ottawa has the majority of Canada’s historical museums/cultural sites
 - Why is this?
 - Should a country’s capital city always represent their culture?

Week 4 – Motivation

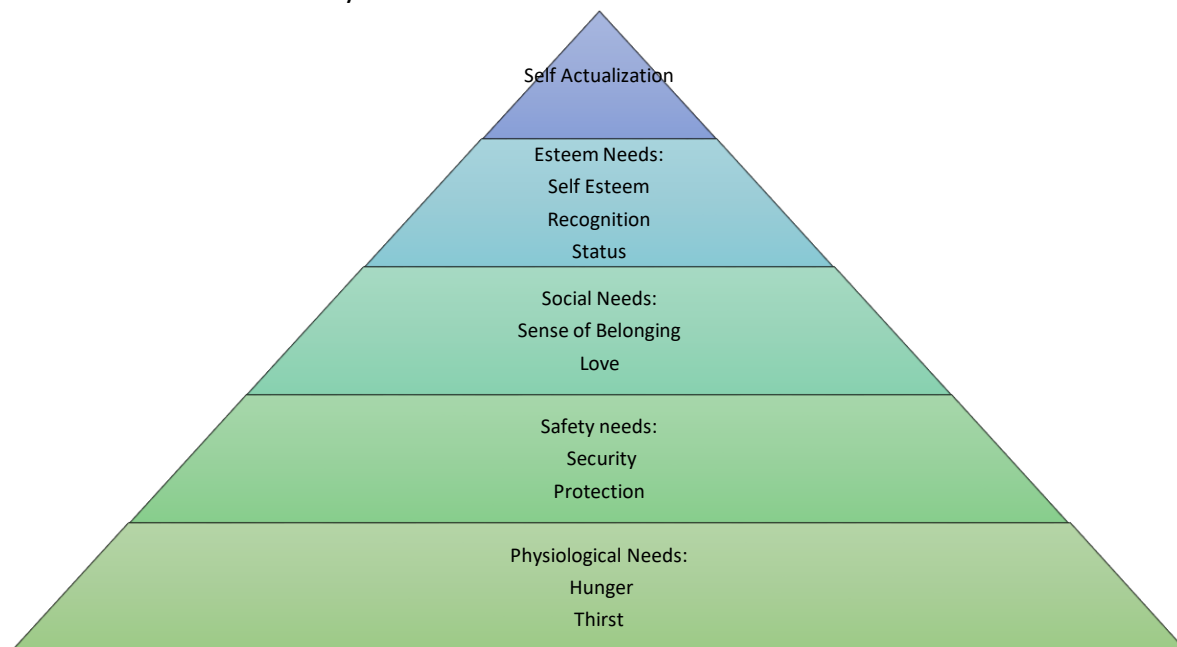
- Questions for Consideration:
 - Q: What motivates us to go where we go?
 - To EXPLORE who we can become
 - Explore all the possibilities of who we can be
 - To ESCAPE who we have become
 - Run away
 - Escape our past
 - Nobody travels just to be who they are
 - They want to evolve/change/be changed/etc.
- World Tourism Rankings
 - #1 Tourist destination – France
 - #2 – USA
 - #3 – Spain
 - #4 – China
 - A lot of Chinese tourism is just its own people returning from Macao/Hong Kong
 - Only about 1 M of TRUE TOURISM a year
 - But this is growing
 - Not very much tourism occurring to Africa largely because it is the globe's poorest continent
- 2010 Travel Trends:
 - Things in flux for world tourism
 - Safety considerations:
 - Terrorism
 - Political Movements
 - Police Brutality (particularly in the USA)
 - Income for tourist destinations vary
 - Depends on if they are a developed or developing country
 - The cost of travelling to some places is much higher than other places
 - Ex. Thailand (cheap) vs. France (expensive)
- Why are some spaces/places attractive to some and less attractive to others?
- Universal Attraction:
 - Ex. Love Actually (Movie Trailer)
 - Shows love in lots of different manifestations
 - Shows different interconnecting stories
 - Airport Scene
 - At an airport everyone is either leaving or returning home
 - Are either leaving their loved ones or returning to them
 - It is an extremely emotional, loving setting as a result
 - Many Motivations for Travel:
 - Fear

- Love
 - Devotion
 - Love is the **STRONGEST** motivator for travel
- Q: If you are in this situation, travelling with a loved one, how do you embody romance in a vacation?
- Personal Attraction:
 - Ex. Nights in Rodanthe (Movie Trailer)
 - Rodanthe = part of the outer islands outside Carolina
 - Cannot really fly to Rodanthe
 - Not a huge tourist industry
 - Not many hotel chains
 - Romantic because of the isolation
 - Everything is small-scale/time consuming
 - Allows you to get back in touch with yourself – get out of the hustle and bustle of mass consumerism
 - Ex. Folly Beach (Prof's Slideshow)
 - Prof's Trip
- The Consumer as Decision Maker



- The majority of motivation stems from socio-economic influences
 - Ex. When you travel (time of year) is often determined by when it is cheapest/what deals are in place
 - Perception – relates to cultural influences
 - Learning – relates to family influence
 - Personality and attitude – relates to reference group influences

- Maslow's Hierarchy of Needs:

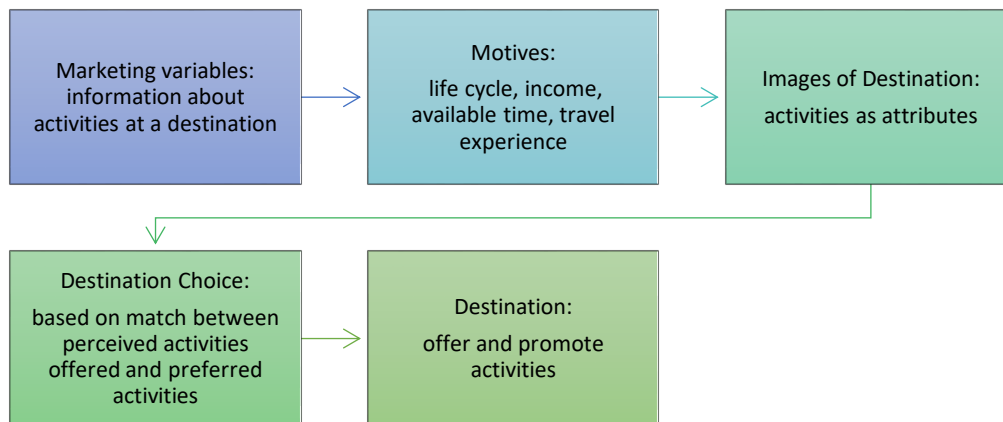


- Tourism is at the very top of Maslow's Hierarchy of Needs
 - It is nice and rewarding
 - BUT something that comes with time and money – as you satisfy your other needs, working up the pyramid/hierarchy
 - It is a luxury – not a necessary aspect of life
 - Once people achieve a certain level of wealth/escape poverty, THEN they want to travel
 - This is because it embodies luxury/freedom from a life of stress
 - As wealth increases in certain countries it also opens them up to travel
 - Works in both senses, as a host OR a traveller
 - If you are in the poorer areas of the world you aren't worrying about travel – you are worrying about subsistence
- Consumer Behavior Model (Schmoll):
 - Travel Stimuli:
 - Advertising and promotions
 - Travel literature
 - Suggestions and reports from other travellers
 - Travel suggestions and recommendations
 - Personal and Social Determinants
 - Motivations
 - Desires and needs
 - Expectations
 - Influenced by: socio-economic status, personality features, social influences and aspirations, attitudes and values
 - External Variables
 - Confidence in travel trade intermediary

- Image of destination or service
- Previous experiences (on vacation)
- Assessment of risks involved with travel
- Constraints of time and cost
- Characteristics and Features of Service Destination:
 - Costs and expectation of value
 - Attractions and amenities
 - Range of travel opportunities
 - Quantity of travel information
 - Type of arrangement offered



- Tourism is easy to understand
- How do we make decisions?
 - Based on peer pressure
 - Based on our sense of security/self-expression
 - Personal and social determinants = desires and needs
 - We don't vacation because we need rest
 - Service Destination = cost and value
 - Want to experience some value based on what were paying
 - We have certain expectations of what we will receive because of what we pay to be there
- Activities Based Model of Destination Choice (Moscardo et al. 1996)



- This is an extension of the last model (above)
- People actively solicit for people to travel to certain places/visit with them

- Hotel companies/tour companies want to attract their business
- Tourism as Glamour
 - Postrel (2013) suggests glamour has 3 essential elements
 - 1: A promise of escape and transformation
 - Letting people project themselves into a desired situation
 - 2: Grace
 - Hiding or removing the flaws/distractions involved with travel/a certain destination
 - Glamour in movies/commercials – makes things appear flawless
 - Not constrained by the mundane
 - The people we view in contexts involving glamour appear free from ordinary worries/concerns
 - 3: Mystery
 - Leaving some things to the audience’s imagination
 - Wanting to discover what we are seeing in person
 - Natural curiosity taking over
 - Tourism is a primary manifestation of glamour in people’s lives
 - An opportunity to escape – to experience something new
 - Want to be different – become new and undefined
 - Appears as a trial run for changing yourself – testing it out
 - Situational backstory – your past becomes variable because people do not know you
 - Theoretically you can be anyone you want to be
 - People do not know who you really are
 - Time is **Curtailed** – life gets put on hold for the duration of your trip
 - People/friends/family all pause while you are away
 - Cannot be mad at you for your actions/inattentiveness because you are physically not present
 - Ex. The Secret Life of Walter Mitty (Movie Trailer)
 - YOU HAVE SEEN THIS
 - Trying to sell the image of glamour/adventure in travel
 - Trying to find glamour in our own lives
 - “go live, go find”
 - Discovering something else in us and finding the element in glamour that not in our lives
 - Trying to show the “life changing” side/idea of travel
 - A big choice for young people, especially students is price point
 - Glamour is the idea that travel is supposed to be exotic BUT our reality is that we must balance our glamorous desires with our price point
 - Cheapness – we need to decide what glamorous things we can do within our price point
- Discussion:

- Identify a tourist destination you want to visit:
 - Why do you want to go there?
 - Is this motivation the same or different for another destination?
- Is your choice of destination?
 - Place Dependent – has special meaning to you
 - Space Dependent – the location/environment itself is attractive to you
 - People Dependent – ex. trying to bring a special person somewhere special to you
 - OR is it totally independent of any of these considerations
 - Influenced by what?
- Gateways:
 - Facts and Figures:
 - Popularity
 - Europe gets 460 M visitors per year
 - Europe has lots of visits every year next to USA and Asia
 - BUT in terms of destination, a lot of the popular places are in Asia
 - Exemplifies that tourism is a function of attraction but ALSO a function of where people come from
 - Majority of tourists are the wealthy
 - Located in North America, Northern Europe, etc.
 - Thus the biggest emerging market we are discovering is the Chinese market
 - A lot people wanting to travel here now that China is lifting itself out of poverty
 - Number 1 Airport in the World is Atlanta (GA)
 - Major North American hub because people come in globally to LA or NY BUT North American travel occurs through Atlanta
 - Same thing with Chicago (IL)
 - Number of airports that used to be US dominated, is now increasingly east Asia dominated (China)
 - Amount of air traffic in Asia
 - Proxy measure for where demand is coming from
 - China
 - 250 billion!
 - Chinese expenditure
 - USA International Tourism
 - Total number of tourists is second in the World (visiting USA)
 - International tourism is only 4% of the total
 - The domestic tourist market in the USA is HUGE
 - Encompasses most of their tourism
 - Massive revenue

- Americans wanting to stay in the USA but also travel to new places
- The USA far exceeds everyone else in the size of its market
 - But in terms of its relative contribution to the economy, tourism is the middle of the pack (US economy is so big)
- Their biggest international market = Canada
 - Air travel not too expensive
 - Also possible to drive
- Most visited state = Texas
 - 256 M visitors – equivalent to HALF of European Tourism
 - We underestimate or do not know the size of the US tourist market
 - Huge, ubiquitous (every state), largely internal (domestic), in most of the states it is insignificant to their economical budget
- Other major tourist destinations:
 - California
 - New York
 - Florida
 - Illinois
- Caribbean Tourism
 - Extremely dependent on the tourism industry
 - Economy that NEEDS tourism
 - Relies on the warmth, the beaches, the sand, the ocean
 - Openly trying to entice USA tourists
 - Differences compared to other destinations relate to size/cultural history/colonial background
 - Major Destinations:
 - Dominican – becoming more upscale in last 10-15 years
 - Cuba – major Canadian destination, not USA
 - Cheap for Canadians to access
 - Canada = only real market
 - Get to stay for 10 days – 2 weeks for the price of 1 week stay elsewhere
 - Cancun – intended for the young demographic; 90% of tourists are college aged; go for the beach/vacation/party
 - This isn't unique to the USA – Europe uses Ibiza
 - Jamaica – relies heavily on tourism; cruises are prevalent, some residential tourism as well
 - Puerto Rico
- Cruise Passengers
 - More people visit the Bahamas through cruises than visit for extended periods of time

- Bahamas are a handy place to start when you leave ports
 - Cheaper to visit by cruise than to stay long term
 - This generates day-to-day tourism
 - Have 4 to 5-hour time window to stay in the Caribbean
 - Constricting the tourism bubble
 - Gearing the tours/transportation/food to large numbers of people who are there for a short time period
 - Caribbean destinations are very different depending on if they accommodate for day travel (cruises) vs. week travel (hotels)
 - They have different infrastructure requirements
 - Do not have to specialize in food/water/hotels because people do not come for a long time
 - Don't need to build roads/airports etc.
 - Mexico:
 - Cozumel – huge port for cruise ships
 - Cancun – major hotel destination
- Gateways:
 - London:
 - Familiar
 - Experienced
 - Different from English Culture
 - Lots of built heritage in England
 - Old buildings
 - Villages and stately homes/castles
 - Contemporary culture
 - English music scene
 - Range of expression for design/fashion
 - London is one of the most filmed cities worldwide
 - Movies sell an image of England through London
 - BUT seeing London is NOT seeing England
 - Comedy
 - Britain is not known for their food and their making a show about trying the food
 - Top sites and how it is tied into history
 - London eye, bridge
 - Culture, heritage, history
 - Can do the same with Paris
 - Hawaii
 - Unique islands, tropical paradise
 - Most perfect climate
 - Warm without being brutally hot
 - Doesn't change much
 - Projected

- Anticipated
- Features:
 - Crystal blue water
 - On the pacific – get to experience the nice air and climate
 - Different than the Caribbean
 - More developed than it has ever been
 - Idea is that you use Hawaii as your basis to travel and get out and adventure while still living in luxury
 - Based in luxury but still get out and experience wilderness/adventure
 - Similar to Denver in this way
 - Need to go to 2+ islands when you go
- Movies set in Hawaii about how beautiful there and makes you want to go
- Islands:
 - Kauai – very volcanic and beautiful; selling the outdoors/adventure
 - Oahu – more developed
 - Heart of Hawaii because Honolulu is here – where you go to find the best surfing and shopping
 - Island of Hawaii – go here to see the volcanoes/pineapples/waterfalls; experience the stereotypical tropes
 - Maui – most developed in terms of surfing/water life/activities; for the thrill-seeker
 - Molokai – the least visited island, has much more local traffic
 - Lanai – island in a period of transition
 - Lots of money being poured in (not a lot coming out)
 - Trying to turn the island into an attraction/increase its marketability like the other islands
- Folly Beach
 - Condo buildings
 - No chain hotels
 - No activities for young kids
 - Huge long beach
 - Low key
 - Not a lot to do
 - Restaurants can bring dogs
 - Pier
 - Found in the Nights of Rodanthe movie trailer
 - Important part of local culture
 - Fishing
 - Surfing

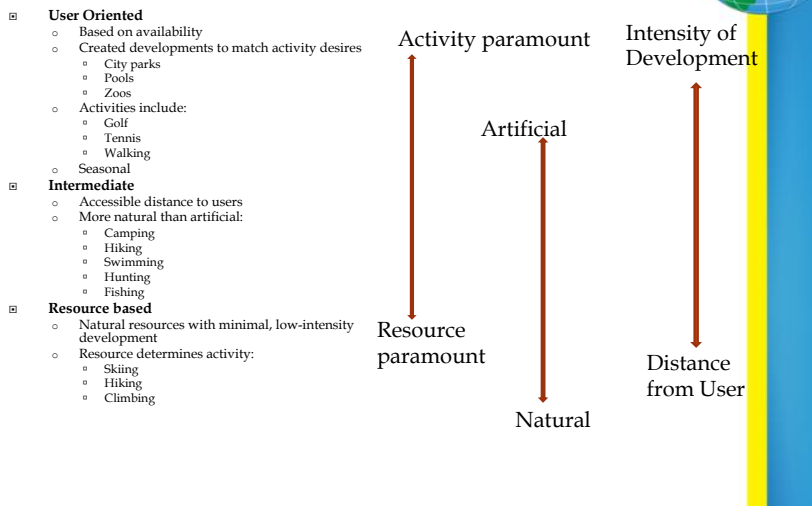
- Projecting luxury
 - Transfer an image from a movie into reality
- Wow air
 - Flights for students that are cheap
 - Contrast to our urge for glamour
 - Ease of getting there for cheap though
 - Contrast

Week 5 – Tourist Attractions

- Tourist Attractions
 - 3 Main types of attraction:
 - Cultural
 - Natural
 - Entertainment Oriented
 - Every aspect of tourism attraction fits into one of these three categories
 - We are learning how we categorize attractions and where we go to seek them out
 - Top 3 Attractions in North America:
 - 1: Disney World Resort (Orlando, FL)
 - 2: Time Square (New York, NY)
 - 3: Mall of America (Bloomington, MN)
 - Top attraction in Canada = Eaton Center (Toronto, ON)
 - Top Visited Tourist Attractions in North America - <https://www.youtube.com/watch?v=wBbwy1hIWqA>
- Classification of Recreation Resources (Clawson)
 - User Oriented (Activity Paramount; Artificial; Intensity of Development)
 - Based on Availability
 - Created developments to match activity desires
 - City Parks
 - Pools
 - Zoos
 - Basically anything created in a community to match the desires of residents/tourists
 - Things created for the purpose of satisfying the activity desires of the community
 - Activities Include:
 - Golf
 - Tennis
 - Walking
 - Seasonal
 - These activities can vary depending on the season in which they are available

- This explains seasonal tourism
 - Ex. Pools closed in winter
 - Activity is paramount in this case
 - Attractions are artificial
 - There is intense development to accommodate for this form of recreation
- Intermediate (Middle of Spectrum for above and below criteria)
 - Accessible distance to users
 - More natural than artificial
 - Camping
 - Hiking
 - Swimming
 - Hunting
 - Fishing
 - Outdoorsy but with minimal effort to access – do not need to go too far out of your way
 - These sorts of activities are usually pretty accessible to communities
- Resource Based (Resource Paramount; Natural; Distance from User)
 - Natural resources with minimal, low intensity development
 - Resource determines activity:
 - Skiing
 - Hiking
 - Climbing
 - The resource itself is all you need for the activity – it precipitates the attraction on its own
 - Development only needed to accommodate for people coming for the activity
 - The resource is the most important thing in this category
 - Usually a natural attraction – people still enjoy outdoor activities
 - Resources are usually less accessible to users/distant from the user
 - Requires longer travel to access
 - This can be an impediment to use

Classification of Recreation Resources (after Clawson)



- The Classification of Recreation is STILL the used classification system in the USA
 - Remains the used system because there is very little research into the field of tourism
 - Not a research rich field
- Cultural and Heritage
 - Indigenous culture
 - In Canada this is the first and foremost celebrated culture
 - Get off at any major Canadian airport and you will see Aboriginal art
 - Stereotypical tropes of Canada will be displayed prominently at all Canadian airports:
 - Inuit Art
 - Maple Syrup
 - Canadian Beavers
 - There is a dichotomous relationship between the myths around indigenous culture and the reality
 - Ex. The celebrated culture in museums, beautifully depicted vs. the underfunded and downtrodden reserves in which aboriginal people typically live
 - Colonial and Nationalistic
 - Second most celebrated aspect of culture
 - Concerns the creation of the state over a period of time
 - The Colonization of the country – its ancestry
 - This can be very important in some circles/for some forms of tourism
 - Nationalism – what the country believes its national image to be
 - Promoting their own national image/identity

- Frontier
 - Every country starts out with less developed areas and more resource frontiers
 - Initially the population was pushed to the frontier
 - The areas become the developed and then communities begin to celebrate the resource aspect involved
 - Ex. Algonquin Park
- Immigrant
 - Concerns areas where there were bands/large waves of immigration of the same type of culture
 - Import/immigration areas being retooled for tourism as the world modernizes
 - This stems from factors such as people arriving less and less on ships
 - Ex. Ports in Liverpool becoming luxurious tourist/foot traffic areas
 - Ex. Chicago Pier/Harbour gentrifying
 - Immigrant landscapes also can exist within cities
 - Ex. China Towns exist in most major city centres
 - In Toronto:
 - Little Portugal
 - Greek Town
 - New York:
 - Little Italy
 - Etc.
- Industrial:
 - Sites in which things are made
 - Harley Davidson Plant Discussion (York, Pennsylvania):
 - Everyone who works at the Harley Plant owns one
 - Plant is structured so that if you work at the plant you can buy a motorcycle and pay it off after 5 years without interest
 - Thus after 5 years you can sell your Harley for more than list price
 - Half an hour east of York – you'll find Gettysburg
 - Gettysburg:
 - No longer looks the way it would have at the time of the Civil War
 - Major civil rights war site
 - Contains history of civil war:
 - Popularizes the idea that the civil war was fought because of slavery

- This was major component but ALSO about the Central government who wanted to impose control on the whole country
 - Southern states wanted autonomy – particularly on the issue of slavery
 - Therefore, southern states secede and form the confederacy
 - General Lee – most accomplished military mind in the War
 - Confederates side
 - Gettysburg known as the “high water mark” for the confederate campaign
 - The closest they would come to winning the war
 - Gettysburg was NOT a good place to fight – neither side chose it; it became the battlefield because of an accident
 - Majority of Southern soldiers fighting without shoes – they are very poor (rich would buy their way out of fighting and send slaves in their place)
 - Lee sends out search party to raid shoe factory for soldiers
 - Encounter Northern Soldiers in Gettysburg and fighting breaks out
 - Thus the two sides are forced to square off at Gettysburg
- The difference between the Harley Plant and Gettysburg shows the same location can have two very different attractions, for two very different types of tourists
- Lancaster County
 - There is an Mennonite village
 - Many places to eat/stay as a family/family style accommodations
 - Also – Hershey Chocolate Factory
 - Need a stable supply of milk to make chocolate on a mass scale
 - Hershey himself was a Mennonite
 - Allowed him to negotiate with the Mennonites easily
 - Mennonites are known for being great farmers
 - Mennonites and Hershey strike agreement that he would buy all the milk the Mennonites produce
 - This allowed Hershey to build his chocolate empire
 - Note: Hershey and his wife weren’t able to have children

- Created giant orphan foundation which gives money for orphans to get a proper education/have the supplies they need to live/achieve
 - “Adopted” many orphans in this way
- Religious:
 - Pilgrimage
 - Haj – if you are Muslim you have the responsibility to go to Mecca/Medina at some point in your life to make pilgrimage
 - Diaspora – formalized way of considering your homeland
 - Birthright
 - Jewish people going through concentration camps, seeing what occurred in their history
 - Formalizes the way you see your culture/homeland
 - March of Hope
 - People making a pilgrimage to a certain site is extremely different than going as a tourist
 - For pilgrims it is a spiritual/religious experience
 - For regular tourists, it is a historical/architectural/visual experience
 - Architectural – people going to certain major religious sites do not go as religion seekers but rather to experience the history of the location
 - Many people in the modern world maintain (mentally or physically) homelands in their place of birth/country of origin
 - Ex. Might be a Canadian citizen but still consider yourself Indian – may return to India from time to time to return to your heritage
- Cultural Pilgrimage
 - People still might make a “pilgrimage” to a certain site that is more cultural than religious
 - Ex. Graceland
 - People still go to Memphis Tennessee (Graceland) to celebrate Elvis Presley’s birth or death
 - This is simply because he was THAT BIG a cultural figure and is centrally associated with that location
 - Ex. 9/11 World Trade Centre Site
 - Ground zero
 - Memorialized/people go to it because they want to pay remembrance
 - Do not want to forget the tragedy that occurred there
 - Ex. Dakota Building
 - Where John Lennon got shot
 - Big cultural site here
- Nature Based:

- Ecotourism
 - Prof – ecotourism is a buzz word because there is no way that you can develop tourism in a natural setting and NOT change the environment
 - Always changing the environment by bringing mass amounts of people to it
 - Tourism is a profit-driven business; it must be productive
 - Can drain the local community because people who come to do “ecotourism” still want to have a pleasurable experience
 - Thus they still want luxurious hotels/accomodations
 - Companies develop hotels with capital financing – draining the local communities that would thrive on the tourism previously
 - Ex. Preserving the Sea Turtle Eggs in Costa Rica
 - Spending very little time covering ecotourism because “it is a fallacy”
- Wildlife Viewing
 - Tourism can also impact the wildlife by forcing them to adapt to human presences
 - Ex. People feeding the iguanas – story from prof
 - This makes them dependent on the food people bring to them
 - They stop searching for food on their own and instead allow themselves to be fed
 - Thus the human presence is intruding on the wildlife
 - Effects ALL wildlife differently – some are resilient and able to adapt effectively while others are impacted very negatively
 - The Whale-Viewing Industry on the Coasts of North America
 - Some whales are adaptable to human presences but the human presence can really hurt some other species of whale
 - Thus we can view the ones who adapt easily BUT we need to leave the ones that cannot deal with the human presence ALONE
 - Canadian Park System
 - Banff heavily developed vs. Jasper less developed
 - Banff has great accommodations/infrastructure
 - Wheelchair accessible
 - “separation from the bears”
 - Jasper is more rugged, need more intrusion into wildlife
 - Others are less developed because they are less hospitable/less capable to maintain the infrastructure
- National and State Parks
 - Huge state and national park industry all over the United States and Canada
 - People want to get out and experience nature

- States capitalize on this by developing and maintaining large outdoor centres
 - Monterey Bay Aquarium:
 - Otters come into the bay for feeding time for people to watch
 - Because this is more effective than them swimming around the ocean looking for herring
 - This is a beneficial form of tourism as both sides are respected/treated well/valued
 - These otters are not in captivity only capitalizing on the circumstances
 - Not being hurt by the tourism aspect while it is a positive/educational experience for onlookers
 - Prof Notes: believes that keeping animals in captivity is only positive when they are preserving life
- Entertainment Based
 - Casinos and Gambling
 - Las Vegas
 - Already covered Las Vegas/that experience already (above in notes)
 - Amusement Parks
 - Orlando
 - Disney:
 - Finding your inner child
 - Parents going with their children to “experience childhood” as they never did
 - Trying to reconnect with their childhood
 - Doing silly things just because they can at Disney
 - Doing silly things as kids do – they do not care about how they look doing it
 - Disney Theme Parks:
 - Disney recognizes that most people end up travelling the world – THEREFORE they aim to bring little parts of the world and bring them to one location for you
 - For a profit
 - Bringing world cultures together in one easily accessible place
 - Seaside Resorts and Beach Based Activity
 - Atlantic City
 - The original model of Monopoly (board game)
 - The building block on which the creation/development of Vegas was based
 - Atlantic city embodies beach life/party

- Also incorporates a significant amount of gambling
 - Folly Beach
 - What's not in most texts?
 - Sex Tourism
 - Not in most textbook because the publishers are American but sex tourism is a huge industry
 - The most quickly growing aspect of world tourism
 - Some communities more friendly towards sex tourism than others – need to understand this before you travel to certain places (ie. The Middle East)
 - Some communities are also more friendly to specific sexualities than others
 - Some communities more/less supportive of LGBT as a whole
 - Again, very important to know this if you are LGBT and travelling
 - Hedonism – people embracing the sexual experience as a POINT of visiting different places
 - Some groups are also very wary of sex tourism becoming a prevalent part of their communities
 - It conflicts with many individual values
 - Male Sex Tourism:
 - TSMtraveller
 - All Inclusive Resorts
 - Red Light Districts (ex. Amsterdam) – red light districts now appear in most major cities
 - Female Sex Tourism:
 - Southern Europe
 - Caribbean
 - Ex. Hippie Fish Mykonos; Shirley Valentine (Movie Trailer – 1989)
 - Life with husband has become routine (Steak and Chips every Thursday)
 - Routine is the opposite of romance
 - Goes to Greece to rediscover herself/her life
 - Trying to rediscover what romance means
 - Child Sex Tourism
 - Poverty
 - Exploitation
 - Top 10 Locations for Sex:
 - 10: Dominican Republic
 - 9: Cambodia
 - 8: Netherlands
 - 7: Kenya
 - 6: The Philippines
 - 5: Columbia

- 4: Indonesia
 - 3: Spain
 - 2: Brazil
 - 1: Thailand
- Other forms of specialized tourism
 - Lisbeth Salander's Sweden – child sex trade/prostitution as a forced norm
- Niches
 - Types of tourists
 - Matters very much the attraction you are offering based on the type of tourist you are accommodating
 - Ex. Harry Potter tourism in Britain
 - People going on these tours are fans
 - Need people to lead these tours who are knowledgeable/familiar
 - Guides must be in costume/in character/as knowledgeable as the guests they are leading
 - Accommodating for different tourists requires different training
 - Numbers
 - Characteristics
 - Timing – not all tourism can occur year round
 - Flow Patterns
 - Marketing
 - Staff Training – need to be as knowledgeable/appropriate for the guest as possible
- Gateways:
 - Culture and Heritage
 - London:
 - Stone Henge
 - Large rocks put up but nobody knows how
 - Used to be able to touch them but now are not allowed because people believe it might ruin the opportunity for future generations
 - England is an old populated land
 - Cathedrals:
 - Lots of major cathedrals throughout England
 - Not just about the church/religion but about CONTROL
 - The actual function of the church/cathedrals
 - Making the church appear present in communities
 - Thus the bigger/nicer the better
 - Used to control the population
 - Used to impose a sense of control which all obey
 - Greenwich – every clock in the world responds to Greenwich (Greenwich Mean Time)
 - Football stadiums as the new cathedrals in England

- Paris:
 - Check online gateway if interested
 - Not selling history, but viewing the history in Paris is a focal point for experiencing the art and culture
 - Nature:
 - Hawaii
 - Main destination for most visitors to Hawaii
 - Besides Waikiki
 - Entertainment
 - Orlando:
 - Disney land:
 - Embodies mass tourism – everybody going to Disney land usually stays on the property/stays for a week/etc.
 - About discovering your inner child
 - Disney also about maintaining continuity
 - Always what people expect – never changes too much
 - BUT always keeping things fresh by introducing new stories/attractions/etc.
 - Vegas:
 - Trying to encourage short trips
 - For mature tourists/offers mature attractions:
 - Shows
 - Exotic racing
 - Firing guns
 - Gambling
 - All about adult entertainment
 - Still follows the “bring the world to you model”
 - But bases it out of major resorts/hotels
 - For the mature world
 - Inclusive atmosphere prevalent because they WANT foot traffic through the hotels
 - Not hard to access different hotels/facilities
 - Niche
 - Sweden/Stockholm:
 - Sweden is all about the cities
 - Ex. Gottenburg – vibrant music scene
 - Stockholm – biggest city/most history
 - Malmo – used to be a big attraction but has since declined in safety
 - Ice Hotel
 - Entire hotel made out of ice

- All about making the most out of what you have geographically
- Trying to make your destination a unique experience
- Costa Rica
 - Embodies ecotourism
 - Has a lot of adventurous activity
 - Surfing
 - Ziplining
 - Markets itself as an outdoorsy/adventurous destination for young people
 - Extremely cheap by North American/European standards
 - Sex Tourism – the REAL core of Costa Rica tourism
 - The REAL centre of tourism in Costa Rica is actually based on Sex Tourism
 - Most major industry for tourism in Costa Rica
 - Need to be aware of WHERE you are staying in Costa Rica based on what you want to find there
 - Hotels/communities highly variable depending on what you want to find in Costa Rica
 - I.e. Ecotourism vs. Sex Tourism – stay in different places
 - Medical Tourism
 - Another huge industry in Costa Rica
 - Countries exist that will now sell you medical practices
 - Simple but necessary medical procedures like hip/knee replacements
 - Not talking about stealing kidneys
 - These destinations will sell you a luxurious experience for your procedure
 - Pay for the procedure/have it carried out then spend a recovery period in a luxurious/accommodating location
 - Get to enjoy your recovery in luxury/being waited on
 - This contrasts normal experiences drastically
 - In Canada you are wait listed for an extremely long time (average wait is 2 years for hip replacement)
 - THEN you are operated on, they get you in a recovery room which you share with 3 other people and then they bounce you out in the span of 24 hours
 - Extremely unpleasant experience

Travel and Tourism Final

Final:

- What do you understand about tourism?
- Who are you as a tourist?
- What do you understand about you as a tourist?
- Multiple Choice:
 - 20 multiple choice on the last 6 lectures
 - Going back to questions from last exam
- Short Answers:
 - Short answers marked out of 5
 - Describe why it is important and its significance
- Essay – very open:
 - What is tourism?
 - Who are you as a tourist?
 - You need to apply the course and its core concepts to yourself
 - What can you take from the course when you travel onwards?
 - CAN write in first person for the essay

Week 6 – Infrastructure

- There is no tourism without infrastructure
 - Concerns how to get there, and where to stay when we do get there?
 - Getting where we want to go, when we want to go there
 - Planes, Trains, and Automobiles (Movie – Steve Martin)
 - Trying to get home for thanksgiving
 - What happens when your travel plans are interfered with?
 - Ex. Storm shuts down airports – no trains/other way to get there)
 - Need to be in specific place at a specific time – how do we make it happen?
 - Tourism infrastructure STARTS with transportation
 - Slow Boat to China:
 - At one point, boat was the only way to get to China
 - Overland train was expensive so people did not use it
 - Boats were slow – take a long time to get there
 - Space-time convergence
 - Distance used to be more significant
 - Was difficult to travel – had to use sailboats/horseback
 - Transportation Inventions Opened Up the Possibility of travel

- Making the world smaller
 - The advent of the train opened up all sorts of possibilities for travel
 - Across-land travel increasingly feasible
 - Replacing all sail boats with steam boats
 - Able to get across the Atlantic in a matter of days, not weeks
 - The Automobile
 - Able to travel to more places with more convenience
 - Subjective travel destinations – can travel wherever we want
 - The jet/plane
 - Air travel opens up even more remote destinations in the world
 - Rapid travel ANYWHERE
 - The age of instant access
 - Technology allows us to see any area of the world instantaneously
 - Ex. Skype/FaceTime
 - Internet – allows us to see all kinds of places at one time
 - Our generation (millennials) is the age of instant access
 - Expect to be able to access any part of the world at any point in time
- Infrastructure – Transportation:
 - Rail:
 - India – the whole of India still runs according to railways
 - North America – rail access still extremely regional
 - Rails to Trails:
 - Railways being pulled up to make way for bike trails/other forms of recreational trails
 - Used for leisure
 - Because of the advent of new technology trains are becoming obsolete
 - Used only for regional/local travel because it is less expensive
 - Road:
 - Highways: interstates/motorways
 - Can access almost anywhere in North America/Europe/etc. via motorways
 - Can travel regionally or across countries
 - Scenic Drives

- Tourist drives – transport but also a tourist activity in of itself
 - California – Route 1
 - BC – Vancouver drive to Whistler
 - There may be activities/destinations along the way
 - Pubs/restaurants
 - Malls
 - Shopping destinations
 - Spectacles/viewpoints
 - Air:
 - Ways to make airlines cheaper – don't use big planes to take people where they don't want to go
 - Big planes do larger/longer travels with higher demand
 - Small planes doing shorter travels with less demand
 - Hubs
 - Hubs – places that connect short flights into longer flights; hub connections – destinations that you must travel through to get to other more desired places
 - Ex. Travelling through Atlanta/Chicago
 - Need to access these hubs to gain access to more global destinations
 - Ex. Want to go to Hawaii? Need to connect through Vancouver/somewhere else on the West Coast
 - Ex. Flying to Paris? Usually must connect through London (Heathrow)
 - Cruises:
 - Combining accommodation and transportation into one
 - Ports
 - Destinations and patterns
 - Carnival Legend, W. Caribbean, March 2010
- Infrastructure: Accommodation
 - Mix of Accommodations
 - Hotels
 - Motels
 - Bed and Breakfast
 - Renting Cottages
 - Etc.
 - Capacity
 - Hotel Revenue
 - Big hotels with low occupancy rates = bad
 - Because this is a big supply with low consumption
 - More capacity = more supply
 - Occupancy the most important thing in terms of determining rates

- Ex. With large hotels with 60% occupancy or less you can expect to find VERY good rates
 - Need to make sure you have enough/proportional capacity to your expected occupancy
 - Need to offer proper amenities based on your capacity
 - Ex. Gyms/Printing Facilities (for business)/etc.
- Location:
 - Family hotels – pools, playgrounds, family restaurants, etc.
 - Where is it located? What is the target market?
 - Ex. Cancun – target market = young adults; there to party
 - Also depends on the destination – what people want to see/what they want to experience when they are there
 - Applies to the target demographic as well
 - AGAIN ex. Cancun – target market = young people who want to have fun
- Character:
 - Hotel chains that appear everywhere
 - Chains offer a standard degree of accommodation
 - Know what you will receive no matter where you are in the world because you are staying in a hotel chain
 - Always has the same standard of service/treatment
- Transportation Gateways:
 - Mumbai:
 - India still has the largest rail network in the world
 - Still runs on railway system
 - Main mode of transport
 - Taking the train when travelling in India is important because it is part of the Indian experience
 - Played a key role in integrating India
 - World’s largest railway network still under single-management
 - Extremely crowded (because of large population)
 - High rate of use
 - Ex. First class is STILL packed
 - Movie Trailer – “Lunchbox”
 - System where lunch can be delivered from wives at home to men at work
 - Explains what happens when gets delivered to wrong person
 - Husband is not getting his lunch box but pretends that he is because he is having an affair
 - Love story
 - Indian trains – extremely crowded
 - Low standard of “luxury”

- Train looking packed to the brim
- Buenos Aires:
 - Road and Air travel NOT safe in Buenos Aires/Argentina
 - NOT travelling around Argentina on roads – very dangerous
 - Lots of switchbacks/etc.
 - Supposedly Argentina has “a lot of airports”
 - But only 156 have paved runways
 - THE REST ARENT AIRPORTS – prof
 - Never travelling around Argentina by air
- Shanghai (China):
 - Good for air/rail travel
 - Shanghai is a metro city – everything connects
 - Can get anywhere easily
 - Rail still a significant means of travel in China
 - Part of a tourist network
 - Chinese system functions extremely well
 - Lots of high speed trains
 - Lots of connectors
 - Focused on efficient travel
 - High speed trains the focus
 - Air
 - Shanghai has two airports
 - Both under the control of Shanghai airport authority
 - China replacing USA as World’s top automobile producer
- Dallas:
 - Road:
 - Majority of people going into Texas drive
 - Driving to Dallas for shopping
 - Air Hub:
 - Major hub for Southwest Air
 - Southwest Air based out of Dallas
 - Different way of travelling epitomized by Southwest
 - Specifically focused on Texas – have a niche of the market
 - Serve some areas, and not others intentionally
 - Southwest Clip
 - Appealing by demonstrating they are a different type of airline – different way of flying
 - Ex. Telling jokes/Singing
 - Very tourist friendly way of travelling – fun
 - Man asks for crowd to give a beat
 - “Stomp-clap-stomp-clap”

- Has a rap to introduce the flight crew/what will happen on the flight/carry on/refreshments/evacuation plan/electronic devices/etc.
 - A lot of fun
 - Dallas is Texas' biggest transport hub
 - Despite not being biggest city in Texas
 - Atlanta:
 - Air Hub:
 - Home of American Airlines
 - Hartsfield (Atlanta) – busiest airport in the world
 - Provides connection for changing planes
 - More will go to Atlanta to change planes than for vacation
 - Major hub because major city in terms of business and connecting through
 - Connecting flights much quicker and cheaper going through Atlanta
 - Number of people going through Atlanta far exceeds the amount of people going to stay in Atlanta
 - Frankfurt:
 - Air Hub
 - Equivalent of Atlanta in Europe
 - Frankfurt positioned perfectly to access the rest of Europe/other continents
 - Road and rail connections also readily available
 - Frankfurt Airport is perfectly positioned between two major highways
 - Can drive anywhere rapidly
 - Access to most places in Europe
 - Very drivable location
 - Rail:
 - Cheaper to fly to Frankfurt and take train to Berlin from Toronto than to fly directly to Berlin
 - Major rail connections in Frankfurt
 - Trade Shows:
 - Many trade shows offered in Frankfurt
 - In order to demonstrate how accessible it is
 - Come here to see how easy it is to travel through here
 - Travel in – stay – leave quickly to go to other places
 - Riyadh:
 - Purpose Built Airports:
 - Purpose built airport for Hajj
 - King Abdulaziz International Airport

- 19 km from Jeddah
 - Built for people making pilgrimage
 - Specifically built by the Saudis for people going to Hajj
 - Lots of paved roads
 - BUT NO CARS
 - Nobody using the infrastructure
- Seoul:
 - Incheon Airport
 - Combining air travel and attraction
 - Similar to the way cruises do it
 - Look up – “What is the world’s number one airport? – Incheon Airport comes back
 - Full feature airport
 - Airport built as an attractive resort in of itself
 - It is a place to go itself
 - Has many tourist friendly features
 - Train to Busan (Movie Trailer)
 - Yoo Gong Korean Zombie Movie
- Accommodation Gateways:
 - Bahamas:
 - Atlantis Resort:
 - Large hotel complex
 - Theme is luxury – all inclusive, no price list (very expensive)
 - Place you might go once because of price
 - Might get a day pass here if you cruise into Nassau
 - Tour you can do on a cruise to sample the resort
 - When you go to Atlantis – you go and you stay in Atlantis; never leave the resort
 - Punta Cana:
 - Purpose built resort area in the Dominican
 - Dominican = one half of Hispaniola (other half = Haiti)
 - Dominican flourished as a cheap destination with loose morals
 - People decide to change this – built Punta Cana
 - Built luxury resort complex – PLUS own the airport
 - Luxury resort
 - Highly successful
 - Rio de Janeiro (Brazil):
 - The OPPOSITE of successful tourism business development
 - Owned by government – bad
 - Infrastructure in Brazil is HORRIBLE
 - Congestion prevalent
 - Gridlock all the time
 - Tried to solve by hosting international events

- Examples:
 - World Cup
 - Olympics
 - Government spends money (over a billion dollars) on stadiums/event grounds/etc.
 - Ex. Built stadiums in the Middle of the Amazon (Manouse)
 - Hosted 2 World Cup soccer games...and now will never be used again
 - HORRIBLE tourism planning
- Spends billions on stadiums, only like 1.5 million on housing...
 - Results in Favela shanty towns
 - Usually closed areas
 - Police largely avoid going in
 - Run by drug gangs
- Rio is the murder capital of the world
 - In the year before Olympics – somehow murder goes down...but “missing people” skyrockets
 - Politicians simply categorizing people as missing instead of dead
- Poverty Tours:
 - “Poverty Tours” now exist in Rio
 - Prof: please never go on poverty touris
 - Morally repugnant
 - Looking and impoverished people like a zoo
 - Please never go on a tour of a Favela
- Cruise Gateways:
 - Miami:
 - Port of Miami – busiest cruise capital in the world
 - Miami cruise capital because it is the home base of Carnival
 - Carnival:
 - Formed in 1982
 - Prior to this (1930s) cruising was the elites travelling to and from Europe
 - Cruising becomes way to travel glamourosly/in style/luxury and access different places quickly
 - About half the cruise ships in the world are Carnival cruise ships
 - Own a bunch of subsidiary cruise lines
 - Latest trend of cruising
 - MASSIVE ships
 - Companies building “floating megaplexes”
 - Continue growing in size – more people per boat

Week 7 – Activities

- Time and Opportunity:
 - Questions:
 - As a tourist, what do we do while we are away?
 - Are there activities that cause you to become a tourist?
 - There are places that we want to go based on what our favored activities are
 - Ex. Going to a golf destination because you like golf
 - There are activities that cause you to become a tourist
 - Ex. Going to Liverpool to watch a Liverpool Game vs. Man U
 - Are there other activities you only enjoy whilst a tourist?
 - There are also activities that we do solely because we are on vacation
 - There are things that you do on vacation that you would never do under normal circumstances
 - Ex. Gamble/go to a strip club BECAUSE you are in Las Vegas; not a gambler but will gamble in Vegas
 - What happens in Vegas stays in Vegas: why?
 - Ex. “What Happens in Vegas Stays in Vegas”
 - Can try things on vacation and then give them up – never do them again
 - Try them there and don’t like them for regular frequent use so give them up
 - Vacation destinations can be a place to try different things
 - However there ARE things that you try on vacation that you can end up liking
 - Try them on vacation and then take them home if you want to
 - Ex. Try golfing on vacation -> enjoy it -> golf more at home
 - How does our choice of activities affect our tourist behaviour and choices?
 - Videos:
 - The Hangover (Movie Trailer):
 - Concept – can go to vegas, do whatever, and then come home and escape it (hopefully)
 - What Happens in Vegas stays in Vegas
 - Can try things out
 - Do not need to become permanent parts of your life – just something you tried one time
 - The World’s Biggest Wave Ever Surfed (In-Class Video Clip)
 - Example of an activity that brings you to certain destinations
 - Surfing takes over people’s lives/plans

- There are areas in the world where surfing controls the pace of life
 - People work/live just to have enough to be able to surf
 - If you are a surfer, you WANT to GO places to surf
 - Ex. Want to go where the big waves/surfing spots are such as Hawaii
 - Alta Powder Skiing (In-Class Video-Clip)
 - Video of power-skiing in Alta (Utah)
 - Prof's favourite ski location
 - For Prof:
 - Space = ski slope
 - Place = Alta (Utah)
 - Reminds him of his last trip to Alta; this is prof's kind of place/space
 - Example of how an activity dictates where he (the prof) wants to travel to
 - One of Those Days 2 – Candide Thovix (In-Class Video-Clip)
 - Video of Freestyle Skiing
 - Filmed with a GoPro – technology has changed; the way in which we can film and document our activities has evolved
 - Extreme skier with extreme skill
 - Has an immense amount of ability
 -
- Discussion and Reflection:
 - List 5 activities that inspire you to travel
 - Soccer
 - Snowboarding
 - Hockey
 - Golf
 - Camping
 - List 5 other activities you only enjoy on vacation
 - Swimming
 - Snorkeling
 - Gambling
 - Site-seeing
 - Zip-lining
 - List 5 activities you have yet to try but would like to given the opportunity
 - Scuba Diving
 - Safari
 - Hang-Gliding
 - Sky-Diving
 - Bungee-Jumping

- Which of the gateways offer these activities?
- What differentiates one gateway from another in the provision of these activities?
- Criteria for Consideration:
 - Motivation?
 - Life Stage?
 - Who are you with/when
 - What stage of life are u in?
 - Do you have a family/someone to bring with you?
 - Do you have responsibilities to observe?
 - Who are you with?
 - Price?
 - Familiarity?
 - What other factors come into play?
- Gateways:
 - Nairobi (Kenya)
 - Going to Kenya basically exclusively for Safari
 - Kuoni Kenya Safari
 - Kuoni = one company that offers safaris
 - They offer 11 different kinds of safari
 - Ex. Leopards/Big 5 Safari/Cheetah Safari/etc.
 - Can choose the kinds of safaris we want to do
 - Can live in tent/can live in luxury
 - Can be in a car or can walk
 - Great Rift Valley
 - Go to see the scenery
 - Only one place in the world that has the Great Rift Valley
 - Going to see the wildlife/environment
 - Cape Town (South Africa)
 - Development lagging in South Africa for Safari/similar activities
 - Largely because of apartheid/the social conflict that has riddled South Africa
 - Oudsthoorn
 - Something you can do in South Africa that you cannot do anywhere else
 - Oudsthoorn - Ostrich Farms
 - Only place in the world where you find natural Ostrich farms
 - Because Cape Town is a hard place to get to, whilst you are here you are going to want to do all of the things that you cannot do anywhere else

- Distillery District
- Lists exist of “Best Things to do in Toronto”
- Many different neighbourhoods/locations/experiences/etc.
- Many activities to do in Toronto, but not a lot of natural features which add to the experience of Toronto
 - Toronto as an access point to other locations
 - Starting point for tourism (great city to live in, less good for tourism)
 - Ex. Discover Ontario
- Q: What would you take a friend visiting Toronto to do?

Week 8 – Effects

- Effects:
 - Spatial and Temporal Characteristics
 - Impacts
- Video – Where the Hell is Matt? 2006 (In-Class Video-Clip)
 - Video by Matt Harding
 - Guy dancing in all of his destinations – doing the same dance
 - Two guys monetized their travels using Stride
 - Got funding to go back and take videos of Matt dancing at notable destinations
- Tourism as a Business
 - Should tourism be defined as...
 - A production process with:
 - A distinct product?
 - Identifiable Inputs?
 - Tourism is difficult to explicitly define as a business because the final product is the experience itself
 - The way we experience different destinations are variable based on individuals/our experiences
 - It is subjective to the consumer – what each consumers’ expectations of the trip are
 - Tourism must compete between different destinations, but also between different people
 - Not all people will enjoy the same destinations, or enjoy destinations in the same way
 - Tourism as an Industry is Impacted by:
 - Ownership:
 - Who owns the tourism industry?
 - How does the host community benefit?
 - Control:
 - Who controls the tourism industry?

- Is the host community interested in controlling the tourist industry? Does it benefit them? Do they benefit from control?
 - Is an effective strategy of promoting tourism in place?
 - Why is tourism a popular economic strategy for governments?
 - All governments at all levels have tourism policies
 - Ex. From Canada to Toronto to Elgin County – every district at every level has tourism policy/a tourism agenda
 - Because tourism is always viewed as a source of revenue/economic development
 - Governments believe that tourism can generate revenue/employment
 - However, the income for tourism is usually NOT distributed equally
 - Usually tourism is a mechanism of economic disparity, not promoting equality
 - Ex. In Canada most tourism goes to Ontario and BC
 - These are the areas that need the tourism the least
 - Are already economically robust – do not need tourism to help develop economy
 - Prof: “Government typically ineffective at addressing inequality/disparity -> the private sector has a greater opportunity to be effective
- Spatial and Temporal Variables:
 - Spatial and temporal variables dictate whether or not the business/tourist development will be successful over the long term
 - Seasonality:
 - Length and Timing
 - The realities of travel are constrained by timing and length
 - Ex. When you are working you have money, but you typically have kids therefore your vacations will revolve around school breaks
 - Summer Holiday
 - Winter Break
 - Pertains to the Time-Money Paradox
 - Seasonality – where is source vacation coming from?
 - In Winter Time:
 - Do you want to indulge in winter activities – ex. Skiing
 - Do you want to escape winter – ex. go down south/to the beach
 - Are you able to offer what people WANT as a destination?
 - Ex. Do you have mountains for skiing? Or do you have beaches for relaxing?
 - Number and type of visitors:
 - Demographics:
 - What is the demographic you are trying to attract?

- Ex. Vegas – most people wanting to visit Vegas are over 40
 - Trying to have fun away from their kids
 - More mature activities available/exciting activities for older patrons
 - Vs.
 - Ex. Disney – most people going to Disney are families
 - Parents trying to show their kids a great childhood
 - Parents also trying to connect with their inner child
- Cultural Origins:
 - Are you returning to a culture you are familiar with?
 - Does your home culture dictate where you go?
 - Ex. University students going to Mexico for spring break
- Purpose:
 - Pleasure
 - Business
 - Activities you do on a business trip are very different from pleasure
 - Often people will go places for business and then return for pleasure if they enjoyed it the first time
 - Therefore business and pleasure are interrelated
 - Friends + Relatives
 - Large reason why people travel to certain places
 - BUT the economic impact is very different – if you are visiting friends/family you are likely spending less
 - Staying with friends NOT hotels
 - Eating in with friends instead of going out
 - Factors such as these drastically impact spending habits on vacations
 - Accommodation
 - Food
 - Entertainment
 - Tours + local travel
- Occupancy Rates
 - Deals for hotel rooms depend on occupancy:
 - Ex. Around 60% - more deals/usually going to be offering good deals because they are usually just breaking even around this occupancy – want to increase revenue
 - Ex. Around 90% - usually going to find less deals because they are not necessary
- Economic and Social Impacts:
 - US Gateways – Ubiquitous, large but rarely significant:

- Fargo (North Carolina)
 - In-Class Video-Clip
- Los Angeles
 - Seasonality does not effect California
 - It is a 4 season destination
 - Has summer AND winter activities – ex. Both skiing and surfing
 - Has a large number of international tourists
 - Large number of international tourists by US standards
 - Meaning people coming to LA are typically foreigners
 - Impact:
 - Tourism in California = \$104 B industry
 - So appears to be a massive tourist market
 - BUT this is a contradiction because in the context of the Californian economy this is inconsequential
 - \$104 B is a massive number by world standards but insignificant compared to US economy
- THIS IS THE MAIN FEATURE OF US TOURISM – MAY APPEAR TO BE MASSIVE MARKETS WITH MASSIVE AMOUNT OF TOURIST VOLUME BUT THE TOURIST MARKET AS A WHOLE IS INSIGNIFICANT TO THE ECONOMY BECAUSE OF THE SIZE OF THE ECONOMY IN COMPARISON (**except for Vegas/Nevada**)
 - Dallas:
 - #1 tourist destination in Texas (largest tourism state)
 - Tourism = 10% of total impact – still extremely small
 - Denver:
 - Tourism offers much greater potential for employment for women in Denver/Colorado
 - Can provide women opportunities for employment
 - Other 2 major industries = mining/farming
 - Traditionally male dominated industries
 - Does not mean that you cannot be a famale miner/farmer but it is just less likely
 - Las Vegas:
 - Primarily for people over 40
 - People go to Vegas for business first typically, then return for leisure/pleasure
 - **Nevada is the sole state in the United States where tourism is a distinct factor in the economy**

- The rest of the states in the US have tourism is just as a component of their massive economies – tourism is small in comparison to the economy
 - However in Nevada – there is nothing BUT tourism
 - The exception to the rule
- Orlando:
 - Typically thought of as being for Disney
 - Year round attendance – always summer in Orlando
 - Quietest period in Orlando – between American thanksgiving and Xmas
 - First 2 weeks of December
 - Therefore lower rates
 - Vs. busiest periods – march break/summer break/etc. (because school breaks for children)
- International Gateways – the Data:
 - Sydney:
 - 6 M tourists in total (much less than some of the states' locations)
 - Extensive market analysis for tourism
 - China and India the two emerging markets
 - Takes a long time to fly to Australia typically, therefore they are trying to attract people from the Chinese/Indian market because they are closer
 - Can travel more easily/more frequently to Australia
 - Trying to make easy connections from China and India to Australia
 - Create air travel/etc.
 - Occupancy rate for Sydney = 80%
 - Occupancy for rest of Australia = 66%
 - Therefore, it is easier to find accommodations outside of Sydney
 - Australia trying to continue the development of its tourism industry
 - Trying to develop its tourism industry
 - Takes long to fly to Australia therefore trying to attract people from China/India because it is closer
 - Cancun:
 - Primary reason to go there is to experience summer
 - People escaping from the north – trying to go south
 - Trying to escape winter
 - Therefore, Cancun is clearly effected by seasonality
 - 77% occupancy rate – can typically get a good deal in Cancun

- Hotels/tourism packages are never sold out
 - Because there is so much supply – massive resorts to stay in
- Tourism = 12% of GDP contribution
 - Much smaller scale of tourism (than US) but much more significant
- San Jose (Costa Rica):
 - 2 M visitors to Costa Rica generating about \$1.8 B in revenue
 - Occupancy (as of 2011) about 35%
 - This is not sustainable
 - Beginning of economic collapse
 - Costa Rica has clearly been the victim of poor tourism development planning
 - People coming into Costa Rica are typically looking for eco-tourism
 - This is because eco-tourists are typically cheap – not looking to spend a lot of money
 - This is possible in Costa Rica because of the economic downturn generated by the floundering tourist industry
 - Poor economic plan for Costa Rican development
- Shanghai (China)
 - Small component of Chinese GDP = tourism
 - Tourism is “nice” to showcase China to other countries
 - BUT NOT a significant component of Chinese development goals
- Compare and contrast tourism in USA to other countries
 - Montreal:
 - Occupancy always low in Montreal
 - Can always find a reasonable rate to stay in Montreal
 - Tourism trumped in Montreal by normal economic sphere
 - Tourism not a large part of the Montreal economy
 - Demonstrates how tourism as an industry is different between developed or developing countries
 - Developing – major industry
 - Developed – minor industry
 - Fiji
 - Yearly tourism in Fiji = a bad DAY at Disney
 - Economic impact of expanding tourism in Fiji is huge simply because the country is so small
 - Has a small economy
 - Veradero (Cuba)
 - Always able to get a good deal in Cuba
 - Massively economically underdeveloped
 - Largely because of the US embargo

- Has been economically stagnant
 - Socialism hugely responsible – shows the impact of politics on tourism development
- Madrid:
 - The secession of Catalonia
 - Hugely impactful for Spain
 - Barcelona = massive tourist attraction
 - Composes most of the country's tourism
 - Spain is already economically devastated – the secession of Catalonia would simply be the nail in the coffin
 - People do not want to travel to Spain/Madrid because it is stricken by poverty
 - People do not want to travel to impoverished places
 - Spain in poverty ALSO because of failing economy
 - People are buying land and homes in the south of Spain instead of just travelling there right now because the failing economy makes them very cheap
 - Spain is an extremely unhappy place right now
 - Difficult to promote tourism in places with high degree of poverty and political unrest
- Athens:
 - Greece is a failed economy
 - Massive debt (98% of economy)
 - High levels of corruption
 - In the spiral of collapse – cannot market tourism for that destination
 - People going to Greece for extremely cheap (students usually)
 - It is not particularly safe
 - Offering the party and the culture
- Effects of Tourism:
 - Tourism has both an effect and an affect on:
 - The landscape
 - Host community
 - Visitors
 - Impact depends on:
 - The intensity of the impact
 - The ability of the community/landscape/institution to cope/develop along with the impact
 - Some areas/gateways are more robust and therefore more capable of absorbing the impact made by tourism
 - Therefore you cannot simply have one template for tourism development

- Will impact different communities in different ways
- Problems difficult to solve in regard to tourism development
 - They are typically intractable problems
 - Identifiable because they are the problems politicians typically avoid
 - The things that are more difficult will be avoided by politicians because they are less likely to appear successful
- There are mitigation strategies developed to compensate for these problems
 - BUT these usually do not deal with them entirely
 - Modify the effect/response of the impact of tourism development by mitigating the problem at hand
- Perception:
 - Perception inevitably differentiates between people/locations
 - Influences how impacts are received/how mitigation strategies are developed
- Notes:
 - Factors that affect tourism development/its impact on society
 - scale
 - frequency
 - duration
 - probability
 - tractability
 - mitigation, and
 - perception
- Urban vs. Rural Impacts:
 - Types of “Cities”:
 - Resorts:
 - People understand that tourism is exactly what they are getting in that area
 - Tourism is encouraged and accepted here
 - Tourist Historic:
 - Less welcoming to tourism
 - More of an exclusive environment
 - Ex. London/Paris
 - Historic tourism but also occurs in states with developed economies
 - Less need for the tourism industry typically
 - Logical as these countries are older/more developed – that is why they have the history to go visit
 - Converted Areas

- Economic decline therefore converting economic spaces into spaces for tourism
 - Tourism in this case is developed out of necessity
- Urban Spaces:
 - For budding scientists – people tend to go to urban spaces for higher education and exposure to museums
 - Holy Places – high in historic value; cultural locations prevalent for tourism
 - A dose of culture – performance areas; embodying the culture of an entire nation
- Rural
 - Attractions:
 - Malls – stopping-off places for in-between travel
 - Ex. Travelling from Michigan to Niagra falls
 - A tour may stop off at White Oaks Mall
 - Not because it is a particularly nice place but simply it becomes an attraction for pee-breaks and shopping
 - Also works for Casinos
 - Amenities
- The Tourist Bubble:
 - Form of disconnect which keeps the tourists and locals separate
 - Disproportionate employment levels towards women in the tourist bubble
 - More opportunities for female employment
 - Disparity in wealth between visitors and locals
 - Visitors are far more wealthy than locals in developing countries where the tourism industry is significant
 - Can cause disruption as a result
 - Separation of visitors and locals is instituted in this case because it alleviates any disruption caused by the economic disparity
 - Not JUST to conceal the presence of poverty (although this is also a reason)
 - Can CHOOSE to engage with the host community
 - Must voluntarily try and exit the tourist bubble whenever you travel
 - Does not happen on its own – must be a conscious choice
 - Or can CHOOSE to remain in the tourist bubble
 - Ignore the host community
 - Enjoy only the manufactured experience

Week 9 – Development and Management

- Evolution or Revolution?
 - Mass tourism as we know it grew out of the US experience
 - Models of tourism everywhere that we have discussed throughout this course are roughly based on the US experience
 - This is because previously only the wealthy could travel
 - Had to have sufficient funds to travel
 - Therefore, travel in the past was an elitist activity
 - Involved one group of rich people going to visit another group of rich people
 - Now – everyone can travel
 - Atlantic City:
 - The model of monopoly
 - Everywhere on the monopoly board is in Atlantic City
 - The Development of Atlantic City is a model for the development of tourism
 - Evolution through time:
 - In history – tourism is an activity only for the elite
 - An activity for the rich
 - Rich people are the only ones who could afford to travel
 - Elites visiting other elites in luxurious locations
 - Through time – the development of tourism has become part of the US experience
 - For the middle class
 - Anyone can travel
 - Emulates “the American dream”
 - The Development of Tourism is about making this possible
 - Institutional Setting:
 - Q: To what extent is tourism development a function of business entrepreneurship/private business/a function of effective government policy?
 - Which institution is better suited to help develop tourism?
 - Private Finance – private companies coming in and developing tourism vs. Government – government programs providing stimulus to help develop tourism
 - Private finance is USUALLY the better model because it is profit oriented
 - Bringing in experts to help maintain profits
 - Government programs alternatively are less well developed
- The Steep Model:
 - KNOW THE ACRONYM

- Steep Model (after Cooper et al. 2008)
 - S – Social
 - T – Technical
 - E – Environmental
 - E – Economic
 - P – Political
- Gateways:
 - Las Vegas:
 - Follows the Atlantic City Model
 - Atlantic City Model:
 - Moguls trying to create a tourist attraction for the coast of New Jersey
 - Buy a strip of NJ coast and develop beach resort there
 - Not for the elite – FOR THE MASSES
 - Use railways to transport people there
 - Trying to attract people from the middle class
 - Factory workers/hard laborers
 - Vision = get people out of the city on weekends after they have been working in the factories all week
 - Try and get them to the coast for the weekend
 - Trains operating at a loss in order to get people out there for the weekend
 - Could take the train for less than a bus across town
 - BUT the train companies also owned the development/all of the attractions/businesses in Atlantic City
 - So they operated at a loss to get people TO atlantic city and then made a killing once everyone arrived because there were so many people, because it was so cheap to get there!
 - Atlantic City an attraction for all the things you couldn't do at home:
 - Alcohol
 - Beaches
 - Gambling
 - Prostitution
 - “If you build it they will come” model
 - Make it easy and accessible
 - Make it something that you can't do at home
 - Benjamin “Bugsy” Seagal

- The Real History of Las Vegas: Documentary on Las Vegas' Unconventional History
 - In-Class Video
 - Vegas and the mob
- Part of a criminal group known as the "syndicate"
- Mobster with the vision to develop Las Vegas
- Gets budget from the mob to develop casinos/attractions
- Bringing in stars to glamour up Vegas during the rat pack era
- Vegas and the Mob:
 - Race wires
 - The mob sees the development of business opportunities in Vegas with the onset of the betting wire in Las Vegas – allowed them to control bets for horse racing all over USA
 - Sends people in to take over the business
 - Opportunities for business development in gambling
 - Ex. Horse Races/Bookies/Etc.
 - Vegas becomes a place where criminals go to become legitimate business men
 - Come here to really begin their lives
 - Put down roots
 - Start families
- Casinos
 - Casinos become luxurious attractions
 - Changing from the view of casinos being something dirty/out of a country western film
 - Casinos became hip, bustling places
 - Fancy not grimy
 - Glamorous
 - Celebrities paid to come visit Vegas
 - Make appearances in Casinos
 - Up the wow factor
- Factors Contributing to Vegas Development
 - Legalization of the Race Wires
 - Mobs setting up national gambling organization
 - Allows them to control the races and the betting
 - World War II
 - Europe demolished in many places
 - Far east destroyed by nukes
 - America, comparatively is untouched
 - Gone from being one of a group of dominant nations to THE MOST dominant nation (Cold War challenged this but still)

- Because USA was relatively intact following WWII it became a tourist destination
 - Vegas capitalized on this
 - Corporate Vegas (Attraction)
 - Conventional Vegas not the same as Vegas under mob control
 - Corporate America takes over
 - Vegas no longer has anything “old”
 - Changed from being small scale, Hollywood promoted, and mob run to big scale, massive attractions, big capital investment for even bigger return
 - Big money/investment in Vegas
 - Always trying to develop new attractions/increase amount of people going to Vegas
 - Create new attractions
 - New hotels (more supply)
 - Revamp old hotels to make them competitive
 - Always trying to generate bigger, better, more luxurious attractions
 - Las Vegas model subsequently being transferred to the rest of the world
- Shanghai
 - Macau:
 - Demonstrating how the Las Vegas model is being taken by other destinations
 - The Venetian in Vegas vs. the Venetian in Macau
 - Venetian in Macau = identical to the original (in Vegas) only 4x the size
 - Chinese industry taking the Vegas model to a whole new level
 - Bigger/better/fancier through corporate investment
 - CTA
 - ??????
- Orlando
 - Disney as a Model:
 - Walt Disney’s creation
 - Developing television/stories SIMULTANEOUSLY while developing tourism
 - The tourism of Disney is based on the pop-culture surrounding Disney/Disney in the Media
 - People only go to Disney because of the Media surrounding Disney
 - Fictional characters becoming the attraction
 - Movies
 - Television shows

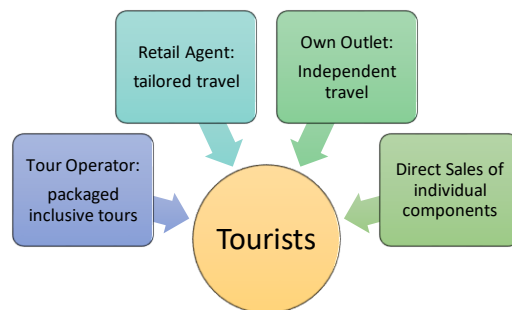
- Building of Disneyland in LA
- Building of Disney World in Orlando
 - Trying to go bigger and better than everything created before
 - Walt Disney mortgaged his home in order to invest EVERYTHING in Disney World
- Secret of Disney = Reedy Creek
 - Walt Disney had to buy large amounts of land to build Disney World
 - Had to incorporate it within local government
 - Incorporated in the Reedy Creek district
 - Incorporated it as a development district politically
 - He could control the Reedy Creek district as opposed to a more robust district in Orlando
 - Therefore he couldn't be extorted by government in Orlando
 - Had to control the institutional setting in which he was developing
 - Needed to exercise control over the local government
 - Setting out how it could be controlled/governed/managed
- Punta Cana
 - Another example of the Las Vegas/USA Model
 - Hugely popular
 - Like a massive resort but really 58 different hotels
 - 58 Hotels that basically comprise one MEGA RESORT
 - Developers wanted to develop the Dominican Republic but make it different from other Dominican offerings
 - Dominican Republic Typically = small-scale hotels, features lots of prostitution/sex tourism
 - Enlisted the help of local government to develop the land and the rest is history (based on the Vegas Model)
- Tokyo:
 - Japanese tourist agency part of "Land, infrastructure, and transport"
 - Because land is at a premium in Japan
 - Very mountainous – most people living in City-Centers
 - Land is at a premium therefore you must address this if you're going to facilitate tourism
 - Land is the primary concern when developing tourism for japan
 - Not just about developing the infrastructure – must have the space to do so

- Vision:
 - Building a country that welcomes tourism
 - Japan not typically recognized as a tourism friendly state
 - Government trying to change this
 - Government trying to develop a tourism-friendly attitude amongst the host population while also addressing issues of space/room for development
- Seoul:
 - Similar to Tokyo – trying to develop as a destination
 - Welcoming destination/be a place known to welcome tourism
 - Previously very insular
 - GET MORE NOTES
- Bangkok (Thailand)
 - Everywhere in Asia (Ex. Tokyo/Seoul) is trying to catch Bangkok
 - Thailand interested in managing the tourism and growing it, not as much concerned about development
 - Trying to assure SAFETY for tourists
 - Police focused on protecting you while you are in Thailand
 - Policing FOR tourists not against tourists
 - Situations like this emerge when the majority of tourists are party-focused
 - Young
 - Don't care about culture
 - Want Blue Moon parties/drugs/drinking/prostitution
- Hawaii:
 - The goal of tourism development in Hawaii = bringing the differing agencies/institutions that govern the different islands together to work as one
 - Trying to make all the islands work together so that everyone benefits
 - Again not necessarily development – more concerned with management
 - Similar to Thailand
 - Tourism culture grew out of the US military presence in Hawaii from WWII
 - People come to Hawaii because it has all the culture/beaches/weather/environment that people desire
 - BUT it is also an American state with Western features and luxury that is desired
 - Management is necessary in order to bring all of the different things Hawaii has to offer into alignment

- Trying to make them all work together to benefit the tourist industry

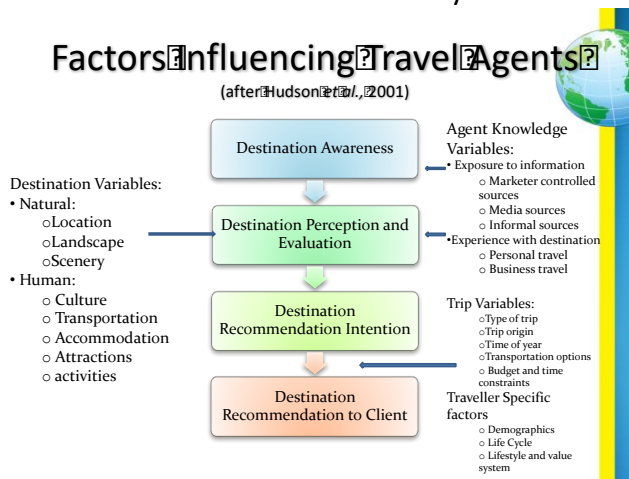
Week 10 - Marketing

- How is Tourism Sold?
 - Sun
 - Sea
 - Sand
 - Sex
- Sounds like Margaritaville
 - Margaritaville (Song Listened to in Class)
 - Basically a description of tourism marketing
 - Tourism as an opportunity to get lost
 - Carnival Cruise
 - Fun ships
 - Designed to be a party
 - Cruise Critic
 - Place where you can rate/discuss cruises
 - Do research for your own vacation
- Tourism Distribution Channels (Cooper et al. 2008)
 - Available to Tourist:
 - Tour Operator – Packaged Inclusive Tours
 - Retail Agent – Tailored Travel
 - Jens uses this mostly
 - Own Outlet – Independent Travel
 - Your plan
 - Probably what your summer travelling will be like
 - Direct Sales of Individuals Components
 - Diagram:



- Factors Influencing Travel Agents (Hudson et al. 2001)
 - Destination Awareness:
 - Agent Knowledge Variables:
 - Exposure to information:
 - Marketer controlled sources
 - Media sources

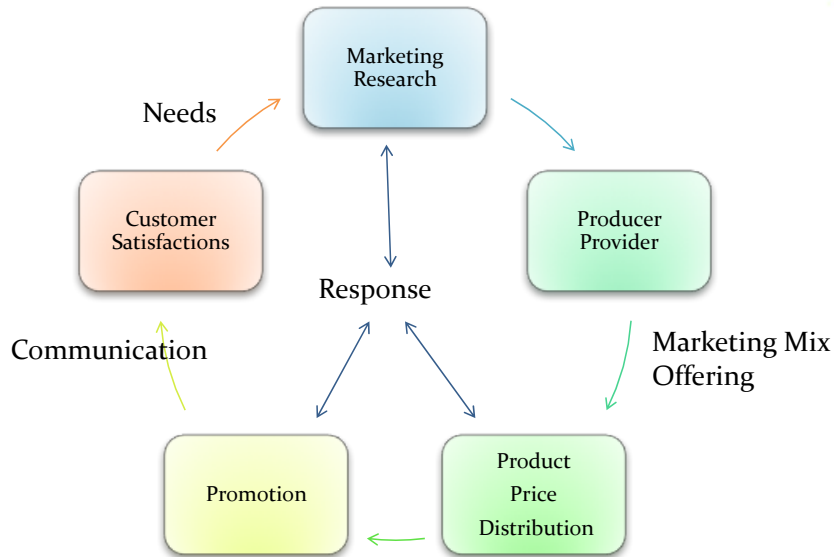
- Informal sources
 - Experience with destination:
 - Personal Travel
 - Business Travel
- Definition Perception and Evaluation
 - Experience with Destination
 - Personal Travel
 - Business Travel
 - Destination Variables
 - Natural:
 - Landscape
 - Location
 - Scenery
 - Human:
 - Culture
 - Transportation
 - Accommodation
 - Attractions
 - Activities
- Destination Recommendation Intention AND Destination Recommendation to Client
 - Trip Variables:
 - Type of trip
 - Trip origin
 - Time of year
 - Transportation options
 - Budget and time constraints
 - Traveler Specific Factors:
 - Demographics
 - Life Cycle
 - Lifestyle and Value System



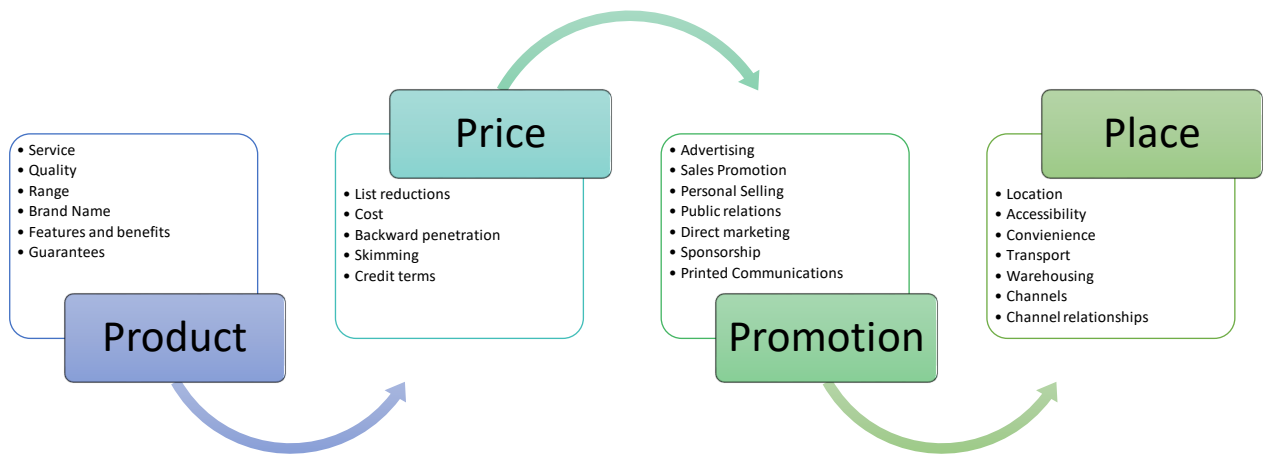
- The Marketing System (Cooper et al. 2008)

The Marketing System

(after Cooper et al., 2008)

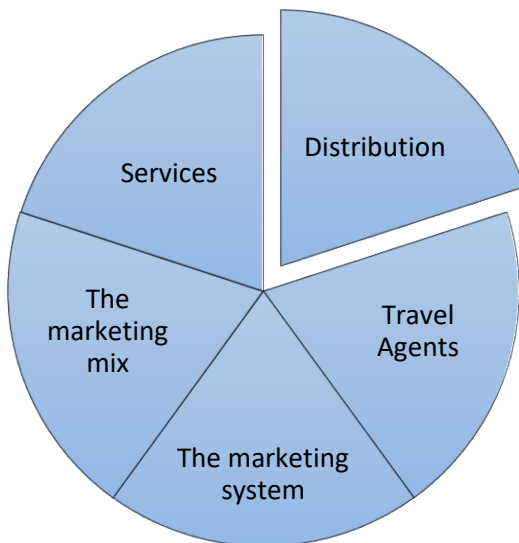


- The Marketing Mix (Cooper et al. 2008)



- Product:
 - Service
 - Quality
 - Range
 - Brand Name
 - Features and Benefits
 - Guarantees

- Price
 - List reductions
 - Cost
 - Backward Penetration
 - Skimming
 - Credit Terms
- Promotion
 - Advertising
 - Sales Promotion
 - Personal Selling
 - Public Relations
 - Direct Marketing
 - Sponsorship
 - Printed Communications
- Place
 - Location
 - Accessibility
 - Convenience
 - Transport
 - Warehousing
 - Channels
 - Channel relationships
- Marketing: How Tourism is Sold
 - Attractions
 - Motivations
 - Facilitated
 - Self-Directed
 - Implications of the Internet?



- Gateways:
 - Denver:
 - Has extremely sophisticated marketing apparatus
 - Multiple Levels – Cooperative Marketing:
 - Colorado
 - CTO
 - City of Denver
 - Destination Colorado
 - Mile High City
 - Destination Marketing Association
 - Resorts: Steamboat, Keystone, Telluride
 - Vacation quest ranch
 - Features cooperation between different attractions/segments within the tourist market
 - Ex. 2 different ski resorts – work with each other more than they compete against one another
 - Travel to the destination for any reason benefits everyone as a whole
 - Even if they don't come to your resort this time, they might choose to stay with you next time
 - Leavenworth (Washington):
 - Bavarian Village in the USA
 - Receives 2 M visitors a year – same tourist volume as Cancun
 - This is a staggering amount of tourism
 - BUT it is insignificant because of the ubiquity of the USA
 - Marketing Rap Video (watched in class)
 - Trying to appeal to people using media they can relate to
 - Features:
 - Scantly clad women
 - Beer
 - Etc.
 - Amsterdam:
 - Product-Market-Partner Combinations are featured
 - 6 different kinds of marketing for Holland:
 - Holland Classic
 - Clogs/cheese/etc.
 - Holland City-Style
 - Liberal Holland culture
 - Weed Cafes
 - Red light district
 - Etc.
 - Holland Beach Life
 - Family friendly options

- Half of Holland reclaimed from the sea
 - Holland Country Fun
 - Cycling
 - Very flat – reclaimed from the ocean
 - Holland the Good Life
 - Luxury holidays
 - Holland Water Sports
 - Water recreation
 - Again – Holland reclaimed from the ocean
- Sydney:
 - Come Walkabout Video
 - Marketing video centered on the notion that “sometimes you need to lose yourself to find yourself”
 - So – “Come Walkabout”
 - Based on Australian aboriginal culture
 - Walking About = journey of discovery for aboriginal boys becoming men
 - Where the Bloody Hell Are You? (marketing video)
 - Idea that nothing is crowded in Australia
 - List a ton of activities (kind of like California marketing commercials you’ve seen on TV)
 - Alludes to the notion that all of these activities are just waiting for you in Australia
 - Research, agency, strategy
 - Visa strategies exist in Australia that make it increasingly attractive to young people
 - Invite people to come live, work, and study in Australia
 - Gives them time to travel while also giving them work/study so they can AFFORD to travel
 - Social Media as a means of marketing
 - People travelling in Australia inherently market for it as they take pictures/etc. of their activities – Australia is extremely picturesque
 - Thus people are invited to come here and do the same things that they see people doing on Instagram
- Barbados:
 - Barbados’ Problem = farther east than any other Caribbean island
 - Means it is more expensive to get here
 - BUT not going to market it as “more expensive”
 - Instead – marketing Barbados as “more authentic”
 - More luxurious
 - More picturesque Caribbean location

Week 11 – Trends and the Future of Tourism

- Trends and the Future of Tourism
 - Travel/Mass Tourism:
 - The development of the world/technology/wealth means that more people are travelling than ever
 - Development means that travel/tourist figures are going up NOT down
 - There are over 1 B people travelling the world currently
 - Compared to 8 B people total population
 - 1/8 people is travelling
 - Tourism is going to continue to increase simply because wealth is increasing
 - The number of people living in poverty is decreasing
 - Evident in both relative and absolute numbers
 - The world as a whole has never been wealthier
 - This both opens up source markets and destinations for tourism
 - More places are OPEN as a result of increase in wealth
 - USA Tourist Market
 - The US tourist market largely drove the development of mass tourism
 - USA as a model for effective tourism
 - BUT Things about the makeup of the US tourist model make it unique – hard to replicate
 - Uniqueness of USA tourism
 - Size and diversity
 - Massive market
 - Much diversity but also homogeneity – everyone speaks the same language/has a relatively equal expectation of services
 - History and Timing
 - Mass tourism arising after the end of WWII
 - Europe/other places devastated by WWII
 - Europe also unwelcome to tourism
 - Destroyed by WWII
 - Long history of divisions between populations
 - Also divided by the Iron Curtain
 - USA comparatively is infrastructurally intact
 - Independence
 - Primary a field of entrepreneurialism

- Politically led development is often counterproductive
 - This is why US capitalism has produced an effective tourist industry
 - Lack of targeted government interference
 - Tourism is a smaller component of the economy
 - Overall has a small impact on national economy
 - Significant when compared to other states tourist economies but not relevant within its own
 - Ex. Leavenworth (Washington) – 2 B tourists/year vs. Cancun – 2 B tourists/year
 - Same volume
 - VERY different impacts on economy
 - Omnipresent – never going anywhere
 - Your Dream Vacations (relevant to the Exam)
 - Places:
 - Generic or specific places
 - Which resonate with me?
 - Spaces
 - Generic or specific spaces
 - Landscapes?
 - How do they relate to me?
 - Reflections
 - Reflect on my own personal experiences for the essay
 - Trying to imagine/reflect on my personal experiences/desires of places to travel
- Changes and Impacts
 - Safety and Security
 - The number one thing that impacts tourism from year to year
 - Safety is the most important thing for travelers
 - France used to be the safest – this has changed
 - Declined in previous years because of terrorist attacks
 - Nobody wants to risk their lives travelling somewhere
 - Public spaces are now different due to change in security
 - More walls
 - More security
 - More police carrying weapons
 - Places are less obviously safe
 - Increase in safety procedures making travel more complicated/procedural – therefore less enjoyable
 - Ease of travel/border issues
 - Varies with political developments

- Our generation is the first to experience barriers to travel while actually having the money to engage in travel
- Freedom and mobility
- Tourism as a basic human right – IT IS NOT
 - TOURISM IS NOT A HUMAN RIGHT
 - Human rights = water/food/etc.
 - Tourism is something you must have a degree of affluence/security to do
 - Not a human right – according to the UN – not just theoretical
- Travel for Students Post-Grad
 - Not a waste of time – investment in the development of yourself
 - Need to travel to find yourself/broaden your horizons
 - Discovering more about yourself
 - Not a gap year a waste of time – it is better to travel than to work some part-time job
- Globalization
 - The world is getting smaller
 - It is easier to travel to more places
 - Less time needed to travel as well
- Sustainability and “Green” Initiatives
- Diaspora Travel
 - You have ethnic/cultural roots
 - These are passed down through generations
 - Travel back to the roots of your culture – your homeland
 - Ex. Most of Russian tourism is ethnic Russians going home to visit
 - Ex. India/Jewish people/etc. – expected to go home and visit their homeland
- Festivals and special events in rural areas
 - Ex. Travelling to see the world cup
 - Densifies urban areas
 - Ex. Daniel/Dad going to see Euro cup final
 - Ex. Liverpool Game
- Space Travel as an increasing possibility
 - This opportunity WILL be there in the future
 - Ex. Buying a ticket to the moon will be a reality
- Next 2-5 Years
 - Next 2-5 years:
 - UN World Tourism Organization (UNWTO)
 - Presentation looking ahead to 2016 talking about the increasing trends of tourism
 - Trying to encourage Chinese tourism as a source market
 - Many people
 - Growing affluence
 - Trying to encourage them to travel because of the business this can bring

- Russian population – important market because emerging from isolation
 - Q: Where do Russians want to travel?
 - Have = culture – very proud of it
 - Missing = sun, sand -> travelling to warm tropical destinations
- Major Trends (Developed by Consulting Firms)
 - 1: Consumption of Experiences Growing vs. material goods
 - 2: Global Growth of tourism as a whole
 - 3: China growing as a source market and destination
 - 4: Shopping Safaris – people want to buy things when they travel, but shopping also increasing as a motivation to travel itself
 - Ex. Caribbean nations trying to assure that there are things you can buy/places to shop when travelling there
 - 5: Millions of Millennials
 - Millennial demographic emerging as the world becomes smaller
 - Having children later
 - Longer time spent single
 - More accessible for travel
 - Travel becoming a cultural norm
 - 6: Wired and Wireless
 - Ability to communicate with others
 - Ability to change tourist plans on the go
 - Tourism plans are always in flux
 - Can post experiences of travel instantaneously – ex. To Instagram
 - 8: Sharing Economy
 - Airbnb – increase of sharing of space/accommodations
 - Major implications for tourism market
 - Airbnb an easier possibility for young adults
 - Compared to older people who want the structure of hotels
 - 9: Athletic Events
 - Increasing number of people travelling to witness sporting events
 - ALSO increasing number of people travelling to COMPETE in athletic events
 - 10: Bleisure (Business-Leisure)
 - Travelling for meetings/conventions etc.
 - Young professionals more likely to mix business and leisure
 - Adding on time to travel to business destinations to experience them in leisure
 - 11: Growing Grey
 - People living longer
 - More people travelling because they have the time
 - Leisure paradox – more and more people have the TIME to travel/retire wealthy enough to travel

- OR other retirees who need to go back to work because they are living longer and need the money
- Therefore the target market = OLDER wealthy people
- Young people need to support the system for people who have retired and are now taking advantage of the system
- 12: Accessibility Adventure
- 13: Medical Tourism
 - Already studied this
 - Tourism for the purposes of medical procedures ex. Hip replacements
- 14: Millions of Millionaires
 - More millionaires in the world than ever before
 - Increasing marketplace to service the wealthy
 - Travel = something you can do when you have the money