

INTERNATIONAL TOURISM: A GLOBAL PERSPECTIVE

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World Tourism Organization

in cooperation with

WTO Education Network

at

University of Hawaii at Manoa, U.S.A.

University of Calgary, Canada

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CHAPTER 1

Introduction to Global Tourism Learning Objectives

Learning objectives

- To define the terms used in the travel and tourism industry.
- To obtain an overview of the historical development of tourism.
- To appreciate the scope and importance of international tourism.
- To identify the major components of the travel and tourism industry.
- To understand the impacts and contributions of tourism to the economic and social well-being of societies.
- To understand the importance of the study of tourism.

Key terms and concepts

domestic tourism

inbound tourism

infrastructure

international tourism

mass tourism

outbound tourism

same day visitor

tourism

tourists

transportation

travel

travel distribution systems

travel industry components

visitors

Introduction to Global Tourism

Learning Objectives

1.1 Introduction

The travel and tourism industry is the world's largest and most diverse industry. Many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth, and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources, are not commercially viable.

The reasons people desire to travel are complex and varied. Contributing to the powerful growth tourism has experienced in a relatively short time frame has been the increased accessibility to the many components of the travel experience. Transportation to, from, and within parts of the world once considered remote has become more affordable for, and within the reach of, the majority of residents in many nations. Accommodations and restaurants in assorted budget categories are universally found in major cities, resort locations, adjacent to airports and thoroughfares, and in rural areas. Professional services provided by travel agencies and tour operators, marketing efforts by public sector tourism offices, advanced technology that rapidly brings the tourism components together in a flash for the potential traveler—all make today's travel experience safe, comfortable, and enjoyable.

*Travel: easier
and cheaper*

This chapter will help students of the travel and tourism industry understand the many positive impacts travel and tourism have on countries throughout the world. The importance of tourism terminology is explained, and definitions for the most common terms are provided. Travel and tourism through a historical context is also treated. The role of tourism as a major contributor to the global economy is explored, as well as indicators which reflect the industry's rapid growth. Other contributions of tourism are discussed, as is the concept of sustainable tourism. Key components of this multifaceted industry—tourism distribution, transportation, hospitality, tourism administration—are summarized. Finally, basic approaches to studying this dynamic industry are reviewed, bringing us to the 20th century and the mass tourism movement.

1.2 Defining Travel and Tourism

1.2.1 The Need for Definitions

Defining "travel"

The terminology used within this dynamic industry is worthy of discussion. The simple word **travel**, defined as “the act of moving” by most dictionaries, has a different definition within the context of the tourism industry. For the purpose of this book, travel is defined as “the act of moving outside one’s community for business or pleasure but not for commuting or traveling to or from work or school” (Gee, Makens, & Choy, 1989, p. 12). With respect to travel as an industry, there must also be the creation of economic value resulting from the travel activity.

Understanding fundamental definitions and concepts used within the context of the travel and tourism industry provides an essential framework from which most discussions on the industry are based. Because of tourism’s intangible nature, common definitions of terminology benefit the industry in a number of ways.

Standardized definitions help insure that all parties are speaking about the same term or concept with little or no room for variables. This is essential for tourism developers and executives from different regions or countries when they discuss travel and tourism matters.

Importance of standardization

In addition, having standardized definitions enables planners to use comparable data in which to make more informed business decisions. Exact definitions, however, cannot be taken for granted. For the first half of the 20th century, tourism visitor arrivals were barely recorded by many countries and, when they were recorded, methods varied by countries. It was not possible to effectively compare the total number

of **visitors** from one country to another which defined visitors differently, usually counting arriving foreign passport-holding individuals.

Finally, having standardized definitions enables tourism researchers to make scientifically valid assumptions about the tourism industry. This becomes increasingly important as travel and tourism researchers continue to enlighten public policy makers and private industry executives about the extraordinary role tourism plays in the world's overall economy. As a relatively new academic discipline, the tourism field lacks the depth of research found in other forms of commerce. As standardized definitions become more accepted, researchers will have an easier time collecting comparable data and performing meaningful tourism studies.

*Definitions in
research*

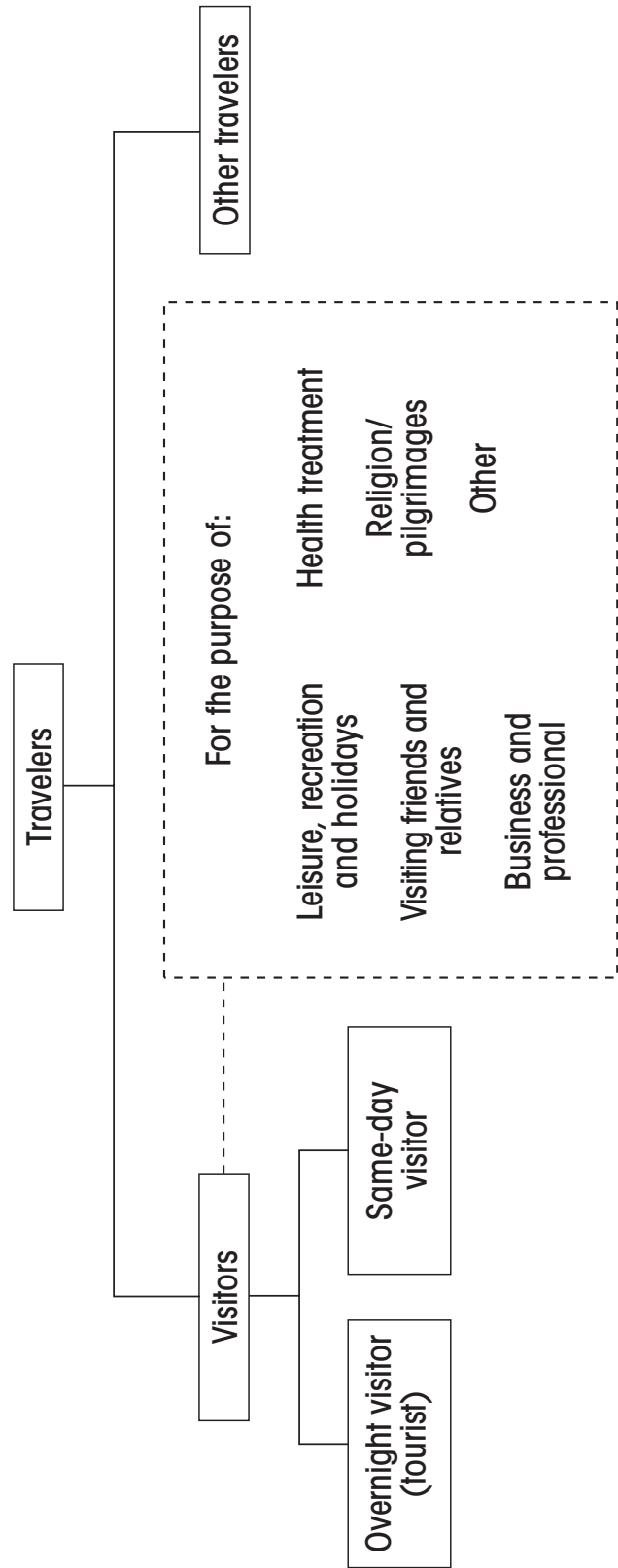
1.2.2 Definitions

The World Tourism Organization (WTO), the major intergovernmental body concerned with tourism, has led the way in establishing a set of definitions for general use. In 1991, the WTO and the Government of Canada organized an International Conference on Travel and Tourism Statistics in Ottawa, Canada which adopted a set of resolutions and recommendations relating to tourism concepts, definitions, and classifications. The following definitions are based on the WTO definitions and classifications and explain the various types of visitors (see Figure 1.1):

- **Tourism** - The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.
- **Tourist** - (overnight visitor) visitor staying at least one night in a collective or private accommodation in the place visited.
- **Same Day Visitor** (Excursionists) - visitor who does not spend the night in a collective or private accommodation in the place visited.
- **Visitor** - any person traveling to a place other than that of his/her usual environment for less than 12 consecutive months and whose main purpose of travel is not to work for pay in the place visited.
- **Traveler** - any person on a trip between two or more locations (WTO, 1995b, p. 17).

Unfortunately, there is still confusion over these very basic definitions. Even within the same country such as the United States, for example, different states may use different definitions for data gathering and statistical purposes.

Figure 1.1: Visitors and Other Travelers



Source: Adapted from World Tourism Organization, Concepts, Definitions, and Classifications for Tourism Statistics. (1995), p. 22.

1.2.3 Forms and Categories of Travel

Just as there are different types of visitors, there are different forms and categories of travel which take place, varying by traveler, destination, and motive for travel, such as international vs. domestic travel, intra-regional vs. interregional travel, as well as inbound vs. outbound travel.

International and Domestic Tourism

According to the WTO, **international tourism** differs from **domestic tourism** and occurs when the traveler crosses a country's border. Not every international traveler is a visitor, however. The traveler is a visitor only if the trip takes him or her outside the usual environment, e.g., workers who cross borders for employment are not considered visitors. The interest in international tourism has always been strong, primarily for economic reasons, as this form of tourism plays an important role in trade and monetary flows among nations.

Domestic tourism has been overshadowed by the interest in international tourism, for it was thought initially to have little or no international impact, and statistics on the subject were felt to be a country's own business. It has become clear, however, that international and domestic tourism do relate to each other. Travelers' choices change depending on circumstances, and domestic tourism can be substituted for international tourism and vice versa under the influence of external factors, such as relative growth in real incomes, price differences between countries, and international political conditions. Over the past few decades, in many Western countries domestic holidays were largely replaced by outbound holidays, influenced by the rise in living standards and discretionary incomes, while developing countries have seen sharp increases in domestic tourism (WTO, 1995b, p. 34).

*Relationship
between
international and
domestic*

Regional Travel

Regions are geographically united subdivisions of a larger area characterized by definitive criteria or frames of reference. Three types of regions are used in tourism research. The first one refers to geographical location. Regions such as "the north" or "the west," are examples of this type. The second type refers to administrative areas, such as "Province X." The third combines criteria referring to location with criteria of a more physical nature. Examples of this type of region are "the lake district" or "the Pacific Basin." Regions of functional type can also be constructed, such as "urban areas" or "coastal areas." The term interregional travel refers to travel among various regions, whether in regions found within the same province or state, a country, or various

Regional divisions

*Interregional and
intra-regional*