

# **Tourism**

## **Components of tourism system:**

- **Tourist Generating Region:** The region where tourists come from, and where people and businesses that offer tourism products and experiences (such as tour operators) may be based.
- **Tourist Destination Region:** The region which attracts tourists. Attractions, amenities and facilities which cater to the needs of tourists are located here. It is also the region that experiences the consequences of tourism development.
- **Transit Route:** The region or route a tourist travels through to reach their destination. This route links the tourist destination regions to the tourist generating regions. They include stopover points which might be used for convenience or because of the existence of attractions.
- These components are interconnected.

## **Reasons for the growth of tourism:**

1. **Increase in motivation** due to the need for relaxation
  - The increasing pressures of work and hectic lifestyles have increased people's motivation to travel to relieve stress.
  - Increasingly, many see travel as a way to rest and rejuvenate.
  - People travel to different destinations and engage in different tourist activities to relax
  - Some seek nature to escape their urban environment, rest, and enjoy scenic views.
  - For example, A survey found that one of the main reasons British tourists visit Phuket, Thailand, an island famous for its scenic beaches, is to rest and relax.
  - Others prefer recreational activities like visiting theme parks which provide them with a different routine from their daily lives, and enable them to escape from their stress and worries.
  - For example, Universal Studios Singapore is a theme park that features rides, shows, and attractions, immersing visitors in a completely different setting from their usual lives. In 2019, the theme park welcomed more than 18 million visitors.

2. Increase in motivation due to the need to achieve personal growth and self-fulfilment
  - People increasingly consider travelling as a way for self-growth and to achieve their fullest potential and travelling allows them to develop themselves further by learning something new or improving their existing knowledge and skills.
  - Hence, they may choose a travel destination where they can pick up a new skill such as cooking local cuisines or farming by learning methods from the locals.
  - For example, in pilgrimage tourism, tourists travel to sacred sites to learn more about their faiths and grow spiritually. Every year, more than two million Muslims travel to Mecca in Saudi Arabia for the pilgrimage, where they perform a series of rituals for spiritual growth.
  - Some also participate in activities that are challenging or adventurous such as mountain climbing or skydiving to fulfil their potential.
  - By participating in these activities, they feel that they are being stretched physically and emotionally, and therefore achieve personal growth.
3. Increase in motivation due to the need to discover unique travel experiences
  - Some people travel to gain unique travel experiences in order to satisfy their curiosity about the world, allowing them to explore different environments and cultures that are not widely known.
  - They often seek places that are less travelled to.
  - They may also participate in special or uncommon tourism activities such as trekking along the slopes of a volcano.
  - Social media has raised interest in unique destinations and activities, especially among younger travellers.
  - With globalisation, vast transport networks are connecting remote places to major cities, making them more accessible, allowing remote and unique places around the world to experience a rise in tourism numbers.
  - For example, tourism numbers in Antarctica have increased significantly in the last two decades. Many of these tourists seek to satisfy their curiosity about one of the world's last uninhabited regions.

#### Evaluation for increase in motivation to travel:

- Individuals have varying needs and hence motivations to travel
- Some travel for relaxation and others travel to fulfil their curiosity about places that are less commonly visited.
- For example, Whale watching might be a way for some tourists to relax, while for others, it is about seeking self-fulfilment by getting to experience the sightings of these majestic animals first-hand.
- In addition, tourists are often motivated to travel to fulfil not just one need, but a mix of needs.
- Often, when tourists visit a destination, they aim to fulfil different needs, rather than just one need.
- Tourists will therefore participate in different activities in one destination to cater to their different travel motivations.
- Different tourist activities can fulfil the needs of tourists differently.
- For example, Scuba diving in Bali Indonesia can fulfil a tourist's need for relaxation as well as the need to discover unique travel experiences.

4. Increase in ability to travel due to increase in disposable income
  - After World War II, economic development led to an increase in disposable incomes in North America, Western Europe and Japan, leading to greater spending on travel and tourism growth.
  - Today, in rapidly developing countries like China and India, a fast-growing middle class with increased disposable incomes is causing a large demand for tourism.
  - For example, in China, as GDP quadrupled, international tourism grew from about nine million departures in 1999, to 154 million departures in 2019.
5. Increase in ability to travel due to increase in leisure time
  - Leisure time refers to the time when people are free from work responsibilities.
  - Since the 1950s, in both developed and less developed countries, governments and businesses have given people more leisure time.
  - This comes in the form of increased paid leave, more public holidays and shorter working weeks, which gives people more time to travel and increases their ability to finance their travel.
  - For example, in 2015, the Chinese government encouraged employers to give workers half a day of paid leave on Fridays during the summer months to help boost domestic tourism.
6. Increase in ability to travel due to business innovations in tourism-related industry
  - The ability to travel is made possible by business innovations that provide value-for-money experiences, leading to increase in demand for tourism
  - For example, Thomas Cook invented tour packages during the Industrial Revolution and was credited with bringing tourism to the masses. Such tour packages made travel affordable for many people in the United Kingdom. This is because tour companies purchase transport and accommodation in bulk, often at discounted prices, and then sell them off through tour packages at competitive prices.
  - Today, tour operators are increasingly replaced by a variety of websites and applications that provide more personalised and value-for-money travel experiences.
  - For example, websites such as Expedia and Trivago have search engines specifically for travellers to compare trip reviews and prices, and book their trips directly on the website. Often, these websites offer promotional prices for transport and accommodation.
7. Increase in ability to travel due to lower transport costs
  - Over the years, air fares have significantly dropped, especially with the emergence of budget airlines.
  - Budget airlines offer air tickets at significantly lower prices, lowering transport costs, especially for international travel.
  - They do this by using fuel-efficient planes, which reduce fuel costs, and by flying to airports with cheaper fees.
  - For example, budget airlines such as AirAsia, which offer significantly lower prices, have become increasingly popular for travel within Southeast Asia.



8. Increase in ability to travel due to lower accommodation costs

- Over the years, the variety of accommodation types has increased from rented properties to hotels and bed and breakfast stays.
- Business innovations such as AirBnB has made it possible for property owners to rent their properties out to tourists, at different prices.
- This wide variety caters to a range of different budgets, making tourism with lower accommodation costs possible, making travelling more affordable.
- AirBnB is a business innovation that offers options for accommodation, often at competitive prices. It connects people who want to rent their homes out to tourists, increasing the variety of accommodation that tourists can stay in. In 2019, it was estimated that more than two million people stayed in an Airbnb property every day.

9. Increase in mobility due to expansion of public transport services and infrastructure

- In recent years, more countries are constructing transport infrastructure such as roads, railways and airports.
- Connectivity within different parts of a country, as well as between countries has increased allowing tourists to travel to more places in much shorter times.
- For example, the opening of Changi Airport's Terminal 4 means that there can be more flights from other parts of Asia to Singapore, making travel within the region more convenient.
- Also, many countries have also expanded their network of public transport services by increasing the number of public bus and train routes.
- Travelling within the destination region has become more convenient for tourists, leading to tourism growth.
- For example, public transport services and infrastructure in Singapore have greatly expanded in recent decades. For instance, the Downtown MRT line was developed to increase the accessibility of some tourist attractions such as Gardens by the Bay. There are also clear maps and signages available in multiple languages at MRT stations, which help tourists navigate.

10. Increase in mobility due to introduction of new modes of travel

- The rapid development of transportation technology has resulted in new modes of travel.
- Tourists can now travel faster and further via land, sea and air transport.
- For example, in 1965, a conventional train would take 6 hours and 40 minutes to travel from Tokyo to Osaka. With the introduction of the Shinkansen or bullet train, the trip has been shortened to 3 hours and 10 minutes. This has significantly increased tourism in cities that are served by the Shinkansen network.
- Commercial air travel has also greatly boosted tourism.
- Since the 1950s, technological developments enabled the production of aircraft that can travel faster and further and are more fuel-efficient. This has resulted in reduced travelling time, increased convenience of travelling long distances and lower travelling costs.
- In the early 1950s, a commercial flight from Singapore to London would take two to four days, with many stopovers in between. Today, air travel would take 14 hours without any stopover.



11. Increase in mobility due to increased private car ownership

- Private car ownership allows families to travel comfortably and
- conveniently in their own vehicles to nearby attractions for leisure.
- Travelling in private cars allows for more freedom in the number of destinations one can visit and the time spent at each destination.
- The increase in private car ownership has especially boosted domestic tourism.
- For example, Car ownership in India has increased exponentially. As a result, Srinagar City, which is known for its holy sites and snow-clad mountain peaks, experiences an influx of people visiting it by car in summer.

**Stages of tourism development:**

1. Destinations at the exploration stage

- A small number of adventurous tourists travel there individually for these destinations.
- Visits are irregular and do not occur throughout the year.
- Tourists make minimal contributions to the local economy.
- The destination contains natural attractions or features which offer scenic views or an attractive unspoilt natural environment or cultural attractions with landmarks of historical or heritage value or they have a lack of facilities (e.g. car parks, roads, toilets) for tourists.
- For example, for Jaco Island in Timor Leste, few international visitors due to inaccessible location and lack of tourism facilities. That place houses the only national park in the country with attractive beaches.

2. Destinations at the involvement stage

- Increase in tourist arrivals due to an increase in advertisements and publicity for these destinations.
- Tourist arrivals vary at different times of the year.
- Peak and non-peak tourist seasons develop.
- Tourists' contributions to the local economy begin to grow.
- The destination experiences a rise in goods, services and facilities to cater to tourists.
- Goods and services are usually provided by locals.
- Amenities and facilities, requested by locals, are usually built and maintained by the local authorities.
- For example, for Kuang Si Waterfalls in Laos, authorities invested money to improve facilities at the waterfall.
- There has been an increase in the number of travel agencies and transport providers to enhance accessibility from the town area to the waterfall, resulting in an increase in tourists visiting the waterfalls.

### **3. Destinations at the development stage**

- Tourist arrivals increase rapidly for these destinations
- Tourism sector employs a significant number of workers, contributing significantly to the local economy.
- Labour from other parts of the country and other countries will be attracted to work in the booming tourism sector of the destination.
- For these destinations, the number of attractions and facilities built have increased rapidly.
- Large businesses build more elaborate facilities and man-made attractions and there is heavy advertising of the destination.
- There is also an increase in large and medium businesses in retail and leisure.
- Destination becomes recognised as a tourist destination.
- For example, for Phu Quoc Island in Vietnam, the place has received investments to build an international airport and seaport. In 2019, it had a rapid increase in tourist arrivals to 5.1 million. Its tourism sector employs a significant proportion of the local population.

### **4. Destinations at the consolidation stage**

- For these destinations, total annual tourist arrivals at the destination outnumber the local population.
- Growth in annual tourist arrivals starts to slow.
- The tourism industry dominates the local economy, continues to employ a significant number of workers and contributes significantly to the local economy.
- These destinations experience a slow down in the number of attractions and facilities built.
- Majority of tourist facilities and hotels are often owned by large multinational companies, supporting large numbers of tourists.
- For example, for Goa in India, the tourism sector employs a significant proportion of the local population. o In 2019, foreign tourists (7 million) outnumber locals (1.5 million).
- Many large multinational companies such as Marriott International own hotels such as the Westin Goa and the W Goa.

### **5. Destinations at the stagnation stage**

- For these destinations, tourist arrivals have peaked and began to decline as the destination has reached or exceeded its carrying capacity.
- Tourist arrivals exceed the maximum number of people the environment can accommodate, resulting in negative effects.
- Tourists' contributions to the economy start to stagnate and destination may no longer be attractive.
- Facilities and attractions may decline as they become old and run down.
- Tourists start to feel that the location no longer has anything to offer them in terms of experience or interest
- For example, in Hawaii from the 1990s to 2000s, tourism arrivals and expenditure began to decline. Waikiki, a major tourism spot, had become very crowded and the facilities and attractions were getting run down.

**6. Destinations at the decline stage**

- For these destinations, tourist arrivals decline significantly if no steps are taken to revive the destination
- Tourists' contributions to the economy start to decline significantly
- Local businesses are affected and may close, negatively affecting the economy and livelihoods.
- Less money is available in these places to maintain and improve facilities
- Facilities deteriorate further, leading to fewer tourists
- Note: This stage may not occur for all destinations
- For example, in Blackpool, UK, in the 1990s, it lost its attractiveness as a popular coastal tourist destination due to competition from other European coastal locations with more competitive pricing. As a result, many old inns either deteriorated or shut down.

**7. Destinations at the rejuvenation stage**

- These destinations become more attractive through new investments to develop attractions and facilities, or re-branding of the destination leading to an increase in tourist arrivals again.
- Tourist's contributions to the economy start to increase again.
- Funding is provided to redevelop the area, making it more attractive and to advertise the revamped tourist destination.
- Note: This stage may not occur for all destinations
- For example, in today's Blackpool, UK, the local authorities engaged the private sector to invest \$300 million to build Blackpool Central, a world-class leisure development which attracts 600,000 visitors annually. Blackpool has remarketed itself as a muslim-friendly and disabled-friendly destination.



1. Dependables (rise of mass tourism)
  - This group of people are more cautious about spending money.
  - They are guided by authority figures in making travel decisions, and follow travel trends set by other Ventured or public personalities
  - They prefer structure and routine and travel in groups as they like to feel comfortable and secure.
  - They visit popular and familiar destinations which have well-developed tourism facilities and amenities for their convenience.
  - They are also more likely to return to the same place again.
  - Hence, they prefer mass tourism because of the predictability and routine nature of activities.

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2. Ventures (niche tourism)
  - This group of people spend their money more readily.
  - They are guided by their personal judgement rather than authority, making travel decisions
  - They prefer to be spontaneous and have a diversity of activities and they travel alone.
  - They like to explore less-developed, unique places where they can participate in new experiences and activities even if it is less convenient.
  - Often, they set travel trends for others
  - They are more likely to visit new places each time they travel.
  - Hence, they prefer niche tourism by making their own travel plan.

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#### **How do personality characteristics influence travel patterns?**

- Personality characteristics of tourists can determine travel preferences and patterns such as the choice of destinations and tourist activities.
- This is because the features of a tourist destination may appeal more to specific personality characteristics.
- Tourist activities that cater to the preferences of certain personality characteristics may only be found in certain destinations.
- For example, Mongolia is just beginning to develop its tourism industry, and mostly attracts Venturer-type tourists who are comfortable with fewer tourist amenities.
- There are some Dependable-type tourists who visit Mongolia but they tend to visit urban attractions.
- Venturer-type tourists in Mongolia tend to visit more undeveloped areas, for instance, the plains or grasslands, which may not have convenient tourist facilities.

#### **How do personality characteristics influence the development of tourist destinations?**

- Personality characteristics can influence the way a tourist destination evolves over time.
- A destination may be more appealing to certain personality characteristics.
- Tourist destinations are dynamic and are constantly evolving, causing their features, and the type of tourists they attract to change.
- As Venturer-type tourists often set travel trends and therefore influence the travel decisions of Dependable-type tourists, the tourist destination may eventually lean from a Venturer-type one to a Dependable-type one.
- Planners and stakeholders can develop tourist destinations in a way that attracts certain personality characteristics.
- For instance, in order to attract more Dependable-type tourists, more facilities and amenities that offer convenience can be developed.
- For example, Costa Rica used to attract mainly Venturer-type tourists.
- However, it has evolved over time and began attracting more tourists who lean towards being more Dependable-type. Hence Costa Rica began losing its appeal to Venturer-type tourists.
- This example shows that what may start off as a Venturer-type destination may eventually lean towards becoming a Dependable-type one.
- To remain profitable, tourist authorities were advised to protect its natural environments as well as promote adventurous tourist activities to attract Venturer-type tourists.