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# Travel and Tourism

for Cambridge International AS & A Level

COURSEBOOK

Sue Stewart, Stephen Rickerby & Fiona Warburton



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# Travel and Tourism

for Cambridge International AS & A Level

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Sue Stewart, Stephen Rickerby & Fiona Warburton



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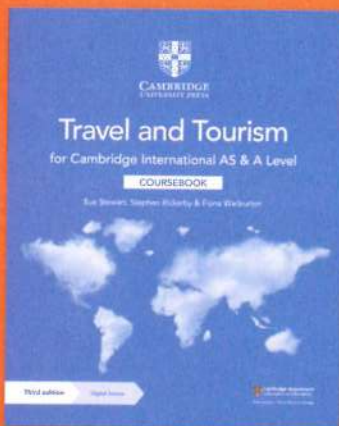
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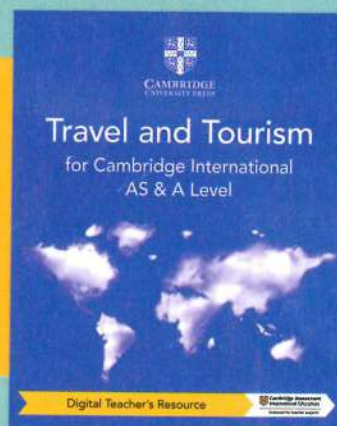
# > How to use this series

This suite of resources supports learners and teachers following the Cambridge AS & A Level Travel and Tourism syllabus (9395). The components in the series are designed to work together and help learners develop the necessary knowledge and skills for this subject. With clear language and style, they are designed for international learners.



The coursebook is designed for learners to use in class with guidance from the teacher. It offers complete coverage of the Cambridge AS & A Level Travel and Tourism syllabus. Each unit contains in-depth explanation of Travel and Tourism concepts and definitions of key words with a variety of activities, case-studies and images to engage learners, help them make real-world connections and develop their critical thinking skills. Self-evaluation checklists and exam-style questions at the end of each unit enable learners to revise, self-evaluate their understanding and progress, and reflect on their learning.

The Teacher's Resource is the foundation of this series because it offers inspiring ideas about how to teach this course. It contains teaching guidance, lesson plans, suggestions for differentiation, assessment and language support, answers and extra materials including downloadable language worksheets.





# > How to use this book

Throughout this coursebook, you will notice recurring features that are designed to help your learning. Here is a brief overview of what you will find.

## LEARNING INTENTIONS

Learning intentions open each unit. These help you with navigation through the coursebook and indicate the important concepts in each topic.

## TRAVEL AND TOURISM IN CONTEXT

Travel and Tourism in context introduces you to the content in a unit. These place some of the key ideas contained in the unit into a real-world travel and tourism context. They raise important issues for discussion, with questions that allow you to look in more detail at the topic.

## TIP

Tips are provided throughout this coursebook to help with your learning. The tips might cover how to avoid common errors or misconceptions, or provide advice on essay writing, evaluation and analysis, or guidance on how answers are arrived at.

## CASE STUDY

There are lots of case studies included throughout the units providing real-world examples of the concepts discussed. These are followed by opportunities for discussion, as well as activities for you to complete on your own, in pairs or in groups.

## ACTIVITY

There are various activities throughout the units. These include evaluative or analytic questions, as well as opportunities to produce your own work either individually, in pairs or in groups.

## KEY WORDS

Key vocabulary terms are highlighted in the text when they are first introduced. Meanings of these words and phrases are given in the feature boxes close to where the word is highlighted. You will also find definitions of these words in the Glossary at the back of this book. There is also a separate glossary for acronyms.

## KEY CONCEPT LINK

These explain how the coursebook's topics are integrated with the key concepts in the Cambridge International AS & A Level Travel and Tourism syllabus.

## REFLECTION

Reflection questions direct you to look back on an activity and encourage you to think about your learning. You will reflect on and assess the process that you used to arrive at your answers.

## EXAM-STYLE QUESTIONS

Exam-style questions are included at the end of units 1, 3 & 4, providing an opportunity for you to apply your knowledge and assess your understanding of the unit. The questions focus on knowledge and understanding, application, analysis and research and evaluation.

## SELF-EVALUATION CHECKLIST

At the end of each unit, you will find a series of statements outlining the content that you should now understand. You might find it helpful to rate how confident you are for each of these statements when you are revising. You should re-visit any topics that you rated 'Needs more work' or 'Almost there'.

You should be able to:	Needs more work	Almost there	Ready to move on

**Note:** Throughout the text, dollars (\$) refer to US dollars, unless otherwise stated.



# > Introduction

## Who is this book for?

Welcome to AS & A Level Travel and Tourism. This coursebook has been written to comprehensively cover the Cambridge International AS & A Level Travel and Tourism syllabus (9395) for examination from 2024. This coursebook is a valuable resource if you are a teacher or a learner, accurately covering the syllabus content and providing industry-specific examples and authentic case study material.

As a learner studying this syllabus, this coursebook will help you to gain knowledge and experience into the world's largest service industry. Travel and tourism is an exciting and dynamic industry responsible for one in every ten jobs in the world. It is also one of the fastest growing industries and is seen by many to contribute significantly to socio-economic progress. With many traditional industries in decline, travel and tourism can offer a diverse and sustainable option; employment opportunities exist on the land, sea and in the air. Like all industries, travel and tourism can be affected by the uncertainties caused by global events. However the tourism industry is huge and its business volume exceeds many other established industries such as food and oil production. This means that governments and policy makers place a high level of importance on travel and tourism for the economic benefits and employment opportunities that it provides. Whatever your career path may be, using this coursebook to study the Cambridge International AS & A Level Travel and Tourism will help to provide the skills and knowledge necessary for success in the industry.

As you work through this coursebook, complete as many of the activities and questions as you can. The information in the How to use this book at the start of this coursebook explains how the features included can help with your learning

## What makes this book different?

This book is structured with each unit following that of the syllabus. It is fully up to date and has been written with you in mind. Each unit is explained in detail, and includes activities and case studies to help develop both theoretical and practical skills. There are exam-style questions, tips, key terms and concepts to help you learn. There are also features to help you reflect on and evaluate your learning.

Other key features of this book include:

- An international perspective.
- A clear layout, with easy-to-use sections.
- A key concept approach that demonstrates the global nature and linking patterns of the travel and tourism industry.
- An opportunity to integrate thought processes and development of critical thinking.
- An opportunity to develop higher order skills in application through analysis, evaluation, and assessment techniques.

## Overview of key concepts

The key concepts highlighted throughout the coursebook match those on the syllabus and will also help you to make links between topics and develop a deep overall understanding of the subject. The key concepts for Cambridge International AS & A Level Travel and Tourism are:

- 1 **Global and growing:** The travel and tourism industry is a global industry. Changes in political and socioeconomic circumstances and technological developments contribute to the continuing growth of the travel and tourism industry and its importance to many national, regional and local economies. The sustainable management of travel and tourism's global growth seeks to protect destination environments, economies and communities.
- 2 **Change and development:** A key feature of travel and tourism is its dynamic nature. The only constant is change. Exciting new enterprises, products or services are often developed in response to political, economic, social and technological changes.
- 3 **Sustainability and responsibility:** Sustainably managing today's travel and tourism is vital in protecting tomorrow's environment, economies and the future lives of people. Responsible and ethical behaviour by tourists and by tourism providers and organisations helps conserve destination environments, cultures and economies.
- 4 **Customer focus:** Travel and tourism organisations provide products, services and facilities to meet customers' needs. In order for travel and tourism providers to be successful, they must adopt a strong customer focus. This means they must really understand who their customers are and how they can best meet their needs, therefore people involved in the travel and tourism industry need excellent communication, problem-solving and planning skills.
- 5 **Marketing and management:** Marketing products, services and destinations is crucial for the business success of travel and tourism organisations and for the economic sustainability of destinations. Successful marketing is key to meeting customers' changing needs. Managing changing travel and tourism organisations and destinations sustainably.

*The key concepts above are taken from the Cambridge International syllabus (9395) for examination from 2024. You should always refer to the appropriate syllabus document for the year of your examination to confirm the details and for more information. The syllabus document is available on the Cambridge International website at [www.cambridgeinternational.org](http://www.cambridgeinternational.org).*



# > Introduction to command words

*The command words and definitions in the following table are taken from the Cambridge International syllabus (9395) for examination from 2024. You should always refer to the appropriate syllabus document for the year of your examination to confirm the details and for more information. The syllabus document is available on the Cambridge International website at [www.cambridgeinternational.org](http://www.cambridgeinternational.org). The guidance that appears in this table has been written by the author.*

Exam questions may start with one of the command words in the table below. It is important that you understand what each command word is asking you to do. In this book you will find exam-style questions that use these command words.

Command word	Definition	Guidance
Analyse	Examine in detail to show meaning, identify elements and the relationship between them	You should breakdown the key parts and then examine each part and ask questions of 'how' and 'why'.
Assess	Make an informed judgement	Show how important something is, give your judgement and come to an overall conclusion.
Compare	Identify/comment on similarities and/or differences	You should carefully consider and explain the similarities and differences of a given question or source.
Define	Give precise meaning	Give the exact meaning of a term or word.
Describe	State the points of a topic / give characteristics and main features.	Give a description of, explain the main features of, e.g., something or somewhere.
Discuss	Write about issue(s) or topic(s) in depth in a structured way	You should give reasons or present facts for and against an issue, or give reasons or present facts for why one issue may be more significant than others. This will depend on the context of the question.
Evaluate	Judge or calculate the quality, importance, amount or value of something	You should discuss the importance of (judge the overall worth of) and make an attempt to weigh up your opinions and include a supported conclusion.
Explain	Set out purposes or reasons / make the relationships between things clear / say why and/or how and support with relevant evidence	Give clear reasons or make clear the meaning of something. Use examples and explain the theory behind the question.



Command word	Definition	Guidance
Give	Produce an answer from a given source or recall/memory	You should give a concise answer this may be identified from source material or from memory.
Identify	Name/select/recognise	You should name the key knowledge point.
Justify	Support a case with evidence/argument	You should weigh up evidence and give a clear reason for your final choice.
Outline	Set out the main points	You should describe the key points without detail.
State	Express in clear terms	You should give a concise answer with little, or no supporting argument required.
Suggest	Apply knowledge and understanding to situations where there are a range of valid responses in order to make proposals / put forward considerations	You should apply your knowledge and understanding to give ideas.



## > Unit 1

# Travel and tourism themes and concepts

### LEARNING INTENTIONS

In this unit you will learn how to:

- understand the changing nature of travel and tourism, including the reasons people travel, the types of tourism available and the changing structure of the travel and tourism industry
- understand different types of travel and tourism destination and explain their changing appeal to different external customer types
- assess trends in travel and tourism, including changes in tourism flow and the factors affecting these changes
- understand the growth of sustainable tourism
- explain the growth of ecotourism
- evaluate the provision of customer service in travel and tourism
- understand the importance of quality customer service and discuss ways of assessing its provision in the travel and tourism industry



## TRAVEL AND TOURISM IN CONTEXT

## Chazal Ecotourism, Mauritius



**Figure 1.1:** A waterfall at Chamourny, near Chazal Ecotourism

Chazal Ecotourism is a travel and **tourism** business that provides **ecotourism** activities and **accommodation** in Mauritius. Mauritius is an island in the Indian Ocean.

Ecotourists visit places where they can enjoy the natural environment without causing damage to the habitat or local people.

Chazal Ecotourism is set in the tropical forests of southern Mauritius. Many plants and animals there are unique to Mauritius.

At the Chazal Ecotourism site, ecotourists can:

- trek through the dense fern forest
- enjoy natural tropical pools, rock slides and waterfalls
- zipline over the natural landscape
- stay in well-equipped **eco-lodges** that have separate double and single bedrooms, private balconies and bathrooms
- eat local traditional dishes at the restaurant.

The full-day Discovery Package is a Chazal Ecotourism product that includes ziplining, a forest walk, a restaurant lunch and an exciting 4x4 vehicle ride. It allows visitors to enjoy the natural environment of the forests in adventurous, fun and safe ways. Many Chazal Ecotourism customers holiday (go on vacation) elsewhere in Mauritius and use the visitor attraction for a day trip.



**Figure 1.2:** Eco-lodges are simple buildings constructed from locally sourced materials. Some eco-lodges offer basic facilities, such as a bed and perhaps a shower. Others offer luxury facilities such as private bathrooms and terraces, sometimes with room service

Chazal Ecotourism provides **customer service** to inbound (from other countries) and domestic (same country) tourism visitors. Quality customer service is important to travel and tourism providers such as Chazal Ecotourism. They can use **social media** reviews from customers to help ensure quality customer service.

### Discussion:

- 1 What does 'ecotourism' mean?
- 2 Why do you think the Chazal Ecotourism resort appeals to ecotourists?
- 3 Why is providing quality customer service important to travel and tourism providers such as Chazal Ecotourism?
- 4 How might social media help Chazal Ecotourism?



## KEY WORDS

**tourism:** providing products and services such as transport, accommodation and activities to customers (tourists)

**ecotourism:** visiting a place to enjoy the natural environment without causing damage

**accommodation:** a place where people can stay, for example, a hotel

**eco-lodges:** small-scale forms of accommodation that are environmentally sustainable, often found in rural destinations

**customer service:** meeting the needs and wants of customers by providing them with products and services

**social media:** websites and apps for sharing photos and information

## 1.0 Introduction

The travel and tourism industry is made up of all the businesses that provide for the needs of tourist customers. The industry is changing because of changing **customer needs and wants**. Tourists are visiting different **destinations** and making different choices about how and where to travel. Changes in **customer demand** have led to a growth in **sustainable travel and tourism**. Chazal Ecotourism is an example of the growth of ecotourism.

## KEY WORDS

**customer needs:** the basic human requirements of a customer, e.g. food, clothing, shelter, safety, a sense of belonging and self-esteem

**customer wants:** customers' preferences, for example, the type of hotel they want to stay in, or the type of restaurant they want to visit

**destinations:** areas that attract visitors

**customer demand:** how willing and able a customer is to purchase particular products and services

**sustainable travel and tourism:** visiting places in ways that help sustain or conserve the environment and how people live

- the reasons people travel
- the types of tourism available
- the structure of the travel and tourism industry.

## Reasons people travel

The reasons people travel are changing as the number of people able to travel changes. Factors such as the increased availability of transport, longer holidays from work or study and increased affordability increase the number of people willing and able to travel. Factors such as disease (for example, the COVID-19 **pandemic** of the early 2020s), disasters such as earthquakes and war or terrorism in certain parts of the world can in turn limit the number.

## KEY WORD

**pandemic:** a serious outbreak of disease across the world

Tourists travel to destinations for different reasons, such as for leisure (including on holiday), on business, to visit friends and relatives (VFR), to receive medical treatment and for religious purposes.

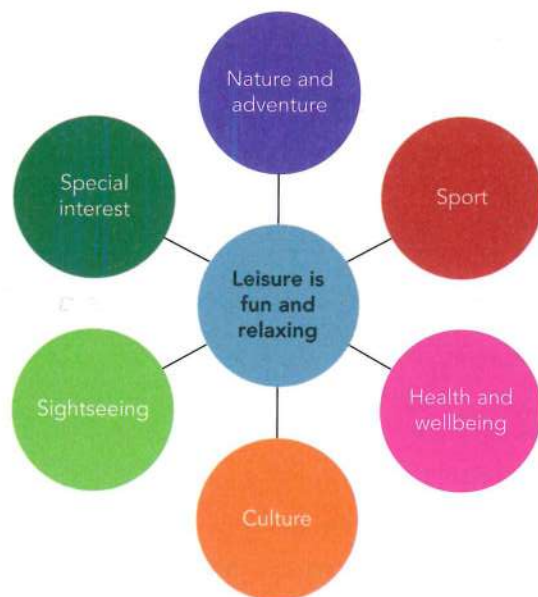
## Leisure

Leisure travel, including holidays, is travel for pleasure and enjoyment. Leisure tourists visit a destination to see an attraction, take part in activities and experience a break from their usual daily routines. Leisure tourists visit destinations during their free time, for relaxation and fun. Figure 1.3 shows reasons people travel for leisure.

## 1.1 The changing nature of travel and tourism

Changes to the nature of the travel and tourism industry include changes to:





**Figure 1.3:** Some reasons for leisure travel

### Relaxation and fun

Leisure involves activities that people do when they are not working (or going to school or college), sleeping or doing tasks such as shopping for food. People enjoy relaxing and having fun in their leisure time and travelling away from home for this is an example of 'leisure tourism'.

Holidays are for relaxation and fun and different people relax in different ways and enjoy different activities. A beach holiday is an example of a relaxing leisure holiday, involving sunbathing, picnics with family and friends, strolling along the shore, enjoying cooling drinks and ice cream, playing games on the beach and in the sea (see Figure 1.4), swimming and enjoying water sports.



**Figure 1.4:** Fun at the beach

Some people enjoy active leisure such as adventure and sport, physical wellbeing activities or mentally stimulating culture or sightseeing trips. Some tourists have special interests such as painting or cooking. Enjoying special interest activities is a way to relax and have fun.

### Nature and adventure

Experiencing nature and having adventures are also reasons for leisure tourism. Nature tourism involves visiting places because of the appeal of the natural environment. Any form of travel that focuses on a natural area or feature is classified as nature tourism, including visiting mountains, lakes and forests, or marine environments, such as coral reefs. Leisure tourists who enjoy the natural environment often like to see wildlife, including birds, or different marine species in the sea. Nature tourism can be active, too. Many nature tourists walk, hike or trek, or swim, dive or snorkel to enjoy the natural environment.

Adventure tourism involves visiting destinations to take part in physically challenging activities. Adventure tourism destinations are typically natural environment destinations where tourists have fun rock climbing, white-water rafting (see Figure 1.5a), skiing (see Figure 1.5b), canoeing, scuba diving or paragliding, for example.



**Figure 1.5a:** White-water rafting





Figure 1.5b: Skiing

### Sport

Sports tourism involves visiting places in order to enjoy sport as a participant, a competitor or a spectator. A leisure tourist who enjoys tennis or skiing, for example, may play the sport just for fun or competitively in an organised tournament. They may also like to watch tennis (see Figure 1.6) or skiing as a spectator.



Figure 1.6: Spectators at a tennis tournament

### Health and wellbeing

Sports tourism can be health tourism – it can help with people's wellbeing. However, physical health tourism activities do not always involve competitive sport. Other physical health tourism activities include jogging or strolling outdoors or by the sea to take in the fresh or sea air. Spa tourism is another type of health and wellbeing tourism. Spas can be natural springs or buildings where tourists can go for health and wellbeing treatments or activities. Massage and beauty treatments (see Figure 1.7), organised physical exercise activities and diet plan residential stays are all examples of spa tourism products.



Figure 1.7: Massage treatment at a spa

### Culture and sightseeing

Culture includes the way of life of the people, the traditions, and the art and architecture of a place. Culture is a reason for leisure tourism because people enjoy experiencing new cultures. Seeing and experiencing the traditional lifestyle of local people is one reason for tourists to choose to visit a destination. Visiting **cultural attractions** is another: some tourists choose to visit a place because its art galleries or museums contain famous works of art or historic artefacts from around the world.

#### KEY WORD

**cultural attraction:** a site that appeals to tourists because of links with the past or present ways of life or traditions of the local people. Museums, art galleries and theatres are examples of cultural attractions. Historic sites, ruins and buildings of special architectural interest are also examples



Figure 1.8: Exhibits in a museum in China



Leisure tourists choose a destination because there are famous or beautiful sights to see and photograph. Such sights may be natural, such as a waterfall or scenic coastal bay, or built, such as a famous building or monument. Social media has added to the popularity of sightseeing tourism as people can share selfies (see Figure 1.9) instantly with their friends and followers.



Figure 1.9: Taking a selfie at the Venice Carnival

### Special interest

Some tourists have a special interest, hobby or pastime. On holiday, or on a leisure day trip, they may want to enjoy themselves through a special interest, such as painting or cooking. For example, special interest tourists may choose to attend a class or a holiday course at a painting school (see Figure 1.10) or in a restaurant kitchen.



Figure 1.10: A holiday painting class

## Business/MICE

People travelling for work-related purposes are called business tourists. Reasons a business tourist travel to a destination can be summarised with the acronym **MICE**:

**M** Meetings with colleagues or customers

**I** Incentive rewards for excellent work performance

**C** Conference or convention attendance

**E** Exhibition or trade event visiting.

### KEY WORDS

**Meetings, Incentives, Conferences, Event (MICE) tourism:** business tourism (visiting destinations for work reasons)

**conference:** a large event where many people meet together, sometimes for a few day to present or listen to talks and/or discuss travel industry business formally

**convention:** a large event where many people who do a similar job or have a similar business, travel agents for example, meet each other to share ideas and information

**exhibition:** an event where travel and tourism organisations show their products and services to, for example, tour operators and travel agents from abroad

**trade event:** an event at which businesses show or exhibit their products and services to customers and potential customers. Travel fairs and travel exhibitions are a trade event at which, for example, hotel businesses show tour operator customers the range of facilities available at their hotels

### Meetings and incentives

Business tourists often attend meetings with colleagues, customers or suppliers. City destination hotels have special meeting rooms for business tourism meetings (see Figure 1.11) and provide package deals including accommodation and catering for business tourists who live far away.

Incentives are encouragements or rewards offered by businesses, typically to employees. For example, a car dealership business may offer incentive reward holidays to sales staff who achieve certain targets.





Figure 1.11: A typical MICE meeting room

### Conferences and exhibitions

Travel and tourism industry events include conferences, conventions and exhibitions. A conference is a large meeting where people exchange information by making speeches, giving presentations and taking part in question and answer sessions and in small group meetings away from the main conference hall. A convention is similar to a conference but is held specifically for people who are alike, such as a convention for outbound tour operators, for example. An exhibition is a display **event**, where travel and tourism organisations show or demonstrate their products and services.

Conferences or conventions are business gatherings on a large scale. Hundreds of business tourists may attend a conference or convention held in a conference hall or convention centre. Business tourists attending a major conference in a city destination or resort town often stay overnight in local hotels and become evening meal customers of catering businesses such as restaurants, and of local visitor attractions during mid-conference leisure days.

Conferences and exhibitions that appeal to business tourists include trade exhibitions such as that shown in Figure 1.12.

Business or trade events attract business tourists and help to increase low-season (quiet times) hotel **occupancy rates** and restaurant customers.

You will read more about business and other events in the introduction to Unit 2.

### KEY WORDS

**event:** in a travel and tourism context, events are time-limited happenings that appeal to tourists

**occupancy rate:** the number of beds used out of the total number of bed spaces available



Figure 1.12: A travel trade exhibition

### Visiting friends and relatives (VFR)

Tourists also travel to spend time with their friends and relatives. Factors leading to increased **VFR** tourism are: improved access to transport, more money to spend on travel, more time away from work (as paid holiday from work or because of early retirement, for example) and more family members and friends living away from home.

People travelling to visit friends and family may stay with those relatives or friends or in local accommodation, such as a hotel. VFR tourists are also consumers of transport, accommodation and catering providers in the place they visit. People hosting VFR tourists often like to show them around the area, so VFR tourists often become customers of local visitor attractions as well.

### KEY WORD

**VFR (visiting friends and relatives) tourism:** when tourists travel to destinations to spend time with people they know



## Other reasons to travel

Some tourists travel for medical or religious tourism.

Medical tourism involves travelling away from home to another place to seek treatment for a medical condition. Examples of this could be laser eye surgery or dental work. Medical tourists need travel and tourism products and services, including transport, accommodation and catering, and other services. Medical tourism is different from health and wellbeing leisure tourism because medical tourism is for receiving treatment, for example, in a hospital, whereas health and wellbeing leisure tourism is for maintaining health in an enjoyable way, for example at a spa.

Religious tourism includes **pilgrimages** people make because of their spiritual beliefs. Religious tourists travel to places that are considered to be special in some way, in order to show respect. Examples of religious pilgrimages are the Hajj to Mecca in Saudi Arabia (see Figure 1.13), the Way of St James to Santiago de Compostela in Spain and religious visits to the Golden Temple in Amritsar, India, to the Wailing Wall in Jerusalem or to the Hindu holy city of Puri in India.

### KEY WORD

**pilgrimage:** a visit to a place considered to be a special in order to show respect



Figure 1.13: the Hajj pilgrimage to Mecca

Other people travel for legal reasons, such as a court case, or to view and consider an area to move to, perhaps for retirement.

### KEY CONCEPT

**Change and development:** Travel and tourism is changing. Numbers of tourists and reasons for travel are changing. Many people have more time and money available for travel. However, issues such as disease (such as the COVID-19 pandemic), natural disasters such as hurricanes and security threats such as terrorism have affected tourists' freedom and confidence to travel.

## Types of tourism

Tourism is the business of providing for the needs and wants of tourists. There are different types of tourism:

- domestic, inbound and outbound tourism
- mass, packaged, unpackaged and specialist tourism
- short-haul and long-haul travel and tourism
- independent travel
- sustainable tourism, ecotourism and responsible tourism.

### Domestic, inbound and outbound tourism

Domestic tourists visit destinations in the country where they normally live. For example, in Mauritius, a person living on the main island may pay a visit to Rodrigues Island (see Figure 1.14).



Figure 1.14: Rodrigues Island, Mauritius



The visit is an example of **domestic tourism** because Rodrigues Island and Mauritius Island are both in the country of Mauritius. Tourists from abroad visiting Mauritius is **inbound tourism**. The Mauritius tourism **market** includes organisations and tourists based in Mauritius and in other countries. People from Mauritius travelling abroad is **outbound tourism**. All international tourists travelling from one country to another country are considered outbound and inbound tourists at different ends of the trip. For example, the USA has many outbound travel agencies and outbound tour operators providing products and services to American customers wishing to travel abroad to countries such as Mauritius. While Mauritius itself has outbound travel agents and operators, there are also inbound tour operators in Mauritius who organise tourism experiences for inbound tourists to the country. Inbound travel agents and tour operators have expert knowledge and understanding of the destination country.

### KEY WORDS

**domestic tourism:** when tourists visit destinations in their home country

**inbound tourism:** when tourists travel into a country

**market:** the group of buyers or consumers for a particular good or service. In this context, the term 'tourism market' refers to the people who are likely to buy tourism products or services

**outbound tourism:** when tourists travel away from the country where they live

## Mass, packaged, unpackaged and specialist tourism

**Mass tourism** can happen when large numbers of holidaymakers travel to the same resort. For example, a package holiday to a busy beach destination is an example of mass tourism.

Figure 1.15 shows the impact that mass tourism can have on a destination. Mass tourism can lead to overcrowded beaches and many tall hotel and apartment buildings,



Figure 1.15: Mass tourism at a beach destination

and often results in local populations being forced to move into surrounding areas that charge lower prices. Problems such as litter, noise and air pollution are likely to occur. Destinations receiving such high numbers of visitors must work to preserve the image of the destination against such influences. On the other hand, large numbers of visitors are the result of a successful destination brand, and mass tourism destinations also benefit from the jobs and money that tourism brings.

Mass tourism is often a form of **packaged tourism** organised by a travel and tourism business such as a **tour operator**. A mass-market tour operator combines separate travel and tourism **components** such as transport and accommodation to make a single package product

### KEY WORDS

**packaged tourism:** tourist travel and visits organised by a travel and tourism business. For example, a tour operator combines separate travel and tourism components such as transport and accommodation to make a single package product, which is sold to customers at a single price

**tour operator:** a travel and tourism business that organises tour products for customers. Package holidays are an example of tour operator products where products from different components are combined by the tour operator

**components:** In reference to a package holiday put together by a tour operator, components are the individual parts of the holiday such as transport, accommodation and meal plans. All travel and tourism providers are themselves parts (or components) of the whole travel and tourism industry

### KEY WORD

**mass tourism:** when many tourists travel to popular holiday destinations



to be promoted and sold to many people. Package tours are sold to customers as a single product at a single price. Mass-market tour operators keep prices low by organising many identical holidays. Mass-tourism customers travel on the same flights and stay in the same hotel or group of hotels in the same destination.

Figure 1.16 shows examples of types of package holiday.

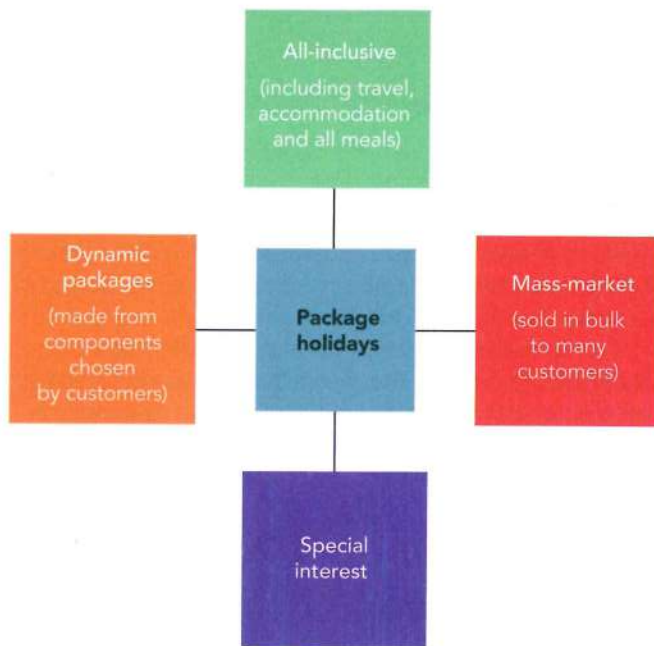


Figure 1.16: Types of package holiday

**Specialist tourism** involves tourists visiting destinations because of a particular special interest.

#### KEY WORD

**specialist tourism:** when tourists visit destinations because of a particular special interest such as painting or cooking

There are many specialist tourism markets from budget (low-cost) to luxury, for example:

- photography trips
- adventure
- ecotourism
- cultural tourism
- painting courses
- wilderness tours
- sports tours.



Figure 1.17: Tourists learning to cook local food in Cambodia

People who like to cook might choose a destination based on the quality of local produce, great restaurant reviews or the availability of cooking classes (see Figure 1.17).

One of the most popular specialist markets is adventure tourism. Today, there are hundreds of commercial organisations offering activity-based holidays. In the African National Parks, for example, many holidays and tours include safaris (see Figure 1.18). While lots of tour operators are in the private sector, some specialist operators exist to entice visitors to enjoy the landscape and educate them in conservation. Cultural tours are also very popular, with historic destinations being top of the list. South America, for example, offers a huge number of opportunities to visit exciting areas of archaeological significance. Medical and health tourism are also growing specialist markets.

Specialist tour operators may package specialist tourism, but it can also be a form of **unpackaged tourism**. Independent travellers with a particular interest may organise different elements of a trip, such as travel, accommodation and special interest activity, separately.

#### KEY WORD

**unpackaged tourism:** the opposite of packaged tourism. Independent travel is unpackaged tourism because different elements of a trip, such as travel and accommodation, are booked separately and provided by different providers





Figure 1.18: A wilderness tour in East Africa

## Short-haul and long-haul

**Short-haul** and **long-haul** flights differ in length. A short-haul flight is defined as a flight of less than three hours, a long-haul flight is longer. Medium-haul flights fall between short-haul and long-haul (between three and six hours).

### KEY WORDS

**short-haul:** a flight of less than three hours

**long-haul:** a flight of more than six hours

Some airlines use different definitions, for example, Virgin Australia classifies any flight as short-haul if it is within Australia and Southeast Asia. American Airlines uses distance to classify long-haul flights as being flights of over 3000 miles (4828 km).



Figure 1.19: An American Airlines long-haul flight to Italy

## Independent travel

**Independent travel** is tourism that travellers arrange for themselves; for example, a tourist might use a website, app or social media platform to plan or book (reserve) components such as travel tickets, accommodation, visits to visitor attractions and **ancillary services**. Independent travellers book and pay for travel and tourism components separately, without the help of a **travel agent**.

### KEY WORDS

**independent travel:** self-arranged tourism

**ancillary services:** extra support services for tourists, such as tour guiding, car and cycle hire, and currency exchange

**travel agent:** a business that sells travel and tourism products provided by other travel and tourism businesses

## Sustainable tourism, ecotourism and responsible tourism

Sustainable tourism involves visiting places in a way that causes the least negative impact while bringing the greatest possible benefits to the environment and the people who live in the destinations. Sustainable tourism can be environmentally, economically or socially sustainable. Environmentally sustainable tourism causes the least possible negative impact on the environment and climate by causing as little pollution as possible. Tourism providers such as hotels can be sustainable by reducing the use of natural resources such as water, re-using plastic and recycling paper, glass and metal.

Socially sustainable tourism conserves local people's ways of life into the future (see Figure 1.20). Economically sustainable tourism brings jobs and money to destinations that may be used to protect the future economy.

Ecotourism and **responsible tourism** are types of sustainable tourism. Ecotourism involves visiting places because of the natural environment in ways that cause the least possible negative impact to the natural environment now and in the future while bringing the greatest possible positive benefits to the natural environment and its local communities.



## KEY WORD

**responsible tourism:** (i) tourists in a destination behaving respectfully towards the natural environment and towards local people (ii) travel and tourism providers and authorities behaving responsibly by managing or developing tourism so that the natural environment and local people are treated respectfully



Figure 1.20: Tourists discovering local crafts in Mexico

Travel and tourism providers and authorities may manage or develop tourism so that the natural environment and local people are treated respectfully. An example might be a destination that has a water-refill programme for visitors. Such a programme exists in Siem Reap, Cambodia. A reusable water bottle branded by the tourism authority can be purchased and refilled for free at many of the service providers around the city. Sustainable development acts as a souvenir, promotes responsible tourism and benefits local efforts to preserve and recycle.

## ACTIVITY 1.1

- 1 **Group work:** In a group, talk about how to compile a list of travel and tourism definitions and examples.
  - Should you make a dictionary or a glossary, a chart or a presentation? Is there another, better, way?
  - Will you compile meanings and examples individually or cooperatively?
- 2 Begin your compilation of travel and tourism terms, meanings and examples.

## REFLECTION

How will you remember travel and tourism terms? What strategies do you think you will find most helpful in remembering meanings and examples? Share your plan with a partner.

## The changing structure of the travel and tourism industry

The travel and tourism industry is the set of businesses providing travel and tourism products and services. The different types of companies that make up the travel and tourism industry are the components (parts) of the industry.

### Components of the travel and tourism industry

The travel and tourism industry's component parts include businesses that provide a wide range of products and services, from accommodation to transport to visitor attractions.

#### Accommodation and catering

Accommodation is where tourists stay overnight. Examples are:

- hotels
- guest houses (accommodation on a small scale, such as in a house) and B&Bs (bed and breakfasts, providing sleeping accommodation such as a room with a bed and breakfast)
- hostels: basic accommodation often with shared sleeping accommodation such as dormitories
- homestays: holiday accommodation where tourists stay in the homes of local people
- camping: can include basic tents or luxury campsites, as well as caravan parks (see Figure 1.21)
- serviced apartments: self-catering accommodation where services such as cleaning are provided.

Catering businesses provide food and drink products. Services include:

- restaurants serving meals to customers who sit down to eat
- cafés providing drinks, snacks and sometimes meals to customers who either sit or stand





Figure 1.21: A caravan park

- street food vendors (sellers) operating stalls or carts in the street and selling snacks that are typical of the local food of a destination (see Figure 1.22)
- takeaways (takeouts) selling food for customers to take away to eat elsewhere, for example in tourists' self-catering accommodation.



Figure 1.22: A street vendor's coffee stall

### Travel agents and tour operators

Travel agents sell the products and services that other tourism organisations provide, including ancillary services. Travel agents can be:

- retail shops (see Figure 1.23)
- online travel agents, using internet websites or social media
- specialists in one type of tourism, such as business tourism or independent travel.

Most travel agencies specialise in leisure travel. However, some, such as American Express Global Business Travel, cater to the corporate or business traveller.

Tour operators put together the different components for holidays and sell them as a package to the customer. These are often sold via a travel agency online, by telephone or in person, saving customers time and allowing them to



Figure 1.23: Inside a travel agency

experience a holiday that the operator has vetted. TUI is the world's leading tourism organisation. It has over 1600 travel agencies, 150 aircraft, over 300 hotels, 16 cruise ships and a range of **inbound travel agencies**.

### KEY WORDS

**inbound travel agency:** a travel and tourism business that sells travel and inbound tourism products provided by other travel and tourism businesses, for example guided tours in the destination country

**inbound tour operator:** a travel and tourism business that organises tourism products for inbound tourism customers, for example package tours in the destination country

### ACTIVITY 1.2

Research the GTi Travel Group, an **inbound tour operator** that specialises in travel services for international visitors to northern Europe.



Figure 1.24: GTi website's home page

- 1 With a partner, research the history of GTi.
- 2 Outline the main services that GTi provides.



## CASE STUDY 1.1: CULTURAL AND ADVENTURE HOLIDAYS IN SOUTH AMERICA

The operator Tourhound has experience of organising trips to many diverse places around the world. Their priorities include running small, carefully managed tours. The following text introduces their specialised tours to South America.

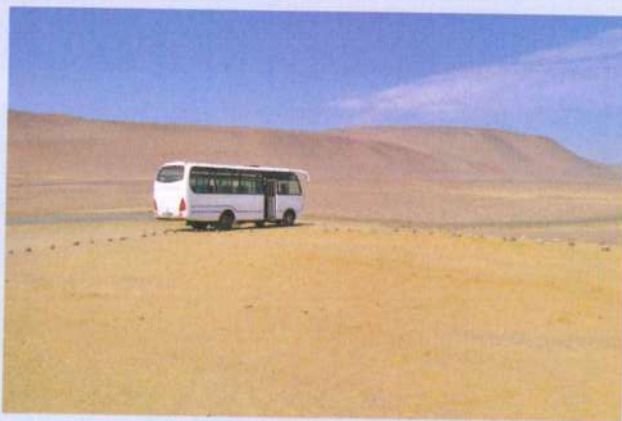


Figure 1.25: Tour bus in the Desert of Paracas, Peru

*If you want to explore super-sized cities, ancient ruins and diverse landscapes, then you'll love an escorted touring holiday of South America. Home to artificial wonders, famous landmarks, gorgeous beaches, parched deserts and lush rainforests, South America is quite simply one of the most varied and exciting continents on earth.*

*Escorted South American Tour holidays have something for every type of traveller and are ideal for those looking for cultural and adventure escorted tours.*

*An escorted tour to South America is nothing short of sensational, and you cannot visit this part of the world without seeing the magnificent ancient Incan city of Machu Picchu in Peru. Be an explorer and take a trek into history to this world-famous archaeological site that is embedded within a dramatic landscape and stands right in the middle of a tropical mountain forest. While in Peru, be sure to spend some time in Cusco, the amazing former capital of the Incan empire and a spellbinding blend of impressive architecture, trendy cafés, cobblestone streets and wonderful neighbourhoods.*


#### Discussion:

- 1 What are the main reasons to visit Machu Picchu?
- 2 What type of customer would be interested in booking with Tourhound?
- 3 Why do you think this type of holiday is organised by a specialised tour operator rather than a mass tour operator?

### Transport providers

Transport providers are travel and tourism businesses that provide different types of transport. Figure 1.26

shows examples of different types of transport and provider organisations.

Air transport provided by airlines		<ul style="list-style-type: none"> <li>• scheduled and charter flights</li> <li>• low cost (budget) flights</li> <li>• long-haul and short-haul flights</li> </ul>
------------------------------------	---	--



Water transport		<ul style="list-style-type: none"> <li>• ferry service operators</li> <li>• cruise ship operators</li> <li>• water taxi companies</li> <li>• gondola operators</li> <li>• barge operators</li> <li>• canoe operators</li> </ul>
Rail transport		<ul style="list-style-type: none"> <li>• train companies, including luxury train services</li> <li>• tram operators</li> <li>• mass rapid transit (MRT) and underground railway operators</li> </ul>
Road transport		<ul style="list-style-type: none"> <li>• car hire companies</li> <li>• taxi firms</li> <li>• luxury coach travel companies</li> <li>• buses, including shuttle bus operators</li> </ul>

Figure 1.26: Different types of transport and transport organisations

### Visitor attractions

**Visitor attractions** Travel and tourism businesses that provide visitor attractions are visitor attraction operators. There are various types of visitor attraction, as follows:

**Natural attractions** Natural attractions include spectacular scenery for sightseeing. Waterfalls, volcanoes, mountain valleys, beautiful lakes and cliff coastlines are examples of natural attractions that appeal to tourists because of scenery.

#### KEY WORDS

**visitor attraction:** a place or event that appeals to tourists; it could be a built, cultural or historic attraction, or an event

**natural attraction:** a place that appeals to tourists because of the environment, such as a beach or waterfall

**built attraction:** a building or monument that appeals to tourists, such as a museum or theme park



Figure 1.27: Spectacular scenery is a natural attraction

Beaches can be scenically beautiful. Beaches also attract tourists who want to sunbathe, picnic, swim or enjoy watersports. The nature and wildlife of rural areas and the marine life of coral reefs are also examples of the appeal of natural attractions to tourists.

**Built attractions** Museums, art galleries and historical monuments attract cultural tourists. Historic and beautiful buildings and ruins such as castles, fortresses and religious buildings are also built attractions that appeal to tourists.





**Figure 1.28:** A built attraction in Thailand

Travel and tourism organisations manage built attractions and often sell tickets to tourists, as well as providing guided tours, gift shops and cafés.

Visitor attractions can be events. Leisure tourism events include sports competitions such as the Olympic Games, arts festivals and religious celebrations. Events in destinations attract tourists and help increase low-season hotel occupancy rates.



**Figure 1.29:** Tourists at an arts festival in Austria

### Ancillary services

Ancillary service providers are travel and tourism organisations that provide services to tourists other than travel, accommodation, food and drink, and visitor attractions. These services are extra or additional services that are not usually included in package holidays.



**Figure 1.30:** A tour guide provides an ancillary service

Examples of ancillary services are:

- **Tour agents/guided tours:** Tour agents in destinations are tour operators who provide guided tours as a tourism service. For example, tourists visiting a historic city destination may choose to hire a local guide to show them the locally built attractions. Tourists visiting a rural (countryside) destination may hire a local guide to explain the local scenery and wildlife.
- **Currency exchange:** International tourists may need to exchange their home country's currency for the currency of the destination country. For example, inbound tourists to certain countries in Europe may need euros (the local currency of many European countries), tourists to the USA need US dollars and visitors to India need rupees. Travel and tourism organisations, including travel agents and some larger hotels, provide currency exchange as an additional, ancillary service for customers.
- **Car hire/bike hire:** Car hire and bike hire are examples of local transport rental services in destinations. Tourists visiting a destination may choose to rent a car or a bike to move around more easily. Travel agents may provide car and bike hire as ancillary services. Customers buying a package holiday from a travel agent may choose to pay for car or bike hire as an optional extra. Large hotels in destinations may allow car- and bike-hire providers to operate desks in the hotel. Car- and bike-hire desks in an all-inclusive hotel may be provided as an extra, ancillary service for customers.



## Changes

The structure of the travel and tourism industry is changing. The components of the industry are becoming less separated and more integrated. Travel and tourism businesses are now more likely to provide products and services from more than one component. For example, an online travel and tourism business may sell holidays (as a travel agent does) that they have put together as packages (as a tour operator does) and provide ancillary services such as travel insurance as well. The integrated online business belongs to three travel and tourism industry components.

The industry structure is changing in several ways, as follows:

### Vertical and horizontal integration

The travel and tourism industry is becoming more integrated, in two dimensions:

- more **vertical integration**
- more **horizontal integration**.

Vertical integration happens when travel and tourism businesses from different components join together to form a single business.

Horizontal integration happens when different businesses from the same travel and tourism industry component join together to form a single business.

### KEY WORDS

**vertical integration:** merging of travel and tourism businesses belonging to different industry components

**horizontal integration:** merging of travel and tourism businesses belonging to the same industry component

### The rise of independent travel and dynamic packaging

Travel and tourism providers have become more flexible. Tour operators, for example, provide accommodation, transport and ancillary services that customers can book separately online. Independent travel customers can package their own holiday. This is known as **dynamic packaging**.

### KEY WORD

**dynamic packaging:** making holiday or tour packages from components, such as flights, accommodation and car rental, that are chosen by customers, instead of providing customers with a pre-arranged package

### KEY CONCEPT

**Change and development:** The structure of the travel and tourism industry is changing. The internet and social media have changed the ways that customers book and pay for travel and tourism products. More independent travel has resulted. Some travel and tourism businesses have responded by integrating into larger businesses that overlap the components of travel and tourism. For example, vertical integration has created online travel companies that are both travel agent and tour operator.

### Increasing sustainability awareness

Travel and tourism businesses are increasingly satisfying customer needs and wants by providing more sustainable tourism products and services. For example, restaurants increasingly provide locally sourced organic food options, re-use plastic food packaging in the kitchen and use recycled paper napkins and table cloths to set tables in the dining room.

### KEY CONCEPT

**Marketing and management:** Managing travel and tourism organisations includes successfully marketing products and services to customers. Customer demands are changing; for example customers require more sustainable tourism and products. Managing changes sustainably attracts customers and helps protect the environment, destination economies and people's ways of life.

### Online travel and tourism booking

More online travel and tourism booking opportunities have become available on websites and social media. Independent travel is increasingly easy and popular. A tourist can easily access travel and accommodation websites or download provider smartphone apps to browse, choose, book and pay for tour components separately.



## ACTIVITY 1.4

**Project:** Make a tour package using online information. Be an online tour operator for the day!

- 1 Use websites to research travel to a destination of your choice.
- 2 Investigate accommodation and visitor attractions at your chosen destination.
- 3 Put your package together and present it to the rest of the class.

## KEY WORD

**resort:** a location visited mainly by leisure tourists

## 1.2 Travel and tourism destinations

### Types of destination

Destinations that tourists choose to visit vary in size, or 'scale'. A large-scale destination such as Florida is likely to have destinations within it. For example, Orlando, the Everglades National Park and the Florida Keys islands are all destinations within Florida.

Travel and tourism destinations are classified into different types:

#### Resort towns

**Resort towns**, or **resorts**, are places that tourists visit for fun and relaxation. Resorts can be towns or hotels and are usually, but not always, smaller-scale than destinations.



**Figure 1.35:** Seaside resort towns. Top left: Whistler: a ski resort in Canada. Top right: Nice: a city that developed as a seaside resort. Bottom left: Mariánské Lázně: a spa resort town in the Czech Republic. Bottom right: Cancun: a modern beach resort town in Mexico



Resort towns are towns where leisure tourism is the main economic activity. Resort towns depend on tourists for jobs and money. Resort towns include towns that are beach, seaside, ski and spa resorts. A seaside town may be a resort town if leisure tourism is a very important part of the town's economy. For example, Clearwater may be described as a resort town. Figure 1.35 shows resort towns. Nice is a city on the south coast of France that developed as a large seaside resort town, and now has other functions, including as a business tourism destination. Cancun is a large modern beach resort town in Mexico that appeals to families, couples and individual tourists, including leisure and business tourists worldwide. Ski resorts are resort towns visited by adventure and sports tourists who go skiing themselves or who watch skiing competitions. Whistler in Canada is an example of a ski resort town located in the Rocky Mountains. Tourists enjoy snow sports including skiing and snowboarding in the winter and activities including mountain biking and hiking in summer, when much of the snow has melted. As a resort town, Whistler also provides accommodation, catering and shopping facilities for tourists to enjoy.

Tourists visit spas for health and wellbeing treatments or activities, such as massage and beauty treatments (Figure 1.7), organised physical exercise and diet plans. Spa resorts offer accommodation for tourists to enjoy health and wellbeing holidays (vacations) and short-breaks. Mariánské Lázně is a spa resort town in the Czech Republic. The Czech Republic is a country in Central Europe. Spa resort towns appeal to tourists because of natural mineral springs. A mineral spa is a mineral water spring that has been developed as a tourist attraction. Mariánské Lázně has 100 mineral springs. More than 50 of these springs have been developed as spas, many with buildings around them where tourists can 'take' (drink) the natural mineral water for its perceived health benefits or enjoy mineral water health treatments such as mineral water baths. Modern spa facilities are often provided by large hotels which have their own spa and wellbeing facilities. Examples include the luxury J Hotel in Shanghai, China, the Westin Golf Resort and Spa in Costa Rica and Le Méridien Ile Maurice Resort in Mauritius (Case study 3.9).

## City destinations

City destinations are cities that attract tourists. City destinations attract leisure, business and VFR tourists, as well as tourists who travel for other reasons, including medical tourism.

Case study 1.2 examines one example of a large city destination (London). Hong Kong is another.



Figure 1.36: Hong Kong: a city destination

## Countryside areas

Countryside areas, including **national parks/nature parks** and **nature reserves**, are destinations that tourists visit. National parks (or nature parks) and nature reserves are usually areas of countryside that are protected by governments to conserve attractive natural landscapes, rare and interesting wildlife, and traditional ways of life of local people. Marine reserves are offshore coastal areas that are similarly protected. National parks are intended to be visited and enjoyed by leisure tourists because of their beauty, to escape the noise and pollution of cities and to enjoy healthy and adventurous outdoor activities.

### KEY WORDS

**national park/nature park:** usually a large natural area that is protected by government rules to conserve the landscape and for leisure tourists to enjoy

**nature reserve:** a natural area that is protected to keep rare animals and plants safe from damage caused by people



Figure 1.37: Yellowstone National Park, USA



## Coastal and island destinations

Places that tourists visit at the coast or because they are islands may also be beach destinations. Rodrigues Island (Figure 1.14) in the country of Mauritius in the Indian Ocean is a coastal and island destination with beaches. Tampa in Florida (Figure 1.38) is a coastal city destination in the USA. The photograph shows the MICE tourism Tampa Convention Center and leisure tourist waterfront.



Figure 1.38: Tampa: a coastal destination

## Purpose-built resorts

**Theme parks** and **all-inclusive resorts** are examples of **purpose-built resorts**. Theme parks are visitor attractions covering a large area that often provide accommodation and catering facilities such as hotels and restaurants. Theme parks such as Tokyo Disneyland in Japan, Kingdom of Dreams in India and Universal Studios Hollywood in the USA have clear identities or themes. All-inclusive resorts are large hotels on large sites with many facilities and services provided at a single price (all inclusive). Accommodation, catering and sports facilities are examples of the products and services provided by an all-inclusive resort.

### KEY WORDS

**theme park:** a major tourist attraction with many amusements and rides

**all-inclusive resort:** a destination or hotel that provides a wide range of products and services on one site. Customers of all-inclusive resorts often make just one advance payment and pay little or nothing more while staying at the resort

**purpose-built resort:** a destination that is planned and built especially for tourism

Figure 1.39 shows an all-inclusive resort in Cuba, an island destination country in the Caribbean Sea.



Figure 1.39: An all-inclusive resort in Cuba

You will consider real-world examples of different types of destination in Case study 1.3.

## The changing appeal of destinations to different external customer types

Tourists choose destinations that appeal to them, although their choice is limited by factors including cost and affordability, availability and restrictions, such as border controls (for example in times of pandemic).

Different tourists are attracted by different elements of the appeal of a destination. Usually, the appeal of a destination has several elements. For example, a leisure tourist seeking summer fun and relaxation may find a beach destination attractive if additionally:

- the weather and climate are sunny and warm
- there are leisure activities such as watersports
- accommodation and catering are available and affordable
- the destination is easily accessible
- there are sustainable practices and provisions such as sustainable transport to move around the destination.



## Elements of destination appeal

Different elements of appeal include the following:

### Accessibility

Some destinations, such as Orlando, Florida, USA, are easier to reach than others because of transport links. Orlando International Airport is a gateway airport and a hub airport. Some tourists arrive at Orlando International Airport on inbound flights and transfer to domestic flights, for example, to other airports in Florida, such as Fort Lauderdale and Key West.

Transport **infrastructure**, including public transport, roads, airports and ports, can increase a destination's **accessibility**. Take, for example, the 2024 Olympic city of Paris in France: international airports for Paris are Charles de Gaulle, Orly and Beauvais. Major motorways (freeways) and high-speed rail links connect Paris to the rest of France and to other large cities in Europe, including London, via the Channel Tunnel.

Accessibility is an important element of destination appeal for persons with reduced **mobility** (PRMs). Increasingly, accessibility provision is made for people who have specific mobility needs. For example, accessibility services provided for tourists at Copenhagen Airport in Denmark include sustainable electric vehicles used to transport tourists with specific mobility needs through the airport, helping to make Copenhagen more accessible as a city destination.

### KEY WORDS

**accessibility:** ease of reaching or moving around a destination

**infrastructure:** the basic systems and services that support local people and tourists in an area. Transport infrastructure includes roads, rail and bridges; other infrastructure elements include, for example, electricity and water supply, and waste disposal systems

**mobility:** the ability to move around freely. Some tourists have reduced mobility. They are referred to as PRMs (persons with reduced mobility)

### Built and natural attractions

The built and natural attractions of a destination and surrounding area add to its appeal to tourists. Increasing access to the internet and the rise of social media means

that people are more aware of attractions in otherwise unfamiliar, distant destinations.

Natural features such as mountains, rivers and lakes add to a destination's appeal to adventure and sightseeing tourists, for example, around Breckenridge in Colorado, USA (as shown later in Figure 1.42). Spectacular mountains surround Breckenridge and, in the winter, it is a ski resort. From spring to autumn (fall), tourists can mountain-bike or hike through the impressive mountain scenery, fish for trout, paddleboard, go white-water rafting, play golf or photograph the beautiful scenery. Increasing demand for sustainable tourism and the ease of booking independent travel online have helped people become aware and become actual customers of environmentally friendly rural destinations such as Breckenridge.

Ha Long in Vietnam is a similar example. The beautiful natural attractions of Ha Long Bay (see Figure 1.40) appeal to both domestic and inbound tourists. Boat tours allow tourists to admire the impressive scenery, where thousands of limestone islands rise from the clear, emerald green water and tourists can scuba-dive. On top of the island cliffs are rainforests. Tourists can rock-climb and hike among the surrounding mountains.



**Figure 1.40:** Ha Long Bay is a stunning natural attraction

The built environment of the old port area of Hoi An town, also in Vietnam, appeals to many tourists. Some of the architecture of the port dates from the 15th century. Buildings are a mix of Vietnamese and foreign styles that many tourists like to photograph. The old Japanese Bridge is a very popular attraction. Tourists post their photographs and selfies on social media, boosting interest in previously less well-known attractions.

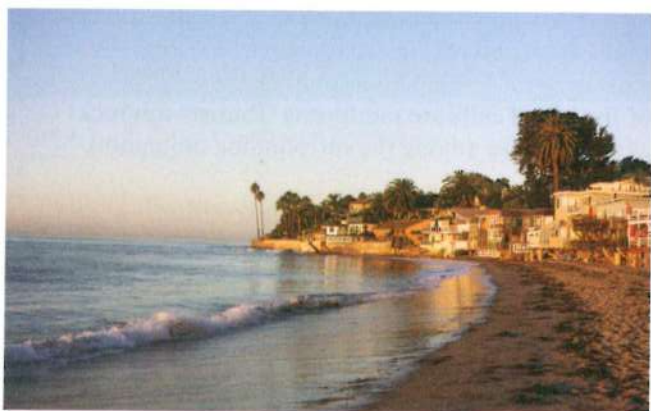


### Sustainable practices and provisions

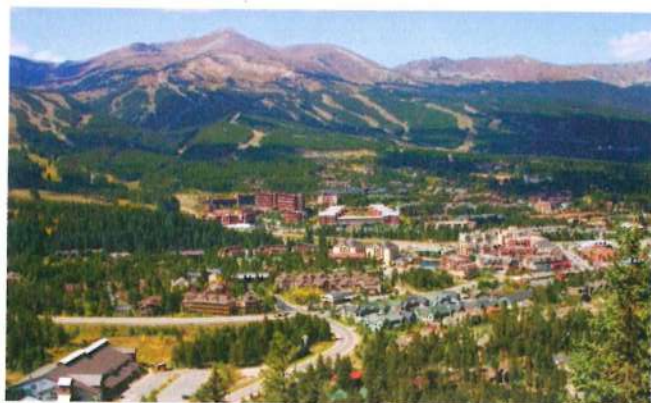
Sustainable provisions, such as ecotourism products and services, increasingly appeal to the growing number of responsible tourists. For example, in New Zealand's Bay of Plenty destination, the local tourism authority educates tourists about responsible tourism, informing them on how to care for the environment and for the culture of local people. Online advice is made available to tourists to help them behave respectfully and appropriately.

### Weather and climate

Destination weather and seasonal climate characteristics, such as the number of sunshine days, are increasingly widely known. Tourists can use websites and weather apps to research temperature, rainfall and snowfall data. They can now make more informed choices about where to go for summer beach holidays in destinations such as Santa Barbara (Figure 1.41) or California on the West Coast of the USA, or for winter sports holidays (Figure 1.42).



**Figure 1.41:** Santa Barbara, a summer beach destination on the West Coast of the USA



**Figure 1.42:** Breckenridge, Colorado, a popular destination for skiers between November and April

Online weather information makes it possible for ski tourists to know in real time when there is enough snow. As a result, there has been an increase in the number of instant online and independent short-notice bookings of accommodation and catering in ski resorts, especially at the beginning and end of the winter sports season.

### Historical and cultural attractions

The historical and cultural attractions of the destination and surrounding area form part of the destination's appeal. Increasing online information and the desire to visit different destinations more sustainably has increased the appeal of historical and cultural attractions.

Local traditions, language, arts and music add to the appeal of destinations such as Marrakesh, Morocco to cultural tourists. Marrakesh is a historic city in North Africa. The centre of the old city (the Medina) is Jemaa el Fna, a large open square. The many Moroccan food stalls there attract crowds of tourists and local people. Traders sell local orange juice, traditional leather bags and brass cups. Cultural tourists enjoy watching local street performers, including groups of traditional musicians and dancers, storytellers, magicians and circus artists. Next to Jemaa el Fna is a lively traditional market or *souk* with many small shops and stalls selling a variety of local goods, including traditional rugs and Moroccan lamps, leather bags, bright fabrics, embroidered slippers, silver jewellery and spices.

### Other elements

Other elements of destination appeal are shown in Figure 1.43.



**Figure 1.43:** Other elements of destination appeal

As with all elements in destination appeal, changes in these areas are due to:

- increasingly easy access to, and sharing of, information using the internet and social media



- the related greater demand for further away (and often more long-haul), different, newer destinations, enabled by economic growth and social changes such as increased leisure time
- increased desire to travel more environmentally sustainably, and to behave more socially and economically responsibly in increasing numbers of ecotourism destinations.

Elements of destination appeal are shown in Case study 1.3.

## Different external customer types

Tourist customers who are not employees of the travel and tourism business they are using or visiting are known as **external customers**. Destinations appeal to different external customer types.

### KEY WORD

**external customers:** customers who use the products and services of a travel and tourism business and are not members of staff or otherwise part of the business

External customers are classified into different types:

### Families and individual tourists

Some leisure and some VFR tourists travel in family groups, which may include family members from different age groups (children, teenagers and young, mature and older adults). Individual tourists may travel alone (singles) or as a couple. Examples of tourist couples include life-partner couples and pairs of friends or relatives (two sisters, for example). Individual tourists may also belong to different age groups or generations.

### Groups, including educational groups

Families travel as groups. Non-family groups include educational groups, such as school or college groups on an educational visit or holiday. Tourists enjoying a coach holiday (see Figure 1.44) are part of a group. Coach parties may include families as well as individual tourists.



Figure 1.44: Coach tour group

### Visitors with language and cultural differences

Tourists, especially inbound tourists, may have language and cultural differences from the local people of a destination. For example, an Italian tourist visiting Greece or a Vietnamese tourist visiting India may not speak or understand the local language. Information, signs and menus will be difficult to read. English is widely used as an international language: pictograms (see Figure 1.45), translated menus and translation apps (such as Google Translate) help overcome tourists' language difficulties.



Figure 1.45: Rest-room pictograms



Cultural differences include dress, behaviour and foods. External customers with cultural differences may not like or accept some local destination foods, may not understand or want to conform to local dress codes and may not behave as local people expect, for example, not queuing at visitor attractions. Responsible tourists want to behave culturally respectfully in destinations and responsible tourism providers seek to educate tourists about local cultural norms and expectations.

### People with specific needs

Tourist customers may have specific needs, including those shown in Figure 1.46:

Mobility and access needs

Sensory needs

Dietary needs

**Figure 1.46:** Types of specific need

Mobility and access needs are movement needs. Some external customers have difficulty moving from place to place around tourism destinations, facilities and attractions. This is known as reduced mobility. Travel and tourism providers have to consider the mobility needs of external customers to ensure accessibility. Mobility needs can be met in various ways, including wide doors and gates, stairless buildings, elevators, ramps, support rails and provision of e-mobility vehicles (see Figure 1.47).

Sensory needs include the needs of people with sight or hearing difficulties. Guidance aids, including textured paving or flooring, and audio hearing loops are examples of how attractions can meet tourists' sensory needs.

Dietary needs and requirements of customers may arise from:

- allergies and food-intolerance, for example, to nuts, gluten or dairy foods
- religious or cultural avoidance of certain foods such as pork or shellfish
- personal or health choices such as vegetarianism, or avoiding sugary or fatty foods.



**Figure 1.47:** An e-mobility vehicle in an airport

### ACTIVITY 1.5

- 1 External customers may be classified into different types.
  - a Outline different types of external customer.
  - b Work with a partner to produce a Venn diagram to show how categories of external customers may overlap (for example, families and people with specific needs).
- 2 Have a class discussion about how you think a destination can meet the needs of visitors who:
  - a speak a different language
  - b are from a place with a different culture.



## CASE STUDY 1.3: DESTINATION FLORIDA, USA

Florida is a state in the south-east USA. There are many travel and tourism destinations of different types in Florida.

The climate of Florida is warm all year. The weather is a little cooler in winter, with an average (mean) January temperature of 16°C (61°F). Summers are long, and last from May to October. July is the hottest month, with an average (mean) temperature of 28°C (82°F). Florida has wet and dry seasons. The wet season is in the summer, so the air is humid. Late afternoon thunderstorms are normal and happen

most days. Tropical storms and hurricanes are a risk in Florida from 1st June to 30th November (with the greatest risk from August to October). Some tour operators recommend spring as the most comfortable time to visit Florida.

Many tourists arrive in Florida by air. Florida has several airports; some are increasingly busy international hubs from which tourists can transfer to domestic flights to other local airports, such as Miami, Fort Lauderdale and Key West, as well as to other destinations beyond Florida.



Figure 1.48: Popular destinations in Florida



## CONTINUED

The map in Figure 1.48 shows some different destinations in Florida:

- Hollywood is a beach destination between the cities of Fort Lauderdale and Miami on Florida's east coast. Hollywood, Florida is different from Hollywood, California, which is famous for film (movie)-making. Hollywood, Florida has a historic district that is increasingly popular with greater numbers of cultural tourists. Other beach and coastal destinations in Florida include:
  - Club Med at Sandpiper Bay: a purpose-built, all-inclusive beach resort to the north of Fort Lauderdale
  - The Florida Keys: a series of connected island destinations to the south-west of mainland Florida. Key West is the most famous Florida Key.
- Miami and Tampa are coastal and city destinations. Miami is Florida's largest city. Both Miami and Tampa appeal to business (MICE) tourists. MICE tourists grew in numbers until the pandemic of the early 2020s slowed the growth of business tourism and virtual online meetings became more common. Miami and Tampa also appeal to the increased urban leisure tourism market. Greater numbers of leisure tourists now visit cities on short breaks for shopping, cultural activities and nightlife.
- Orlando is a city destination in inland Florida famous for theme parks. (You will study it further in Case Study 1.4). Some tourists to the Orlando area also visit other purpose-built resorts in Florida:
  - Legoland – a theme park about 75 km (45 miles) from Orlando
  - Busch Gardens theme park in Tampa, about 140 km (85 miles) from Orlando.

- Everglades National Park and Big Cypress Nature Preserve (a nature reserve to the north of the Everglades) are examples of Florida's countryside destinations. Increased interest in the natural environment and growth in sustainable tourism have helped grow the popularity of such destinations. Florida's countryside destinations are easily accessed from cities such as Miami and coastal destinations such as Tampa and Hollywood.

**Activity:**

- 1 Work in a group. Each group should research a different destination in Florida.
- 2 Complete the table below to summarise the appeal of your destination to families.

Element of appeal	Example of provision
Accessibility	
Attractions	
Sustainable practices and provisions	
Accommodation and catering	

- 3 Using your table to help you, design a marketing leaflet to attract families to your destination.

**Discussion:**

What is the appeal of some Florida destinations to families?

Use your group's ideas from the activity and the details from the table to inform or illustrate your group's contribution to the class discussion.



## Changes in travel choices

Tourists choose how to travel to destinations and how to move around within destinations. The travel choices available to tourists are changing. For example, there are increasingly sustainable travel options for tourists to choose. Sustainable travel is travel by means of sustainable forms of transport, which enable tourists to move around a place without causing damage to the environment or to people's ways of life in the future.

### Travel choices to destinations

Tourists can choose to travel to destinations by air, on water or overland.

#### Air

During the late 20th century and in the early 21st century, air transport became much more available to many more tourists. Air transport growth allowed the spread of mass tourism to destinations around the world, and so led to the growth of international and long-haul tourism.

The development of wide-bodied long-haul aircraft capable of carrying hundreds of passengers, and the use of more sustainable, fuel-efficient aircraft led to the continued growth of air travel, until the COVID-19 pandemic of the early 2020s caused a decline. At the same time, increasing environmental concerns have led to a shift from short-haul air flights to rail travel, especially for domestic tourism and international tourism between neighbouring or close countries.

Within destinations, some travel and tourism providers operate short sightseeing or island-hopping flights, using light aircraft or helicopters.

#### Water

Tourist travel on water includes travel on **cruise** ships by boat or by **ferry**. Leisure tourists can choose to use cruise ships to travel to or between destinations or simply to enjoy a cruise as a holiday.

#### KEY WORDS

**cruise:** a relaxing leisure journey, normally on water

**ferry:** ships or boats that link destinations or places within a destination

#### Overland

Overland travel includes rail and road transport as well as travel by means of bridge or tunnel (either underground or underwater). Increased demand for sustainable transport has increased tourist rail travel, as trains can carry large numbers of passengers and produce less gas emissions per kilometre. Infrastructure developments such as the Channel Tunnel between France and the UK have helped increase the volume of international passenger rail travel.

Bridge, tunnel and causeway connections are fixed links. Fixed links may be combinations of these, for example Zealand in Denmark is linked to the rest of the country and so to the rest of Europe by the Great Belt Fixed Link. This 18 km (11 mile)-long link consists of a road bridge and railway tunnel combination.

Types of road transport for tourists are varied; they include privately owned and hire (rental) cars, taxis, buses and coaches, minibuses (shuttle vans), motorcycles and scooters, as well as more sustainable means of transport such as bicycles and **e-scooters**. Many city destinations operate bicycle and e-scooter shared-use hire (rental) systems.

#### KEY WORD

**e-scooter (electric scooter):** a type of sustainable, mass personal-use transport available for public use in many destinations. Users normally stand when riding e-scooters

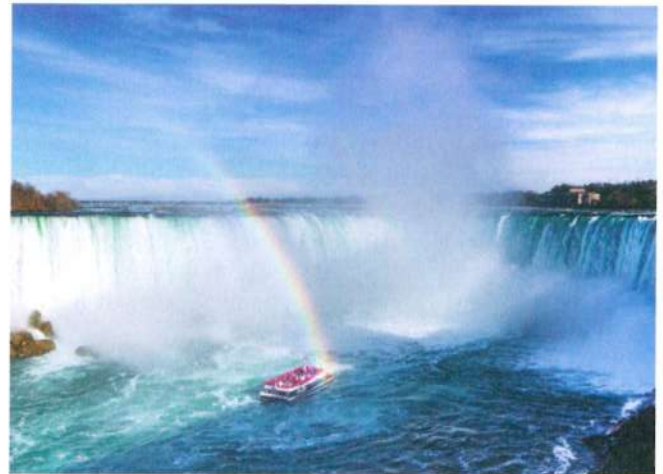
### Travel choices around destinations

Tourists can choose to travel around destinations:

- by road, including:
  - cycling
  - shared transport, such as car-share or by minibus (shuttle van) sharing
  - buses and coaches
  - taxis and private hire vehicles, often made available to tourists by smartphone apps
  - personal transport hire schemes, including common-use cycle and e-scooter hire schemes. The popularity of e-scooters to move around within destinations has increased because they are readily available, often relatively cheap, flexible and convenient.



- by **mass rapid transit (MRT)** and local rail systems, including underground railways. MRT trains transport large numbers of people quickly and often cheaply. Many tourists choose to use MRT trains to move around city destinations easily.
- by water-based transport, including local ferries. Small ferries may only carry people, others also transport vehicles, including cars and tourist buses and coaches. Some coastal and lake or riverside destinations have smaller boats such as yachts available for tourists to hire (rent) or offer short sightseeing cruises in small boats for an hour or two from a harbour along a shoreline. Figure 1.49 shows tourists on a boat tour at Niagara Falls.



**Figure 1.49:** Tourists enjoying a boat tour at Niagara Falls

### KEY WORD

**mass rapid transit/MRT:** a type of rail transport used in some city destinations to transport large numbers of people quickly and often cheaply

The choices of travel available to tourists in destinations are changing because more sustainable means of transport are available for tourists to choose to use to move around destinations.

## CASE STUDY 1.4: ORLANDO: A THEME-PARK DESTINATION

Orlando is a theme-park destination in Florida. Orlando's purpose-built theme-park resorts appeal to domestic and inbound tourists. Social media information-sharing has recently enlarged the theme-park market and increased the competition between these purpose-built resorts as customers post photographs and travel experience blogs.

Examples of purpose-built theme-park resorts in and near Orlando include Walt Disney World, Universal Resort Orlando, SeaWorld and Discovery Cove. Walt Disney World and Universal Orlando have theme parks within them. Famous theme parks within Walt Disney World include Magic Kingdom, Animal Kingdom, Epcot and Hollywood Studios. Universal Orlando theme parks include Universal Studios and Islands of Adventure.

Orlando has two main airports: Orlando International Airport and Sanford International Airport. Orlando International is better-known to international tourists and closer to the theme parks, as well as having more flights than Sanford. Sanford has more low-cost (budget) and charter flights. Both of these airports are important tourist gateways for the theme-park destination of Orlando and the rest of Florida.



**Figure 1.50:** A theme park in Orlando



## CONTINUED

Orlando's theme parks, attractions and hotels are spread over a large area. Tourists need transport to move around the destination. Tourists arriving at one of the gateway airports can hire a car or can choose local public transport. Local public transport choices at Orlando International are shown in Figure 1.51.

Many tourists use road transport such as cars, buses and taxis between the airport and the city to move around Orlando. Major roads such as International Drive connect the airports, downtown (town centre) Orlando, theme parks, hotels, restaurants and other tourist attractions such as shopping malls and the Orange County Convention Center. International Drive (I-Drive) is an important road link in Orlando. I-Drive is about 18km (about 11 miles) long and has a public bus service (the I-Ride Trolley) that tourists can use. SeaWorld and Discovery Cove theme parks are close to it.

Shuttle buses are operated by theme-park and hotel providers. They are often used to fill gaps in public transit (transfer), as a complimentary (free) service for hotel guests, and as a way of keeping large groups of people, such as tour groups, together. They may be run by public transit agencies or private companies. Some tourists use shuttle buses to transit from Orlando International to hotels and theme park resorts such as

Universal Orlando. Car-share (carpool) and shuttle-van (minibus) providers offer ride sharing as a cheap and more sustainable choice since there are fewer individual cars on the road if people are sharing transportation.

Demand for sustainable transport has grown with our awareness of climate change, with sustainable transport becoming more available as a travel choice. As part of this **trend**, the City of Orlando's local government wants to increase sustainable transport throughout Orlando. The City Council would like most travel there to be sustainable by 2040. Complete streets are an example of infrastructure development that could help to make travel in Orlando more sustainable. Complete streets are classified as sustainable streets; these are easy and safe for everyone, often with bus lanes and cycle lanes. Electric scooter rental is another example of sustainable transport options in Orlando and was introduced in downtown (town centre) Orlando in 2020. Bicycle rental is also available.

## KEY WORD

**trend:** in a travel and tourism context, a way in which patterns of travel have developed over time



## Bus

Local buses link the airport with the rest of Orlando, including the SeaWorld theme park and Sunrail local train service. Contactless payment for bus travel can be made using a smartphone app.



## Taxi

Tourists can use taxis between the airport and any of Orlando's theme parks and hotels.



## Rail

Local train stations are linked to the airport and theme parks by local buses. Tourists can use bus–train–bus between the airport and theme park resorts such as Walt Disney World.

Figure 1.51: Public transport choices at Orlando International Airport



## CONTINUED

To improve links with the rest of Florida, carbon-neutral express link rail services are planned from Orlando International to the coastal and city destinations of Miami in southern Florida and Tampa on Florida's west coast, with a station within Orlando for Walt Disney World.

**Discussion:**

Read the following statement:

*Tourists in Orlando have a range of different transport options to choose from.*

Do you agree?

Consider:

- the different forms of transport available
- sustainable forms of transport available
- where tourists might want to visit
- the closest airports/transport connections to these places.

**Activity:**

Research tourism in Orlando further to help you with the discussion.

## TIP

Understand that different elements of destination appeal attract different people. Different external customers may find different elements more or less appealing than you do. Some external customers enjoy fun activities at the beach. Other external customers may prefer sightseeing natural scenery or historic buildings of cultural interest. Some adventure tourists may also like to relax in cafés or restaurants in the evenings.

## KEY CONCEPT

**Customer focus:** The appeal of destinations is what attracts tourists and is part of the customer focus of the travel and tourism industry.

## ACTIVITY 1.6

**1 Group work:** In groups, talk about how greater demand for sustainable travel and tourism is:

- changing the appeal of destinations
- changing the travel choices available to tourists.

**2** Choose a travel and tourism destination.

Write a magazine article (feature) about:

- elements of the appeal of the destination
- external customer types attracted by the appeal of the destination
- transport choices to and around the destination, including sustainable means of transport.



## 1.3 Trends in travel and tourism

Trends in travel and tourism are directions of change in travel and tourism. Trends in travel and tourism include both changes in tourism flow and changes in the factors affecting such changes.

### Changing global tourism flows

Tourism flows are the movements of tourists between the places they live and their destinations. Tourists move from **tourism-generating areas** to **tourism-receiving areas**. Within a country, some regions, for example, coastlines, may have more destinations than other parts of the country. Regions with more destinations are likely to be tourism-receiving areas.

#### KEY WORDS

**tourism-generating areas:** places that tourists come from

**tourism-receiving areas:** areas that tourists visit; countries or regions where there are tourism destinations

The scale of tourism flow between places is measured in numbers of tourists. Tourism flows increase when more people are able to travel. Tourism flows decrease when fewer people travel.

### Changing global tourism-generating and tourism-receiving areas

The numbers of tourists moving between the world's tourism-generating areas and tourism-receiving areas are changing.

#### Places

Tourism has become truly global. Tourism flows until the late 20th century were greatest within and from Europe and North America. North-south flows were very common in North America and Europe. Tourists living in colder, more northerly tourism-generating areas travel to seek the sun in warmer, more southerly tourism-receiving areas such as the Mediterranean coast of Europe and Florida in the USA.



**Figure 1.52:** Tourism flow – passengers moving through an airport

Global tourism flows have changed and are still changing in the following ways:

- Long-haul flights and destinations enable tourists to travel further and in greater numbers to tourist-receiving areas further away. For example, long-haul destinations in isolated places appeal to increasing numbers of independent European travellers who like to visit developing tourism-receiving areas, such as inland Asia, Central America and the lesser-developed islands of the Indian Ocean.
- Inland tourism-receiving areas are developing more. City destinations have grown in popularity with the development of budget short-haul air flights, for example, in Europe. Rural tourism-receiving areas, for example in Africa, have become more accessible and appeal to the growing numbers of ecotourists.
- Tourism-generating areas in southern and eastern Asia and the Pacific have continued to grow. This has caused an increase in tourism flows to tourist-receiving areas within Asia and the Pacific and to long-haul destinations such as in Europe, the Middle East and North America.

#### Numbers of tourists

Numbers of tourists in tourism flows had been increasing from the late 20th century and through the first two decades of the 21st century, until the COVID-19 pandemic of the early 2020s led to declining numbers of tourists. Travel restrictions resulting from the pandemic caused:

- reduced numbers of international tourists, both long-haul and short-haul



- reduced numbers of domestic tourists during waves of high infection rates (see Case study 1.5).
- increased numbers of domestic tourists during periods of low infection rates.



**Figure 1.53:** St Mark's Square in Venice: a tourist attraction that was deserted during the COVID-19 pandemic

During periods of lower COVID-19 virus infection rates, some countries eased domestic travel restrictions. Domestic tourism flow numbers rapidly rose, especially to well-known tourism destinations and natural attractions.

Problems of overtourism (also known as hyper-tourism) arose. Overtourism occurs when there are too many tourists in a destination. This harms the destination environment and causes difficulties for local people. Overtourism can lead to increased litter and waste in an area which can enter water systems and become hazardous to wildlife. Overtourism can also lead to increased air pollution, water consumption and cause social impacts, such as increased noise, within destinations. Tourists do not enjoy the destination as much. During the COVID-19 pandemic, natural attractions such as Durdle Door beach in the UK, Bondi Beach in Australia and some beaches in southern France experienced overtourism. Visitor numbers more than doubled in some cases, creating greater virus infection risk among tourists as well as for local people.

### KEY CONCEPT

**Global and growing:** The COVID-19 pandemic led to a significant change in the previously continuous growth of tourist numbers. Before the pandemic, it was widely assumed that worldwide travel and tourism demand would keep growing. The pandemic ended this assumption.

## Factors affecting global tourism flows

Factors in global tourism flow change are shown in Figure 1.54.



**Figure 1.54:** Factors in global tourism flow change

### Economic changes

Economic changes affecting changes in tourism flow are shown in Table 1.1.

### KEY WORDS

**disposable income:** the amount of money people have to spend after subtracting the costs of necessities such as food and shelter from net income. Net income is the remaining part of a person's gross income after tax is deducted

**GDP (Gross Domestic Product):** is a measure to show the size of a country's economy. It looks at the value of the goods and services that a country produces and is used to show how well a country is performing

**currency exchange rate:** the amount of money that one country's currency is worth in another country's currency. For example, the currency of the USA is US dollars and the currency of Mauritius is the Mauritian rupee



Economic factor	Explanation
Levels of <b>disposable income</b>	Changes in the disposable income of people in a tourism-generating area are important for the travel and tourism industry. People can decide to spend their disposable income on travel and tourism products and services. More disposable income makes spending on travel and tourism products and services more likely.
Levels of employment and unemployment	Employment and unemployment rates in tourism-generating areas affect levels of disposable income since employed people often have more money than the unemployed. Declining employment levels reduce business tourism flows because less people in work means fewer business tourists.
Measures of national economic strength or weakness, such as <b>GDP (Gross Domestic Product)</b>	<p>GDP is a measure that may be used to suggest the amount of money available for:</p> <ul style="list-style-type: none"> <li>• tourists from tourism-generating areas to spend on travel</li> <li>• governments to invest in infrastructure in tourism-receiving areas</li> <li>• travel and tourism businesses to invest in travel and tourism developments in and between tourism-generating and tourism-receiving areas.</li> </ul> <p>GDP is an abbreviation of gross domestic product. A country's gross domestic product is the total value of all the goods that are made and all the services that are provided in that country in a year. GDP per capita means gross domestic product per person and is calculated by dividing a country's gross domestic product by its population. GDP per capita enables the relative economic wealth of countries' populations to be compared.</p>
<b>Currency exchange rates</b>	Rising and falling currency exchange rates affect the affordability of international travel and destinations. For example, when the US dollar has a high value in Mauritian rupees, Mauritius becomes a cheaper destination for Americans. Tourists are more likely to choose to visit and stay longer in destinations where tourism products and services are cheaper.
Government investment	Government investment is money that national and local governments spend on developing their countries and areas. For example, governments may invest in developing infrastructure and in funding national and local tourism development organisations.
Infrastructural developments	<p>Infrastructure developments include:</p> <ul style="list-style-type: none"> <li>• improvements in the transport framework of an area, such as public transport, roads, railways, airports and ports</li> <li>• the supply of basic services such as electricity, water supply and waste disposal.</li> </ul> <p>Developments in the infrastructure of tourism-receiving areas improve accessibility and increase tourism flows. Infrastructural developments in tourism-generating areas also increase tourism flows.</p>

**Table 1.1:** Economic changes affecting changes in tourism flow



## Social and demographic changes

**Social** and **demographic** factors in changing tourism flows include:

- age profiles
- family structures
- attitudes to **tourism impacts** and changes in people's sustainability awareness.

### KEY WORDS

**social:** relating to the ways in which people live together, such as family structure, available leisure time and attitudes to tourism impacts and sustainability

**demographic:** relating to the structure or balance of a population, for example the changing age profile of a population

**tourism impacts:** the effects that tourism can have on a destination, including the effects on the people who live in the destination and on the environment

Change to the age profile of a country is an example of demographic change. The age profile of a country is the percentage of the population that are certain ages; for example, the percentage in their 20s or the percentage over 65.

The age profiles of tourism-generating and tourism-receiving areas affect tourism flows. An increase in the number of early-retired people, for example aged 55–64, in a tourism-generating area is likely to increase outward tourism flow. Early-retired couples often have relatively high levels of disposable income and available leisure time, while still being sufficiently healthy to travel.

Social changes include changes in:

- family and household structures, for example, more single people living alone or young adult couples having their own home, apart from parents



**Figure 1.55:** Grey market tourists have time and money for fun

- attitudes towards social issues such as the impacts of tourism on a destination and the importance of sustainability awareness.

Family and household structure changes affect tourism flow. Tourism-generating areas with declining birth rates have increasingly smaller families. It is cheaper and easier for people to travel in smaller groups, so a reduction in family size tends to increase tourism flow. Similarly, tourism-generating areas may find that the size of households reduces as young adults increasingly have homes of their own. Again, tourism flows increase because of the ease and increased affordability of travelling in small groups. Tourism flows are also split since a young adult couple may be likely to choose a different destination to the rest of the family.

The attitudes of tourists, travel and tourism providers and tourism authorities affect tourism flows. They are increasingly more likely to want to sustainably manage travel and tourism because of impacts on the environment and on the economic and social wellbeing of people who live in tourism-receiving area destinations. Increasingly, pro-responsible tourism attitudes are affecting tourism flows, mainly by increasing flows to more rural, more inland destinations, where ecotourism developments are more likely.



## Health and security issues

Health and security issues that may also affect tourism flows are shown in Figure 1.56.

Disease epidemics and pandemics reduce tourism flows. In the case of pandemics such as the COVID-19 pandemic of the early 2020s, global tourism flows are much reduced. Disease epidemics may be widespread, but such outbreaks are more localised. An example of an epidemic is the Ebola virus outbreak of 2013–2016, which centred on West Africa, but spread in a limited way to other African and European countries and to the USA. Tourism flows to and from affected African countries were reduced, but the overall global effect was much less than that of the COVID-19 pandemic.

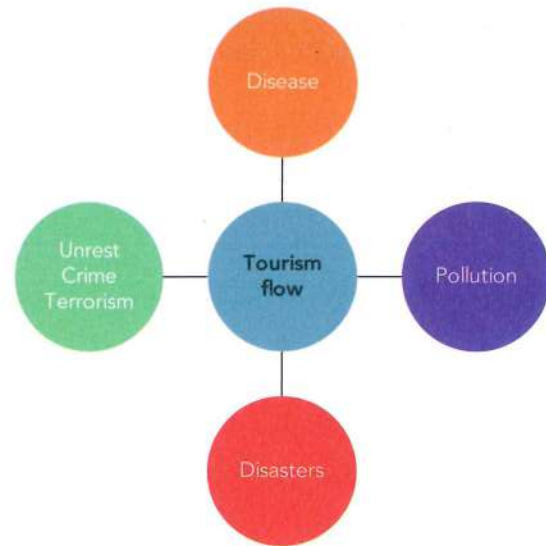


Figure 1.56: Health and security issues that affect tourism flows

## CASE STUDY 1.5: PANDEMIC WORLD

In 2020, the world began to be significantly affected by a pandemic caused by the COVID-19 virus. The disease affected tourism flows from 2020 onwards. The graph in Figure 1.57 shows the number of international tourist arrivals globally between 2000 and 2020, a measure of global tourism flow.

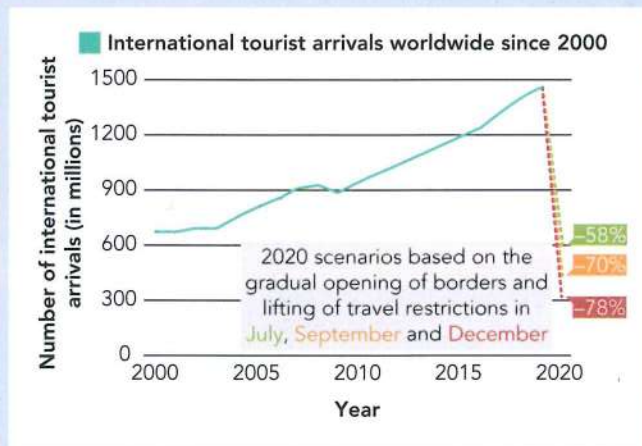


Figure 1.57: Global international tourist arrivals since 2000

Tourism flows between tourist-generating areas and tourist-receiving areas were also affected by the COVID-19 pandemic. Prior to the pandemic, international tourist arrivals had increased significantly in all world regions; Figure 1.58 shows international tourist arrivals in different regions of the world up to 2018.

Tourism flows were severely affected by the COVID-19 pandemic because travel restrictions were imposed:

- following advice from the United Nations World Health Organisation (WHO)
- by national governments
- by international organisations, including the European Union (the EU, a group of 27 countries in Europe).



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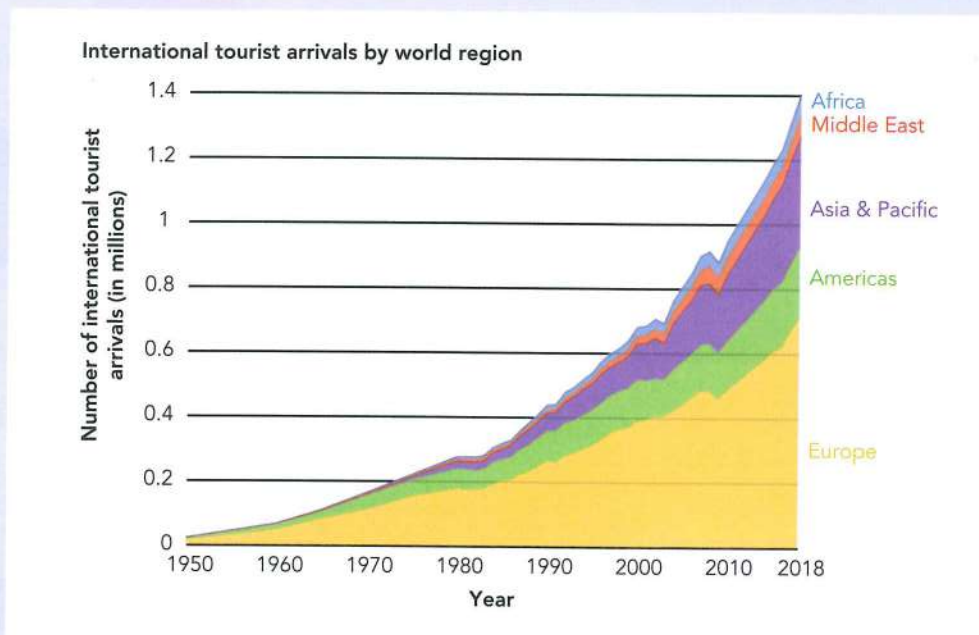


Figure 1.58: International tourist arrivals in different regions of the world to 2018

During the pandemic, there were waves of high infection rates separated by troughs of reduced infection. Travel was restricted more severely during the waves of high rates of infection.

Figure 1.59 shows percentage changes in international tourist arrivals in 2019, 2020 and the beginning of 2021 in the different world regions.

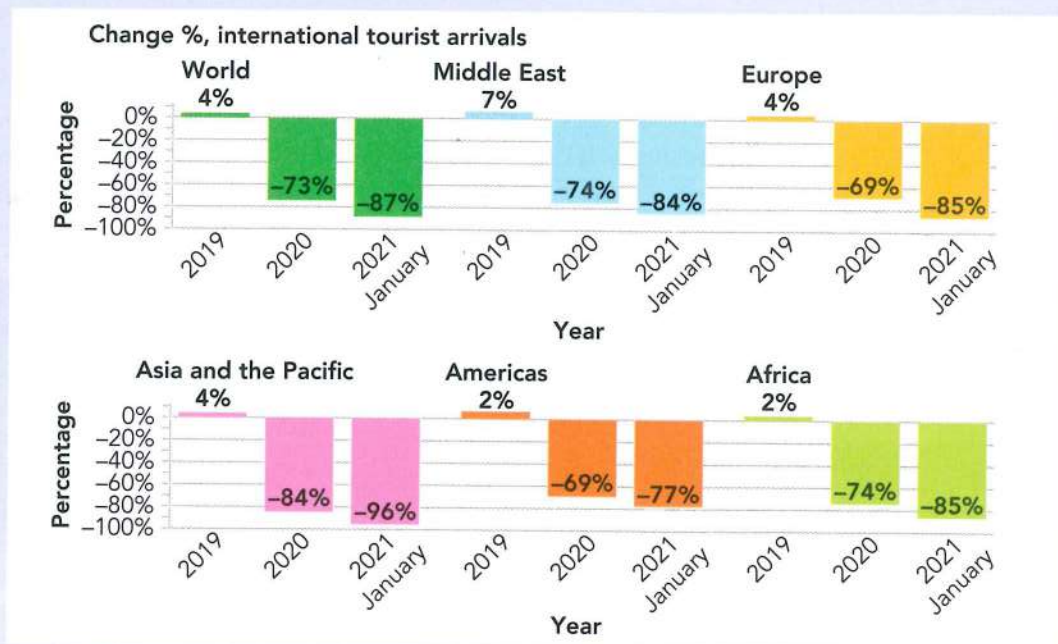


Figure 1.59: Percentage changes in international tourist arrivals 2019–2021



## CONTINUED

Different national governments and the EU imposed their own national and local travel restrictions but, in general:

- movements of people including tourists were limited or sometimes stopped within countries and internationally
- tourist travel into some countries from some other listed countries was controlled and sometimes stopped
- quarantine periods were imposed in some countries; tourists arriving in a country had to isolate and be separated from the local population for periods of, for example, ten days
- tourists departing from countries and arriving in countries were tested for COVID-19 symptoms, infection and levels of immunity before being allowed to travel or to enter a country
- sanitary measures were strictly applied to travelling tourists, including using antibacterial hand gel, wearing face masks and keeping a certain distance (usually one to two metres) apart from other tourists and travel and tourism staff members (known as 'social distancing').

Travel restrictions were strongest in Asia and the Pacific, but also greatly affected other regions including Europe, Africa and the Middle East.



**Figure 1.60:** Sanitary measures at an airport during the COVID-19 pandemic

'Travel bubbles' or 'travel corridors' were organised by the national governments of some countries. A travel bubble is an arrangement between the national governments of some countries to allow travel without restrictions to each other, while keeping their borders closed to all other countries. For example, the governments of the neighbouring countries of Australia and New Zealand set up a travel bubble, allowing their populations more freedom to travel between countries within that bubble.

During 2021, vaccination against COVID-19 became globally widespread. Travel restrictions and freedoms began to change. Tourists were allowed more freedom to travel between some countries if they fell into any of the following categories:

- vaccinated against the COVID-19 virus
- immune to the virus
- not infected by the virus (able to show a recent negative test result).

Technological advances made travel and border controls easier. Tourists' COVID-19 virus-status (vaccinated, immune or not infected) could be displayed on travellers' smartphones and digitally validated by border control and travel and tourism staff. In some countries, smartphone apps were also used to allow tourists to access tourism facilities such as sports stadiums and indoor restaurant dining rooms.

Vaccination and technological advances increased tourism flows during 2021–2022, bringing economic benefits to tourism-receiving areas.

### Activity:

- 1 Prepare for a group discussion about the effects the COVID-19 pandemic by identifying agreed meanings of:
  - pandemic
  - wave of infection
  - travel 'bubble'.



## CONTINUED

## Discussion:

- 1 Have a group discussion about the effects the COVID-19 pandemic had on tourism flows. Consider the following in your discussion:
  - how the number of international tourist arrivals changed after 2000:
    - a globally
    - b among world regions
  - the percentage changes in international tourist arrivals in different world regions between 2019 and early 2021
  - the effects on tourism flows during the COVID-19 pandemic of:
    - a technological advances
    - b government actions.
- 2 Present the results of your group discussion to the rest of the class.
- 3 Return to your groups and have a further discussion, answering the following questions:
  - a What happened to worldwide international tourist arrival numbers after 2020?
  - b What do you think will happen to worldwide international tourist arrival numbers in the future?
  - c What economic benefits do you think tourism brings to tourism-receiving areas?

Levels of pollution in destinations and the extent to which the environment is sustainably managed affect tourism flows because tourists are more likely to choose to visit destinations perceived as cleaner and greener. Costa Rica, a country in Central America, has a well-established reputation for ecotourism. Such a reputation increases tourism flow even though urban areas may have high

pollution levels. Pollution affects health. Air pollution affects breathing and water pollution can cause serious water-borne diseases such as cholera, as well as leading to food poisoning. Tourists prefer to avoid destinations where such problems exist. Easier and greater access to the internet and use of social media have led to such information being spread increasingly quickly.

## CASE STUDY 1.6: MAURITIUS OIL SPILL 2020



**Figure 1.61:** Oil on a beach after the 2020 Mauritius oil spill

In July 2020, an oil tanker travelling near the Mauritius coast hit into a coral reef, causing the tanker to break apart and spill oil into the surrounding ocean. The amount of oil spilled was relatively low but the damage to the environmentally protected marine ecosystems and to the Blue Bay Marine Park reserve was potentially serious. The beautifully clear turquoise waters of one lagoon became stained black and brown, before the water and beaches were cleaned. A major concern was damage to coral reefs in the lagoon because of the diversity of life the reefs contain and because they protect the coastline from storms. They are also major natural attractions for tourism in Mauritius, which is very important to the country's economy.



## CONTINUED

## Activity:

## Research:

- the environmental impact of the oil spill
- media coverage of the oil spill
- the oil spill's likely impact on tourism to Mauritius.

## Discussion:

As a class, discuss this statement:

*'The impact of the 2020 Mauritius oil spill is likely to remain for years.'*

Consider your research in the discussion.

Disasters such as earthquakes and oil spills, and levels of social and political unrest (including crime rates and terrorism), especially when reported by the media, cause leisure tourists to worry that their holidays in badly affected destinations will be disrupted and less enjoyable. As a result, tourism flows to affected tourism-receiving areas are reduced.

National government responses to health and security issues include increased border controls, including **visas** and stricter entry requirements (see Case study 1.5). Tourism flows to more rigidly controlled destinations may be reduced. However, greater levels of control can build tourist confidence in the safety and security of destinations so that flow reductions may be slight.

## KEY WORD

**visa:** a travel document permitting a person to enter, leave or stay in a country. Visas are often time-limited. Ease of obtaining a visa to visit a country is a factor that can affect tourism flow to tourism-receiving areas

## TIP

Become aware that data is rarely fully up to date. The data in Figures 1.57–1.59 is the most recent available at the time of writing. The United Nations World Tourism Organization (UNWTO) website is a really useful source of data. When you read this, have a look there to see if there is any more recent data available.

## ACTIVITY 1.7

- 1 **Project:** Work individually or with a partner to research and produce:
  - a chart to show the factors that can affect tourism flows
  - a presentation of the effects on tourism of a natural disaster such as the Haiti earthquakes of 2010 or 2021.
- 2 **Group work:** Working in small groups, talk about how different factors can affect tourism flow.

Each group can choose a different set of factors, for example, economic factors or social and demographic factors.

Groups can make presentations to report back to the rest of the class.

Listen to other groups' presentations and make notes of what they say.

Work together to compile a classroom display showing how different factors affect the scale of tourism demand in the world.



### Technological advances

Technological advances, including advances in transport technology and **ICT (Information and Communications Technology)**, increase tourism flows. Developing forms of transport, especially sustainable forms of transport, increase the numbers of people travelling to destinations.

Transport technology includes:

- transport types such as aircraft, trains, ships, cars, buses and personal transport such as e-scooters
- transport infrastructure such as railway lines (tracks), ports, airports and road systems.



**Figure 1.62:** E-scooters are a sustainable form of transport technology

#### KEY WORD

**ICT (Information and Communication Technology):** the range of computer and other electronic devices, such as smartphones, used to store, send and share information

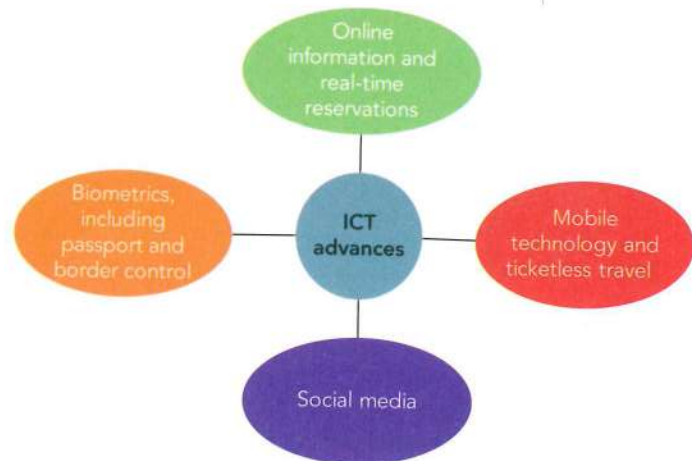
Since the 1960s, passenger transportation systems have expanded as new technologies are developed to make travel more efficient and comfortable. During the 20th and early 21st centuries, transport technology advances helped the growth of mass tourism to destinations in tourism-receiving areas around the world. Advances in types of transport have created more choice for tourists, made travel faster and cheaper and given easier access to destinations further away.

Examples of technological advances in transport types are:

- the development of wide-bodied long-haul planes able to carry hundreds of passengers further and with relatively reduced levels of pollution

- advanced cruise ships carrying thousands of passengers increasingly cheaply
- high-speed trains, such as the French TGV and the Japanese Shinkasa (bullet train), which have reduced journey times and created a more sustainable choice than short-haul air travel
- bridge- and tunnel-building technology, which has made overland travel easier and quicker.

Technological advances in ICT include those shown in Figure 1.63.



**Figure 1.63:** ICT advances affecting tourism flows

Technological advances in the range of computer and other electronic devices, including smartphones, used to store, send and share information have helped to increase tourism flows. Faster broadband internet and new generation mobile (cell) phone networks have increased and quickened tourists' access to information about destinations as well as the ability to book travel online. Social media platforms have increased tourism flows to destinations favourably reviewed and attractively photographed by smartphone users and influencers.

ICT advances have made booking travel and travel itself easier and quicker. **Real-time reservations**, for example, allow travel and tourism bookings to be made immediately, without any waiting for confirmation. A customer or travel agent may use the internet to check current availability of a hotel room or aircraft seat at that very moment. The booking can then be made online

#### KEY WORD

**real-time reservations:** travel and tourism bookings that are made instantly



instantly. There is no more delay while the provider checks paper booking records and then confirms the reservation.

**Ticketless travel** and **biometrics** are other examples of technological advances that have affected global tourism flows.

- Ticketless travel is travelling without paper tickets. Smartphone applications allow ticketless travel by digitally storing an electronic e-ticket confirmation. There is no paper ticket.
- Biometrics are pieces of digital information about a person's appearance. Biometrics are used to establish a person's identity digitally. Increased use of biometric passports has been a technological advance in border control intended to ease and quicken tourists' movements through airports, ports and overland borders between countries.

#### KEY WORDS

**ticketless travel:** travel without physical tickets

**biometrics:** digital information about a person's appearance that is used to establish their identity



**Figure 1.64:** Increasing numbers of people are using ticketless travel

#### KEY CONCEPT

**Change and development:** Travel and tourism changes because of the different factors that affect it. Disease is one factor that affects global tourism flows. The trend towards increased sustainability in travel and tourism is a factor that affects the types of destination and holiday that tourists demand. This, in turn, affects tourism development in tourism destinations.

#### REFLECTION

How confident do you feel in your understanding of trends in travel and tourism? What can you do to increase your level of confidence?

## 1.4 The growth of sustainable tourism

### Types of sustainability

Sustainable tourism involves providing the maximum benefit to the local people and destination while minimising the harmful impacts of tourism, as discussed in Section 1.1.

#### What is sustainability?

Sustainability can be environmental, social or economic.

#### Environmental sustainability

Environmental sustainability is our ability to sustain or conserve the environment into the future. For example, natural resources such as water are used by travel and tourism organisations such as hotels. How much water is used by travel and tourism providers now can affect how much water will be available for local people in the future. This is especially true in destinations that are hot and dry.

Today's tourism can be managed in ways that avoid damage to the natural environment. Tourist providers such as hotels can practise the 3Rs of sustainability (reduce, re-use, recycle) to conserve water and other resources, adopting sustainable practices. Tourists can use more sustainable, less polluting types of transport.

Tourism to ecosystems, such as rainforest and coral reef ecosystems, can be managed by limiting visitor numbers to protect future **biodiversity**. Managing ecosystems today sustains them for the future.

#### KEY WORD

**biodiversity:** the variety of animal and plant life in a place



### Social sustainability

Social sustainability is our ability to sustain or conserve people's ways of life into the future. Tourism can have negative social impacts on destination communities, but it can also bring social benefits. For example, a coastal fishing village may be developed as a tourism destination, at least in part because of the local culture. Buildings of the old village, people living in a traditional way, making traditional artefacts sold in authentic markets and at local festivals may all be part of the village's appeal to tourists. Social sustainability is about managing the development of places like these so that their traditions are sustained into the future. This does not mean that tourism should not happen. Socially sustainable tourism development of the village would allow local people and incomers to develop travel and tourism businesses so that local people can find work and continue living in the village. Socially sustainable tourism maximises the positive social impacts of tourism while minimising tourism's negative social impacts.

### Economic sustainability

Economic sustainability is our ability to sustain or conserve destination economies and people's ways of making a living into the future. Tourism can have negative economic impacts on destination communities, but tourism can also bring economic benefits to destination communities.

Tourism brings jobs and money to destinations. Tourists spend money in destinations. Tourists are customers of local travel and tourism organisations. For example, tourists spend money in attractions, in cafés and restaurants, on entertainment, in hotels, and on local transport. Travel and tourism organisations employ people, so large numbers of jobs are created in destinations. This is an example of a positive economic impact of tourism on the local, host community.

Negative economic impacts of tourism include economic leakage. Economic leakage is when money that has come into a country because of tourism then leaves (or, leaks from) the country again. For example, hotels in a destination may be owned by travel and tourism organisations that are based in other countries. Profits made by such hotels go to foreign-owned businesses. These profits are said to leak abroad because they leave the destination's country. This is an example of a negative economic impact because the destination country may not benefit from the money that has leaked abroad.

Economically sustainable tourism sustains or conserves destination economies and people's ways of making a living into the future by maximising the positive economic impacts of tourism and minimising tourism's negative economic impacts.

### Ecotourism and responsible tourism

Ecotourism is visiting a destination to enjoy the natural environment without causing damage. The Chazal Ecotourism feature at the start of this unit is an example of the growth of ecotourism. There is more information about the growth of ecotourism in Section 1.5.

Responsible tourism is a sustainable tourism behaviour. Responsible tourism involves tourists and travel and tourism providers behaving respectfully towards the natural environment and towards local people in a destination.

Ecotourism and responsible tourism are two types of sustainable tourism. Ecotourism is just one part of responsible tourism. Ecotourism is tourism to visit the natural environment. A tourist staying overnight in an eco-lodge would be an example of an ecotourist. Eco-friendly accommodation such as an eco-hotel may:

- provide meals made from locally produced food
- recycle waste
- generate its own electricity, for example by using wind or solar power.



**Figure 1.65:** Solar panels generate electricity for these eco-lodges situated in the forest

Ecotourism is a form of responsible tourism. However, tourism to any destination can be responsible if visitors behave respectfully towards the environment and



the local people. Tourists to a city destination can be responsible tourists if, for example, they:

- do not litter the streets or make too much noise
- hire a local tour guide, which brings work and money to a member of the local community
- spend money in locally owned shops and restaurants.

### KEY CONCEPT

**Sustainability and responsibility:** Ecotourism and responsible tourism are types of sustainable tourism. Sustainable tourism practices are any practices that minimise negative tourism impacts and/or maximise positive tourism impacts.

## Reasons for the growth of sustainable tourism

### Positive and negative impacts of tourism

Sustainable tourism seeks to minimise the negative impacts of tourism while maximising the positive impacts of tourism. These impacts can be environmental, social or economic. Growing awareness of these impacts has encouraged the growth of sustainable tourism.

#### Environmental impacts

Environmental impacts of travel and tourism can be positive or negative. Positive environmental impacts include conserving the environment for tourists to enjoy.

Elements of the environment that are conserved for tourists to enjoy include:

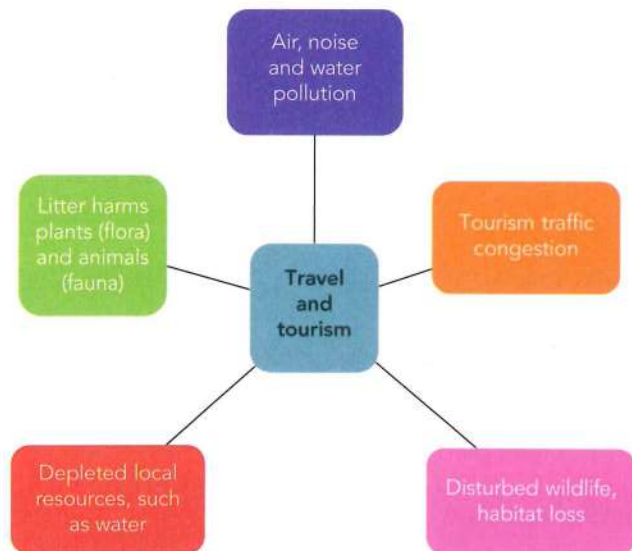
- wildlife, natural landscape features (for example, beaches, waterfalls, rivers and lakes) and biodiversity in destinations such as wetlands and coral reefs
- historic buildings, monuments and destinations of special architectural or cultural interest.

In addition, responsible tourism education and increased environmental awareness programmes for tourists and for travel and tourism organisation staff are positive impacts of travel and tourism on the environment. Sustainable tourism has grown because of such positive impacts, because of the

maximisation of positive social and economic impacts and the minimisation of negative impacts.

An important reason for the growth of sustainable tourism has been the minimisation of the negative environmental impacts of travel and tourism shown in Figure 1.66. Air, water and noise pollution are negative effects of travel and tourism on the natural and built environment. Air, land and sea transport, including aircraft, motor vehicles and ships, pollute the atmosphere, rivers, seas and lakes. Transport for travel also causes noise and creates congestion in destinations that spoils their environmental appeal for tourists.

Tourism facilities, including hotels, produce waste. The disposal of waste creates pollution. Tourism facilities use resources such as food, energy and water. Overtourism can cause depletion or shortages of these resources. Litter is a negative impact of overtourism that spoils the appeal of destinations and can harm local flora and fauna, including wildlife. Wildlife may be disturbed by tourism. Habitats can be damaged or lost from destinations where natural attraction visitor numbers are too high.



**Figure 1.66:** Negative environmental impacts of travel and tourism

#### Social impacts

The social impacts of tourism can be positive as well as negative. Sustainable tourism's growth has been helped by the maximisation of positive and minimisation of negative social impacts of tourism shown in Table 1.2.



Positive social impacts of tourism	Negative social impacts of tourism
<ul style="list-style-type: none"> <li>• Tourism helps preserve the traditional customs and crafts of destinations.</li> <li>• Money from tourism can be invested in the community to provide facilities, such as healthcare and transport infrastructure, for local people in destinations.</li> <li>• Tourism can help encourage appreciation for other cultures and bonding between cultures, strengthening relations and understanding.</li> <li>• Tourism helps to sustain traditional festivals, customs and traditions and thereby strengthens cultural identity.</li> <li>• Tourism involves the movement of people to new destinations and encourages travel, mobility and social integration.</li> <li>• Community-led tourism projects allow local people to have a say in the management of their own environment and can help empower the local community.</li> </ul>	<ul style="list-style-type: none"> <li>• There can be conflict between tourists and the host community, particularly if there are misunderstandings regarding acceptable behaviour and dress.</li> <li>• The travel and tourism industry offers many job opportunities. This can contribute to change in family structures, if, for example, young people move away from traditional family homes in order to work in the travel and tourism industry.</li> <li>• Increased numbers of tourists can lead to increased social problems within communities, such as crime and street-begging. Tourists who carry valuables such as tablets, cameras and mobile phones may attract unwanted attention and increase the possibility of criminal activity such as pickpocketing.</li> <li>• Communities may experience a loss of cultural identity as local traditions and cultures are lost to more globalised identities. Tourists may influence the behaviour of local people within communities, which can erode local traditional cultural norms.</li> <li>• Cultural practices may be altered and changed to suit the needs and wants of tourists.</li> <li>• Damage to artefacts and heritage sites may occur due to the large numbers of tourists passing through a destination.</li> </ul>

**Table 1.2:** Positive and negative social impacts of tourism

### Economic impacts

Tourism has both positive and negative economic impacts. As with environmental and social impacts, it is the maximisation of positive impacts and minimisation of negative impacts that underlies the growth of sustainable tourism.

On the positive side, tourism brings jobs and money to destinations. Tourists spend money in destinations, and are customers of local travel and tourism organisations. For example, tourists spend money in attractions, in cafés and restaurants, on entertainment, in hotels, and on local transport. Travel and tourism organisations employ people, so large numbers of jobs are created in destinations. This is a positive economic impact of tourism on the local host community.

The money tourists spend helps travel and tourism organisations make **profits**. These organisations and other businesses can invest profits to grow bigger. Organisations

need to employ more staff and create more jobs.

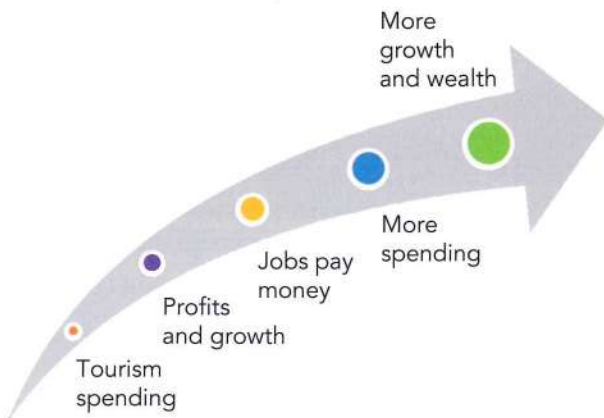
Employees are paid. Some of the money employees earn is spent in other businesses in the destination such as local shops and services. Other businesses in the destination make more money and employ more staff, who also spend money. The economy of the whole destination benefits through the **multiplier effect** (Figure 1.67).

### KEY WORDS

**profit:** the money a travel and tourism organisation makes after paying costs and taxes

**multiplier effect:** how money spent by tourists in a destination circulates through the local economy; for example, money spent in a hotel will help pay staff who work there, who in turn spend the same money in local shops and restaurants





**Figure 1.67:** The multiplier effect. Money from travel and tourism is multiplied and helps create wealth and increase the standard of living in destinations

All destinations in a country benefit from the positive economic impact of the multiplier effect. The total money a country makes is the country's GDP. Money from travel and tourism is an important part of the GDP of countries such as Jamaica and Mauritius.

Profitable travel and tourism organisations and other businesses in destinations pay taxes to the government. Governments can use taxes to develop infrastructure. Money can be used, for example, to build new roads, enlarge airports and provide health, social care and education for local people.

Negative economic impacts of tourism include economic **leakage**.

### KEY WORD

**leakage:** when money from travel and tourism has come into a country and then leaves (or 'leaks' from) it, instead of staying in the local economy

- Import leakage happens when travel and tourism providers spend money on goods imported from abroad instead of buying goods locally. For example, some hotels import expensive food and drinks from abroad.

- Export leakage can happen if hotels in a destination are owned by travel and tourism organisations that are based in other countries. Profits made by some destination hotels go to foreign-owned businesses. Profits leak abroad.
- **Seasonal employment:** this is a problem because some travel and tourism staff do not have jobs in the low season. During the high season, demand is high. High demand creates jobs in destinations. There are more high-season jobs in travel and tourism businesses and more jobs in other businesses such as local shops, restaurants and visitor attractions. People lose their jobs during the low season.
- **Opportunity costs:** these occur when management decisions are made in destinations. An opportunity cost is the loss of the chance to do something because of deciding to do something else instead. For example, the opportunity to build new schools for local people can be lost if the government decides to spend the money on expanding the international airport instead.
- **Over-dependency:** this happens when a destination economy relies too much on travel and tourism. For example, after a natural disaster such as a volcanic eruption, fewer tourists may decide to visit a destination. As a result, jobs and money will be lost from the destination and the standard of living of local people may decrease.

### ACTIVITY 1.8

- 1 **Group work:** Work in groups. Make a chart to compare the environmental, social and economic impacts of tourism. Which do you consider to be the most significant impacts of tourism?
- 2 Suggest how tourists directly employing a local tour guide helps increase tourism's social and economic sustainability.



## Changing values and attitudes

Sustainable tourism has grown because of changing values and attitudes among customers, travel and tourism providers, and governments and tourism authorities.

### Customers

Customers live in a world in which climate change awareness has grown, making people more aware of the need to be environmentally aware. This has persuaded people to change habits in a more sustainable direction. Customers' daily lives have increasingly included the 3Rs of sustainability (reduce, re-use, recycle). Their travel and tourism choices have reflected this.

Customers' values and attitudes have been influenced by other people and by the media, including social media. Traditional media such as television, radio, newspapers and magazines have helped raise sustainability awareness. For example, broadcasts and articles focusing on environmental and wildlife conservation may present a destination positively and encourage tourists to visit. Social media has enabled people to express and share their raised awareness of sustainability. Increased social media use has increased sustainability awareness, including the need for social and economic sustainability, as well as for environmental sustainability. For example, tourists share experiences on social media and may comment negatively on unsustainable practices and environmental damage that they have seen in destinations.

Customers now demand more sustainable practices from travel and tourism providers. For example, tourists increasingly expect:

- transport to and from and around destinations to be more sustainable, including low-emissions aircraft and cruise ships, and e-mobility vehicles such as electric taxis and buses and e-scooters in destinations
- accommodation such as hotels and self-catering apartments to be managed sustainably, following the principles of the 3Rs of reducing, re-using and recycling laundry and packaging materials as well as resources such as water and food
- catering facilities to use locally sourced and responsibly grown organic food
- visitor attractions to be managed sustainably, for example, having reduced energy consumption,

using recycled materials and providing sustainable catering options

- ancillary services such as tour guiding to be economically and socially sustainable, using local people as tour guides in destinations.

### Travel and tourism providers

Providers from all travel and tourism industry components have responded to increased demand for sustainable travel and tourism products and services.

The response has led to increased availability of sustainable travel and tourism products and services, easing customers' ability to make sustainable travel and tourism choices. Travel and tourism providers have been able to remain profitable by satisfying the demand for increased sustainability.

Travel and tourism providers are not always motivated by profit alone; they may share customers' sustainability values and attitudes. Providers such as tour operators are familiar with destination communities and are often aware of tourism's positive and negative impacts. Travel and tourism organisations have increasingly wanted to be socially and economically sustainable, as well as being environmentally sustainable. Case study 1.7 shows how one travel and tourism provider is responding to increased customer demand for sustainable tourism.

### KEY CONCEPT

**Marketing and management:** The economic sustainability of destinations depends upon the successful marketing of available tourism products and services. Customers increasingly demand more environmentally and socially sustainable products and services, so governments and tourism authorities who manage destinations use marketing and publicity to promote the sustainable products and services of destinations.

### KEY WORD

**UNESCO:** United Nations Educational, Scientific, and Cultural Organization. UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity



## CASE STUDY 1.7: THE SUSTAINABLE HOTEL



**Figure 1.68:** An Accor Fairmont sustainable hotel

The sustainable hotel in Figure 1.68 is an Accor hotel group hotel. The group operates over 5000 hotels around the world. Accor have 40 different brand names, including Ibis, Novotel, Pullman and Fairmont hotels.

Accor wants to minimise the negative environmental impacts of its hotels. The company wants to involve staff and customers in helping the growth of sustainable tourism and operate hotels that respect the environment and local destination communities.

In 2021, Accor began to work with Expedia Group (an online travel agency) and with the United Nations Educational, Scientific and Cultural Organization (**UNESCO**) to encourage sustainable tourism practices. Customers use the Expedia website to buy travel and tourism products, including air flights and hotel accommodation.

Accor, Expedia and UNESCO want to:

- be good examples of environmentally friendly sustainable tourism practices
- have positive impacts on destination local communities.

Accor have policies to:

- combat food waste, for example, by preparing dishes only when ordered and not in advance to be presented as all-you-can-eat buffet
- use locally produced organic food, including in city destinations using urban vegetable gardens

- help 'plant for the planet' by paying to plant millions of trees around the world
- have net-zero carbon emissions by 2050
- keep honey bees in hotel gardens to help pollination and food production.

Accor plan to stop using single-use plastic in their hotels, such as plastic bottles for water or toiletries, plastic food packaging, laundry bags, cups and straws. The use of plastic items can be reduced, or items can be re-used or recycled.



**Figure 1.69:** Single-use plastics have a significant environmental impact

### Discussion:

- 1 In this case study, what examples are there of positive tourism impacts?
- 2 In what ways are Accor's sustainable hotel policies helping to sustain the natural environment?
- 3 How might Accor hotels sustain local destination communities?

### Activity:

Choose a destination and a travel and tourism provider, such as a hotel.

- 1 Research the sustainable practices of your chosen provider in your chosen destination.
- 2 Make a presentation to show your findings.



**TIP**

Remember that:

- sustainable practices are more than green (environmentally friendly) practices. Sustainable practices include practices that socially and economically benefit local destination communities.
- sustainability is not limited to natural environments. Sustainable practices are also practised in built environments. For example, Accor's use of urban vegetable gardens in city destinations.

**Governments and tourism authorities**

National governments and local tourism authorities, such as local councils, have increasingly wanted to develop tourism more sustainably. One way has been to organise education and training programmes. The growth of sustainable tourism may also be encouraged using **publicity** campaigns and the media, including social media, to influence local people who come into contact with tourists.

**KEY WORD**

**publicity:** attention that is given to something by the media. In marketing terms, this has been extended to include any form of distributing information about a product, person or company for advertising or promotional purposes

**CASE STUDY 1.8: SUSTAINABLE MAURITIUS**

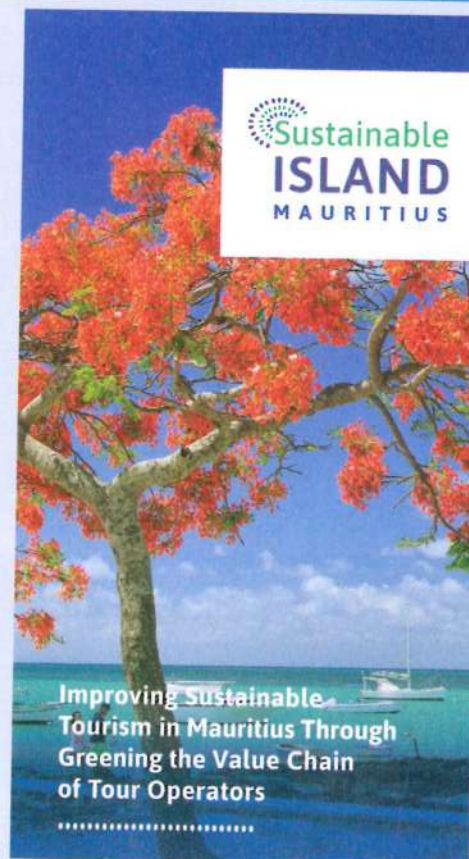
Mauritius is a country in the Indian Ocean made up of several islands. In 2019, 1.38 million tourists arrived in Mauritius. Income from travel and tourism is an important part of the country's GDP. Tens of thousands of people are employed in travel and tourism in Mauritius as well as in jobs serving tourists in shops. Employment is an economic benefit.

The government of Mauritius has a policy of promoting the growth of sustainable tourism. The Mauritius Tourism Development Plan aims for Mauritius to reach 'Green Destination' status by 2030. A Green Destination is a destination whose low level of negative environmental impacts has been certified by the globally recognised international Green Destinations Foundation. Figure 1.70 shows the front cover of a leaflet published by the Mauritius government's Mauritius Tourism Authority (MTA).

The 'Sustainable Island Mauritius' leaflet promotes the growth of sustainable tourism by educating local tourism organisations such as tour operators in how they can help their businesses succeed while making the products and services they provide more environmentally friendly.

**Discussion:**

What do you think local tourism organisations should be told to educate them in the benefits of adopting sustainable practices?



**Figure 1.70:** Front cover of 'Sustainable Island Mauritius' leaflet



## ACTIVITY 1.9

**Group work:** Work in a group. Make a presentation to show your response to one of the following questions:

- 1 How can providers from different travel and tourism industry components respond to increasing demand for sustainable tourism?
- 2 Why do governments and local tourism authorities encourage more sustainable tourism?

Give your presentation to other class members.

providers want to encourage sustainable practices so they organise staff training programmes. Staff who have been trained in sustainable and responsible tourism behaviours influence customers who are open to being more responsible tourists by, for example, guiding visitors on how to behave more sustainably when visiting local communities.

Local people may own travel and tourism businesses or come into contact with tourists in other ways, by owning or working in businesses used by tourists. Some local people may work with tourists in an informal way, for example, as a self-employed tour guide. Accommodation providers sometimes encourage this to increase the social and economic sustainability of tourism in a destination.

Tourists are sometimes educated in sustainable tourism practices by travel and tourism providers. Many travel and tourism provider websites and social media apps promote responsible tourism behaviours. Examples include the website of Tourism Bay of Plenty (a regional tourism organisation in New Zealand) and the online Green Travel Guide (published by Ecotourism Australia; see Figure 1.71), which can be followed on Instagram. National governments and local tourism authorities use publicity materials such as posters to promote sustainable and responsible tourism.

## Education and training programmes for local people and tourists

Education and training programmes for both local people and tourists have helped the growth of sustainable tourism.

Local people in a destination may be part of the travel and tourism industry, for example, as employees of travel and tourism providers. Travel and tourism



**Figure 1.71:** The Green Travel Guide uses social media to promote sustainable ecotourism in Australia



## Other reasons

Other reasons for the growth of sustainable tourism include the following. These factors are linked, operating together in helping sustainable tourism to grow.

### Availability and promotion of sustainable tourism products and services

Travel and tourism organisations now provide more sustainable tourism products and services than in previous years. This is an ongoing trend that began in a small way in the mid-20th century and has gathered momentum since, especially in the 21st century. Attitudes have changed. Tourists, providers and governments are much more aware of the need to travel and visit destinations in ways that are environmentally, socially and economically sustainable. Tourists are demanding, and governments are encouraging, travel and tourism businesses to provide more sustainability. Those businesses also realise that satisfying increased customer demand for sustainable products and services will increase turnover and profitability.

### Increased accessibility of natural, wild and remote areas

Destinations that were previously rarely visited because of poor accessibility have become much easier to reach during the 21st century. Access to the internet and the sharing of information on social media has made researching and booking independent travel much easier, even when that involves moving around remote places far from tourists' homes.

Increased provision and demand for ecotourism has helped to increase the accessibility of natural, wild and remote areas. Small **eco-resorts** located in such areas, in forest and mountain environments, for example, are able to advertise on the internet and to benefit from positive customer reviews on social media. As a result, independent travellers are able to discover and visit small and sometimes remote eco-resorts, which, in turn, are able to succeed as sustainable tourism businesses.

### KEY WORDS

**eco-resort:** a place that ecotourists visit on holiday, to relax, and sometimes to take part in conservation activities. Eco-resorts provide eco-friendly accommodation, such as eco-lodges and eco-hotels

**promotion:** any activity that creates interest in a customer or a potential customer

### The growth of independent travel and dynamic packaging

Increased access to the internet since the late 20th century and the rise of social media in the 21st century have led to the growth of dynamic packaging and more independent travel. Both have helped to bring about the increased availability and **promotion** of sustainable tourism products and services, and the increased accessibility of natural, wild and remote areas.

### Media influence, including social media

Influence from the media, including television, film, magazines and newspapers, online and social media, has helped independent travel and dynamic packaging to grow, a major factor in both increased accessibility of natural, wild and remote areas and increased availability and promotion of sustainable tourism products and services.

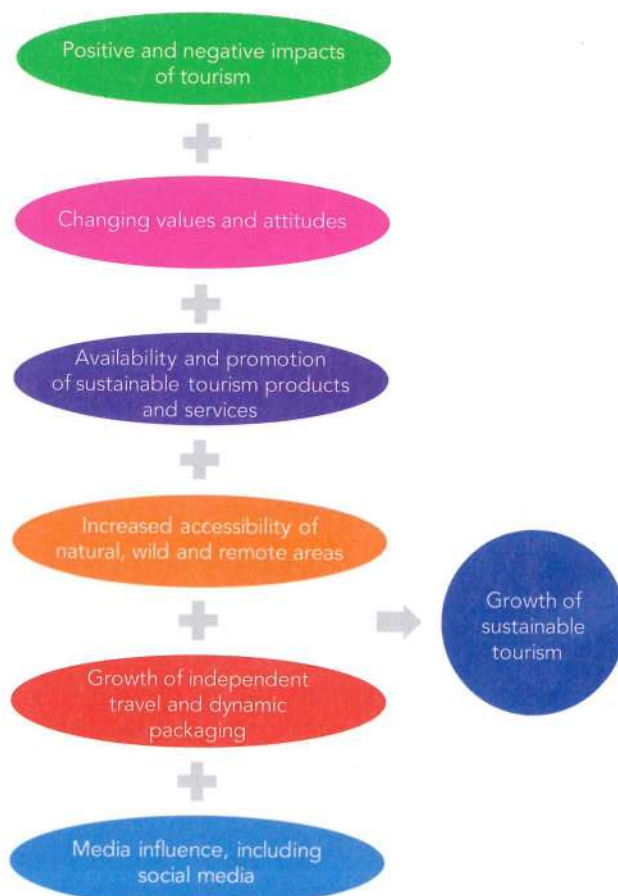


Figure 1.72: Reasons for the growth of sustainable tourism



## KEY CONCEPT

**Sustainability and responsibility:** Sustainable tourism is growing. Tourists and travel and tourism providers are demanding and supplying more sustainable tourism products and services. Sustainable tourism products and services are continuing to become more available for tourists to choose. National governments and local tourism authorities encourage the growth of sustainable tourism.

## KEY CONCEPT

**Marketing and management:** Travel and tourism organisations, including restaurants, market products and services to attract customers and succeed as businesses. Successfully managing the marketing of tourism products and services enables tourism organisations to meet their customers' changing needs, including for more sustainable products and services.

## ACTIVITY 1.10

Design a piece of promotional material or a social media post that could be used to influence the values and attitudes of local people towards sustainable tourism.

## KEY WORD

**eco-tour:** a holiday to visit the natural environment while causing no damage

- eco-friendly accommodation that helps to conserve the natural environment
- ecotourism activities that contribute to positive tourism impacts such as environmental conservation.

## Eco-tours and packages

Eco-tours are holidays in the natural environment managed to allow ecotourists to visit without causing damage. Eco-tours may also impact the environment positively through conservation activities, and help to increase awareness of environmental issues.

Eco-tour operator websites promote the operator's products and allow tourists to research options and to book a package. For example, Figure 1.73 shows eco-tour packages provided by one tour operator.



**Figure 1.73:** Eco-packages offered by an online tour operator

## 1.5 Sustainable tourism in practice: the growth of ecotourism

The growth of ecotourism is an example of sustainable tourism in practice.

### Ecotourism products and services

Ecotourism products and services include:

- whole **eco-tour** holidays (often sold as package holidays), which may involve conservation activities and raise environmental awareness

The 'Eco-Get Involved' tour package includes:

- return air flight from the destination (these will be carbon off-set)
- visits to eco-friendly visitor attractions such as an eco-park to see local animals
- a farm visit to taste local foods
- a traditional dance performance
- optional travel insurance.

Ecotourists may buy an ecotourism holiday package from a tour operator. Ecotourists may also be independent travellers who self-arrange eco-tours,

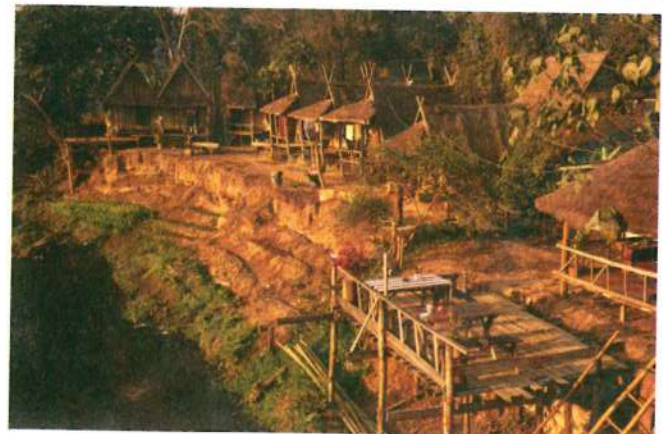
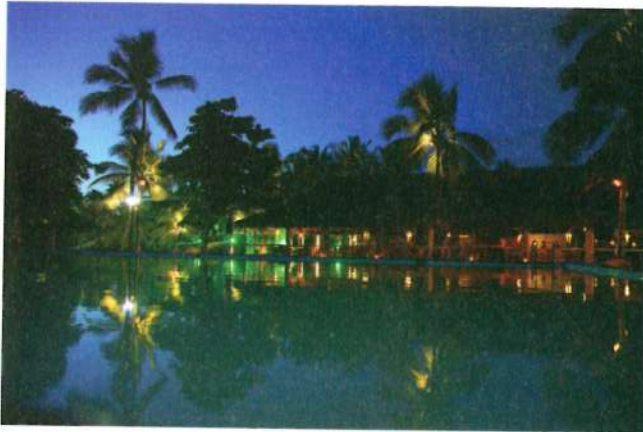


probably by using the internet websites of travel and tourism providers.

### Eco-friendly accommodation

Eco-friendly accommodation is accommodation provided for ecotourists to visit and stay in the

natural environment without negative impact. Eco-friendly accommodation can include any type of accommodation, including eco-lodges, eco-resorts and simple or luxury eco-hotels. Figure 1.74 shows examples of eco-friendly accommodation.



**Figure 1.74:** Examples of eco-friendly accommodation. Top left: A luxury eco-hotel in Brazil. Top right: An open walls luxury bedroom in an eco-resort in India. Centre left: Eco-lodges in Kenya. Centre right: A simple eco-friendly room in India. Bottom left: A luxury suite in an eco-lodge in a hotel in Egypt. Bottom right: Simple eco-friendly guest houses in Thailand



Eco-friendly accommodation such as eco-lodges and eco-hotels can be provided in eco-resorts.

The open-walled luxury bedroom shown in Figure 1.74 is in an eco-resort in India developed with respect for the environment and local community. Built from recycled or sustainable locally sourced materials (including mud, straw and bamboo), the eco-resort has limited water and electricity consumption to only about one-sixth of that typically used by a non-eco-hotel of this size. Water is solar-heated, while grey water is treated and re-used in the eco-resort's organic vegetable garden. Plastic is banned throughout the eco-resort. All products provided in guest rooms (such as toiletries and cotton towels) are organic and are bought locally at a fair price to help local economic sustainability. Most kitchen waste is recycled by being converted into compost.

The Chazal Ecotourism case study at the start of this book is an example of an eco-resort. Case study 1.9 is an example of eco-friendly accommodation in another eco-resort.

## Ecotourism activities

Ecotourists are on holiday in the natural environment. Ecotourists want to:

- have fun
- observe and learn about the natural environment
- learn about the lives of local people
- contribute positively to conservation of the natural environment and the ways of life of local communities.

Ecotourism activities satisfy ecotourists' wants.

Ecotourism activities include:

- adventure fun such as ziplining, canoeing or trekking
- viewing and photographing wildlife and plants, birdwatching, nature walks and eco-friendly safaris
- visiting local communities in ways that bring benefits to local people without harming traditional ways of life, for example, by buying traditional crafts at a local weekly market.

The Chazal Ecotourism example at the start of this unit gives examples of ecotourism activities. Further examples are provided in Case study 1.9.

### CASE STUDY 1.9: EL MONTE ECO-RESORT

El Monte is an eco-resort in the tropical cloud forest of Ecuador, South America. The weather in a cloud forest is usually warm and humid. El Monte is in Mindo in the Andes Mountains in Ecuador. Mindo is a rural (countryside) destination including villages, rivers, waterfalls and cloud forest. The variety of exotic birdlife is an important part of the ecotourism appeal of the environment.



Figure 1.75: Eco-lodges at El Monte eco-resort

El Monte eco-resort provides eco-friendly accommodation and catering and ecotourism activities. It aims to provide enjoyment for ecotourists and to help protect the forest. In order to make the least possible negative environmental impact, a management decision was made to keep the eco-resort small. There are only a few guest *cabañas* – the eco-lodges shown in Figure 1.75 – and customers enter El Monte eco-resort by hand-pulled *tarabita* (a type of simple cable car; see Figure 1.76).



Figure 1.76: Entering El Monte by *tarabita*



## CONTINUED

## Accommodation

El Monte eco-resort customers stay in private riverside *cabañas* such as those shown in Figure 1.75. The *cabañas* are designed and built to blend with the natural forest and river environment. Each *cabaña* is built from local wood and has:

- a private bathroom, flush toilet, electricity and unlimited hot water
- separate areas for socialising and for sleeping
- an eco-friendly waste-treatment system made of a sand bed planted with bamboo to recycle waste naturally.

The main 'house' includes the eco-resort kitchen, as well as dining and games areas, and has WiFi. There are two open *fogatas*, or fire pits, for cooking food. It is mostly open to the air. The open design provides views of the garden and the surrounding forest. Exotic cloud forest birds can be seen from both the main house and the *cabañas*. Customers experience being surrounded by the sounds of forest wildlife, especially at night.



Figure 1.77: El Monte main house

## Catering

Local Ecuadorian dishes are cooked in the main house kitchen and on the fire pits. Vegetables from El Monte's own kitchen garden are used. Drinks include exotic juices made from forest fruits.

El Monte cooks cater for customers who have specific dietary needs, including vegetarian, gluten intolerance, lactose intolerance and nut allergy. Water at El Monte is from a gravity-powered underground spring.

At mealtimes, customers socialise. They educate each other by sharing information about the Mindo area, conservation and cloud forest birds and wildlife.



Figure 1.78: El Monte vegetable garden and main house

## Ecotourism activities

Ecotourism activities in and around El Monte and Mindo are led by local guides, who are able to identify the birds, medicinal plants and exotic orchids, and show customers hidden waterfalls and scenic views.

Activities include:

- birdwatching
- ziplining
- horseriding
- guided nature walks
- waterfall visiting: some tourists jump from a 10 metre (33 feet) cliff into the water; others swim beneath the waterfall in the Rio Nambillo river



## CONTINUED

- white-water tubing (an adventure tourism activity): customers ride on a rubber tube carried along by the fast-flowing water of the Rio Mindo
- a nearby orchid garden visitor attraction
- visiting a local chocolate factory in Mindo: tourists can buy locally grown and made chocolate.

## Discussion:

- 1 How does El Monte eco-resort (a) minimise negative tourism impacts and (b) maximise positive tourism impacts?
- 2 What ecotourism activities are available at El Monte?
- 3 What would be the appeal of El Monte eco-resort to a responsible tourist?
- 4 How well does El Monte eco-resort meet the needs of customers with specific needs?

## TIP

Remember that ecotourism is one type of sustainable tourism. Ecotourism is more specialised because ecotourists are visiting the natural environment. Sustainable and responsible tourism can involve visiting built environments such as in city destinations. Ecotourism only refers to tourism in the natural environment.

## Responsible and ethical tourism behaviours and practices

Responsible and sustainable tourism minimises the negative impacts of tourism and maximises the positive impacts. **Ethical tourism** is another term that some people use for tourism that intends to minimise negative impacts and maximise positive impacts.

Responsible and ethical tourism behaviours and practices include:

- respect for environment and local culture
- following codes of conduct.

## KEY WORD

**ethical tourism:** managing tourism provision with the intention of doing so sustainably or, from a tourist perspective, visiting destinations with the intention of being a responsible tourist

## Respect for the environment and local culture

Responsible tourists and ecotourists show respect for the natural environment and for the local culture of people who live in destinations. Case study 1.9 gives information about how ecotourists respect the natural environment of the cloud forest in Ecuador and the local culture of people who live in the Mindo rural destination area.

Respect for local culture can be shown by ecotourists visiting local community villages, events and markets respectfully, behaving politely and buying local handicrafts. Ecotourists attending traditional events, ceremonies and performances such as dance and music helps local people to value and want to conserve their own culture instead of copying the culture of visiting tourists.



**Figure 1.79:** Tourists watching traditional dancers at Angkor Wat temple in Cambodia



## Following codes of conduct

Following codes of conduct is an example of responsible tourism behaviour. Codes of conduct are sets of advice used to help tourists behave responsibly by respecting the natural environment and the local culture of people who live in a destination.

The Bay of Plenty is a coastal destination in New Zealand, where the local community includes indigenous Maori people. Its regional tourism authority, Tourism Bay of Plenty, advises tourists to behave responsibly by following the Be a *kaitiaki* code of conduct shown in Table 1.3. *Kaitiaki* means 'guardian' or 'carer' in the Maori language.

Be a <i>kaitiaki</i> (guardian or carer)	
<u>Beaches</u>	
<ul style="list-style-type: none"> <li>• Keep to marked paths.</li> <li>• Take rubbish away.</li> <li>• Use litter bins.</li> <li>• Take part in clean-ups.</li> <li>• Go to quiet spots to avoid overcrowding.</li> </ul>	
<u>Forests and land</u>	
<ul style="list-style-type: none"> <li>• Keep to paths and tracks.</li> <li>• Clean shoes to avoid spreading tree disease.</li> <li>• Use toilets and restrooms provided.</li> <li>• Avoid overcrowded and closed areas.</li> <li>• Recycle waste.</li> </ul>	
<u>Birds and wildlife</u>	
<ul style="list-style-type: none"> <li>• Give animals space.</li> <li>• Keep your distance, avoid disturbing wildlife.</li> <li>• Keep out of closed areas such as birds' nesting sites.</li> </ul>	
<u>Local ways of life</u>	
<ul style="list-style-type: none"> <li>• Re-use cups in cafés.</li> <li>• Be polite and respect other people.</li> <li>• Drive carefully.</li> <li>• Check the weather forecast; if it is dangerous, tell people what you are doing to avoid overusing rescue teams.</li> </ul>	

**Table 1.3:** The Be a *kaitiaki* code of conduct

## ACTIVITY 1.11

- 1 Make a poster to show the appeal of ecotourism.
- 2 Include your poster in a presentation that explains:
  - a the meaning of ethical tourism
  - b how ethical tourism relates to responsible and sustainable tourism.

## Sustainably managing tourism facilities

Tourism facilities can be sustainably managed by following the 3Rs of sustainability (reduce, re-use and recycle):

- reducing over-consumption and waste – of resources such as food, water and electricity
- re-using resources, such as water and plastic containers, including water bottles
- recycling waste, such as waste water, glass, metals and plastic.

Tourists can eat organic food produced in the accommodation and destination where they are staying to reduce the pollution caused by using chemical pesticides in farming and by transporting bought-in food to hotels and restaurants. A restaurant cook can re-use unserved surplus food for another meal and can recycle food waste and packaging. The 3Rs can be followed for other resources such as electricity, water, soap and paper. Hotels can manage water supplies sustainably by reducing how much water is used in cooking, washing and swimming pools and by re-using such water where possible, for example in watering ornamental gardens.

Case studies 1.8: The sustainable hotel and 1.9: El Monte eco-resort show how a tourism facility can be sustainably managed in practice.



## Impacts and attitudes

### Impacts of sustainable tourism developments

Sustainable tourism developments such as the El Monte eco-resort have impacts that are environmental, social and economic.

These are the impacts of sustainable tourism developments that have happened.

#### Environmental impacts

Sustainable tourism developments impact the environment positively, both when they replace previously unsustainable practices and when tourism itself, for example, through ecotourism development, brings positive environmental gain.

The sustainable practices developed by some hotels are replacements for unsustainable practices such as buying large quantities of packaged food sourced from far away, using large quantities of water without re-using the resultant grey water, consuming unlimited electricity without thinking of the environmental consequences and disposing of unrecycled waste (sometimes directly into the sea), including harmful chemicals found in used toiletries, such as shampoo and shower gel.

Accor hotels have developed sustainable tourism practices to use local organic food and reduce food waste, as discussed in Case study 1.7. The environmental impacts of such sustainable hotel practices are:

- cleaner, less-polluted air, seas, rivers, lakes and land
- reduced emissions of carbon into the atmosphere, so contributing less to global warming
- reduced consumption of natural resources such as water, conserving them into the future
- conservation of ecosystems and biodiversity.

Ecotourism developments such as the El Monte eco-resort are sustainable developments that benefit the broader environment. Such developments usually happen in locations within a natural environment such as a forest, so the actual site of the development is likely to have had trees and other vegetation cleared, and animals that lived there are likely to have been displaced. This means that the development site may have been degraded, even if only slightly, by an ecotourism development. However, tourists who visit become educated about the natural environment and spread that awareness via social media and by word of mouth on

their return home. There is therefore a positive impact to the environment as a whole.

#### Social impacts

Sustainable tourism has positive social impacts since it is focused on bringing the maximum social benefit now and into the future to destination communities. Local traditions are kept and people are able to continue living their lives as they have done, for example, by making and selling crafts to the tourists staying at a sustainable eco-resort or by continuing to live locally with their family in farming and fishing villages.



**Figure 1.80:** Tourists visiting a farm in Ethiopia

Interactions between local people and tourists can be positive when tours to local villages, markets and religious buildings such as temples and mosques are responsibly managed. Responsible tourists staying at sustainable developments such as eco-resorts or in local homestays are often encouraged to employ local people as guides. While this has economic positivity, it also brings beneficial social impacts, such as increased understanding between tourists and locals.

#### Economic impacts

Similarly, sustainable tourism developments bring positive economic impacts to destinations by creating jobs for local people and by bringing income to the destination and its businesses. While this may be true of all tourism developments, sustainable developments focus on local benefits, so the local farmer or fisher sells food products to sustainably managed accommodation and catering providers and the local tour guide finds income from showing tourists around the local area. However, sustainable developments such as eco-resorts minimise their ecological footprint by being small.



## ACTIVITY 1.12

- 1 Refer to the case studies Chazal Ecotourism (at the start of this unit), 1.7: Sustainable Mauritius, 1.8: The sustainable hotel and 1.9: El Monte eco-resort.

- a Copy and complete this table to identify environmental, social and economic impacts of sustainable tourism development.

Impacts of sustainable tourism development		
Environmental	Social	Economic
1. Conservation of ecosystems by ...	1.	1.
2.		

- b Use your table to evaluate environmental, social and economic impacts of sustainable tourism development.

- 2 **Group work:** Read this extract.

*Ecotourism brings jobs. An average eco-resort employs one person for every tourist customer that stays. Some eco-resorts use volunteer workers. Volunteers are often ecotourists who work unpaid except for board and lodging (meals and accommodation).*

Talk as a group about:

- how ecotourism can bring benefits to local communities
- whether ecotourism always benefits local communities.

This means that the jobs and money they generate may be less than would have been the case with unsustainable mass tourism developments. The sustainable benefit is long-term, for the future, while unsustainable economic benefit is only short-term, for now.

The El Monte eco-resort in Case study 1.9 is a small-scale, independent sustainable tourism development. On a larger scale, national governments and tourism authorities encourage more tourism because of the economic benefits it brings to countries and destinations. National governments and tourism authorities have policies to encourage sustainable tourism development because a now long-term and ongoing trend in tourism is increased demand for sustainable tourism. The national governments of countries including Mauritius and Jamaica encourage more sustainable tourism development through their National Tourism Organisations (NTOs). The New Zealand Bay of Plenty local tourism authority is a more local example.

## REFLECTION

How did you come to a decision about whether ecotourism always benefits local communities? What do you think you learnt from this discussion?

## Attitudes to sustainable tourism development

Attitudes to sustainable tourism development arise among local people and authorities, travel and tourism providers and tourists themselves. These attitudes may be positive or negative, because, positively, sustainably managed facilities can bring:

- jobs and ecotourists to destinations
- profits to travel and tourism providers
- enjoyment and satisfaction to ethical tourists.

However, sustainably managed facilities can also:

- reduce mass tourism and so reduce or change the jobs available in destinations
- bring set-up and conversion costs to travel and tourism providers
- not appeal to all tourists.

## Local people and authorities

Local people and authorities, including tourism authorities in destinations, may have positive attitudes about any tourism development that brings jobs and economic benefits to the destinations where they live. Sustainable developments focus on local benefits, so local people are



more likely to directly benefit from and appreciate new employment and self-employment opportunities.

Figure 1.81 shows a local South African woman who makes a living by teaching ecotourists how to sustainably forage (search) for wild vegetables and edible flowers in the natural environment.



**Figure 1.81:** Making a living while encouraging sustainability in South Africa, a local woman teaches ecotourists how to search for wild vegetables and edible flowers in the natural environment

**Local authorities** may feel positively about the reduced economic leakage brought by sustainable developments, such as hotels buying locally produced rather than imported food, for example. Local people may also react positively to sustainable developments since such developments conserve the local environment and community life of the destination. On the other hand, jobs brought by small-scale sustainable developments are often limited in number and career opportunities. Local people might not object to a large all-inclusive resort if it brought well-paid, permanent employment for locals (rather than imported labour) with genuine career advancement chances for young people.

### KEY WORD

**local authority:** government-funded organisation that provides a service to both the local and visiting populations

### Travel and tourism providers

Attitudes of travel and tourism providers to sustainable tourism development vary from enthusiastic support for sustainability to reluctance to adapt to it. Providers often support sustainable tourism out of concern

for the environment and the negative impacts that tourism can have on people and their way of living. They may also feel that their business will prosper if they adopt sustainable practices in order to satisfy that market demand trend. On the other hand, sustainable adaptations bring set-up and conversion costs to travel and tourism providers and damage short-term profitability. Some providers take the view that it will be more commercially beneficial in the future to invest in long-term sustainability development now.

### Tourists

Tourist attitudes to sustainable tourism development vary because tourists vary. Tourist customers are people, and people differ in how they think, in what attitudes they have. Some tourists are keen to follow sustainable practices out of environmental and social concern for the destinations and communities they visit. Responsible and ecotourists support sustainable tourism development for ethical reasons. Other tourists may be less aware, sceptical or less caring about the consequences of their behaviour. Some tourists simply want to enjoy being on holiday or to get on with their work if they are business tourists. Some like their hotel room towels changed every day and to have lots of individual plastic shampoo bottles in the bathroom.

Sustainable tourism developments can be in any destination, including city destinations. Ecotourism destinations are in natural environment destinations. Such destinations do not appeal to all tourists. Some groups of young people may prefer the bright lights of a city while others enjoy trekking in the mountains. While few would actively want to cause environmental or socio-economic harm, attitudes to sustainability do vary.



**Figure 1.82:** Some young people like to visit city destinations, such as the city of Osaka, Japan





**Figure 1.83:** Other people prefer to visit natural environment destinations, such as this hiking trail in Brazil, created to raise awareness of the fragility of the Brazilian rainforest

### KEY CONCEPT

**Sustainability and responsibility:** Ecotourism is a type of sustainable tourism. Ecotourists are responsible tourists who enjoy and stay in the natural environment in ways that minimise tourism's negative impacts but also maximise positive impacts. Positive impacts include learning and sharing knowledge that helps conserve the natural environment and bringing social and economic benefits to local communities.

### ACTIVITY 1.13

'Sustainable tourism development is good for destinations and people.'

Debate this motion as a class.

- 1 Different speakers, for and against the motion, should prepare and explain different positive and negative attitudes to sustainable tourism development.
- 2 Other class members can represent the media and prepare news articles about the debate and the points it raised.

## 1.6 Customer service in travel and tourism

### Providing customer service in travel and tourism

Travel and tourism organisations provide customer service to two types of customer:

- a **external customers**
- b **internal customers.**

#### KEY WORD

**external customers:** customers who use the products and services of a travel and tourism business and are not members of staff or otherwise part of the business

**internal customer:** a person within a travel and tourism organisation who receives customer service from the organisation

### External customers

Section 1.1 looked at the characteristics of external customers. External customers are tourists who visit travel and tourism organisations and use the products and services they provide. They do not work as employees of the organisation from which they buy these services.

For example, the external customers of a theme park are the tourists who visit the park. Tourists pay to enter the park and then use the rides provided. Tourists also use shops and catering outlets at the theme park. Travel and tourism organisations make money from the tourists who pay to visit and use products and services.

#### Types of external customer

As you saw in Section 1.2, external customers may be classified into different types:

- families and individuals, including people from different age groups
- groups, including educational groups
- visitors with language and cultural differences
- people with specific needs, including mobility and access, sensory and dietary needs.





**Figure 1.84:** These tourists at the Disneyland theme park in Shanghai, China are external customers

### External customer needs

Needs of external customers of travel and tourism organisations include:

- travel and tourism products and services that meet particular needs of customers; for example, a hotel may provide family rooms
- ancillary products and services; for example, the hotel may provide car hire
- information and advice; for example, the hotel may provide information and advice on local visitor attractions suitable for a family
- assistance; for example, the hotel may help the family book a taxi transfer to the airport
- resolving customer problems and complaints; for example, if the internet connection in the family room does not work properly.

### ACTIVITY 1.14

**Group work:** Work in groups.

Choose examples of travel and tourism organisations from different travel and tourism industry components.

For each organisation, make a chart to show how the organisation meets the needs of external customers by providing:

- products and services, including any ancillary products and services
- information and advice
- assistance to customers
- problem and complaint resolution.

## Internal customers

### Types of internal customer

Internal customers may be:

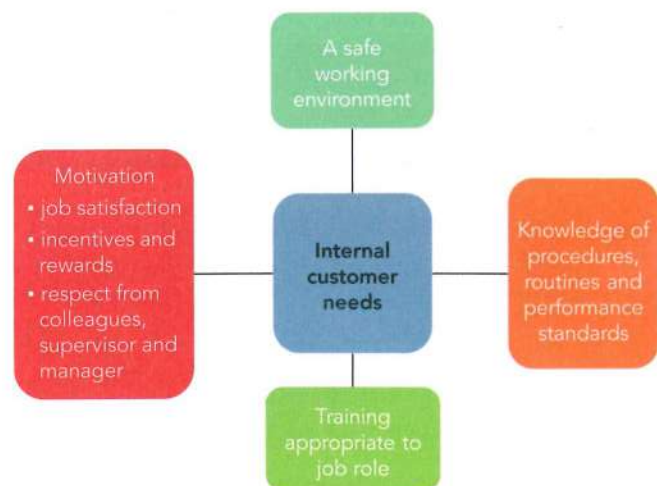
- members of staff who work in a travel and tourism organisation; for example, front-desk (reception) and restaurant waiting staff in a hotel
- suppliers who contribute towards the external customer service provided by a travel and tourism organisation; for example, an ancillary services supplier, such as a car-hire provider, in a hotel.

Internal customers include:

- colleagues who work alongside staff members; for example, a hotel's front-desk staff member's front-desk colleagues
- colleagues who work in other departments; for example, staff who work in a hotel restaurant
- managers and supervisors
- staff of partner organisations such as those who work for ancillary service providers; for example, car-hire desk staff who work in a hotel or retail outlet or staff at an airport who are internal customers of the airport.

### Internal customer needs

Customer needs are not only external customer needs. Internal customers, such as car-hire desk staff members, need the following:



**Figure 1.85:** Internal customer needs



All internal customers need a safe **working environment**, meaning a working environment where there are no risks or dangers to the health and wellbeing of staff working there. This includes providing any protective clothing needed, such as a high-visibility jacket. It also involves providing working conditions in accordance with local employment law and any appropriate uniform. It is the legal responsibility of a hotel to ensure internal and external customer safety. During disease outbreaks, safe sanitation precautions should also be in place.

### KEY WORD

**working environment:** a person's surroundings at work

Training appropriate to the internal customer's job role is essential. For example, many job roles in the travel and tourism industry, such as car-hire desk staff, require good product knowledge and specialist skills, including ICT and interpersonal skills, so employees need to be properly trained in order to be able to carry out their duties to the satisfaction of external customers. Organisations should provide appropriate staff training and pay employees at their normal rate of pay during training.

Internal customers also require knowledge of procedures, routines and performance standards for carrying out specific duties. For example, staff should be familiar with the organisation's policies and other job requirements that will affect the way in which the employee carries out their day-to-day duties. Many organisations use industry-specific performance standards, including a code of conduct to help staff recognise what is expected of them when performing their job.

An internal customer also needs motivation to serve external customers well. Motivation can arise from several factors:

- **job satisfaction**, including how content an internal customer feels in their job role; for example, a car-hire desk staff member may feel job satisfaction because they enjoy the work and feel fulfilled when they carry out duties well. Travel and tourism organisations boost staff motivation by providing internal customers with incentives and rewards.

### KEY WORD

**job satisfaction:** feeling fulfilled by carrying out a work role

- **incentives:** these are encouragements intended to boost performance, customer service quality and staff motivation. Examples of incentives include wage or salary increases (raises), bonuses and schemes for profit-sharing or receiving shares in the company.
- **rewards:** these may include gifts and monetary rewards, long-service award presents and items such as gift tokens, for example for a restaurant meal or weekend break given to individual staff members. Shared staff rewards could include events such as company parties and celebrations, company-funded family activities or sports events. Other rewards include simply thanking internal customers, praising staff for jobs well done, presenting certificates of achievement or having an 'employee of the month' scheme.



**Figure 1.86:** Three chefs celebrate at a gala for the 'Michelin Guide 2020' list of top restaurants and chefs in Paris in 2020

Travel and tourism organisations use motivational tools such as incentives and rewards to:

- increase external customer service quality
- retain efficient and hard-working internal customers
- attract and recruit new, high-quality staff
- encourage teamwork, which enhances internal customer job satisfaction and external customer service quality.
- **respect from colleagues, supervisor and manager:** this is another important element in building internal customer motivation. A car-hire desk worker will



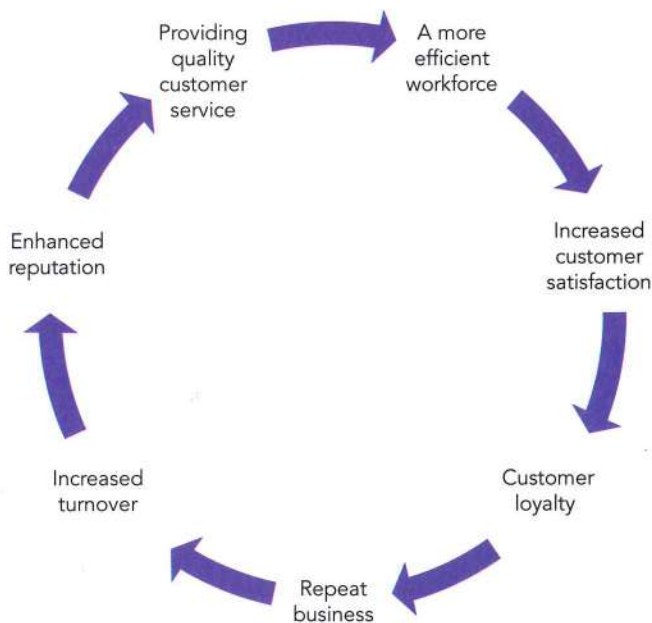
feel more motivated to serve the car-hire provider's external customers well if treated appropriately, politely and respectfully by other internal customers, including the supervisor or manager and usual working colleagues. For example, a visit to the car-hire desk by a senior manager who called the hire-desk worker by name, spoke politely to her and respected her opinions would be motivational, and would benefit the car-hire provider through enhanced quality of external customer service.

Figure 1.87 shows that providing quality customer service is important for reasons that are linked to each other. Quality customer service begins because an organisation has an efficient workforce serving customers well. Increased customer satisfaction results, leading to further advantages for the organisation, including **repeat business**, increased **turnover** and enhanced reputation. Satisfied customers bringing repeat business is an important source of income.

## The importance of quality customer service

Quality customer service is important both for travel and tourism organisations and for customers.

### The importance of quality customer service for travel and tourism organisations



**Figure 1.87:** Reasons for the importance of quality customer service to travel and tourism organisations

#### KEY WORDS

**repeat business:** external customers returning to visit or use a travel and tourism organisation again

**turnover:** the amount of money a travel and tourism organisation gains by providing products and services to external customers. Turnover is different from profit, which is the money made after paying costs and taxes. Turnover is also known as total sales or total revenue

Increased turnover and enhanced reputation allow the organisation to further develop the efficiency of the workforce and to serve more customers well. As Figure 1.87 shows, the process is a cycle of growth. More customers continually bring increased turnover and enhanced reputation, which encourages even more customers. As the process continues, the travel and tourism business grows.

#### KEY CONCEPT

**Customer focus:** All travel and tourism organisations serve customers. Customer service is very important: providing good customer service brings repeat business and enhances the reputation of a travel and tourism organisation. This helps to increase turnover and profitability, providing money to invest and grow. Growth enables more customers to be served, more profit to be made and further investment to be made in a cycle of growth (see Figure 1.87).



## The importance of quality customer service to customers

Quality customer service is important to all customers – external and internal. Table 1.4 summarises why it is important to external and internal customers.

Quality customer service is important to:	
external customers for:	
<ul style="list-style-type: none"> <li>• a positive tourism experience that is fun and enjoyable for a leisure tourist or relaxing and efficient for a business tourist</li> <li>• a sense of satisfaction from being served well, feeling that the choice of organisation was a good one and that a return visit might be a good idea</li> <li>• a feeling of gaining value for money spent.</li> </ul>	
internal customers for:	
<ul style="list-style-type: none"> <li>• increased job satisfaction, feeling fulfilled through serving customers well</li> <li>• increased <b>personal and professional development</b> through working alongside and being guided by other internal customers such as colleagues, supervisors and managers</li> <li>• a fulfilling sense of being part of an effective customer service team that brings pleasure and enjoyment to external customers.</li> </ul>	

**Table 1.4:** The importance of quality customer service to customers

When external and internal customers receive high-quality customer service, they may review the organisation well online or on social media, or recommend it to friends, family or colleagues.

### KEY WORD

#### **personal and professional development:**

growing and progressing personally and at work. Travel and tourism organisations manage staff and provide training to encourage staff to develop as people and to be better at carrying out duties

## Ways of assessing customer service quality in travel and tourism

Travel and tourism organisations assess customer service quality by:

- setting standards
- using performance management and appraisal
- collecting customer feedback
- using market research techniques.

### Setting standards

Travel and tourism organisations set **customer service standards**. Staff must work towards setting customer service standards.

### KEY WORD

**customer service standards:** expected levels of customer service quality



Customer service provided	Language	Behaviour	Explanation
Welcoming the customer	<p>Acknowledge the customer as a guest and say: 'Welcome to the hotel. How may I help you?'</p> <p>If the customer is a known repeat business guest, say: 'Good evening Mr/Mrs/ Ms/Dr ... Welcome back, it is so nice to see you again.'</p>	<p>Make eye contact.</p> <p>Adopt a friendly but purposeful manner.</p> <p>Smile.</p> <p>Greet the customer politely as a guest.</p> <p>Use the guest's title and/ or name (if known).</p>	<p>So that the guest feels noticed and valued.</p> <p>To make the guest feel welcome and recognised in the hotel.</p> <p>To create a positive first impression in the mind of the customer.</p>

**Table 1.5:** An example of a customer service standard set by a hotel

Table 1.5 provides an example of a customer service standard set by a hotel.

### Benchmarking

**Benchmarking** is one way in which an organisation sets customer service standards. Benchmarking identifies best practice (the best way of doing things) in customer service delivery, both within a travel and tourism organisation and in other organisations; for example, it might ask: do competitor organisations have better practices?

#### KEY WORD

**benchmarking:** analysing the customer service provided by an organisation so as to identify possible improvements to the organisation's customer service delivery

The objectives of benchmarking are:

- to evaluate how well the organisation is delivering customer services compared to best practice
- to identify scope for possible improvements.

The process of benchmarking is to:

- 1 identify the customer service provisions existing within the organisation
- 2 analyse customer service delivery within the organisation and within other organisations
- 3 compare the quality of the customer service deliveries analysed

- 4 identify and take actions to improve the organisation's customer service delivery.

### Performance management and appraisal

Travel and tourism organisations use **performance management** to assess the quality of customer service provided.

For example, a supervisor or manager may observe a hotel front-desk staff member performing duties and then give feedback on how they are delivering customer services and on scope for improvement.

Performance management involves **appraisal**.

Communication between a staff member and supervisor provides feedback to the staff member on job performance. Paper or computer records are kept of appraisal interview outcomes. Performance targets are set for the staff member to meet by the time of the next interview. Appraisal interviews may be arranged at regular intervals, for example, annually.

#### KEY WORDS

**performance management:** reviewing and improving how well staff members deliver customer service

**appraisal:** an ongoing performance management dialogue between a staff member and supervisor or manager. Appraisal dialogues review and try to improve how well staff members deliver customer service



Performance management appraisal enables staff members and supervisors to:

- review past performance
- assess current achievements
- discuss staff training needs
- evaluate the staff member's development or promotion potential.

## Customer feedback

Travel and tourism organisations collect customer feedback in different ways, including face-to-face interactions and from online and social media comments and **ratings**.

### KEY WORD

**ratings:** grades or marks awarded to travel and tourism providers, for example, an accommodation or restaurant star-rating system awarded by national or local tourism organisation. Previous visitors to tourism providers can also informally 'rate' their experience through social media or travel review websites such as TripAdvisor

### Face-to-face interactions

Informal customer feedback is gathered by staff members asking customers questions face to face in an informal way. For example, informal feedback can be gathered by casual conversation. In such a conversation, a customer may feel free to express honest views and opinions.

Informal feedback conversations are an example of face-to-face interactions that may include simple questions often with little more than simple 'yes' or 'no' answers. Simple responses may lead to real changes within travel and tourism organisations. For example, in a restaurant, waiting staff may simply ask customers if the meal was good, if everything is satisfactory or whether anything else is required. Restaurant staff will listen to customer comments. Informal feedback may be shared among restaurant staff, kitchen staff and management.

Informal feedback may identify any customer service issues early before more serious problems develop. Gathering and sharing informal feedback has no cost to the organisation but can produce significant customer service improvements.

Members of staff may also provide informal feedback to supervisors and managers. Some organisations reward staff who suggest good ideas for improving customer service delivery.

Face-to-face interactions may be more formal. External customers may be asked survey questions, for example, while waiting in an airport departure lounge. Internal customer appraisal review interviews are also examples of face-to-face interaction.

### Online and social media comments and ratings

Customers post reviews of organisation performance and customer service quality on websites, and share reviews using social media. Customers may rate the quality of service provided by a travel and tourism organisation. Star-rating systems are often used: five-star for the highest quality and one-star for poor quality. Potential customers check online ratings and social media comments to research destinations and organisations before choosing which to visit or use. For example, tourists visiting a seaside or city destination may have a wide choice of restaurants. Online reviews help tourists choose which restaurant to go to.



**Figure 1.88:** A tourist using a smartphone to post a review

Customers can also choose to complete feedback forms posted on organisation websites. Organisations monitor online and social media customer reviews to help to:

- understand customer views
- know about how customers view competitor organisations
- improve customer service practices
- respond to reviews, including any that seem unfair.



## Market research techniques

Travel and tourism organisations use **market research** to identify customer needs and wants. Market research techniques include:

- surveys
- mystery shoppers
- focus groups
- observed interactions.

Market research can be carried out in different ways. Travel and tourism organisations may do market research themselves or outsource market research to a business consultancy.

### KEY WORD

**market research:** investigating and gathering information about customer needs, wants and demand for travel and tourism products and services

Surveys may be a series of open-ended, closed or multiple-choice questions. Telephone surveys and internet surveys are also used. Existing or potential customers may be contacted either by telephone or by email, or they may be asked to complete a survey form when visiting an internet website or social media platform.



**Figure 1.89:** Surveys are a commonly used market research technique

## Surveys

The **survey** is one market research technique, a set of questions aimed at collecting quantitative (numerical) data about travel and tourism markets. Survey data may be analysed to investigate market trends. Customers may complete survey forms online or on paper. Paper-based surveys on behalf of travel and tourism organisations are often completed by customers in waiting areas of transport hubs such as airports, or in the reception lobby of a hotel.

### KEY WORD

**survey:** a market research technique. Customers answer pre-set questions. Responses are used to analyse customer needs, wants and demand for products and services

## Mystery shoppers

A **mystery shopper** plays the role of a travel and tourism customer while observing customer service delivery and collecting market research information. The mystery shopper's identity is not known by the members of staff whose customer service is being evaluated. Mystery shoppers perform pre-set tasks, such as asking about a specified product, asking the staff questions, making a complaint or behaving in a certain way to see how staff react. A mystery shopper in a restaurant might pretend they have a certain specific dietary need. Mystery shoppers provide detailed feedback reports about their customer experience while visiting the organisation.

### KEY WORD

**mystery shopper:** a market researcher acting as a customer. Mystery shoppers observe, experience and report customer service



Information that mystery shoppers typically collect include:

- the number of employees and customers who are present, the overall appearance of the service area and the personal presentation of staff
- the time taken before the mystery shopper is greeted – physically, on the telephone or online
- the name of the staff member(s) delivering customer service to the mystery shopper
- the friendliness and usefulness of the customer service provided
- how well the customer service meets the organisation's performance standards.

### Focus groups

**Focus groups** are an example of qualitative market research. In qualitative market research, the subjective opinions and views of a small targeted group of customers are collected. For example, focus groups may be used to collect information about the acceptability and usability of new or re-launched products or services or reactions to a new marketing campaign.

A focus group is made up of a few invited customers. The focus group may meet together physically or online using an internet meetings app. A focus group has a moderator who asks market research questions and encourages discussion. The meeting may be recorded and analysed later. Members are carefully chosen. For example, they may represent the customer types expected to be most interested in the travel and tourism product whose market is being researched.

### KEY WORD

**focus group:** a small group of people discussing or being interviewed about different opinions

### Observed interactions

Supervisors and managers may observe interactions between customer service staff and customers. Observed interactions are part of performance management. Observation is a way for travel and tourism organisations to collect information about the quality of customer service delivery. The performance of staff members can be observed. Feedback is given and discussed with the staff member. Observation is often part of a staff member's performance management appraisal.

### ACTIVITY 1.15

**Project:** Choose a travel and tourism organisation or facility you know about, perhaps as a customer.

- 1 Apply your learning about customer service to:
  - identify where, when and how customer service is provided by your organisation
  - explain why the quality of customer service is important to the organisation.
- 2 Evaluate:
  - the importance of quality customer service to your chosen organisation's customers
  - different ways of assessing customer service quality.
- 3 Justify how you would assess customer service quality if you managed the organisation or one of its facilities.
- 4 Using your answers to questions 1–3, create a visual resource that you could present to employees of the organisation to explain the organisation's approach to customer service.



## CASE STUDY 1.10: CAR HIRE CUSTOMER SERVICE

All travel and tourism organisations provide customer service. Car hire (rental) is a travel and tourism ancillary service provided at places including:

- transport gateways and hubs, such as airports and major railway stations
- hotels.



**Figure 1.90:** Customer service at a car hire desk

Customers often book or reserve a car online or by telephone before travelling. A hire car can be booked directly with the car hire provider or through a tour operator or travel agent. Car hire may be part of a package or may be separately arranged. Business tourists often use hire cars. Many leisure tourism families also use hire cars for convenient travel within destinations, especially if they have children who require boosters or car seats to travel safely.

Customers use car hire desks (such as in Figure 1.90) to arrange the collection or return of a hired (rented) car. The customer provides the staff member with paper or smartphone-loaded documents to show details of the car hire booking. They use their computer to verify the customer's details, including the name and driving licence, to allocate or confirm the return of the hired car. The customer collects the hired car from a nearby hire-car pool (car park or parking lot) and then later returns the hire car to the car pool.

### Discussion:

Refer to Figure 1.90.

- 1 What examples of car hire desk external and internal customers can you identify?
- 2 What performance standards may be set for staff members at a car hire desk?
- 3 In what ways might the car hire organisation assess the quality of customer service provided at the car hire desk?
- 4 Evaluate the importance of providing quality customer service at the car hire desk:
  - a to the car hire provider
  - b to the external customer.

### TIP

Remember: travel and tourism organisations of all types have external customers (tourists) and internal customers (staff and suppliers).

### KEY CONCEPT

**Customer focus:** The importance of customer service to travel and tourism organisations encourages the assessment of customer service delivery. Travel and tourism organisations can choose from a variety of ways to assess the quality of customer service delivery.



## ACTIVITY 1.16

**Group work:** Work in groups of three. Role play and observe customer service scenarios:

- a greeting a customer at a hotel reception (front) desk
- b verifying customer details at a car hire desk
- c answering a customer query at a restaurant table.

## REFLECTION

How did you approach role playing and observing customer service? Would you use this strategy again, or would you change it?

## EXAM-STYLE QUESTIONS

## Monica's Travel Blog [Follow](#)

My latest update!

2,232 posts   33.9k followers   1,804 following

### Riding the Ring of Fire !

Hi everyone!

So, here's just a taste of my latest update, about my exciting cycle trip to Chile in South America. It was a seven-day trip riding around Chile's 'Ring of Fire' volcanic district.

I booked the whole trip online through a tour operator who specialises in cycling holidays.

The trip included bike rental, a local tour guide, shuttle-van (minibus) transport to and from the hotels where I stayed and meals at the beginning and end of each day.

Of course, as you guys know, I always want to travel responsibly, and this trip was no exception.

Read my full blog to find out more about my trip round the Ring of Fire!

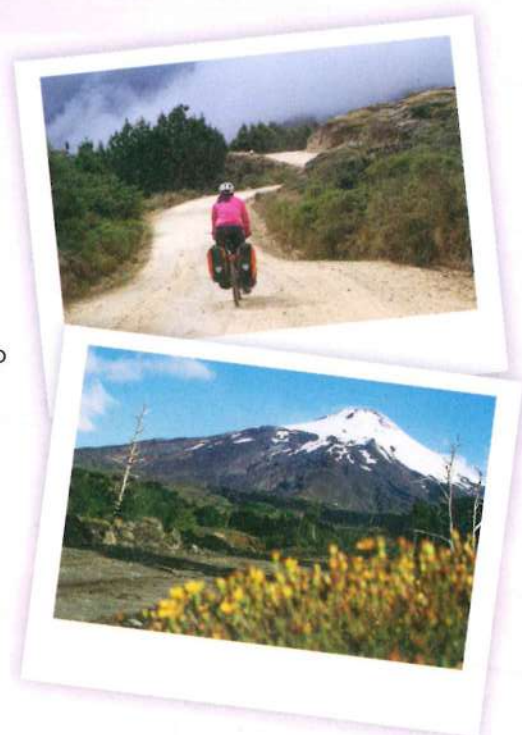


Figure 1.91: An extract from Monica's travel blog



## CONTINUED

- 1 Refer to Figure 1.91, an extract from Monica's travel blog.
- a i Define what is meant by the term 'tour operator'. [1]
  - ii Identify **three** tour operator products and services provided for Monica's cycling holiday. [3]
  - b Explain **three** reasons why Monica might want to be a responsible tourist. [6]
  - c Explain **two** ways in which advances in ICT (Information and Communications Technology) have helped change global tourism. [6]
  - d Evaluate the appeal of natural attractions to different types of tourists. [9]
- [Total: 25]

## The highest hotel in the world opens in Shanghai

The luxury J Hotel has opened at the top of the 632-metre (2073.5 feet) high Shanghai Tower, which, with 128 floors, is the second-tallest building in the world.

Shanghai is a large city in China and is a major business tourism destination. The Shanghai Tower is the tallest building on the Shanghai waterfront. The Tower includes exhibition and conference venues as well as the five-star luxury J Hotel. With 165 bedrooms, its own spa, indoor swimming pool and restaurant with panoramic views, the J Hotel is one of the most important business tourism facilities in Shanghai.



Figure 1.92: A news article about a luxury hotel in Shanghai, China

- 2 Refer to Figure 1.92, a news article about a luxury hotel in Shanghai, China.
- a Describe **two** ways in which the J Hotel meets the needs of business tourists. [4]
  - b Explain **three** ways in which tourism facilities can be sustainably managed. [6]
  - c Explain how a tourism facility could meet the needs of internal customers through:
    - training staff
    - motivation. [6]
  - d Assess the importance to travel and tourism organisations of providing quality customer service. [9]
- [Total: 25]



## SELF-EVALUATION CHECKLIST

After studying this unit, complete the table:

You should be able to:	Needs more work	Almost there	Ready to move on
understand how the nature of travel and tourism is changing, including: <ul style="list-style-type: none"> <li>• be able to identify and explain the reasons people travel</li> <li>• appreciate the types of tourism available</li> <li>• understand the changing structure of the travel and tourism industry</li> </ul>			
understand different destination types and how the appeal of different types of travel and tourism destinations to different external customer types is changing			
assess trends in travel and tourism, including: <ul style="list-style-type: none"> <li>• how tourism flow is changing</li> <li>• the factors that affect changes in tourism flow</li> </ul>			
understand how and why sustainable tourism is growing			
explain how and why ecotourism is growing			
evaluate how customer service is provided in travel and tourism, including: <ul style="list-style-type: none"> <li>• understand the importance of quality customer service</li> <li>• discuss ways of assessing how quality customer service is provided in the travel and tourism industry.</li> </ul>			