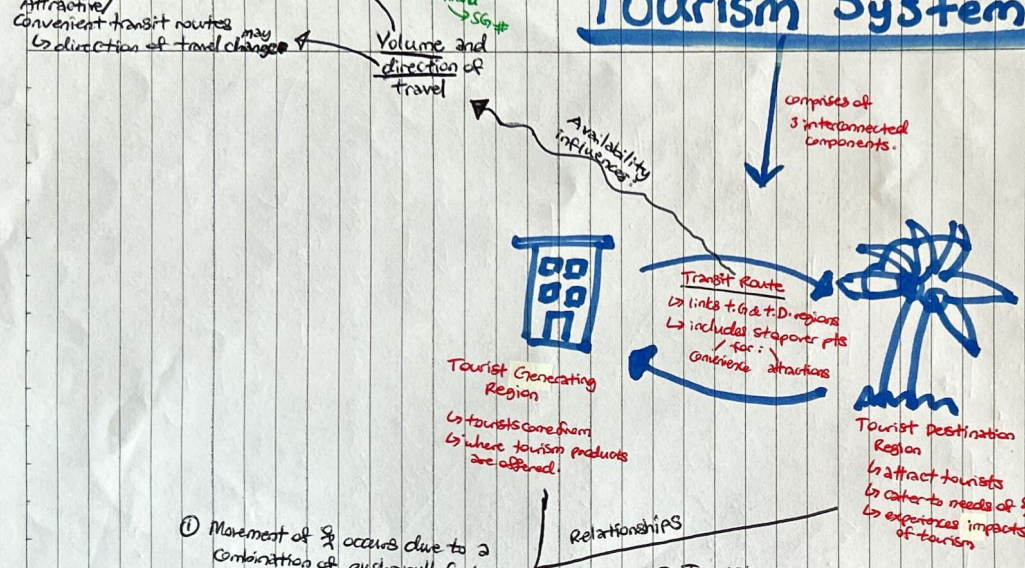


E.g. lack of direct flights between India & Brazil → Limited / Inconvenient → volume ↓
 if e.g. Shar direct flight from New Delhi to SG → volume ↑
 More transit routes available → vol. ↑
 Attractive / Convenient transit routes may → direction of travel changes

Tourism 1-1

Tourism System

Tourist → person who makes a trip outside their usual environment for leisure or personal purposes.
 domestic tourist (within own country)
 international tourist (travel abroad to other countries)



How tourism impacts economies (tre / -ve)
 nature, communities,

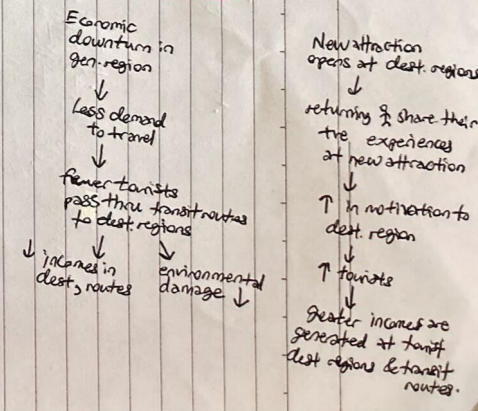
Within local environment

- visit a nature park, irresponsibly leave behind waste
↳ environment degraded (environ, -ve)
- pay local villages to teach them how to create traditional pottery
↳ generate revenue for villages (\$, tre)
↳ helps preserve local tradition (community, tre)

Globally

- Global industry, influences local economies and beyond
contributed more than US \$4 trillion to global economy in 2020 (\$, tre)
- contributes to 8% of global greenhouse gas emissions
contribute to climate change & impacts on environ. (environ, -ve)

And vice versa



① Movement of $\mathcal{Q}$ occurs due to a combination of push-pull factors

Push factors

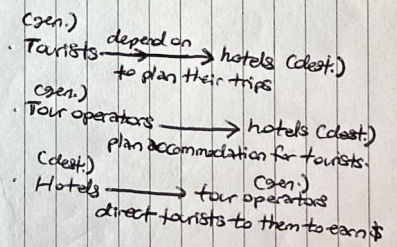
- at generating regions (may be due to environ.)
- > Stressful work environments
- > Unpleasant living environments (overcrowding, pollution etc.)
- > Lack of recreational and entertainment options

Pull factors

- at destination regions (attract $\mathcal{Q}$)
- > Places of scenic beauty
- > Special events (concerts, festivals)
- > Attractions, facilities, amenities that provide positive experiences

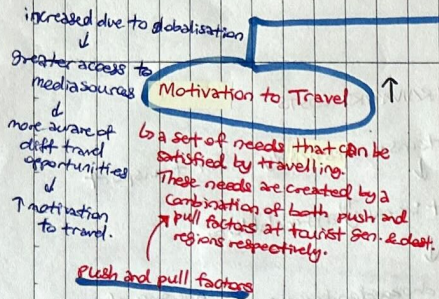
tourist develop motivation to travel
 (diff. combis of push-pull factors)

② Tourists, businesses, organisations in tourist generating & dest. regions are mutually dependent

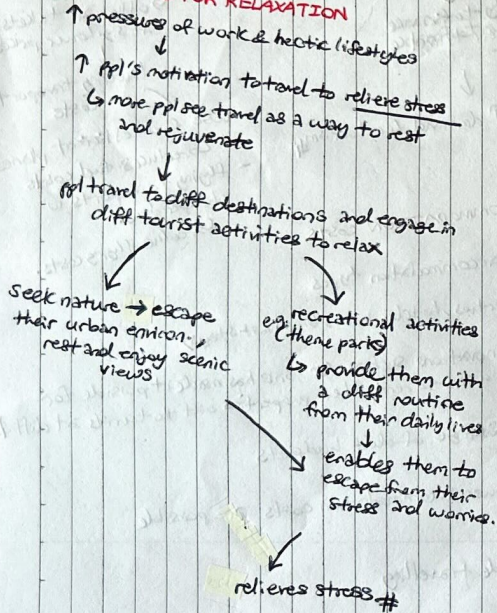


Tourism 1-2

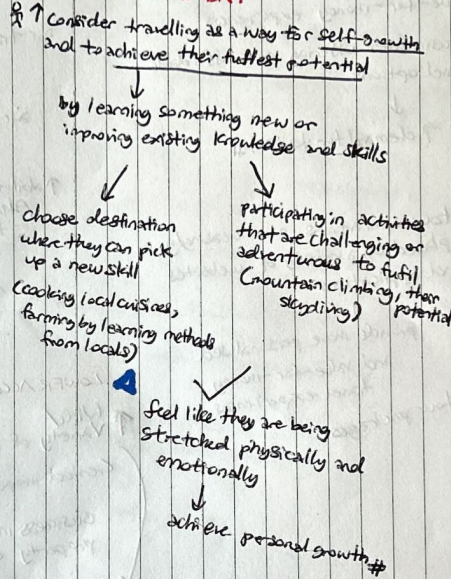
REASONS THAT LEAD TO THE GROWTH OF TOURISM



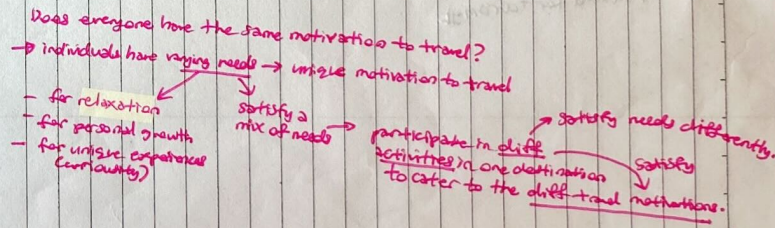
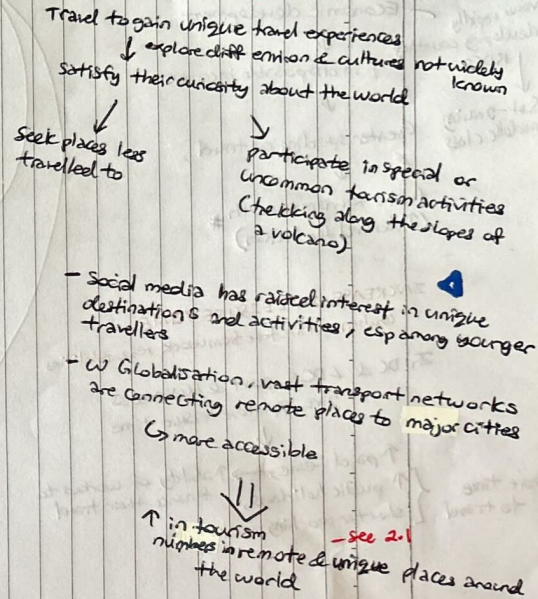
THE NEED FOR RELAXATION



THE NEED TO ACHIEVE PERSONAL GROWTH AND SELF-FULFILMENT



THE NEED TO DISCOVER UNIQUE TRAVEL EXPERIENCES



Ability to Travel

Conditions that allow an individual to make trips

LEAD TO THE GROWTH OF TOURISM

REASONS THAT

TOURISM IS

INCREASE IN DISPOSABLE INCOMES

Economic development

↑ in disposable incomes

Greater spending on travel

fuels tourism growth
(↑ demand for tourism) *

INCREASE IN LEISURE TIME

when ppl are free from work responsibilities

In DC & LDCs, govt & businesses give ppl more leisure time

↑ paid leave → ↑ ability of workers to finance their travel
↑ public holidays, shorter working weeks

↑ demand for tourism #

BUSINESS INNOVATIONS IN THE TOURISM-RELATED INDUSTRY

Business innovations that provide value-for-money experiences

↑ Businesses offering more affordable travel options

↑ demand for tourism #

tour operators are increasingly replaced by a variety of websites and applications

provide more personalised and value-for-money travel experiences

tour packages

LOWER TRANSPORT COSTS

International tourism relies heavily on air transport

air transport increasingly affordable

air fares drop significantly (presence of low-cost airlines)

↑ ability to finance their travel

↑ demand for tourism #

offer air tickets at sig. lower prices

lowering transport costs

- use fuel-efficient planes

- reduces fuel costs

- flying to airports w/ cheaper fees

- reduces flying costs

LOWER ACCOMMODATION COSTS

↑ Wide/Variety of accommodation types

Certified properties, hotels, bed, breakfast stays)

Business innovations such as Air BnB has made it possible for property owners to rent their properties out to tourists at diff \$

Caters to a range of diff budgets

tourism w/ lower accommodation costs are possible

↑ affordable travelling

↑ ability to finance their travels

↑ demand for tourism #

Tourism 1.2

Reasons that lead to the growth of tourism.

No:

↑ tourism growth

Mobility in travel

Ability to move around easily and conveniently to tourist destinations.

Reasons for increase in mobility in travel

▶ EXPANSION OF PUBLIC TRANSPORT SERVICES AND INFRASTRUCTURE

More countries are constructing transport infrastructure (roads, railways, airports)

↓
↑ connectivity between diff parts of country, countries

↓
A can travel to more places in shorter time. (more easily, conveniently). #

↓
↑ tourism growth.

▶ INTRODUCTION OF NEW MODES OF TRAVEL

Rapid development of transportation technology

↓
new modes of travel

↓
tourists can travel faster and further via land, sea, air transport (more easily, conveniently)

↓
↑ tourism growth #

Commercial air travel

↓
tech development enabled production of aircraft that can travel faster & further, more fuel-efficient

Expand network of public transport services (↑ no. of public bus/train routes)

↓
more convenient for tourists to travel within dest. reg.

↓
↑ tourism growth.

▶ INCREASED PRIVATE CAR OWNERSHIP

↓
allows families to travel comfortably and conveniently in own vehicles to nearby attractions for leisure

allows for more freedom in the number of destinations one can visit and time spent at each destination.

↑ boosted domestic tourism

↓ domestic.
↑ tourism growth #

TOURIST PERSONALITIES

TYPES + characteristics

individuals who try to make much of their lives predictable

Dependable

individuals who reach out and explore the world in all of its diversity

Venturer

Spending pattern	More cautious about spending money.	Spend money more readily
Source of influence	> Making travel decisions: - Guided by authority figures - Follow travel trends set by Venturers & public personalities	> Making travel decisions: - Guided by personal judgement rather than authority figures
Preference for travel activities	- Prefer structure & routine - Travel in groups - Like to feel comfortable and secure - Visit popular and familiar destinations which have well-developed tourism facilities & amenities for convenience - More likely to return to the same place again - Prefer <u>mass tourism</u> - predictable and routine nature of activities	- Prefer to be spontaneous and have a diversity of activities. - Travel alone - Explore less-developed, unique places - Can participate in new experiences and activities - Often set travel trends for others - More likely to visit new places each time they travel - Prefer to make their own travel plans, often opt for niche tourism

Influence on development of tourist dest.

Destination may be more appealing to certain personality characteristics

↓
dest. evolve (dynamic)

↓
features change

↓
types of tourist attracted change

As venturer-types often set travel trends
↳ influence travel decisions of Dependables

Planners & Stakeholders can develop tourist dest. in a way to attract certain personality characteristics.

↓
Attract more Dependables
develop more facilities and amenities that offer convenience

Destination may lean from a Venturer-type to a Dependable-type

niche tourism

predictable, popular, routine (mass-tourism)

Influence on Travel Patterns

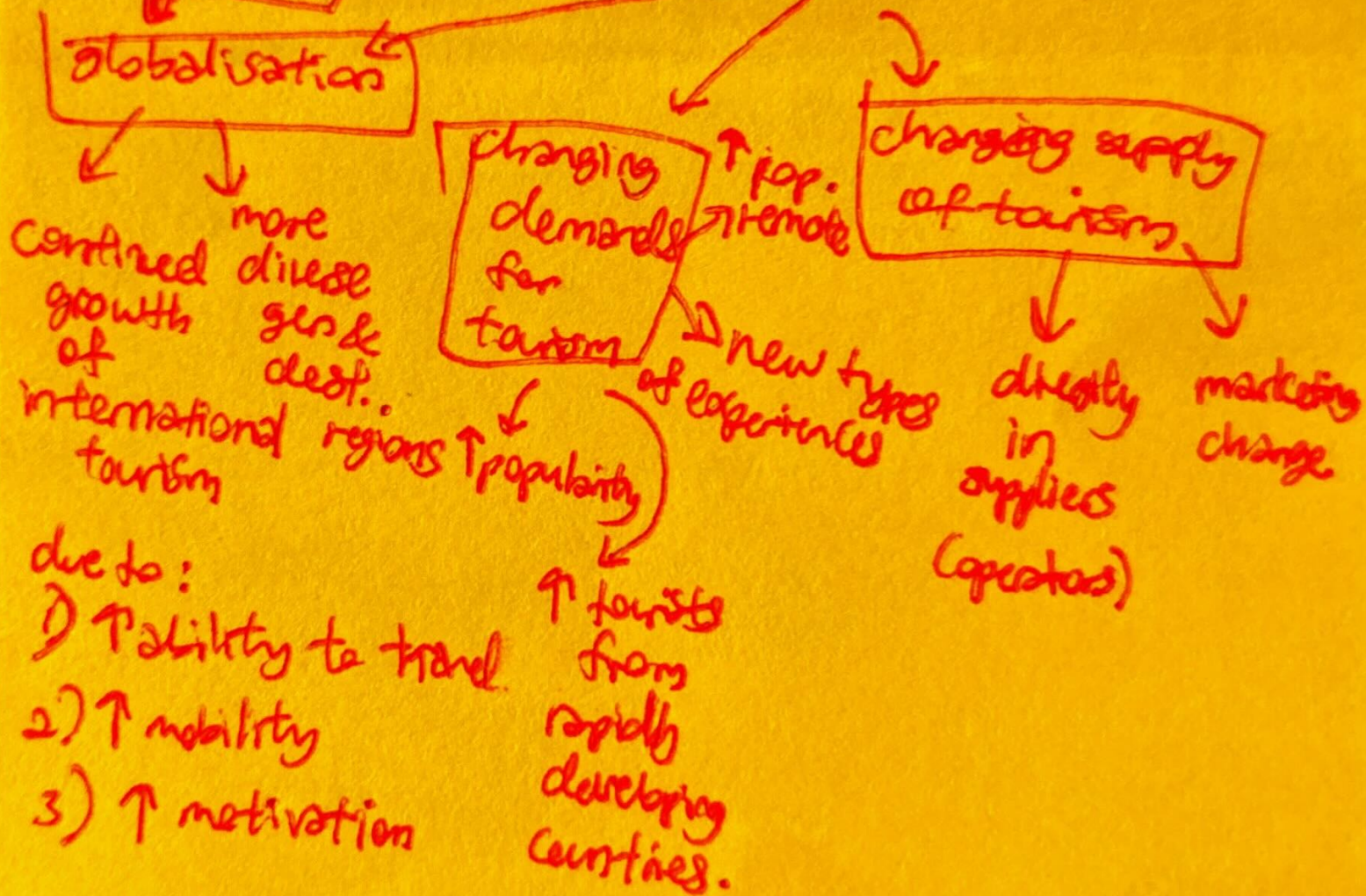
choice of destination
tourist activities
features

- Tourist activities that cater to preferences of certain personality characteristics
- Features of tourist dest. may only be found in certain dest.

↓
appeal more to specific personality characteristics

Tourism 2.1

TRENDS in tourism + influencers:



Influence #1: **GLOBALISATION**
 the increasing connectors between places
 and people across the globe, established
 thru trade, politics, cultural exchanges
 and helped by technology and transport

Continued growth of
international tourism

By:

Increasing
ability to travel

[Internet]

Globalisation (tech, transport)
 ppl have ability to search for
and buy tourism-related services
from anywhere (demand)

Greater competition among businesses
 → creates a greater incentive to
offer value-for-money travel
experience → attract more ppl

Tourists get more affordable tours

Increased ability to travel #

Increasing motivation
to travel

[Globalisation (tech)]

[social media, internet]

[new online media]

ppl have greater access to new ideas on
tourism destinations and experiences from
all over the world.

Increased motivation to travel #

E.g.

Trend/
Outcome ①

Increasing mobility
to travel

Globalisation
 [diff transport modes] direct
 e.g. flights into cities.

places become more
connected

travelling is more
convenient

Increased tourists'
mobility to travel #

Trend/
Outcome ②

More diverse tourist generating
and destination regions

Increasing popularity
of developing countries
as tourist destinations - BRICS
 (in Asia Pacific region)

like China, Thailand, Malaysia

Increasing number of
tourists coming from
rapidly developing countries
(in Asia Pacific, South America)

Glo

within
region

vs Intra-regional travel - contributes most to international tourism
than inter-regional travel
(between regions)

→ shorter distance travel - convenient

→ lower travel cost

→ greater familiarity w the places and ppl there
(laws, culture)

E.g. mainly these located within Asia
 & exceptions: Aus, USA
 are top generating countries to SG

tourists seek new destinations to fulfill their need to discover unique travel experiences.

Increasing popularity of remote destinations and 'second-cities'

E.g. Manchester, UK
Kep. Cambodia

Increase in popularity:
(advancements in communication)

- Globalisation → facilitated greater flow of info on possible travel experiences (online platforms - i.e.)
- easier for travellers to share their experiences → greater access to new ideas.
- experiences also more easily planned & booked online

More ppl enticed with travel experiences in remote destinations or 'second cities'.

More accessible: (advancements in transportation)
↳ new modes of transport, expansion of transportation infrastructure.

↳ better connectivity in transport thru domestic flights, rail networks

remote destinations & second cities are more accessible and convenient

↑ tourists' mobility to travel

E.g. Antarctica

the lesser known destinations in a country that offer tourism experiences

↳ more popular due to social media & online platforms increasing tourists' awareness of these places

tre for tourist generating regions

- tourists able to fulfill their need for unique travel experiences in less crowded environs.

- enjoy lower \$ as compared to tourist hotspots

tre for tourist destination regions

- avoid exceeding the carrying capacity in tourist hotspots

- divert tourists away from hotspots & allow the environs to recover

Influence #2: Changing demands for tourism

Trend ①

Trend ②

Adventure Heritage Sports Health
Emergence of new tourism experiences

- Tourism based on a specific anal/interest/activity
↳ new experiences to satisfy tourists' curiosity & interests
- fuelled by Globalisation → ppl share, get more info on these new forms of tourism thru online media

ADVENTURE tourism

How is it carried out?

Where: Tourists travel to natural outdoors (mainly in places of natural beauty which offer scenic backdrops) and participate in challenging physical activities → e.g. skydiving, mountaineering

What: *search for unique physical experiences*

Why/Motivation: seek to achieve personal growth and self-fulfilment

E.g. trekking on Mount Everest

SPORTS tourism

Where: - where sporting events are held → equipped w/sporting facilities to host event (stadiums, courts, race tracks)

What: - ppl observe or participate in sporting events

Why: Participate → seek to achieve personal growth & self-fulfilment

Observe → seek to enjoy event & escape the stress of work.

E.g. Manchester football

HERITAGE tourism

Where: - occurs in places w rich history & cultures often places which have been awarded UNESCO World Heritage site status → lots of ppl

What: - ppl participate in activities to experience its culture and learn abt its history

Why: - fulfil need for unique travel experiences & understand the rich and diverse global cultures outside their home country

E.g. Machu Picchu

HEALTH tourism

Where: - places w renowned medical services or wellness facilities

What: - ppl seek medical care or activities to enhance their physical/mental/spiritual wellness
↳ cosmetic surgery → improve self-esteem

→ participate in activities to relax and enhance their overall health (yoga retreats, hot spring tours)

Why: + fulfil ppl's needs for self-fulfilment or personal growth

+ improve health in a way that is
(a) relatively cheaper than at home
(b) shorter waiting time
(c) procedure may not be available in home country

E.g. Bali, Indonesia → yoga, wellness resorts w scenic views
South Korea → cosmetic, non-cosmetic procedures → renowned, advanced medical technologies

Why? Small specialised operators

make their services & experiences available for 9 to purchase independently

more 9 planning their own customised trips instead of buying tour packages

made easier thru Globalisation & Tech

9 ppl share and xchg info readily from online media so they can plan and book their travel experiences

expansion of travel

Small Specialist tour operators

supply tours for

Niche travel - distinct experiences so cater to specific needs/interest

cater to small grp

↳ customisable usually

Specialise in specific destinations / tourism experiences

may mass market t.o. do not usually offer

↳ not as widely purchased as packages

but increasing popularity due to internet → create greater interests for them

operators as experts in these experiences at specific destinations

can give advice & recommendations to tourists

E.g.

Quark Expeditions

↳ to Arctic & Antarctica

- sea kayaking, iceberg cruising

increase in number of small & specialist tour operators adding onto services of mass market tour operators

Increase in Diversity in suppliers of tourism experiences and services

Mass market tour operators

supply

cater to large grp

Mass market tour packages (mass tourism)

↳ often include other tourism services

↳ transport

↳ accommodation

more popular

relatively cheaper

↳ operators buy services in bulk at low costs

X hassle of booking diff services

trust operator's knowledge and destinations, ability to provide help when needed

E.g. Klook → in SG

large variety to many destinations

at relatively affordable

Influence #3: Changing Supply of Tourism

Trend ①

Trend ②

Tourism marketing change from print to online

advances in tech and info communication

Traditionally → marketed thru trad. print (newspapers, magazines)

& broadcast media (TV, radio)

more tourists research for trips online

↳ marketing being replaced by online media

marketed on social media etc.

reach more ppl

↑ motivation to travel

more ppl travel

E.g. Klook → promote tour packages on social media (Facebook, IG)

Tourism 2.2

X Social

Economic impacts of tourism

↓
+ve

↙ ↘
↑ employment in formal & informal sectors
income generation

↓
-ve

↙ ↘
economic leakages (less tourism revenue)
overdependence on tourism
↓
increased vulnerability to a sudden fall in # numbers due to

unexpected events
\$ downturn
↙ ↘ ↘ ↘
natural disasters outbreaks of diseases
unstable political situation

ECONOMIC IMPACTS of tourism

- experiences unevenly across world
- positive & negative impacts on generating destination regions (differently)
- more exp. experienced in destination regions generally

Positive \$\$ Impacts

Providing Employment opportunities in formal and informal tourism sectors.

Tourism industry (labour intensive → relies on a huge workforce to produce goods, services)

Creates a large no. and wide range of employment opportunities (for ppl of varying skills in both tourist gen. dest. regions)

Range of Jobs

- 1 Transport — operators and service staff on board.
- 2 Accommodation — hotel service staff
- 3 Leisure activities — tour guides, staff at tourist attractions

Employees:

Formal Employment

Work fixed hours

Have a stable monthly wage.

Sign a written contract stating T&C of their work (medical benefits etc.)

Contributes income tax

Eg. Hotel receptionist

Informal Employment

Work irregular hours

Have fluctuating wages.

Do not sign a written contract

Do not contribute income tax

Eg. street-side performer

trc ②

Generates income in dest. regions

for Locals:

Tourists — spend \$ on consumer goods and services offered by locals

↑ income for locals \$

for Govt:

Taxes on tourism spending

Contribute to country's economy

boosts national GDP \$

- ① provide govt w "considerable revenues"
- ② used to invest in
 - improving infrastructure
 - pay for education and health services

↑ country's SOL \$ (local communities)

Alleviate poverty

↳ thru transferring wealth from wealthier to poorer regions

low poverty rates

↑ income

↑ SOL \$

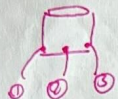


姓名
Class

Eg. Maldives

Parents Signature:

Subject



Negative \$\$\$ Impacts

Economic Leakage

Wages paid to foreign employment. ③

revenue generated by tourism in a country is lost to
 ① spent on foreign-owned businesses (economies of other countries)
 ② foreign-owned businesses to support the tourism industry. (e.g. food)
 ③ foreign-owned businesses

reduce revenue from tourism (in some cases in developing countries, leakage can virtually wipe out economic benefits of tourism)
 minimize income earned by locals from tourism

E.g. McDonalds

How to prevent \$ leakage:

- buy local produce → income tax, imported goods
- support local businesses → imported services
- hire local manpower → wages paid to foreign \$

Which unexpected event is tourism most vulnerable to?
 → Scale (time): world & downturn (slowly)
 outbreak of diseases (w/ or)
 unfavorable political situations (?)
 natural disasters (w/ or?)
 → place (regional/global):
 natural disasters (regional)
 \$ downturn (global usually)
 outbreak of diseases (regional)
 unfavorable P.S. (regional)

* tourism sector is esp. vulnerable due to how it is so dependent on a multitude of factors that affect the movement of \$

Overdependence on tourism

increases vulnerability to a sudden fall in tourist numbers

due to unexpected events
 because \$ benefits from tourism to fluctuate

Event #1

Natural Disasters

such as earthquakes, volcanic eruptions, tropical cyclones (typhoons, hurricanes)

cause sig. damage to tourist infrastructure in tourist gen. & dest. regions

both E. & returns hinder ppl from traveling

e.g. Hurricane Irma

Economic Downturn

economies of countries - very affected

↓ loss of employment & income
 companies try to cut costs
 → large-scale retrenchment
 → reduction in disposable income (for spending)
 → ppl choose not to travel to cut back on spending

↓ \$ in dest. regions #
 e.g. Malaysia

Event #4

Outbreak of Diseases

ppl worry for own safety
 → postpone/cancel travel plans
 → \$ in dest. regions #

E.g. Covid-19 (2019)

may govt choose to close off affected area borders / issue travel advisory

- discourage travelling to affected area
 - reduce number of tourist arrivals

ensure safety of their residents
 ↓ \$ travel (in general) #

riots, protests, wars in country
 shortage of food, looting, violence

To tourists discouraged from visiting
 → fear for own safety

Govt may choose to close off country/area or issue a travel advisory

discourage travelling to affected areas
 → ensure safety
 → reduce no. of tourist arrivals #

E.g. Protests in Thailand (2002)

closure of hotels and tourist attractions

Unfavorable Political Situations

N.D. P.S. E.D. Diseases