

# TOURISM

## PRINCIPLES AND PRACTICE

Sixth Edition

John Fletcher  
Alan Fyall  
David Gilbert  
Stephen Wanhill



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# **TOURISM**

**PRINCIPLES AND PRACTICE**



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# AUTHORS AND CONTRIBUTORS

## AUTHORS

**Professor John Fletcher** is Pro-Vice-Chancellor at Bournemouth University and was founding Director of the International Centre for Tourism and Hospitality Research. John is Editor in Chief of the *International Journal of Tourism Research*, a Fellow of the International Academy for the Study of Tourism and a Fellow of the Tourism Society. He has undertaken tourism development and impact studies throughout the Caribbean, the South Pacific, the Indian Ocean and across Europe on behalf of national governments, local authorities and international agencies. John has led research projects funded by the EU, UNEP, USAID, UNWTO, WTTC, WWF and international development banks. In his efforts to improve the accessibility of tourism impact research he pioneered the development of interactive economic and environmental impact models in the 1990s and is author of more than 130 articles, official reports and book chapters on tourism impacts. He has also written on the place of tourism in national accounts and presented to the British Association for the Advancement of Science.

**Alan Fyall** is Orange County Endowed Professor of Tourism Marketing at the Rosen College of Hospitality Management, University of Central Florida, USA. Prior to arriving in the United States, Alan was Professor in Tourism and Deputy Dean Research & Enterprise in the School of Tourism, Bournemouth University in the United Kingdom. He has published widely in his fields of expertise and is the author of over 150 articles, book chapters and conference papers as well as 20 books. Alan has organised a number of international conferences and workshops for academic, professional and governmental audiences and is frequently invited to deliver keynote addresses. He is Co-Editor of Elsevier's *Journal of Destination Marketing & Management* and sits on the editorial boards of a number of leading journals including *Annals of Tourism Research*, *Journal of Heritage Tourism*, *International Journal of Tourism Research* and *Anatolia*. Alan's current research interests lie in destination marketing and management in urban and coastal destinations and the impact of SMART technologies on future destination planning and the tourist

experience. Alan is a former Member of the Bournemouth Tourism Management Board and Board of Solent Synergy Limited, and has conducted numerous consulting and applied research projects across the United Kingdom and overseas for the likes of the European Union, Commonwealth Secretariat, Grant Thornton and the Malaysian Ministry of Tourism.

**David Gilbert** is Emeritus Professor of Marketing at Surrey University as well as a Visiting Professor at the Dongbei University of Finance and Economics. He has also held the distinction of being a holder of the 1,000 Talents Award in China. He has 30 years' academic experience in higher education and over eight years' operational marketing experience for the private sector, having worked as a Product Manager and as a Marketing Manager for Rank Leisure. He specialises in the teaching of marketing related to: Relationship Marketing, Consumer Behaviour, eBusiness, Market Research, Research Methods and the functions of Marketing Management and was the founder of both the MSc in Tourism Marketing at Surrey and the DBA programme. His main research is in the field of services marketing and his publications, which number over 100, also include a book on retail marketing management. Alongside his academic duties he has worked with several government and private organisations and consultancies on tourism or marketing project work, as well as having planned and provided training in 20 countries. He was the founder and research director of the Thomas Cook Research Centre at the University of Surrey and has an in-depth knowledge of marketing in relation to the service industry.

**Stephen Wanhill** is Professor of Tourism Economics, University of Limerick and Emeritus Professor of Tourism Research, Bournemouth University and a Visiting Professor at the Universities of Nottingham and Swansea. He is a Director of Global Tourism Solutions (UK) and his principal research interests are in the field of tourism destination development. To this extent he has acted as a tourism consultant to a number of UK planning and management consulting firms, and has undertaken a wide range of tourism development strategies, tourism impact assessments, lecture programmes and project studies on subjects from airports to cultural

attractions, both in the United Kingdom and worldwide, covering some 50 countries. Steve has written extensively on public sector intervention in tourism, tourism impact methodology, and project appraisal and development in academic journals and edited books, which brought him recognition in terms of acting as tourism policy advisor to the Select Committee on Welsh Affairs for a period of five years in the House of Commons. He has been a board member of the Wales Tourist Board with responsibilities for the development and research divisions. In this capacity, he spent much time reviewing and recommending grant applications for projects that encompass accommodation, restaurants and pubs, attractions and public facilities, such as country parks, visitor centres and infrastructure improvements. He is the Editor of *Tourism Economics* and has served as an Editorial Board Member for *Acta Touristica*, *The Service Industries Journal*, *European Journal of Tourism Research*, *Tourism Management*, the *International Journal of Tourism Research* and the *Journal of Travel Research*.

## CONTRIBUTORS

**Professor Dimitrios Buhalis** is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is currently Director of the eTourism Lab at the School of Tourism at Bournemouth University. He was also the President of the International Federation of Information Technology for Travel and Tourism (IFITT) for the period 2010–14. He has held visiting appointments at ESSEC in France, Hong Kong Polytechnic University, China, University of Aveiro, Portugal, and the Modul University in Vienna, Austria. Dimitrios has been involved with a number of European Commission FP5, FP6, FP7 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission on eTourism. Dimitrios represents Bournemouth University as a Vice President on the board of Affiliate Members of the United Nations World Tourism Organization (UNWTO).

**Dr Mary Beth Gouthro** is former Programme Leader for BA (Hons) Events Management at the School of Tourism at Bournemouth University and now oversees Graduate and Professional Engagement on behalf of the Events course with industry. Mary Beth delivers on the first year and final year of the events management undergraduate degree, overseeing Events Context and International Events Management. Before embarking on an academic career, Mary Beth's 13 years of industry experience spanned charity, corporate private and public sector positions in Marketing Communications/Events.

This combined with her passion for education in the field of events management feeds research and practical interests in the events field more broadly, e.g. managing/creating optimal event experiences, as well as an interest in Event Management research, particularly qualitative methods. She has advised industry associations such as the UK Chapter of ISES (International Special Event Society) in building a programme for their membership to gain more mutually beneficial initiatives between event management courses and UK universities.

**Dr Yeganeh Morakabati** is a Tourism Risk Analyst, Middle East and Research Methods Specialist. She is currently Associate Professor in the Faculty of Management at Bournemouth University. Yeganeh read for her doctorate degree on the topic of travel risk perceptions at Bournemouth University before being appointed as a lecturer in 2008 and then moved to Plymouth Business School in 2011. Following a successful period at Plymouth Business School where she continued her research for organisations such as the UNWTO and the Gibraltar government she returned to Bournemouth University in 2012. Yeganeh was the owner and Managing Director of a successful major travel agency in Tehran prior to moving to the United Kingdom to study for her Master's degree in Tourism Management and Marketing. Since graduating she has undertaken a wide variety of research projects for the University including economic impact studies, and the construction of a major database for the Commonwealth Tourism Centre, national and local governments. She also provides research methodology support and training to the postgraduate and PhD students.

**Derek Robbins** trained as a transport planner and is currently Senior Lecturer in Transport and Tourism in the School of Tourism at Bournemouth University. He has developed specialist units at both undergraduate and postgraduate level in aviation, tourism transport, and tourism's contribution to climate change. He has published widely on the relationship between transport and tourism and specific research interests include the deregulation of transport services, most notably the bus and coach industry, transport for tourists within the destination, sustainable transport, cycle tourism, cruise ship tourism, slow travel and tourism and climate change. He co-authored a special tourism edition of the *Journal of Transport Geography* in 2007 and was commissioned to contribute open learning materials for professional courses by a partnership of the Euro Arab Institute Foundation and the UNWTO. Derek chaired the Leisure and Tourism stream of the European Transport Conference for four years, which attracts around 400 transport practitioners and researchers, and he remains a member of the programme committee. He is

also an active member of the Chartered Institute of Logistics and Transport.

**Dr Debbie (Deborah) Sadd** is an academic in the School of Tourism at Bournemouth University, teaching Olympic Studies, Strategy and Leadership and Marketing on both the Undergraduate and Postgraduate Events Programmes. She has also undertaken guest lectures within the Sports Management programme, both in the United Kingdom and overseas. Debbie completed a Tourism Management and Planning Master's degree in September 2004 with distinction. The research for her Master's was undertaken in Weymouth and Portland, Dorset, prior to the successful 2012 Olympic Bid. This research project is ongoing. She also completed in 2006 a Master's in Event Management. Her research interests include social impacts of events,

urban regeneration opportunities from events, community identification, legacy planning and, in particular, the opportunities to be gained for the local communities from the hosting of London 2012. For her PhD, she used both Sydney and Barcelona as case studies to develop a framework of best practice for London 2012 in relation to stakeholder identification. Debbie was awarded an ESRC funded scholarship as part of the STORMING initiative to undertake research into Sporting Events Carrying Capacity including travelling to Tampa, Florida to undertake further research.

**James Wollner**, formerly a graduate student at the University of Central Florida, now of Expedia.com, contributed significantly to major cases 6.1, 14.1 and 16.1 as did he to the development of mini cases 13.2, 13.3 and 16.2.



# PREFACE

Welcome to the sixth edition of *Tourism: Principles and Practice*. This edition is the latest manifestation of the textbook that we published 24 years ago because we could not find a text that met the needs of our undergraduate and postgraduate students at that time. The past quarter of a century has witnessed enormous changes in the world, and so too the issues facing those who manage and lead our tourism industries. This new edition reflects those changes and the dynamics of the world in which we live. This edition contains new features and content to ensure that the book keeps pace with the changing world of tourism and tourism education. We have revised, updated and streamlined this edition to make the content more accessible and contemporary. Employability features have been added, as well as new, extensive case studies, with clear intended learning objectives, all set in a colourful and user-friendly format. This sixth edition uses a collaborative approach between academics and practitioners to help students, organisations and practitioners understand and apply current principles and practice to the exciting subject area of tourism.

## THE FEATURES OF THIS BOOK

This new edition addresses the concept of tourism satellite accounts and CGE modelling, to reflect their growing role in the management and planning of tourism around the world. There are also chapters that explore the issues of events management and tourism crises and disaster management, the latter being particularly relevant in a world where the effects of matters such as global warming and conflict are known in many geographical regions. In an increasingly challenging and volatile business environment, and with the dynamics of social change facing the world, we offer readers fundamental and underlying principles to study the subject of tourism, within four distinct but related Parts: **Tourism Demand**, **The Tourism Destination**, **The Tourism Sector** and **Marketing For Tourism**. Chapters have all been updated to reflect the developments and changing significance of various aspects, such as the economic/environmental/socio-cultural impacts of tourism, climate change, and concerns for the safety and security of tourists.

While the underlying structure of this edition follows those of earlier successful editions, we have updated, refined and improved all subject areas. New concepts have been added where necessary, and new case studies and examples included throughout. The text retains the features that have made it so reader-approachable over the past 24 years, as well as containing some new features. Features include:

- **Learning Outcomes** at the beginning of every chapter to orientate the reader and to focus their mind in respect of the key concepts that underpin each chapter.
- The use of **Major** and **Mini Case Studies** within each chapter to allow the reader to link the theory of the chapter to contemporary issues and practice. Each of these case studies, together with accompanying questions, have been specially selected for this edition.
- The introduction of **Employability** stories to illustrate the career prospects and routes of successful tourism practitioners.
- The identification of key texts and web-based material in a section of **References and Further Reading** at the end of each chapter. Here we have provided the key sources to guide the reader through the increasingly complex maze of tourism literature. These bibliographic signposts will act as the first port of call for assignments and presentations and provide an

opportunity for guided specialised investigations where core concepts are reviewed in more detail and from which the reader may derive a deeper understanding.

- The use of **hyperlink addresses** which allow the viewing of supporting evidence such as videos or other forms of communication which will help reinforce the chapter content.
- The updated **Glossary** of key terms to guide the reader through the specialist terminology used in the chapters.
- The use of **photographs** to bring the material to life and the use of colour in the presentation of the text to make the book more attractive and its content more accessible.

This text started out on its journey of development and refinement a quarter of a century ago and was based on the research experience of the authors as they undertook projects for national governments, industry and international agencies across all continents of the world. The authors have continued that practice through all six editions, and this current edition reflects their more recent research undertaken to meet the needs of the changing economic, social, environmental and security demands of tourism. When the first edition was written, world international tourist arrivals were around the 500,000 level; in 2015 this number had increased to almost 2 billion. This growth in tourism presents many challenges for those people charged with its management. We hope you find that this edition captures your imagination and helps you set out on your journey of discovery as you research one of the world's largest and most rapidly growing industries.

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## Figures

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# ABBREVIATIONS

<b>AA</b> Automobile Association	<b>DMS</b> Destination management system
<b>AAA</b> American Automobile Association	<b>DPUK</b> Destination Performance UK
<b>ABS</b> Australian Bureau of Statistics	<b>DRC</b> Democratic Republic of the Congo
<b>ABTA</b> Association of British Travel Agents	
<b>ADS</b> Additional shares	<b>EAFRD</b> European Agricultural Fund for Rural Development
<b>AOC</b> Air Operator's Certificate	<b>EAP</b> Environmental action programme
<b>APEX</b> Advanced purchase excursion fare	<b>EAP</b> East Asia and the Pacific
<b>APT</b> Advanced passenger train	<b>EBRD</b> European Bank for Reconstruction and Development
<b>ARC</b> Airlines Reporting Corporation	<b>EC</b> European Community
<b>ASAs</b> Air service agreements	<b>ECAA</b> European Common Aviation Area
<b>ASEAN</b> Association of South East Asian Nations	<b>ECPAT</b> End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
<b>ASP</b> Application service provider	<b>ECSC</b> European Coal and Steel Community
<b>ASTA</b> American Society of Travel Agents	<b>ECTAA</b> European Travel Agents & Tour Operators Association
<b>ATB</b> Area tourist board	<b>EEB</b> European Environmental Bureau
<b>ATC</b> Air traffic control	<b>EIA</b> Environmental impact assessment
<b>ATMs</b> Air traffic movements	<b>EIB</b> European Investment Bank
<b>ATOL</b> Air Travel Organisers' Licence	<b>EIS</b> Environmental impact statement
<b>AWES</b> Automatic website evaluation system	<b>EMBOK</b> Event Management Body of Knowledge
	<b>EMS</b> Environmental management system
<b>B2B</b> Business-to-business	<b>EPA</b> Environmental Protection Agency
<b>B2C</b> Business-to-consumer	<b>EPS model</b> Extended problem-solving model
<b>BA</b> British Airways	<b>ERDF</b> European Regional Development Fund
<b>BCG</b> Boston Consulting Group matrix	<b>ESF</b> European Social Fund
<b>BHTS</b> British Home Tourism Survey	<b>ETC</b> European Travel Commission
<b>BRIC</b> Brazil, Russia, India and China	<b>ETS</b> Emissions Trading Scheme
<b>BTSM</b> British Tourism Survey Monthly	<b>EU</b> European Union
	<b>eWOM</b> Electronic word-of-mouth
<b>CAB</b> Civil Aeronautics Board	
<b>CGE</b> Computable general equilibrium	<b>FBP</b> Family brand performance
<b>CLIA</b> Cruise Line International Association	<b>FIT</b> Fully-inclusive tour
<b>CPGI</b> Country potential generation index	<b>FLC</b> Family life cycle
<b>CPI</b> Consumer Price Index	<b>FTE</b> Full-time equivalent
<b>CRO</b> Central reservations office	
<b>CRS</b> Computerised reservation system	<b>GA</b> General admission
<b>CSF</b> Community support framework	<b>GAAP</b> Generally accepted accounting principles
<b>CSR</b> Corporate social responsibility	<b>GATS</b> General Agreement on Trade in Services
<b>CTO</b> Caribbean Tourism Organisation	<b>GATT</b> General Agreement on Tariffs and Trade
<b>CUC</b> Cuban convertible peso	<b>GBTS</b> Great Britain Tourism Survey
<b>CVB</b> Convention and visitor bureau	<b>GCET</b> Global Code of Ethics for Tourism
	<b>GDP</b> Gross domestic product
<b>DAGMAR</b> Defining Advertising Goods for Measured Advertising Results	<b>GDS</b> Global distribution system
<b>DICIRMS</b> Destination integrated computer information reservation management system	
<b>DMO</b> Destination management/marketing organization	

- GHG** Greenhouse gas  
**GNI** Gross national income  
**GNP** Gross national product  
**GRASP** Great Apes Survival Partnership  
**GVA** Gross value added  
**gwt** Gross weight tonnage
- IAAPA** International Association of Amusement Parks and Attractions  
**IAATO** International Association of Antarctic Tour Operators  
**IADB** Inter-American Development Bank  
**IATA** International Air Transport Association  
**IBRD** International Bank for Reconstruction and Development  
**ICAO** International Civil Aviation Organisation  
**ICT** Information communication technology  
**IDD** International direct dial  
**IFC** International Finance Corporation  
**IIED** International Institute for Environment and Development  
**IIPT** International Institute for Peace through Tourism  
**IIT** Independent inclusive tour  
**ILO** International Labour Organization  
**IMC** Integrated marketing communications  
**IMF** International Monetary Fund  
**IMO** International Maritime Organization  
**IO** input–output  
**IPCC** Intergovernmental Panel on Climate Change  
**IPEX** Instant purchase fares  
**IPS** International passenger survey  
**ISIC** International Standard Industrial Classification  
**IUOTO** International Union of Official Travel Organisations
- KM** Knowledge management
- LAC** Limits of acceptable change  
**LCCs** Low-cost carriers  
**LDC** Less developed countries  
**LPS models** Limited problem-solving models  
**LTV** Lifetime value
- MA** Moving average  
**MAPE** Mean absolute percentage error  
**MARPOL** International Convention for the Prevention of Pollution from Ships  
**MDGs** Millennium Development Goals  
**MEPs** Members of the European Parliament  
**MICE** Meetings, incentives, conferences and exhibitions  
**MVIC** Manchester Visitor Information Centre
- NAFTA** North American Free Trade Association  
**NATS** National Air Traffic Services
- NGO** Non-governmental organisation  
**NSRF** National Strategic Reference Framework  
**NTO** National tourist organisation  
**NYSE** New York Stock Exchange
- OAS** Organization of American States  
**OECD** Organisation for Economic Co-operation and Development  
**OECS** Organization of East Caribbean States  
**OPEC** Organization of Petroleum Exporting Countries  
**ONS** Office of National Statistics  
**OPs** Operational Programmes  
**ORM** Online reputation management
- PATA** Pacific Asia Travel Association  
**PBP** Product brand performance  
**PEST** Political, Economic, Social and Technological  
**PESTEL** Political, Economic, Social, Technological, Environmental and Legal  
**PMS** Property management system  
**PNR** Passenger name record  
**POP** Pay-one-price  
**PPC** Pay per click  
**PPT** Pro-poor tourism  
**PR** Public relations  
**PRC** People’s Republic of China
- QSCV** Quality, service, cleanliness and value
- RM** Relationship marketing  
**RMSE** Root mean square error  
**RMSPE** Root mean square percentage error  
**ROI** Return on investment  
**RTB** Regional tourism board  
**RTO** regional tourism organization
- SAM** Social accounting matrices  
**SARS** Severe acute respiratory syndrome  
**SAS** Scandinavian Airlines System  
**SBU** Strategic business unit  
**SCH** Scotland’s Commended Hotels  
**SDNs** Sustainable development networks  
**SEO** search engine optimisation  
**SIC** Standard industrial classification  
**SIDS** Small Island Developing States  
**SITA** Société Internationale de Télécommunications Aéronautiques  
**SMART** Specific, measurable, achievable, realistic, time limits  
**SME** Small and medium-sized enterprise  
**SPD** Single programming document  
**STB** Scottish Tourist Board  
**STEP** Social, technological, economic and political factors

**ST-EP** Sustainable tourism—eliminating poverty  
**SWOT** Strengths, weaknesses, opportunities and threats

**TA** Travel agency

**TALC** Tourist area life cycle

**TAT** Tourist Authority of Thailand

**T&T** Travel and tourism

**TCSP** Tourism Council for the South Pacific

**TDC** Tourist Development Corporation

**TERN** Tourism Emergency Response Network

**TFC** Tourism Forecasting Committee

**TFCTC** Tourism Forecasting Committee technical committee

**TGV** Train à Grande Vitesse

**TIC** Tourist information centre

**TIP** Tourist information point

**TO** Tour operator

**TOP** Thomson Open-Line Programme

**TPI** Tourism Penetration Index

**TQM** Total quality management

**TSA** Tourism satellite account

**UFTAA** United Federation of Travel Agents' Associations

**UGC** User generated content

**UKTS** United Kingdom Tourism Survey

**UN** United Nations

**UNCTAD** United Nations Conference on Trade and Development

**UNDP** United Nations Development Programme

**UNEP** United Nations Environment Programme

**UNESCO** United Nations Educational, Scientific and Cultural Organization

**UNISDR** United Nations Office for Disaster Risk Reduction

**UNSD** United Nations Statistical Division

**UNSTAT** United Nations Statistical Commission

**UNWTO** United Nations World Tourism Organization

**USTTA** United States Travel and Tourism Administration

**VAT** Value Added Tax

**VFR** Visiting friends and relatives

**VR** Virtual reality

**WCS** Wildlife Conservation Strategy

**WCTE** World Committee on Tourism Ethics

**WHO** World Health Organization

**WTO** World Tourism Organization

**WTP** Willingness to pay

**WTTC** World Travel and Tourism Council

**WWF** World Wide Fund for Nature

**WWW** World Wide Web

**WYSE** World Youth Student and Educational Travel Confederation

**YHA** Youth Hostel Association

**YM/WCA** Young Men's/Women's Christian Association





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# CHAPTER 1

## AN INTRODUCTION TO TOURISM

### LEARNING OUTCOMES

In this chapter we focus on the definitions, concepts and frameworks that underpin the study of tourism to provide you with:

- a basic understanding of how tourism is defined;
- a comprehension of the issues associated with the academic and practical study of tourism as a concept;
- an appreciation of the components which when combined comprise a conceptual framework for tourism;
- a knowledge of the role of markets and basic supply-side and demand-side issues; and
- the operational framework for tourism supply and demand as embodied in the Tourism Satellite Account (TSA).

## INTRODUCTION



In a world of change, one constant since 1950 has been the sustained growth and resilience of tourism as both an activity and an economic sector. It is therefore clear that tourism is a major force in the economy of the world, an activity of global importance and significance. The World Travel and Tourism Council (WTTC) have demonstrated the tremendous scale of the world's tourism sector (WTTC, 2016). In 2015 the travel and tourism industry's direct contribution to the Gross Domestic Product (GDP) of the world was estimated at US\$2.2 trillion and in total, by taking account of the re-spending of tourist dollars, US\$7.2 trillion. This amounts to a direct contribution of 3.0% and a total contribution of 9.8% to world GDP. From a human perspective, the world travel and tourism industry directly supported 108 million jobs and a total of 284 million jobs when indirect impacts are accounted for, some 9.1% of total world employment.

The dimensions of these figures presented by WTTC make it clear that tourism has now become a major economic sector in its own right, but when examined it is found to be a complex multi-sectoral industry demanding high-level planning and co-ordination, with many and varied agents involved, as the contents of this text testify. In this chapter, starting with definitions, we aim to give the overview of tourism as an activity, so as to provide a structure to contain the many different issues discussed in the rest of this text.

## DEFINING TOURISM

Travel as an aspect of human activity has a pedigree going back thousands of years, but the idea of travel for leisure, educational or health purposes really came to prominence during the eighteenth century 'Age of Enlightenment', with the development of the 'Grand Tour' in Europe. Destinations then organised themselves to provide facilities for these temporary visitors, who we now know as tourists, taking a round trip or tour. The costs of such travel prohibited these trips to all but the wealthy, and it was not until the coming of the railways in the nineteenth century that opportunities were opened up for the general population, albeit limited to domestic tourism, which gave rise to the growth of the seaside resorts in Europe and the United States that can be found all around the coastlines of these continents. During the first half of the twentieth century expansion was curtailed by two world wars, so it would be safe to say that the tourism we see today has its roots in the 1950s, when what is now the United Nations World Tourism Organisation (UNWTO) set about introducing a statistical definition of international tourism, and later domestic tourism, for the purposes of collecting information.

### Operational classification

From the standpoint of gathering statistical information, definitions need to be clear, relevant to the subject of study and measurable. The starting point from the official UNWTO perspective is the inbound traveller to the destination (UNWTO, 2008), who is someone moving between different geographic locations, for any purpose and any duration. The inbound visitor is a traveller who is included in tourism statistics through taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose, as indicated in Figure 1.1, other than to be employed by a resident entity or organisation within the country or locality visited. Thus tourism refers to the activity of visitors as illustrated in Figure 1.1. It is therefore a subset of travel and visitors are a subset of travellers, whose activities are not solely concerned with the popular notion of pleasure travel, but also those who travel for the purposes of business, visiting friends and relatives, and several other reasons. This is relevant to users of tourism statistics: passenger transport carriers require the broad range of travellers to be recorded, while hoteliers are interested in tourists, especially business travel because of the relatively high revenue the latter generates for them.

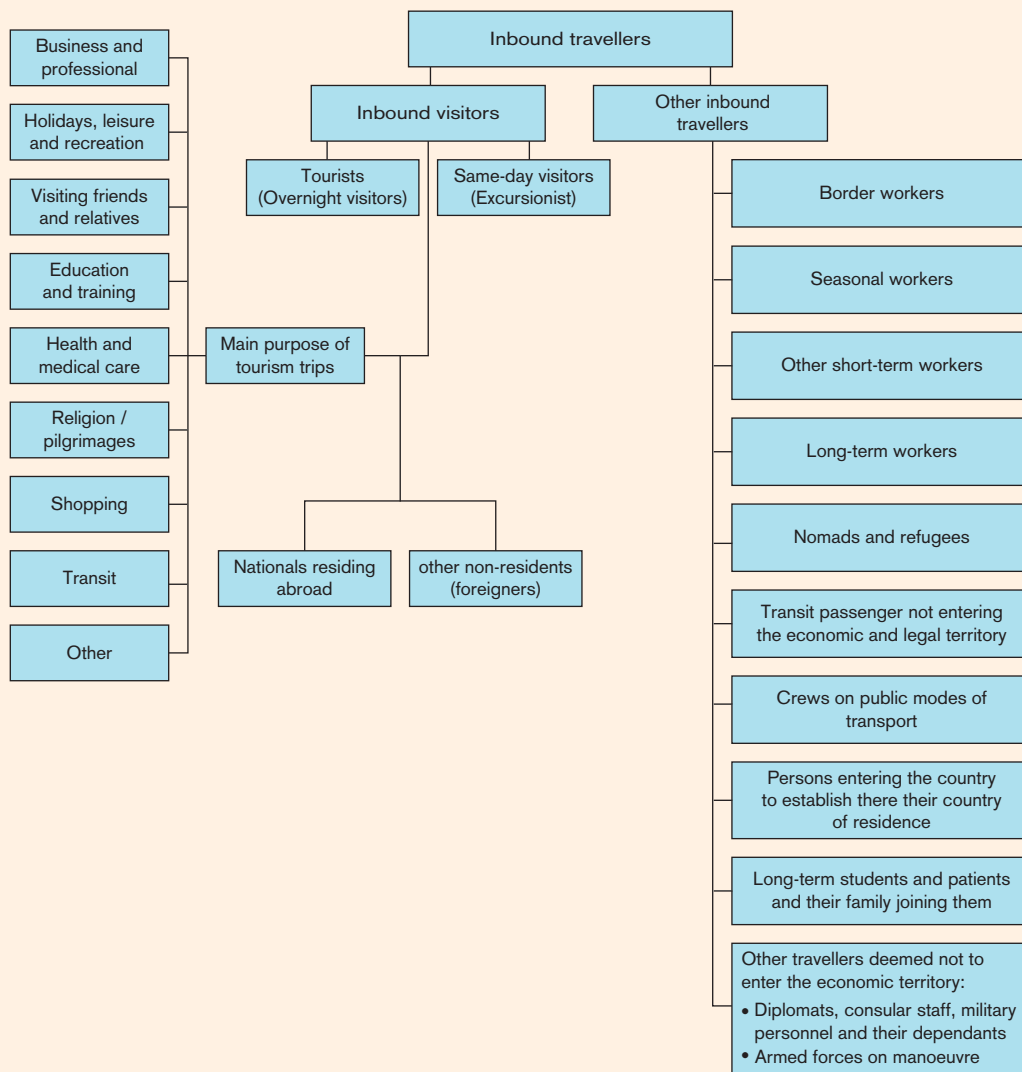


Figure 1.1

Classification of inbound travellers

Source: UNWTO, 2008

The term ‘usual environment’ is critical for separating the visitor from the traveller, and hence tourism. It is defined as the geographical area (though not necessarily a continuous one) within which an individual conducts his/her regular life. The purpose of introducing this concept is to exclude from visitors those travellers commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine, for instance homes of friends or relatives, shopping centres, religious, health care or any other facilities that might be a substantial distance away or in a different administrative area but are regularly and frequently visited. Thus, for international visitors, place of usual residence rather than nationality is the defining characteristic of their origin, as with domestic tourism. Recognising the significance of second homes in today’s tourism, this aspect has particular relevance, for trips to vacation homes are usually tourism trips, but should not be so frequent and the duration of the stay so long so as to turn the secondary dwelling into the principal dwelling of the visitor.

A further essential aspect in defining tourism is the separation of visitors into tourists or overnight visitors, when the trip includes an overnight stay, and same-day visitors or excursionists otherwise. When the definitions of tourism were first discussed in the early 1950s, the volume of day visits was nothing like it is today, and virtually negligible when international tourism was considered. However, modern transport and communication developments have made day trips an increasingly important economic activity through ease and speed of access both within a country and internationally, so they cannot be ignored in the assessment of tourism.

### Forms of tourism

Dispelling common perceptions that tourism is mainly about international travel, official classifications put forward by the UNWTO recommend that three basic forms of tourism for a country should be distinguished:

- Domestic tourism, which comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip, and is the predominant form (some 80%) of tourism activity;
- Outbound tourism, which consists of the activities of a resident visitor outside the country of reference, either as part of an outbound trip or as part of a domestic trip;
- Inbound tourism, which encompasses the activities of a non-resident visitor within a country on an inward trip.

For the resident visitor it is the main destination of a tourism trip, namely the place visited, that is central to the decision to take the trip, and which forms the dividing line between domestic and outbound. An outbound tourism trip might include visits to places within the country of residence in the same way as a domestic trip might include visits outside the country of residence of the visitor. The nature of a visit supposes that there is a stop, so entering a geographical area without stopping there does not qualify as a visit to that area.

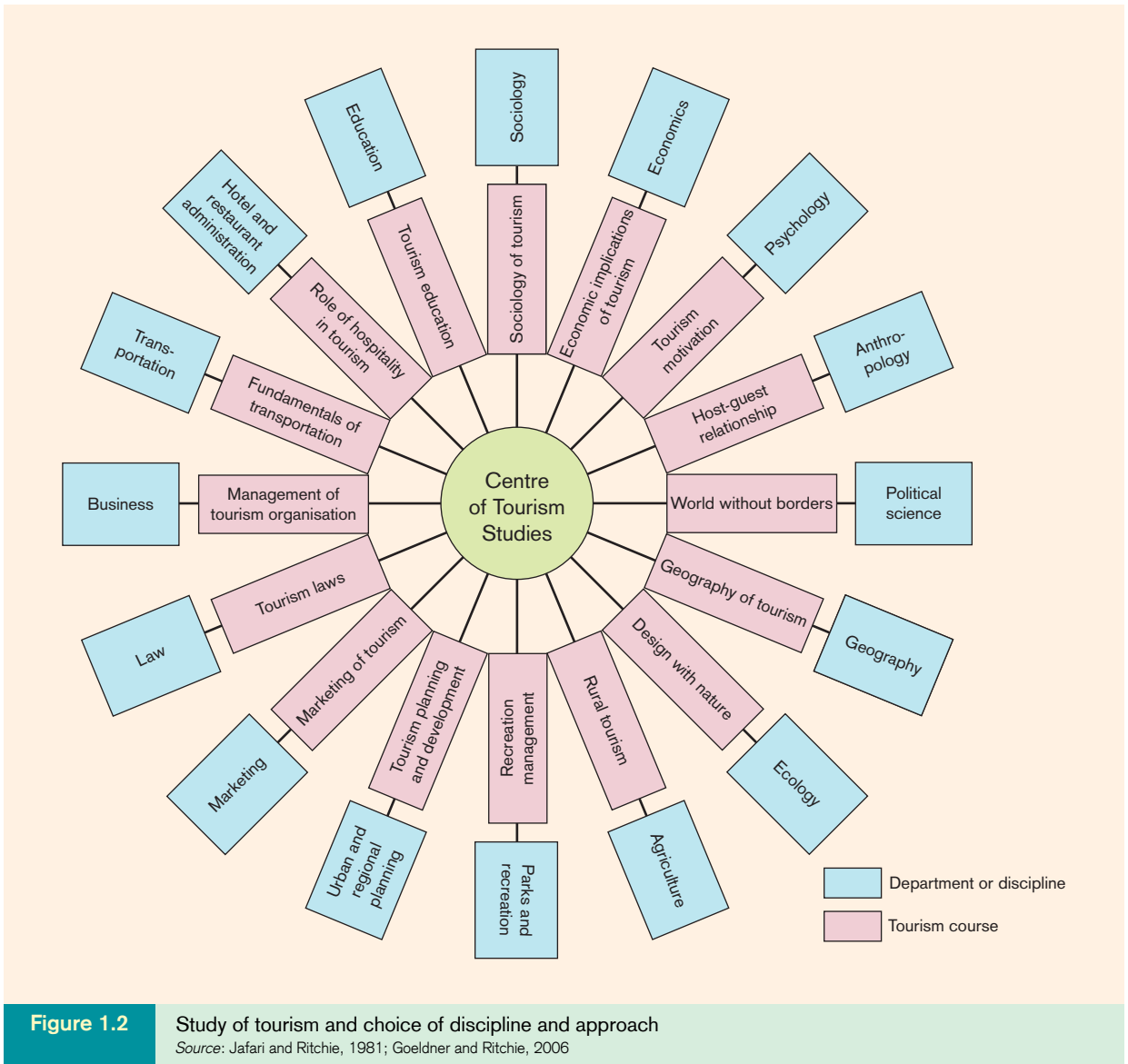
Combinations of the basic three forms above lead to a further set of tourism categories used to identify visitors:

- Internal tourism, which includes domestic tourism and inbound tourism – that is, the activities of resident and non-resident visitors within a country as part of domestic or international trips;
- National tourism, which is the sum of domestic tourism and outbound tourism – that is, the activities of resident visitors within and outside the reference country as part of either domestic or outbound trips;
- International tourism, which covers inbound tourism and outbound tourism – namely the activities of resident visitors outside the country of reference either as part of domestic or outbound trips and the activities of non-resident visitors within the country of reference on inbound trips.

These last definitions are significant for the TSA, which, since it was first approved by the United Nations Statistical Division (UNSD) in 2000, now provides the standard framework for assessing the activity of tourism (UNSD, 2008).

## TOURISM AS A CONCEPT

As a field of study and research, the complexity of tourism draws in a wide range of perspectives from a variety of disciplines, as illustrated in Figure 1.2, where tourism can be observed from different standpoints due to its near relationship to other social sciences. The economic importance of modern tourism and its impact upon environments and societies are seen as meriting its inclusion as a domain of studies in its own right, but the operational definitions



**Figure 1.2** Study of tourism and choice of discipline and approach

Source: Jafari and Ritchie, 1981; Goeldner and Ritchie, 2006

examined above can be rightly criticised for reducing tourism to a set of activities or economic transactions instead of analysing the significance, meaning and role of tourism to individuals. (These latter aspects are discussed in Chapter 3 and in Part 4.) However, some would argue that as an element of human behaviour, it is questionable that tourism should be seen as a separate field of study, as witnessed by the fact that in many universities tourism is simply one aspect of scholarship within an existing single discipline department (Franklin and Crang, 2001).

However, it would be naïve to suppose that organisations drawing up operational definitions are unaware that tourism is about human behaviour that consists of many sundry aspects and uncertainties. They recognise tourism as a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, for which pleasure is the usual motivation. But having more and reliable statistics is essential for policy makers to make effective decisions. Only with sufficient and adequate data that generate credible statistics is it possible to undertake different types of analysis of tourism.

Gilbert (1990) commented that what makes tourism difficult to define is the very broad nature of the concept as well as the need for so many goods and services inputs. Tourism also envelops other sectors and industries and therefore has no clear boundary due to the expansive spread of activities it covers. With this in mind others have added supply-side aspects to the definition of tourism so as to incorporate the visitor's impact (economic, social, cultural and environmental) on the destination (Goeldner and Ritchie, 2006; Lieper, 1979, 1990, 2008; Tribe, 1997, 2006). Tribe's view (1997) was that tourism is 'the sum of the phenomena and relationships arising from the interaction, in generating and host regions, of tourists [visitors], business suppliers, government, communities and environments'.

Within an academic discipline, the benefit of having an overarching theoretical structure is the methodological direction that it bestows. To put it simply, practice without theory is blind. As a field of academic study, various writers, as indicated above, have noted that tourism lacks the theoretical underpinnings that govern other social sciences, giving rise to conceptual weaknesses and lack of clarity. On the other hand many disciplines have their own imprisoning theories in which esoteric arguments have no known reality, thus rendering them sterile. Scientists have found that the behaviour of natural systems do not conform to the doctrines of reductionism that theoretical structures demand. They have shown that small simple actions could never be counted on to have small outcomes and frequently they cascaded into multiple outcomes of unsuspected intensity. Such systems are termed chaotic and chaos theory demands adaptive management, continual learning and monitoring, and frequent reviews to deal with the uncertainty arising.

Chaos theory has parallels in tourism, which has been subject to several disasters so far this century, for example, the destruction of the World Trade Center on 11 September 2001, the wars in Iraq and Afghanistan, the bombings of the London and Madrid railway systems, tsunamis on the coasts of Sri Lanka, Thailand and Japan, the Global Financial Crisis, and the current troubles in the Middle East, notably Syria, with their spillover effects in terms of refugees and terrorist activity in other countries, particularly in some of the main capital cities of Europe. These are events over which the actors had no control, which in turn have raised interest in chaos theory and its relation to crisis management. Adaptability is the key, for chaos theory postulates



**Photograph 1.1**

Tourism has become an increasingly popular area of study for many students as the subject gains acceptability in the academic community.

a system which has periodic bouts of instability that facilitate change as their states are transformed in an evolutionary and adaptive manner. Interdisciplinary tourism, whether a science, a discipline or not, underpinned by a good working knowledge of the subject, is thought likely to show much more promise than anything else so far conceived. It suggests an open-minded approach to tourism that acknowledges the contribution of differing subjects and disciplines to explaining tourism. This has been termed a ‘post-disciplinary’ approach (Coles et al., 2006), that breaks through the parochial boundaries of the various disciplines to study how the diverse components of tourism interact, adapt and come together as a **tourism system** which is forever evolving as a construct and in the provision of the tourist experience.

## A CONCEPTUAL FRAMEWORK FOR TOURISM

Having discussed the concept of tourism, the next step is to offer a framework or model that can provide a basis for encompassing the different approaches to the study of tourism. A highly regarded model in the literature is that proposed by Leiper in 1979 (Figure 1.3), which we have adapted to be in accord with the definitions given in this chapter. The general term ‘traveller’ is maintained because this is the measure used in passenger transport services. It is at the destination that the data separation between visitors and other travellers takes place.

There are three basic elements to Leiper’s model:

1. Visitors, who, as travellers in this system, initiate the demand for travel for tourism purposes;
2. Geographical elements, which Leiper calls the ‘traveller-generating region’, the ‘tourism destination region’ and the ‘transit route region’;
3. The tourism industry, which Leiper initially took to be all those firms, organisations and facilities that exist to serve the specific needs and wants of visitors (Leiper, 1979), but because the idea of a single tourism industry is debatable, replaced it later with the expression ‘tourism industries’ (Leiper, 2008).

Taking account of the spatial aspects, the traveller-generating region represents the source market for tourism and can be thought of as providing the ‘push’ to stimulate and motivate travel. It is from here that the tourist searches for information, makes the booking and departs. The tourism destination region is the *raison d’être* for tourism, with a range of special places

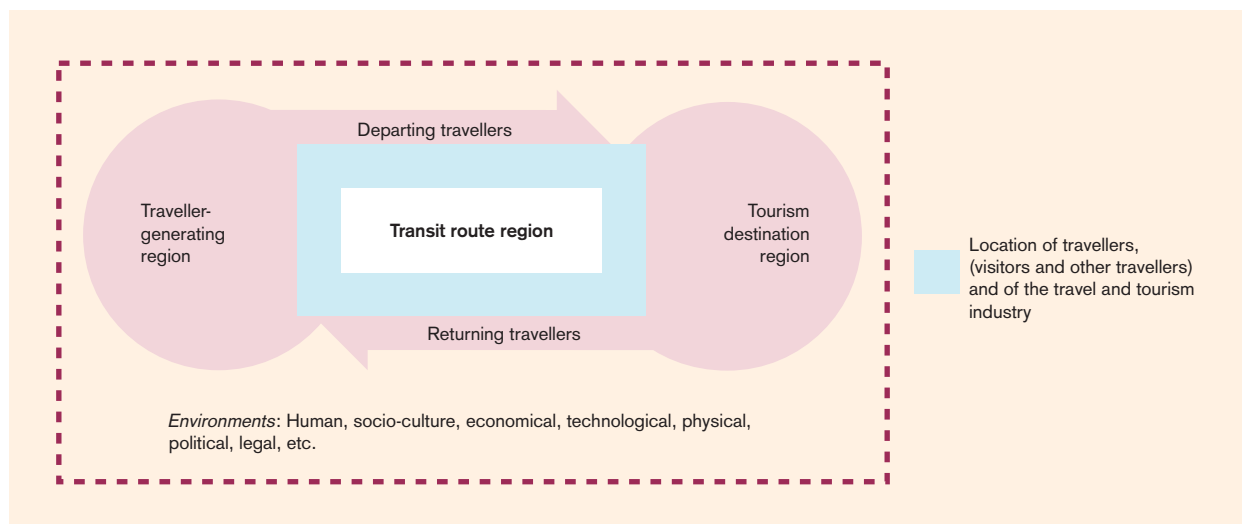


Figure 1.3

The tourism conceptual framework

Source: Adapted from Leiper, 1979, 1990 and 2008



distinguished from the everyday by their cultural, historic or natural significance (Rojek and Urry, 1997). The ‘pull’ to visit destinations activates the whole tourism system and creates demand for travel in the generating region. It is at the tourism destination that the full impact of tourism is experienced and product innovation takes place, together with visitor management and planning processes so as to take account of the effects on host communities. (These aspects are discussed in depth in Part 2.)

The transit route region does not simply represent the short period of travel to reach the destination, but must include intermediate places which may be visited *en route*, if it is to be registered as part of a visitor’s trip: ‘There is always an interval in a trip when the traveller feels they have left their home region but have not yet arrived . . . [where] they choose to visit’ (Leiper, 1990: 22).

The issue as to whether tourism is an industry rests on the definition of an industry within a country’s national accounts. These use internationally accepted classifications to produce output measures in accordance with a country’s industrial structure. In these terms, an industry is a collection of firms that use similar processes to produce relatively homogeneous goods and services. On the other hand, the tourism product is an amalgam of a multiplicity of goods and services that is configured to meet visitors’ demands and drawn from a range of industries, from transport to retailing. In establishing the TSA, the UNWTO (2000 and 2001) decided to label tourism as a sector made up of a number of industries as defined by international standards, and these are listed fully in Table 1.1 so as to show the range of businesses directly included in tourism. Yet on a practical level, those engaged in the tourism business and their trade associations commonly use the term ‘tourism industry’ when representing their views to governments and dealing with issues amongst themselves. Noting this, we will use the terms ‘tourism sector’ and ‘tourism industry’ synonymously throughout this text.

Tourism industries	SIC2007	Description
Accommodation	55100	Hotels and similar accommodation
	55202	Youth hostels
	55300	Recreational vehicle parks, trailer parks and camping grounds
	55201	Holiday centres and villages
	55209	Other holiday and other collective accommodation
	55900	Other accommodation
	68209	Other letting and operating of own or leased real estate
Restaurants and similar	68320	Management of real estate on a fee or contract basis
	56101	Licensed restaurants
	56102	Unlicensed restaurants and cafes
	56103	Take-away food shops and mobile food stands
	56290	Other food services
	56210	Event catering activities
Railway passenger transport	56301	Licensed clubs
	56302	Public houses and bars
	49100	Passenger rail transport, interurban

<b>Table 1.1</b> (Continued)		
<b>Tourism industries</b>	<b>SIC2007</b>	<b>Description</b>
Road passenger transport	49320	Taxi operation
	49390	Other passenger land transport
Water passenger transport	50100	Sea and coastal passenger water transport
	50300	Inland passenger water transport
Air passenger transport	51101	Scheduled passenger air transport
	51102	Non-scheduled passenger air transport
Transport equipment rental	77110	Renting and leasing of cars and light motor vehicles
	77341	Renting and leasing of passenger water transport equipment
	77351	Renting and leasing of passenger air transport equipment
Travel, tour and guide services	79110	Travel agency activities
	79120	Tour operator activities
	79901	Activities of tour guides
	79909	Other reservation service activities
Cultural activities	90010	Performing arts
	90020	Support activities for the performing arts
	90030	Artistic creation
	90040	Operation of arts facilities
	91020	Museums activities
	91030	Operation of historical sites and buildings and similar visitor attractions
Sporting and recreational activities	91040	Botanical and zoological gardens and nature reserves activities
	92000	Gambling and betting activities
	93110	Operation of sports facilities
	93199	Other sports activities
	93210	Activities of amusement parks and theme parks
	93290	Other amusement and recreation activities
Country-specific tourism characteristic activities	77210	Renting and leasing of recreational and sports goods
	82301	Activities of exhibition and fair organisers
	82302	Activities of conference organisers
	68202	Letting and operating of conference and exhibition centres

Source: UNWTO

The benefits of Lieper's tourism system lie in its generality in bringing together the demand and supply for tourism in spatial terms at any scale from international to local tourism. It permits an interdisciplinary approach to the study of tourism and allows for the positioning of different industry components within the framework. Thus, intermediaries such as travel agents