

An Introduction To Travel and Tourism

What Is Sport Tourism?

Tourism is defined as people who like travelling to their places of interest and also like to stay outside their daily environment, people who like to experience new things on a daily basis for a couple of months either for leisure, business, or a different purpose.

Tourism is of course travelling for pleasure, maybe also the theory and practice of touring around. The business of attracting, accommodating and also entertaining tourists and internationals (possibility). The World Tourism Organisation defines tourism more generally. Such as terms which go “beyond the common perception of tourism as being limited to holiday activity only” as people “travelling to and staying in places outside of their usual environment for more than maybe one consecutive year for leisure and tourism or its even possible for other purposes”.

Sport Tourism can be known as a specific travel which can occur outside of the usual environment, which happens for either passive or active involvement throughout competitive sport. Sport is the main prime motivational reason for travel and tourism which is when somebody such as a visitor is staying for at least 24 hours or more for leisure, business, family, missions or meetings, or elements which may act to reinforce the overall experience.

What is The Main Difference Between Inbound and Outbound Tourism?

Domestic tourism, which can be involving the residents from the given country traveling. Only within the country of travelling.

Inbound tourism, this is involving the non resident or a foreigner who is traveling, and visits a given country. Also when being an inbound tourist, it means people are coming from another country to ‘your’ country. Such as if you lived in the UK, and somebody from the US came over.

Outbound tourism will involve residents traveling in another country, this is also known as when a resident of a specific country leaves to go visit another one. - When being an outbound tourist you, will be the one travelling around to another chosen country. Such as you are living in the UK, but decided to go over to Italy.

Both inbound and outbound have got important impacts on a country's financial health. When a country tends to attract a lot of inbound tourism (people are coming from another country to ‘your’ country) the tourists will tend to spend loads of money on souvenirs, hotels, dining and other attractions. This of course creates jobs for the people in the country. Through consumption taxes, it adds a bit of additional money to that country's coffers. Outbound tourism will generate some money in the country of origin, such as when you are travelling from your country to another, you tend to purchase travel insurance, a plane ticket and new clothing from the home country before taking off.

However outbound tourism take financial resources out of the home country and will be giving them to the destination country. If a country tends to have more inbound than outbound tourism. It has a travel trade surplus, and this is when a country with a travel trade surplus can consider tourism to be a very lucrative export. Even so that does not mean that a country shouldn't be encouraging outbound tourism. There can be very intangible effects of both inbound and outbound tourism. These can include learning

about the surround world. Fostering positive relationships between the countries.

Make a list of motivating factors of tourism?

Majority of people, partake in tourist activities because they want to. Motivating reasons why people possibly would like to go away from home is; A sunny beach to relax or maybe just to enjoy a small city break away from home, enjoy a new experience in a new city, visit family for a special event, or to watch sports in a different country because a favourite team is playing in an important match.

Motivating factors are what give people the desire to travel and to make a choice about the places which you wish to visit. If people don't tend to go abroad or away from home for a motivational factor, they normal would consider going away from home for a educational visit and business trips. Some want to travel so that they can take part in an adventure activity.

'Wanderlust' motivational reason of going away. This is when people's desires to experience different places and cultures. This may be stronger in some people more so than others. Most people do consider to have a list of destinations they would like to see and experience when they get the opportunity to do so. Some young people tend to make a positive choice of not to go into a real life job before they have travelled to some very exotic destinations, maybe something like Asia and New Zealand, this is to experience different cultures and types of environments.

It tends to be a very strong motivational factor for a majority of people, who desire to travel to places where there is warmer climate with sunny conditions. This is 'Sunlust' it is one reason why tourists have the United Kingdom for Mediterranean resorts each summers. This is because these Mediterranean resorts are more likely to have a hot, settled, and sunny weather in which is easy to relax on a beach or even by a hotel pool.

Some tourists also may be motivated to experience different and new cultures and therefore tend to head towards museums, art galleries and sites of religious interests. As well as people wanted to experience new cultures, others tend to visit abroad as himself and the family need a nice relaxing break out of the normal routine of life.

Describe the main types of leisure tourism?

There are many different types of tourism, when doing leisure tourism it is normally something to do with a 'Holiday'. Many leisure trips are taken when the main purpose is to relax, rest and enjoy. Majority of the holidays which are taken annually as families, couples, or even a group of friends, most people who travel alone tend to go to make new friends, or explore alone.

During the 1930s, it was common people began to take holidays more often, nearly every holiday lasted one week in most cases. Holidays tended to start and end on a Saturday. There was only one main reason for this and was that people in that time, could only afford a week of holiday and you wouldn't be entitled to as much holiday pay as you are today. Today you are able to get three to four weeks of holiday pay, before the war you'd only get one. With that one week they'd use that to go on holiday. However, recently, holidays of two to three weeks have become common and some holidays may even last several months.

Short breaks, of no more than a week are becoming more popular as the years go by, this is what people usually do as a second holiday. Majority of people have more free time and are able to afford a break more than once a year. Whether its for a weekend or during the week, it is a way for people to relax without paying for a week's holiday. City breaks can also fall under the category of short breaks. As the name gives

it away it is usual when either a couple or a family want to visit and maybe explore the capital city of a country. This is normally no more than four nights. Two very popular destinations for a city breaks would be the cities of Paris and Barcelona. Both of these cities have world-famous attractions and a lot of attractions and plenty of things for tourists to do. Also, they are both very easy to get to. Tourists from the UK can travel to Paris by air, road or rail, using the Eurostar service. Also, tourists can choose to combine a visit to central Paris with a day at the Disney resort as well.

A few other types of holiday tourisms would be;

1. Health and fitness tourism – this could be something such as, a cycling tour, maybe a rock climbing trip, or even maybe a walking holiday
 2. Sports tourism – sports tours can be taken as a spectator, such as a visit to a major sporting
 3. Events - such as something like a Six Nations Rugby International or you could be abroad to watch the motor racing Grand Prix. Or they can be taken as a competitor, perhaps running in a marathon, which may require a stay away from home.
 4. Health tourism– going to a different country to have an operation or medical treatment not available or too expensive in the country where the person usually lives. It is quite common for people to travel in order to recover after a period of illness.
 5. Educational tourism– school and college visits and foreign language exchanges linked directly to study experiences.
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What is business tourism?

Many people tend to travel for business purposes besides making a usual trip to and from where they will be working. This is called business tourism. This will include having a meeting conference in another country which includes driving or flying. Business tourism is very a very big aspect and also important to the travel and tourism industry. It takes place at any time throughout the year and some businesses like budget hotel chains rely heavily on the income that is generated from business travels.

Business meetings can and will happen every day, many people will be travelling to business meetings. These mostly likely could but maybe not involve a stay away from home. Many motorway journeys or rail journeys are made by people attending business meetings and hotels close to motorways and railway stations are regularly used for business meetings.

Conferences and conventions is a wide range of organisations which is held as an annual conference or convention which could have hundreds of people attending, many of whom will need to travel and stay away from home, which can last for a few nights. The political parties in the United Kingdom usually hold their conferences in seaside resorts during autumn. Brighton, Bournemouth, and Blackpool which are the majority used because of the venues for holding conferences and the resorts have plenty of suitable hotel accommodation available.

Corporate hospitality which is a common type used for companies to entertain their guests while they are visiting on business. An example of this can be; companies will entertain visitors from overseas by providing tickets for a sporting event. Some companies might hire an executive box at a football or rugby match to entertain their guests who are on a business visit.

Tourism for business, is not always about the business! While on a business visit many people will want to take the opportunity to visit the major attractions in a city or area and will add some time for leisure tourism into their visit (to explore where they need to go and want to visit). This is where it becomes a very good chance for the tourist attractions to make some money!

The Differences between Business Travel and Leisure Travel

There will be some very important noticeable differences between most business and leisure travel. The more business travellers who will like to travel on their own. Whereas you can get leisure travellers who will be more likely to travel in groups. More business travel is booked at a very short notice as they do not know until at least 3 or 4 weeks beforehand that they are going abroad or away. Most leisure travel will be booked in advance. The business traveller is more likely to work during the journey, whereas leisure travellers

Summarise the advantages and disadvantages of package Holidays

Package Holidays

‘A package holiday is a holiday which is sold for a certain price which includes travel, accommodation and transfer services.’ - The package holiday is by far one of the most important products of the United Kingdom travel as well as the tourism industry. Package holidays have been offered about 50 years ago and they have become extremely popular as the years go by.

As the definition above shows, the holidaymaker pays a single price for the main three parts of their holiday. The package covers the flight and if it is an outbound holiday it also includes the transfer from the airport to the hotel, and the cost of accommodation.

This is by far the most ‘traditional’ way of selling package holidays still exists but more and more people buy their holidays by using the internet. Tour operators now sell their products directly to the public.

All package holidays are not sold to coastal destinations only. Winter sports holidays, city breaks and many other types of holiday can also be brought as package deals. The important feature is that the holiday has been put together or ‘packaged’ by a tour operator who has contracted to buy seats on an aircraft or beds in a hotel. The package price is often cheaper than the holidaymaker can buy each item for individually.

Advantages of a Package Holiday

- ★ As shown above, the package price is often cheaper than a holidaymaker would pay for each item of the package;
- ★ Paying for the holiday as one ‘product’ means that the person buying the package knew what the holiday was going to cost;
- ★ A lot of the organisation and responsibility for bookings is taken on by the travel agent and tour operator;
- ★ People can see details about the resort and hotel they were visiting in the brochures produced or online descriptions and virtual tours today;
- ★ Many people are more confident of going to different countries if they know that most people staying in the hotel are from the UK;
- ★ In the early days of package holidays, people could visit destinations for the first time with guaranteed sunshine in the summer months;
- ★ Entertainment and children’s activities are provided by many hotels, as part of the package.
- ★ Package holidays are very much associated with the term mass tourism. Mass tourism, as the term suggests, involves large volumes of tourists all travelling to the same destination. However, it is important to consider the concept of mass tourism a little more closely;
- ★ Many mass tourism destinations have a high or peak season in the summer months.

The Disadvantages of Package Holidays

50 years ago when the first package holidays were offered, most people had not travelled to overseas destinations and would normally spent their holidays in the United Kingdom where the summer weather was never guaranteed. Package holidays provided a real alternative to the traditional British seaside holiday. - However over the years, conditions have changed. There are number of disadvantages of package holidays which have been identified and these include the following:

- ★ Package holiday - mass market destinations became associated with some of the negative impacts of tourism such as crime and poor behaviour;
- ★ There has been an increasing awareness of the dangers of skin cancer and people do not just want to lie in the sun all day long. People began to look for other types of holiday experience;
- ★ Many people do not want to sit on a crowded beach and want to escape from the crowds;
- ★ Tour operators provided only limited choice of flights and departure times in order to fill their aircraft;
- ★ In some cases, people became less satisfied with the standard of the accommodation and food provided; and
- ★ More people became confident travellers and did not like being 'organised' to suit the tour operator's schedules.

Self- Packaged Holidays

Despite package holidays which are very popular, people today tend to not buy a package holiday from a tour operator or travel agent, but will end up making their own arrangements. This is known as self-packaging. Self-packaging refers to the process of making a holiday booking by buying the parts of a holiday (flights and accommodation) as individual items and making a package in the same way a tour operator would. But instead you make the package how you would like it.

Increasingly these purchases are made online, although it is still possible to do it all individually using a travel agent, or even nowadays over the telephone. This process is also called independent travel which involves tourists making their own bookings directly with airlines, accommodation providers. It does not mean that people are travelling more on their own.

There are a number of reasons for the growth in the number of independent holidays.

These include:

- ★ More tourists are confident travellers who are used to travelling to other countries which they may have visited previously;
- ★ More tourists do not feel that the products, provided by tour operators, meet their precise needs or have been disappointed with the experience of a package holiday in the past;
- ★ Tourists find it more pleasurable to construct a trip based around what they particularly want to do, see, and visit, rather than buy a holiday which might not quite meet their needs;
- ★ Tourists have far more information available to them in order to research destinations before they travel. There is a greater range of guide books than ever before. Web sites which give reports and advice on accommodation and other travel products are becoming more common; and
- ★ Probably, most importantly, the internet has made it possible to make travel bookings online, rather than being obliged to use the services of the travel agent. The internet provides independent travellers with the information they require and the means to book and pay for the flights and accommodation online.

Sources;

- ★ <http://www.tourism.gov.ph/Downloadable%20Files/evolution%20and%20development%20as%20of%20jan%2026.pdf>
- ★ UNIT 1 - An introduction to travel and tourism