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

- Agritourism
- Industrial tourism
- Medical tourism (transplants/procedures)
- Cultural tourism
- Heritage tourism
- Pilgrimage tourism
- Native tourism
- Art tourism
- Architecture tourism
- Culinary tourism
- Responsible tourism
- Ecotourism (nature-focused)
- Geotourism (people and culture-focused)

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 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.
**Forms of Cultural Heritage**

- Cultural Heritage
  - Tangible Heritage
  - Intangible Heritage
  - Immoveable Heritage (buildings, monuments, gardens, etc.)
  - Movable Heritage (books, paintings, pottery, etc.)

**Benefits of Cultural Heritage Travel**

1. **Understanding**: Value, value, value, heritage, heritage, heritage.
2. **Enjoyment**: Value, value, value, cultural heritage, heritage, heritage.
3. **Value**: Value, value, value, cultural heritage, heritage, heritage.

**Impact**

- **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.

**Impacts of Tourism**

<table>
<thead>
<tr>
<th>Economic</th>
<th>Socio-Cultural</th>
<th>Environmental</th>
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<td>Provides an opportunity for economic growth to developing areas:</td>
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<td>o Invisible exports from consumer collection of items: souvenir sales.</td>
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<td>o Increasing foreign exchange earnings: money spent by foreigners</td>
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<td>o Increasing local income: visitor spending, business expenditures.</td>
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<td>o Increasing employment: direct and indirect.</td>
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**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).

**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 a 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?**

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

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 handshakes or hugging
- Exposure to illness
- Technology exchange
- Traditional methods
- Native crafts
- Income dependence

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 become 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)

Changing Waikiki

Waikiki, Honolulu, Hawaii

1930s
Waikiki Today

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.

Tourism Development

Tourism development is a complex of interacting factors.

- Private sector driven, government facilitated
- Sustainable development
- Internationally acknowledged
- Tourism as a system
- Tourism competitiveness advantages
- Tourism development

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.

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.

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

Selling Tourism

- Selling Tourism

Egyp:

Ancient pyramids and tombs, culture offers legendary pharaohs,_Mummies, and Ramses II, temples and museums in the desert sands and pharaonic treasures on your Nile cruise along the Nile.

EGYPT

Tourism

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.

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.

EGYPT:

Tourism

Russia:

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

Europe:

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

USA:

A grandstanding-upon of the past, present and future. See Chicago’s skyline and take a scenic Mekong River cruise or visit colorful Southwestern area along the Rio Grande, or historic New England.

Rich history and mystical wonders await you in Thailand and Myanmar. There’s natural and spiritual beauty everywhere, 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 Mandala, 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.

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!

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!