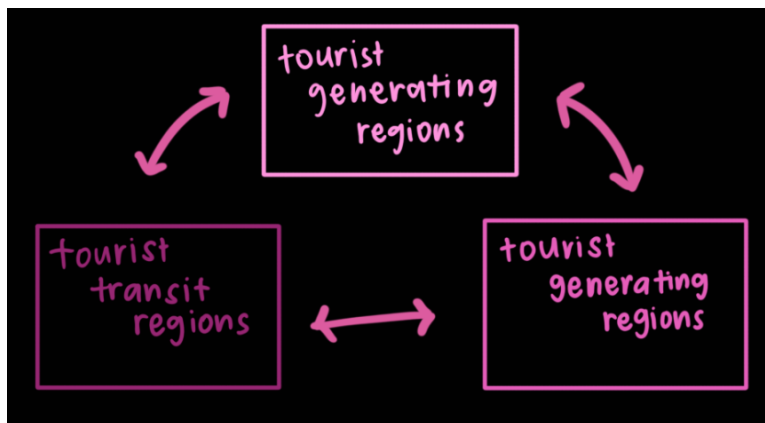




# tourism

- tourism is a **system**
  - more than 24 hours, less than one year to be considered a tourist
  - **domestic tourism** → travelling within the country, passport not needed. you become a tourist so long as you are travelling for leisure, recreation, or other purposes
  - **international tourism** → travelling to other countries, passport required
- 

## the tourist system



all three regions are interconnected

- **tourist generating regions:** where **tourists** and **tourism businesses** may be based
  - **tourist destination regions:** where the tourists are **attracted to**. located here are **attractions, amenities and facilities** which **cater to the needs of tourists**, TDRs **experiences the consequences** of tourism development
  - **tourist transit regions:** the region which the tourist **travels through** to reach their destination, **includes stopover points** which can be used for **convenience/existence of attractions**. this region **links the TDRs and the TGRs**
-

## why do people move from tourist generating and destination regions

each tourist's decision to travel is based on different combinations of push-pull factors

### **pull factors**

- affordable
- abroad family
- culture
- tourist attractions
- weather
- events/festivals (F1) in France
- medical healthcare

### **push factors**

- new experiences
- relax
- weather
- stressful work environments
- lack of recreation and entertainment options
- unpleasant living environment (bedbug infestation in France)

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## tourism-nature interactions within the local environment

- positive effects: pay locals to **teach them about local traditions** → higher revenue/more job opportunities → contributes to local economy
- negative effects: they leave behind waste when visiting a nature park → degrades environment
- environments are impacted **beyond** the tourism destination by tourism activities → tourism contributes to 8% of greenhouse gas emissions

**changes in nature, communities or ecosystems within the environment can affect the tourism system (and vice versa)**

- economic downturn: **less demand** for travel → **fewer tourists** passing through transit routes, **transit routes suffer** → **TDR also suffer**, causes a **decrease in income**. on the **positive** side, there is now **less damage done to the environment**
  - changes in TDR can also lead to changes: new attraction opens in TDR → tourists **go back** to their countries (TGR) and **share positive experiences** → **attract more tourists** → **increased revenue** for transit routes and TDRs
-

# ★☆☆ factors for tourism growth ★☆☆

## motivation to travel mobility in travel

- need for relaxation
- expanding transport services, infrastructure
- need to achieve personal growth & fulfilment
- introduction of new modes of travel
- need to discover unique travel experiences
- increase private car ownership

(increased due to globalization)

(budget airlines?)

## ability to travel

- increase in disposable incomes
- increase leisure time
- business innovation in the tourism
- lower accommodation costs
- lower transport costs

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## the motivation to travel

- created by a combination of push and pull factors
- has increased due to globalization → greater access to media sources → more aware of different travel opportunities

## the need for relaxation

- increasing pressures of work and hectic lifestyles to motivate people to travel to relief stress
- people travel to different destinations and engage in different tourist activities to relax
  - : for relaxing → one of the main reasons british tourists visit phuket, thailand is to rest and relax in its famous scenic beaches
  - : recreational activities → more than 18 million people were welcomed into USS in 2018

## the need to achieve personal growth and self fulfilment

- travelling is considered a way for self-growth and to achieve their fullest potential
- allows people to develop themselves further by learning something new/improving existing knowledge or skills

- may choose a destination where they can **pick up new skills** (e.g. farming/cooking local cuisines)
- they may also participate in activities that are **challenging/adventurous** (e.g. skydiving/mountain climbing) they **are being stretched physically and emotionally** → achieve **personal growth**

## **the need to discover unique travel experiences (tourist type: venturers)**

- some travel to gain unique travel experiences to **satisfy their curiosity**
- travelling lets them **explore different environments and cultures**
- seek places that are **less well known** and participate in activities that are **less common**
- social media has **raised interest in unique destinations** especially among younger travelers
- due to **globalization** (how trade and technology makes the world more connected)

## **different motivations to travel**

- individuals have **varying needs** → **motivation to travel differs** for everyone
- they might travel for **relaxation**, or to **fulfil their curiosity** about places that are less commonly visited
- they will therefore **participate in different activities** to **cater to their various motivations**
  - scuba diving in bali: fulfils need for **relaxation** and need for **unique travel experiences**
  - whale watching need for **relaxation** and **self-fulfillment** by getting to experience sightings of majestic animals first hand

## **how an increase in ability to travel leads to growth of tourism**

- **ability to travel:** conditions that allow an individual to make trips (e.g. increase in disposable income and leisure time. lower accommodation and travel costs, business innovations in the tourism-related industry)

## **increase in disposable income**

- **economic development** after WWII lead to an **increase in disposable income** in North America, Western Europe and Japan

→ GDP and china quadrupled and international tourism increased from 9M departures (1999) to 154M departures (2019)

## increase in leisure time

- refers to the time when people are free from work responsibilities
- governments have given increasing amount of leisure time for people in both developed and less developed places in the form of increased pay leave, more public holidays and shorter working weeks → people have more time to travel
- increase in paid leave also allow people to finance their travel

→ employers were encouraged by the chinese government to give the workers half a day of paid leave during the summer to boost domestic tourism

## business innovations in the tourism related industry

- ability to travel is made possible because of business innovations that provide value-for-money experiences
- businesses offering more affordable travel options → increased tourism demands
- tour operators are being replaced by a variety of websites and applications that provide more personalized and value-for-money travel experiences

→ expedia, travago: search engines specifically for tourists to compare reviews and prices and book directly on the websites

## lower transport costs

- international tourism relies heavily on air transport, which has become increasingly affordable
- budget airlines offer air tickets at significantly lower prices → lowering transport costs ( esp for international travel)
- they do this by using fuel-efficient planes → reduced fuel costs, and fly to airports with cheaper fees

→ budget airlines like airasia and scoot offer significantly lower prices and became increasingly popular for travel within southeast asia

## lower accommodation costs

- **variety of accommodation types have increased**: rented properties/hotels/B&B stays
- **business innovations** like Airbnb make it possible for **property owners to rent their property out to tourists** at different prices
- the wide variety **caters to a various range of budgets** → **tourism with lower accommodation costs** is possible → **travelling becomes affordable**

→ Airbnb offers options for accommodation at competitive prices and connects people who want to rent their homes out to tourists, increasing variety of accommodation

## how an increase in mobility lead to more tourism growth

- **mobility in travel**: ability to **move around easily and conveniently** to tourist destinations

## expansion of public transport services and infrastructure

- more countries are constructing transport infrastructure, railway and airports
- **connectivity has increased** within the country and between different countries

→ new changi airport terminal 4 means that there can be more flights from other parts of asia to Singapore

- governments are also **expanding public transport network** by increasing number of public bus and train routes
  - **travelling within the country is more convenient** for tourists
- development of downtown line to increase accessibility to gardens by the bay

## introducing new modes of travel

- rapid development of transportation technology → new modes of travel
- tourists can travel faster and further now, via land, sea and air transport
- **commercial airlines** have also boosted tourism

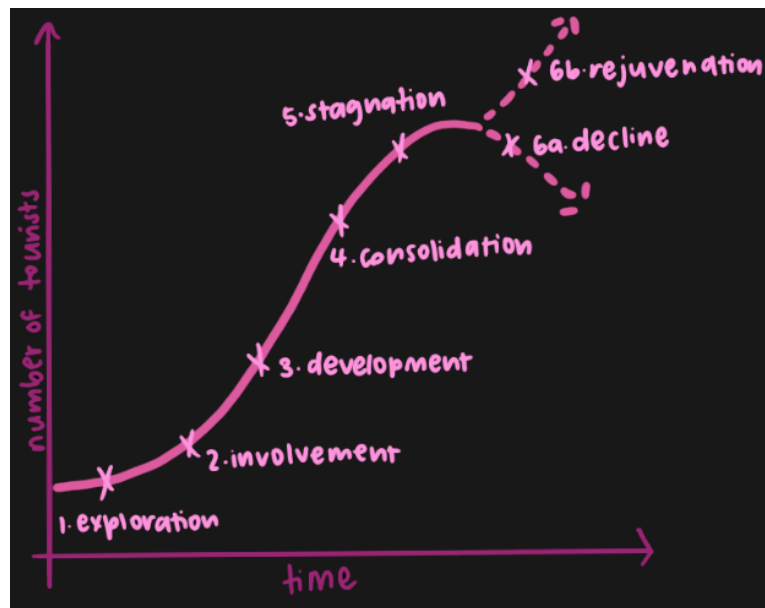
→ technological developments have enabled aircrafts to travel **faster, further and fuel efficient** → **reduced travelling time**, increased **convenience of travelling long distances** as well as **lower travelling costs**

## increased private car ownership

- private car ownerships allow families to travel comfortably to nearby attractions for leisure
- it also allows for more freedom in the destinations they can go to, and the time they spend there
- increase in private car ownership has lead to an increase in domestic tourism

## stages of domestic tourism

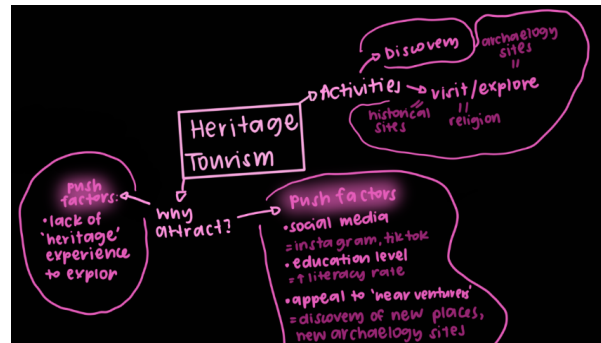
- as tourist destinations progress, its key features and number of tourist arrivals evolve
  - some destinations do skip certain stages, but most of them follow similar development stages



### 1. exploration

- a small number of tourists travel there, visits are irregular and do not occur throughout the year
- tourists make minimal economic contributions
- destination has:
  - natural attractions that offer scenic views

## trending tourism types



typo: social media and appeal are pull factors



## tourism trends



## negative impacts of tourism

economic	social	environmental
<ul style="list-style-type: none"> <li>• rising prices = locals face competition for resources e.g. housing "homestay"</li> <li>• shortage of labour = not enough manpower (people skilled in hospitality)</li> <li>• competition for land, hotels, attractions = locals do not have land for residents</li> <li>• a lot of tourists ⇒ overcrowded, less attractive to tourists</li> <li>• resources channelled to tourism = not enough for locals</li> </ul>	<ul style="list-style-type: none"> <li>• traffic jams // congestion at attractions = stressful = health issues</li> <li>• postpone local events to tourist events = locals unhappy</li> <li>• local communities = lives affected = overcrowded tourists</li> <li>• unhappy w government = protests → social issue</li> <li>• vandalism = loss of culture</li> </ul>	<ul style="list-style-type: none"> <li>• pollution = tourists litter and vandalise</li> <li>= soil compaction → soil erosion → flooding ⇒ inc. carrying capacity stress the environment</li> <li>= waterbodies polluted from cruise ships</li> <li>= deforestation ↳ make way for tourism infrastructure</li> <li>= damage to coral reefs from scuba diving</li> <li>all these can affect visitor experience</li> </ul>

## economic leakage (economic)

- most tourist destinations are owned by foreign companies and revenue is channeled back to their own countries, no profit for host country
- these immigrants are given higher paying jobs: locals get lower end, low-paying jobs (e.g. receptionist, cleaner)
- employment issues: seasonal unemployment

- peak periods: jobs created
- off-peak: lose jobs

## overdependence on tourism: vulnerable to external threats (economic)

- natural disasters, global pandemic, political conflicts, economic recession

## loss of culture: pseudo-culture (social)

- refers to 'fake tourism' → to **make more money** (modify culture, not the real thing)
- a spin-off

## pollution (environmental)

- more vehicles used to transport tourists → contributes to global warming
- deforestation leads to depletion of natural resources and also causes loss of wildlife
- damage to coral reefs and wildlife

## positive impacts of tourism

economic	social	environment
<ul style="list-style-type: none"> <li>• <b>Job creations</b> = hospitality services (direct) = transportation/F&amp;B (indirect)</li> <li>• <b>Revenue increase</b> = money channelled to devp. of country → improve infrastructure</li> <li>• <b>increase in income (locals)</b> = local earns more money → fishermen bring tourists for fishing trips ⇒ ↑\$</li> <li>• <b>diversification of economy</b> = invest in different sectors to reduce overdependence</li> </ul>	<ul style="list-style-type: none"> <li>• <b>community-based tourism</b> = empower locals to develop tourism</li> <li>• <b>culture</b> = preservation of culture = tourists learn about the local culture = benefits locals + tourists</li> </ul>	<ul style="list-style-type: none"> <li>• <b>conservation of environment</b> = forest reserves (natural attractions)</li> <li>• <b>\$ from tourists channelled to preserving natural envt.</b> = solves issue of pollution</li> <li>• <b>ecotourism</b> = creates awareness of environment issues</li> </ul>

## sustainable tourism

- durable
- last a long time

- adequate resources
- minimize negative impacts