

GEOG 247 Cultural Geography

Experiencing Culture: Travel and Tourism 2

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Geography of Tourism

❖ **The study of:**

- **Destinations** (locations, appearances and the draw of tourist centers).
- **Place:** the individual characteristics of a destination (natural, cultural and historical).
- **Attractions and traditions** in the context of the regions in which they are found.
- Associated **transportation network** (accessibility).
- **Tourism infrastructure** (transportation, accommodations, amenities).
- **Links** with other tourist centers (networks).
- **Marketing** tourist regions for financial gain.
- **Interaction** of tourists with tour sites and local population (how is this done).
- Analysis of the **impact** tourists and their activities have on a tour site and its people (the aftereffect).

Types of Tourism

Responsible Tourism
Ecotourism (nature focused)
Geotourism (people and culture focused)

- Sun and sand tourism
- Adventure tourism
- Sport and recreation
- Cruise ship tourism
- Health tourism
- Agritourism
- Industrial tourism
- Medical tourism (transplants/procedures)
- Cultural tourism
- Heritage tourism
- Pilgrimage tourism
- Native tourism
- Art tourism
- Architecture tourism
- Culinary tourism

Cultural Tourism

❖ **Cultural tourism:** Movement of persons to cultural attractions (away from their normal place of residence), with the intention to gather new information and experiences to satisfy their cultural needs.

Focus is on an area's culture, specifically the **lifestyle** of the people in those areas, their **history, art, architecture, religion, and other elements** that shaped their way of life.

Includes "place myths": the re-creation of reality that persuade tourists that the local culture they are seeing is the real thing.

Cultural Tourism

Tourism in urban areas, esp. historic or large cities with their **cultural facilities**, as museums, galleries and theatres, historic sites and specialized forms of entertainment.

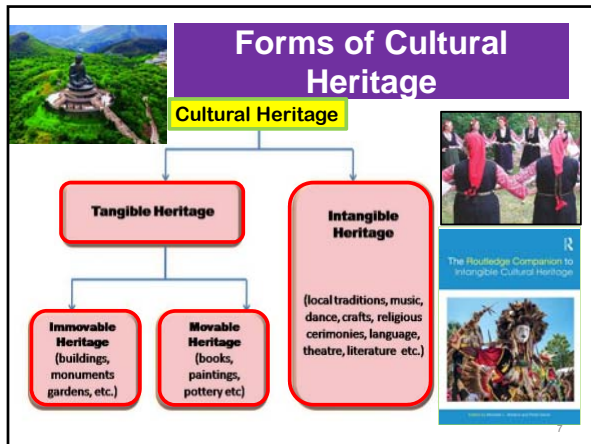
Tourism in rural areas showcasing the traditions of **indigenous** cultural communities (festivals, rituals), and their **values and lifestyle** (re-created sites), and **niches** (industrial tourism, creative tourism and heritage tourism).

- Includes state and national parks and sightseeing from a distance over long distances.

Cultural Heritage

❖ **Cultural Heritage:** **Human creation that expresses the ways of living developed by a community and passed on from generation to generation.**

- Includes places, customs, practices, objects, beliefs and values, including oral histories, traditions, and artistic expressions as song, dance and reenactments.



IMPACT

Economic

Socio-Cultural

Environmental

Provides an opportunity for economic growth to developing areas:

- ✓ **Invisible exports** from consumer collection of items: souvenir sales.
- ✓ **Increasing foreign exchange earnings:** money spent by foreigners
- ✓ **Increasing local income:** visitor spending, business expenditures.
- ✓ **Increasing employment:** direct and indirect.

➤ **How does tourism impact the economy, society, culture and environment?**

- It is generally agreed that tourists **spend much more money** than standard visitors.
- Tourism is becoming more popular throughout the world, and can **play a role in regional economic development** in different world regions.

Societal and Cultural Impacts

What happens when people travel to a new setting?

- **Meet new people** with different customs
- **Confrontation** of new values, lifestyles, and languages; wealth between hosts and guests
- **Health/safety issues** (water quality; sanitation; vaccinations; food preparation; interaction between people; robbery/crime)
- **Complications of historical contacts** (going back in time; visiting places that locals and tourists have different feelings about, esp. colonial areas).

New Zealand Example: Maori and Tourism

Residents Maori

Tourist Encounters and Settings

Tourists

Factors: Economics, Institutional Arrangements, Legislation (Tourism Act, RMA, LGA)

Local irritation due to poor tourist behavior: disrespect; ignorance; invasion of privacy; stereotyping.

Impacts of Tourism at Destinations

Tourism can cause a change/loss of local identity/values

- **Social impacts:** changes in the lives of the people living in destination communities.
- **Cultural impacts:** changes in the arts, artifacts, customs, rituals and architecture of a people.
- **Socio-cultural impacts:** changes to resident's everyday experiences as well as to their values, ways of life, and intellectual and artistic products.

- ❖ **Host communities often are the weaker party in interactions** with their guests and service providers.
- **Commodification:** local customs, rites, objects, etc., are treated as a commodity/entertainment and not treated the same way their ancestors treated them.
- **Standardization:** tourists expect the familiar; language, fast food chains, standard lodging and amenities similar to their home.
- **Loss of authenticity/staged authenticity:** "putting on a show" for monetary gain as performing dances daily that were once part of an annual sacred ritual; they may be changed to meet tourist expectations.

Cruise Ships and Ports of Call

What happens when c.2,000 people disembark at a port of call with 500 residents?

Environmental Impact: Venice Lagoon

Water displacement and wakes (waves) from the ships affect the fragile shoreline of the Grand Canal and as well as the many smaller canals that branch from it.

<https://www.nytimes.com/2017/11/08/world/europe/venice-cruise-ships.html>
 NYT article "Too Big to Sail? Venice Places Curbs on Cruise Ships"

Environmental Impacts

To cater to tourists, an area needs more water, accommodations, roads, power, waste disposal, airports and receiving stations.

More Environmental Impacts

Sustainable Tourism

❖ Described as a community-based, quality tourism in which locals have much influence.

Improves quality of life for host community
Provides high quality experience for visitor

- Sensitive to culture, ecology and biology of region
- Strengthens community identity
- Compatible with local values

➤ **Manages tourism development resources to allow for the future while being enjoyed now.**

Sustainable Tourism

Three chief indices used to assess sustainable tourism:

- ❖ **Carrying Capacity:** amount of tourist activity that can be accommodated at a site; indication of fragility. Also is taken into consideration with regard to change over time. Usually expressed as maximum number of visitors per day.
- ❖ **Site Stress:** pressure on the tourist site caused by overuse; an indication of intensity of use; can lead to degradation (unattractiveness), destruction or limiting access to the site; may be an indication of poor oversight/lack of care.
- ❖ **Site Attractiveness:** visual presentation/appearance of the tourist site; indication of care and maintenance; may be adversely affected by overuse, lax security, inadequate funding/personnel, poor management.

EcoTourism

Sustains (improves) quality of life for the host community.
Provides high quality experience for the visitor.

- ✓ Sensitive to ecology and biology of region
- ✓ Strengthens community identity
- ✓ Compatible with local values
- ✓ Manages tourism development resources

The Reach of Tourism

❖ **Interaction** between tourists and local people starts the cycle of **acculturation** and **assimilation** through exposure to each other's culture and traditions, as they meet, interact, adapt to, and adopt traits of the other.

Dress styles
Food products
Customs, as bowing or hand shakes or hugging



Exposure to illness
Technology exchange
Traditional methods
Native crafts
Income dependence






The Reach of Tourism

Accommodations, food, activities and souvenirs provide cash for local people in tourist regions.



Tourism's Challenges and Opportunities

- ❖ **Tourism is dependent on a healthy world economy and the safety of the travelers.**
- **Encourage growth of tourism as it creates jobs and brings money into the community or country.**
 - May change local social structure.
 - Successful tourist industry can change the focus of an area's economy: in bad times this is disastrous.
- **Unplanned tourism can lead to excessive demands of transportation, public services and degrade the environment.**
 - Can cause interpersonal conflicts between local residents and tourists.





Unplanned Tourism: Tropical Beach Resort Example

Can you think of a sequence of events scenario that would turn a "tropical paradise" into an "over-touristed madhouse"?


1. **Tropical seaside settlement** with no significant tourism (known locally).
2. **Area discovered** by a few outsiders who rent/build vacation homes.
3. **First hotel is built**; high budget visitors arrive; services needed.
4. **Word spreads; more hotels built**; new jobs created; intensified land use at expense of local dwellings.
5. **More lodging including resorts**; docking facilities created for cruise ships; cultural disruption; beach congestion; pollution.
6. **More accommodations and ancillary services**; environmental degradation; tourists dominate area.
7. **Rural area becomes urbanized**; beach area becomes congested.
8. **Increase in levels of air, water land and noise pollution.**
9. **Area expands laterally and vertically**; no longer focused on the beach; has interior sections (zones) based on view and access to beach
10. **Seaside settlement becomes an urban resort destination.**

➤ **EXAMPLES?**


French Rivera (1800s), Kenya (1910s), Costa Del Sol (1960s), Honolulu (1970s)

Waikiki, Honolulu, Hawaii

1920



1930s



Changing Waikiki

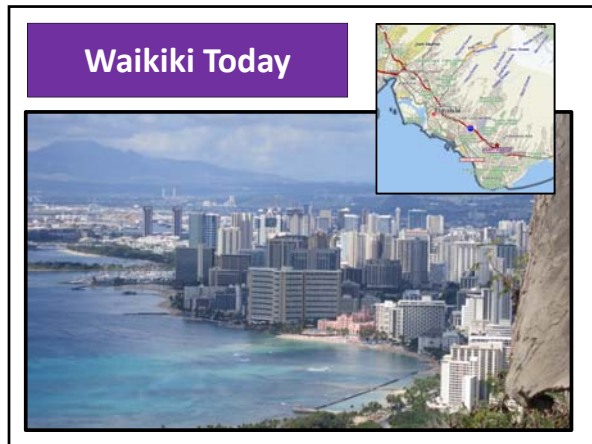




Waikiki

The NEW and the OLD

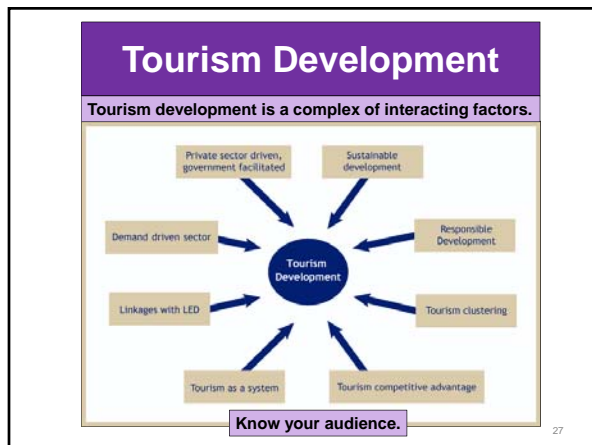
Waikiki, Hawaii



Tourism's Challenges and Opportunities

- ✓ How to avoid a variety of **environmental problems**?
- ✓ Will a world economy increase tourism?
- ✓ Will tourism have positive **effects** on the culture of host communities and countries or will tourism have negative effects on their culture?
- ✓ **Safety of travelers** in the age of actions of terrorists and groups meant to disrupt status quo.
- ✓ **Protecting tourist sites** from overuse and also from those wishing to destroy them.

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Tourism System

❖ **A person's tourism experience is the sum of all the parts of the system.**

- Combines point of origin, destination and travel experiences
- Places the various tourism industries into categories: accommodation, food services, attractions, souvenir, travel services, health care, security, etc.

➤ **Service and tourism go hand in hand.**

- Growth rate of the services sector is faster than any other sector; affects the local employment culture.

➤ **Tourism is the leading producer of new jobs.**

- Tourism has developed an important part of the economic foundation of many countries, becoming the leading producer of foreign currency.

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Unsuccessful Tourism

Because of its **perceived economic benefit**, many areas of the world have come to see tourism as the **panacea for economic woes**: income source and employment streams.

As a result there have been:

- Overbuilding of hotels with unoccupied rooms
- Polluted beaches/landscapes
- Cultural conflict between locals and tourists.
- Dissatisfied tourists and tour group organizers.

➤ Many areas have become over-touristed, congested and have their local facilities (food service/transportation/sanitary) overburdened.

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Selling Tourism

EGYPT>>
An impossibly ancient civilization, Egypt offers legendary pyramids, monumental statuary, temples unearthed from the dry desert sands and pharaonic treasures as you sail along the Nile River.

<<EUROPE
Travel the great European rivers to experience its long history and its flourishing contemporary culture.

RUSSIA>>
Cruise between Moscow and St. Petersburg along the Volga and Svir.

<<ASIA
Asia is a fascinating juxtaposition of the past, present and future. See China's highlights and take a deluxe Yangtze River cruise or visit colorful Southeast Asia along the Mekong or Irrawaddy River.

<http://www.vikingrivercruises.com/cruise-destinations/asia/index.html?agentUrl142=GoingPlacesTravel>

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Selling Tourism

Rich history and mystical wonders await you in Thailand and Myanmar.

There's natural and spiritual beauty every-where, from Bangkok's glittering Grand Palace to the countless ancient stupas and pagodas of Bagan to breathtaking Inle Lake, where waterside villages harbor floating gardens and a timeless tradition of silk weaving.

Discover Burma of old, celebrated in Kipling's poem *Mandalay*, during an 8-day cruise along the verdant Irrawaddy River. And take in the colonial architecture and ornate palaces and pagodas of Yangon and Mandalay, fascinating melting pots of Asian cultures.

Join Viking and witness this corner of Asia frozen in time.









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Selling Tourism

LEGENDS OF THE RHINE

- This journey provides a window into some of the historic eras and events that have shaped northern Europe. Cruise through the Middle Rhine Valley, lined with dozens of medieval castles, and take walking tours of castles and cobbled streets. **Marvel at the soaring carved interiors and stained-glass windows of Cologne's iconic Gothic cathedral, and sample the local beers.**
- Spend a full day enjoying the delightful Golden Age city of Amsterdam, including a canal boat tour. **Hear the echoes of history on this 8-day itinerary.**








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Selling Tourism

11 days cruising Antarctica takes you through the Drake Passage to discover incredible wildlife and landscapes at the foot of the world.

- Board your vessel in Ushuaia, the world's southernmost city, and **cross the infamous Drake Passage on your way to the South Shetland Islands and the Antarctic Peninsula.**
- Keep a lookout for whales, penguins, and seals as you explore. Zodiac cruises take you in for a closer look, allowing you to see the wildlife, glaciers and other natural wonders up close.
- Visit a penguin colony in Orne Harbour. If you're feeling energetic, opt for a mountain hike, or even a Polar Plunge swim, for a frigid experience you will never forget!

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Selling Tourism

Canadian RR packages

Romantic Rockies by Rail – 7 Days/6 Nights

The beauty of the Canadian Rockies is best described as pastoral in summer and dazzling in winter. The color and mood of the mountains change with the sun's every nuance. The panoramic views offered by your VIA Rail dome car is bound to make for special and lasting memories. Romantic Rockies by rail is for everyone!






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Selling Tourism

Magic Africa Safaris – Untouched Natural Beauty

Africa's renowned wildlife attracts people from across the globe. The charm of spending time in the lap of nature is something you will cherish for the rest of your life. Africa offers so much to the adventurer in you.

Magic Africa Safaris will take you into the heart of Africa and deliver breath taking scenes of natural beauty. Our Africa tours and safari packages feature some of the best locations. Whether it is family-friendly holidays or honeymoon packages, we deliver packages that suit your budget and requirement.

Africa really does charm you!







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NEXT

Agriculture: methods and landscapes

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