

Midterm Exam

- Tourism is:
 - Travel away from one's home for more than 24 hours
 - Leisure time for travel and to take holidays
 - Travelling for business
 - Movement of people to, and their stay in, various destinations
 - Two elements -> the journey to the destination + the stay including activities
 - Temporary movement to destinations w/ intentions to return home
 - Excursionists – a person who begins and ends their visit from the same base within the same 24 hour period (e.g. cruise ship passengers)
 - International tourism – visits to a country by non-residents (inbound), residents of a country visiting another country (outbound)
 - Domestic tourism – inbound tourists and residents visiting their own country
 - National tourism – tourism by residents and also outbound tourism

- Tourism System
 - Departing travellers -> tourist destination region -> returning travellers -> traveler generating region
 - In the middle -> transit route region

- Evolution of Tourism – the beginnings of tourism
 - The **golden age** of 1950s -> growth of consumer-driven society, greater disposable income, increased availability of time
 - Changing **politics and economic growth** 1990s -> post-communist countries began periods of economic growth, international and domestic tourism transformed by the economic climate
 - **Globalization** 2000s -> increasing global and free trade led to fast-growing economies, increasing numbers of middle-class travelling
 - Historically -> male/western/mono-cultural/developed world
 - Non-traditional view -> female/eastern/multi-ethnic/developing
 - **500 AD - Fall of the Roman Empire** -> roads fall into disrepair, travel dangerous, travel taken for trade or religion only -> not enjoyed
 - **Camino da Santiago** -> Saint James -> town where he buried at
 - **Medieval Travel** -> pilgrimages (religious journey search of significance) to see landmarks
 - **Early Roots of Commercialism** -> drinking, gambling, prostitution

- Difficulties in Studying Tourism
 - Recognition -> no recognizable subject

- Conceptualization -> no universally agreed set of laws or principles that all researchers adopt
- Terminology -> varying definitions
- Data sources - weak
- Reductionism -> tourism reduced to a series of activities/transactions
- Rigour - intellectual strength missing in research
- Theory

Chadwick's Classification of Tourists

- 1) Categories tourists based on residents and non-residents
- 2) Time spent away from home
- 3) Motivation to travel

Hall's Temporary Mobility in Time and Space

- 1) Nexus based on the type of trip, distance and time away from home

Tourism supply – different typologies of supply/attractions

- Pull Factor -> factor which attracts tourists to X
- Push Factor -> factors which encourage tourists to want to leave their place of residence and go on a trip
- **Tourism Supply Components**
 - NATURAL RESOURCES
 - BUILT ENVIRONMENT
 - OPERATING/INDUSTRY SECTORS
 - OTHER HOSPITALITY RESOURCES
- **Attraction Typology Scale**
 - General to Specific
 - 1. General environments
 - a. nature/rural settings/human settlements
 - 2. Leisure infrastructure
 - a. Ecological sanctuaries/ leisure nature/travel infrastructure
 - 3. Site attractions
 - a. Natural landmarks/participatory nature/human-centred
- Flagship Attractions -> well-known attraction/known b4 arriving/ symbolism+theme destination
- Secondary attractions -> well-known but not motivating factor to travel there
- Tertiary attractions -> only discovered after tourist has arrived at a destination
- **Four Types of Visitor Attractions**
- Natural attractions -> beaches, mountains, lakes

- Man-made -> not designed for tourism but now seen as such -> cathedrals
- Man-made -> purpose-built for tourists -> theme parks
- Events and festivals -> not permanent or physical
- Tourism attraction -> 3 elements: tourist or human/nucleus or central/marker or informative
- Marker -> info about a sight/site -> tell us this place is worth “seeing”

Tourism demand – various models for tourism demand, understanding the complexity of demand, market segmentation, segmentation by motivation

- **Ways to categorize tourism supply**
 - Scale
 - Ownership
 - Nature vs Human/Built (Swarbrooke)
 - Type of Attraction/Motivation-based (Leiper)
 - Attraction ‘Marker’ (MacCannell)
 - Tourist Gaze (Urry)
 - Accommodations
- Visitor -> activities of persons travelling to and staying in places for not more than one year
- Participation Decision -> utility of tourists
- Intensity of Demand -> different tastes and options
- Market Segmentation -> categorizing potential customers into groups w/ similar wants/needs
- Why segment? -> target markets, maximize customer satisfaction
- **Four Segmentation Approaches**
- Geographic -> basic
- Demographic -> popular method, collected data, gender/age/education/etc
- Psychographic -> advanced, based on specifics -> how they live/interests/lifestyle
 - AIO -> ACTIVITIES INTERESTS OPINIONS
- Product-related -> based on needs and wants
- **Maslows Hierarchy of Needs**
 - **SELF ACTUALIZATION**
 - **ESTEEM**
 - **BELONGING AND LOVE**
 - **SAFETY**
 - **PHYSIOLOGICAL**
- **Organized Mass Tourist:**–Package tours where itineraries are fixed; and all major decisions are left to the organized

- **Individual Mass Tourist:**—Some control over itinerary; but all major arrangements are made through a travel intermediary
- **Explorer:**—Plan their own trips; avoid developed tourist attractions; complete freedom of choice at destination; do not use intermediaries
- **Drifter:**—Completely immersed in the host culture
- Allocentric -> independent travellers/above-average income -> Ice Hotels in Sweden, Space Travel
- Mid-centric -> seek established destinations
- Psychometric -> less confident, seek similar environments -> Las Vegas, Disney

Marketing tourism (not so much – this was your position paper)

- Marketing Mix
 - Product / Place / Promo / Price / People / Physical evidence
- Evolution of Marketing
 - Production Era -> products priced cheaply
 - Sales era -> selling was the prime focus of markets willing to accept product
 - Marketing Era -> businesses produce products they could sell tailored to consumers
- Principles of Service Marketing
 - Intangible -> experiences
 - Perishable -> cannot store services
 - Heterogeneity -> services difficult to standardize
 - Inseparable -> service and consumption occur at the same time
 - Lack of Ownership -> bring back memories/feelings
- Undifferentiated Marketing
 - Pro: less budget allocated for marketing
 - Con: cannot target a specific market
 - Lower sales/perceived value
- Differentiated Marketing
 - Pro: greater perceived value/increased in sales
 - Con: cost, quickly changing markets
- Concentrated Marketing
 - Pro: increase sales/perceived value
 - Con: market changes
- Sense of Place -> knowing a place and reacting to it, some feel at one other feel alienated

Destination image – types of images

- Cognitive Image -> knowledge and beliefs about a destination
- Affective Image -> emotion responses to a destination

- Organic Image -> perceived images of a destination derived from non-tourist sources
- Induced Image -> images derived from commercial sources such as travel brochures, guide books
- Projected Image -> from tourists sources / official marketing sources
- Naive Image -> organic + induced images
- Re-evaluated Image -> from perceptions after visiting the destination
- Ideal Image

Mass tourism vs Niche tourism – cruise tourism as a case study

- Mass Tourism?
- Post-industrial Revolution
- Fordism
- Production-based economy
- Growing Middle Class
- Packaged Tours – Undifferentiated Market • Lack of diversity in tourism supply and demand

MASS TOURISM VIEW

- Collective
- Big
- Packaged
- S's
- Sun, sea, sand, hetero-sex
- Singular Identity
- Unreal - inauthentic
- Irresponsible (socially, culturally, environmentally)
- anthropocentric

NICHE TOURISM VIEW

- Individual
- Small
- Unpackaged/flexible
- T's
- Traveling, trekking, trucking
- Multiple Identities
- Real - authentic
- Responsible
- Eco-centric

Cruise Ship Case Study

- Positive Economic Impacts
 - Tourists generating region
 - Transport region
 - Host regions
 - Multiplier effect
- Negative
 - Low demand
 - Massive supply -> too many ships
 - Economic leakage
 - Dependency on cruise tourism

Niche tourism – cultural heritage tourism – tourist typologies, complexities of cultural tourism

- Cultural tourism -> special interest tourism
 - Niche tourism
 - Visitors visit cultural attractions
 - Supply is based on specifics
- Typology
 - Purposeful Cultural Tourist -> wanting to learn about culture for travel / deep
 - Sight-seeing Cultural Tourist -> more entertainment-oriented
 - Casual Cultural Tourist -> cultural plays little role / shallow
 - Incidental Cultural Tourist -> don't give a fuck / will participate in cultural activities
 - Serendipitous Cultural Tourist -> visits cultural attractions and ends up having a deep experience
- Commodification
 - Tourism is a commodity through which we can express ourselves culturally

Niche tourism – dark tourism – types of dark tourism, complexities

- Enactment of Death -> unacceptable
- Sites of Death -> after they have occurred
- Internment sites and Memorials -> graveyards/war memorials
- Representation of Death -> view material/tangible evidence / museums
- Re-enactments or Simulation of Death -> war battles
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Niche tourism – volunteer tourism and slum tourism – impacts, critical issues, motivations

Transport and Aviation – types of transport/tourism, aviation system

