

Travel and Tourism: Introduction

Travel: movement from one place to another.

Tourism: visiting a location for a period of time between a few hours to a year.

Region: a distinctive area of the earth defined according to various criteria

Criteria used to define a region

- position or location
- climate or weather
- culture
- type of government
- economy
- standard of living
- language spoken

Types of Travellers

Visitors: people who enter a region for a short time (a few hours to a few months)

- Business travellers
- Professionals - pilots, ship crews, maintenance
- Recreation - trips sport events, cottage, resorts
- Family visitors
- Tourist:
 - Day tourist
 - Weekend / Weekly
 - Extended stay: snowbirds

Migrants: people who travel to a place to find a job and stay for a few months to years.

- Farm workers from Mexico migrate to Niagara

Immigrants: People who travel to a new country and settle there.

- People from various countries apply to live in Canada as permanent citizens

Refugees: People who are forced to leave their homeland due to war, corrupt governments, famine, lack of freedom, and move to a new location either temporarily or permanently.

History of Travel & Tourism

For most of human history, people rarely travelled more than 50 km from their place of birth.

Exceptions:

- Soldiers - travel to wars
- Traders / Merchants - business travel to buy / sell goods
- Religious Pilgrims - travel to sacred places
- Explorers - find new lands
- Settlers - farm new lands or find jobs
- Nomadic Tribes - search for food & grazing lands

Tourism did not exist for the majority of people

Why people did not travel:

- most people live as subsistence farmers \therefore they did not have the time or the money to travel
- travel was difficult and slow - few roads, and people limited to walking, horses, or primitive sail boats
- dangerous to travel outside towns - looters
- few destinations to go to

Beginning of tourism: Industrial Revolution 1800's
The ind. rev. brought in the following which started to popularize travel:

- Wealth - greater number of rich people who can afford to travel
- Faster transportation - roads, canals, railways, steamships used to ship goods were beginning developed to transport people
- Tourist destinations developed, especially by railway companies along railways, \therefore increased RR profits. People wanted to leave the city.
- Better education - people want to travel to see the places they studied about

Travel was only for the upper class.

Popularization of Tourism (1920's to 1950's)

- Vacation time becomes normal for high end jobs
- Train / ship transportation improves - faster and better comfort
- More destinations built - spas, hotels, cultural centres
- Travel culture develops - books, magazines, Michelin guide written to help travellers

- Airline industry started in the 1930's, jets developed in 1950's ∴ faster travel

Travel is still restricted to wealthier people.

Travel for All (1960's to present)

- Cars become more affordable and highways develop ∴ most popular and cheaper way to travel
- Lower cost accommodations developed - motels
- Better destinations: theme parks, national parks, tours
- Better advertizing and marketing of destinations
- People are wealthier ∴ more can travel
- Travel shows & magazines develop a travel interest in the population

Why People Travel More Today

Technology:

- Airplanes (jets) cut down travel time ∴ easier to reach destinations
- Airlines have reduced the cost of flying ∴ more affordable
- Better highway system - allows for quicker & easier auto travel

More Tourist Destinations

- More destinations have been developed over the past decades, e.g.: theme parks, historical park, improved national parks, entertainment
- Destinations are better advertized and marketed today ∴ people are aware of places to visit

Population has more disposable income

- Good economy and better paying jobs allows people to spend money on travel
- Families often have two incomes which allows more spending
- Banks offer easy credit / loans, so people borrow money for vacations. (Fly now, pay later)

People have more Leisure Time

Most people work fewer hours than in the past due to:

- Technology allows people to work less, especially in manufacturing
- Individuals do not have to provide / produce everything they need, unlike in the past. Rather people buy goods from others)
- Unions negotiated a shorter work day & more vacation time
- Flexible work schedules allow people to take blocks of time off
- Job sharing, allows two people to share one job, ∴ more time off
- Telecommuting allows a person to work at home, but be connected to the office by phone / internet ∴ more time off

Travel Companies

- Affordable travel deals are offered because companies package flights, accommodations & activities.
- E.g: Niagara weekend packages - hotel, dinner, attractions at one low price
- All inclusive vacations - hotel, food, flight, activities

Recent Trends in Travel & Tourism

Previous Trend in T & T (1950' - 1980's)

- Family Vacations - camping, cottage, visit relatives, few amusement parks, nat. parks

Today

- Cruise ships (larger in size) for the average person / families
- Adventure vacations - white water rafting, jet boating, scuba, heli-skiing, extreme sports (rock climbing)
- Ecotour / nature tours - safari, jungle / rainforest tours, Arctic / Antarctic tours
- Music destinations - Nashville, Montreal, Branson - offer musical entertainment
- Senior tours - planned, prepaid tours designed for the travellers over the age of 60
- Cultural festivals - regions feature events that reflect a culture
 - Caribbana (Toronto), Wine Festival (Niagara), Mardi Gras (New Orleans)
- Get-away tours - short tours for 2 to 5 days, eg: Niagara Falls, Las Vegas, New York
- Gambling tours - various locations, at times hotels and transportation is included
- Spouses taking separate vacations that reflect their interests

- Time specific trips - vacations timed to certain popular holidays - spring break, Christmas
- Shopping trips - tours focusing on shopping in certain cities
- Alternative / Slow travel - focus on relaxation and experiencing the culture of an area
- Internet use to book airline flights, hotels, resorts, etc. - less use of travel agents
- New destinations developed - Asia, New Zealand
- Self planned trips
- All-inclusive resorts increasing in popularity, and resorts increase in size (mega-hotels)

Why Change?

- Population (baby boomers) are aging and becoming more wealthy, demand quality vacations and a variety of destinations both traditional and alternative
- Younger people (especially Europeans & Australians) seek out adventure and nontraditional destinations
- People are more informed on travel destinations due to popular travel shows, books, magazines etc.
- Flexible work schedules allow for more convenient vacation travel times.

Travel Barriers

Defñ: factors that make it difficult for people to travel, or they force people to stay at home.

Cost / lack of money

- People may not be able to afford to travel due to other financial commitments such as mortgage & car payments, child education costs.
- Price of travel may be too costly, e.g.: price of fuel, flights, & accommodations, etc. poor exchange rate.

Time

- Some jobs do not give much vacation time
- Other commitments, such as family, children's activities, etc., may take away time for travel.
- Independent business people may not be able to leave their work.

Health

- Poor health may prevent travel.

Lack of Interest

- Some people are not interested in travel

Fear

- People may be afraid to travel due to a fear of terrorists, unstable governments, high crime rates, health hazards such as SARS, infections, unsanitary conditions.

Weather

- Threat of severe weather may cause people to avoid travelling to certain destination or not travel at all.

Family Stage

- At times it is difficult for some families to travel with young children.

These factors may also cause people to alter their travel plans or select different destinations.

Travel Motivators

Defñ: a reason or situation causing people to travel

Business

- People travel as a part of their job, meet business connections, partners, clients
- These are the main travellers ∴ they get discounts with airlines, hotels etc. (called the corporate rate).

Sight-seeing

- Travel to scenic places, both natural or human built (Niagara Falls, CN Tower)
- Enjoy a different place / culture

Relaxation

- People at times need to ‘get away’ and relax ∴ they go to resorts, the cottage etc.

Adventure / Activities

- Travel to enjoy specific activities such as extreme skiing, white water rafting, golf
- Theme park destinations, Disney World
- Extreme destinations may include safari in Africa, biking in Peru

Educational travel

- Travel to an area for a specific school (college / university)
- Learn a language by living in an area for while
- Experience a different culture
- Includes exchange students & teachers

Cultural / Lifestyle

- Experience a culture / lifestyle different from one's own
- Includes different foods, music, religions, way of life
- Learn about different people, cultures, way of life

Interpersonal

- Visit people (friends / family) in other areas to keep in touch
- Travel to meet people or find a future mate

Status / Prestige

- Travel to destinations and do activities that impress others, such as climbing Mt. Everest, go to the Super Bowl, party at the Mardi Gras, shop on Rodeo Drive.

Travel and Tourism System

The T & T system includes a number of components necessary to keep it functioning efficiently.

Retail sector

- sale of goods / products & services to tourists
- includes retail stores, tours, guides etc.

Accommodations

- hotels, motels, B & B's, hostels

Food Services

- restaurants, food stands, grocery stores (retail)
- food preparation companies (pre-made, food processing)

Entertainment

- various services, e.g.: musicians, DJ's, performers, sound/stage hands, comedians, etc.

Advertising / promotion agencies

- needed for promotion of destinations, activities, tours, airlines, etc.

Travel agents / tour operators

- sell and organize tours, airline flights, plan vacation and travel needs
- sell travel services from wholesalers to public

Attractions

- theme parks, individual attractions / events

Transportation services

- ranges from airline & railway companies to individual taxi operators

Maintenance / repair / cleaning services

- required by most components of T & T, especially hotels, restaurants, attractions

Construction industry

- build the various facilities, roads, RR etc. for the various components of the T & T system

Managers / accountants / planners / sales

- personnel needed to organize the day to day operation of facilities and services

Researchers

- help tour companies, pick good hotels, attractions, etc.
- needed to work with developers when selecting future resort sites
- help advertisers research market groups

Energy companies

- provides electricity, fuel, natural gas etc., needed for transportation, lighting, heating etc.

Government

- provides stability and order so tourism can grow (control crime etc.)
- set safety regulations for hotels, restaurants etc
- provides infrastructure: roads, sewage & water systems, etc.
- helps promote the tourist industry through partnerships and grants

Insurance companies

- provides the needed insurance for tourist establishments

Banking & Finance

- lends money to tourist ind. developers
- currency exchange, money transactions, ATM's

The T & T system requires a large and well trained workforce in order to be successful

Organizations that Promote T & T

Governments

- local, provincial, federal levels have funded programs through taxes that promote tourism in certain regions of the country
- the level of involvement ranges from advertizing to developing resorts / destinations

Travel Companies

- advertize their products such as tours, hotels, cruises, etc.

Individual Cities

- advertize to their markets to attract tourist
- form tourist boards to solve tourism promotion problems

International Events

- when events, such as Olympics, NASCAR, golf, concerts etc. are held in an area, people are then attracted to the other tourist attractions in the surrounding area

Conventions / Business Meetings

- people first travel an area for business, and may return to the area for a vacation if the area is attractive

Movies, TV, Magazines

- the media may show case on area, and the public may develop an interest in visiting these locations

World Heritage Site

- once a place is designated a World Heritage Site, people become aware to the region, and the chances of people visiting the site increases

Individuals

- fans of celebrities / world leaders often visit hometowns or burial sites

Comparison of World Regions

Developed Countries

- wealthier GDP / capital over \$20,000
- population can afford a variety of goods: cars, huge homes, high tech goods, basics of life (food)
- better health care system - modern
- more doctors per person
- long life span 74+ years
- high literacy rate (99%)
- education is public or affordable
- population is growing slowly, some nations the population is declining
- small families (expensive to raise children)
- stable governments (democratic) & economy based on service & manufacturing industries
- peaceful, few wars
- tourist come from developed nations

Developing Countries

- less wealthy, often poor, GDP often less than \$5,000 per person some people live less than \$2 per day
- much of the population can barely afford the necessities of life
- poor health care system - difficult to get basic treatment & medication
- few doctors per person
- shorter life span <60 years
- lower literacy rate (<60%), especially among women
- education is often not affordable for average person
- population is growing rapidly
- large families (children needed for work)
- some unstable governments (dictatorships) & economy based on agriculture, some manufacturing
- some areas have war, rebellions
- tourist go to peaceful developing nations