Manual on Module I
Introduction to Tourism
By

Personal, Social and Humanities Education Section
Education Bureau
TOURISM AND HOSPITALITY STUDIES

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International Centre for Integrated assessment and Sustainable development (ICIS), at Maastricht University
Introduction

A set of curriculum support package of tourism and hospitality learning and teaching materials is being developed by the Personal, Social and Humanities Education Section of Curriculum Development Institute, Education Bureau for the implementation of the senior secondary Tourism and Hospitality Studies curriculum in schools. The curriculum support package is comprised of eight manuals, and they are developed to broaden students’ knowledge of the eight different units of the Tourism and Hospitality Studies curriculum.

The content of this manual – Introduction to Tourism, should enhance students’ understanding of the dynamic nature of the tourism and hospitality industry. In addition, the manual includes activities to deepen students’ understanding and help them to apply theories and concepts. Furthermore, students should be able to develop enquiry, problem-solving and decision-making skills through these activities.

All comments and suggestions related to this curriculum support package may be sent to:

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Curriculum Development Institute
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213 Queen’s Road East,
Wan Chai
Hong Kong

April 2009
The Concept of Tourist Flows (0)

Introduction (1)

‘Tourist flows’ refers to the statistical measure of the volume and direction of movement of tourists into or out of a destination for a given period of time or as a trend. The push and pull theory can be used in explaining travel patterns.

Macro Factors Influencing Patterns of Tourist Flows

Pull factors (2)

A destination faces with many different types of tourism push factors. They are the attractiveness or “drawing power” of the destination as perceived and valued by the travellers. The attractiveness is called “pull factors”.

Destination attributes can either by tangible resources or the perceptions and expectations of the travellers. Factors influencing patterns of tourist flows are:

General attractiveness of the destination for the tourists: (3)

Natural and man-made attractions (4)

Tourist flow will be strong if one place can provide the attractions (e.g. beaches, landscapes or historic resources) that the other place lacks.

Climate

There is a general trend of travel towards places of better (i.e. warmer, sunnier or drier) climatic conditions.

Source: Philippine NTO
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1. Introduction to Tourism
Travel and Tourism as an Integrated Discipline

Tourism embraces nearly all aspects of our society. Apart from its importance to economic changes, human socio-cultural activities and environmental development, tourism is related to other academic subjects such as geography, economics, history, languages, psychology, marketing, business and law, etc. Therefore, it is necessary to integrate a number of subjects to study tourism. For example, subjects such as history and geography help us understand more about the development of the historical and geographical resources of a tourist destination. Besides, subjects like marketing and business help us understand the promotion and marketing of tourism products.

Tourism is a complex field of study because it includes a variety of disciplines which are either directly or indirectly related to the understanding of tourism. The study of information technology enhances our understanding of the importance of the global distribution system and its effect on tourism business. The study of religion and culture provides information on the cultural resources of a destination and opportunities to develop it as a cultural destination. Tourism is so vast, so complex, and so multifaceted that there is a wide range of subjects related to tourism.

Integrated Model of Tourism and its 3 Major Components

The vast majority of business organizations such as travel agents, meeting planners, and other service providers including accommodation, transportation, attractions and entertainment are classified as travel and tourism related business. In practice, these organizations are closely linked in the provision of services to the travellers. Tourism is so vast, so complex, and so multifaceted that the practitioners need to obtain a wide range of knowledge related to tourism.

Travellers
Travellers are at the centre of the model where all tourism activities are focused. Radiating from the centre are three large bands containing several interdependent groups of tourism participants and organizations.

Tourism Promoters
Tourism promoters are in the first layer, in close contact with the travellers. Organizations in this layer include tourism boards, direct marketing companies, meeting planners, travel agents and tour operators. The tourism boards and direct marketing companies provide information and marketing services to travelers whereas travel agencies, tour operators and meeting planners provide services such as making travel arrangements and giving professional advice on tourism related matters. All these organizations usually deal directly with individual travellers.

Tourism Service Suppliers
Tourism service suppliers, such as airline companies, bus operators, railway corporations, cruise ship operators, hotels and car rental companies, etc. usually provide services to travellers independently. The service suppliers may also collaborate to provide tour packages for travellers by combining the various services such as accommodation, air transportation, theme park entrance ticket, etc.

External Environment
All of the participants, either individually or as a group, are constantly responding to a variety of societal/cultural, political, environmental, economic and technological forces. It is the interaction of these forces that determine how closely the individuals and organizations work together.

Societal/Cultural forces such as the local skill and know how, the indigenous cultures of the destination and the attitude of local people towards the tourists would have a significant impact on the tourist experience in a destination. One example of encouraging the local community to take part in tourism is the “Be a Good Host” campaign launched by the Hong Kong Tourism Board. It aims at enhancing the tourist experience which helps to promote Hong Kong through “word-of-mouth”.

Political forces such as government support on infrastructure, its policy on tourism planning, the diplomatic relations between tourist generating countries and tourist destination countries, etc. determines the environment of tourism development. For example, because of political instability in the Middle East, tourism development in the region and the attractiveness of these countries to tourists has been adversely affected.

Environmental forces such as the problems of congestion, pollution, hygienic conditions, loss of green belts caused by excessive urbanization and development of tourism may destroy the pleasant ambiance of the destination which visitors look for. For example, Hong Kong’s air pollution problem as a factor discourages tourists to come to Hong Kong.

Economic forces such as the disposable income of tourist and the affordability of a destination affect the desire to travel. For example, in Hong Kong, due to the economic crisis I 1997, the number of visitor arrivals in particular from Asia recorded a negative growth in 1998. (Statistical Review, Hong Kong Tourism Board, 1999). In the recent 2008 global financial crisis, Hong Kong Tourism Board showed that visitor arrivals in November was 1.1% less than in November 2007.
Technological forces such as the popularity of using the Internet for searching information, reservation or purchasing of tourism products affect the tourists’ buying behaviour. The traditional way of distributing tourism products through intermediaries, such as travel agents, tour wholesalers is facing a great challenge. Now that travellers can deal directly with the suppliers, such as airlines, hotels, operators of attractions to purchase tourism products, they can almost by-pass travel agents.
History of Tourism

Roman Empire Period
During the Roman Empire period (from about 27 BC to AD 476), travel developed for military, trade and political reasons, as well as for communication of messages from the central government to its distant territories. Travel was also necessary for the artisans and architects "imported" to design and construct the great palaces and tombs. In ancient Greece, people traveled to Olympic Games. Both the participants and spectators required accommodations and food services. Wealthy Romans, in ancient times, traveled to seaside resorts in Greece and Egypt for sightseeing purpose.

Middle Age Period
During the Middle Age (from about AD 500 to 1400), there was a growth of travel for religious reasons. It had become an organized phenomenon for pilgrims to visit their "holy land", such as Muslims to Mecca, and Christians to Jerusalem and Rome.

16th Century
In the 16th century, the growth in England’s trade and commerce led to the rise of a new type of tourists - those traveled to broaden their own experience and knowledge.

17th Century
In the 17th century, the sons and daughters of the British aristocracy traveled throughout Europe (such as Italy, Germany and France) for periods of time, usually 2 or 3 years, to improve their knowledge. This was known as the Grand Tour, which became a necessary part of the training of future administrators and political leaders.

Industrial Revolution Period
The Industrial Revolution (from about AD 1750 to 1850) in Europe created the base for mass tourism. This period turned most people away from basic agriculture into the town / factory and urban way of life. As a result, there was a rapid growth of the wealth and education level of the middle class, as well as an increase of leisure time and a demand for holiday tourism activities. At that time, travel for health became important when the rich and fashionable Europeans began to visit the spa towns (such as Bath in England and Baden - Baden in Germany) and seaside resorts in England (such as Scarborough, Margate and Brighton).

19th to 20th Centuries
In the 19th and 20th centuries, the social and technological changes have had an immense impact on tourism. Great advances in science and technology made possible the invention of rapid, safe and relatively cheap forms of transport: the railways were invented in the 19th century and the passenger aircraft in the 20th century. World War II (AD 1939-1945) was also the impetus for dramatic improvements in communication and air transportation, which made travel much easier today than in earlier times.
The 1980s were called the boom years. Business and leisure travel expanded very rapidly. The baby-boomers were coming of age and had the money to spend. These travellers were looking for a variety of travel products from exciting vacation options such as adventure travel, ecotourism and luxurious travel.

There was not only a significant expansion in the travel market but also in tourist destinations. The fall of the Berlin Wall in Germany in 1989 signified the doom of communism in Europe. Countries such as Russia and the Czech Republic became new tourist destinations both for vacation and business travellers.

The Aviation Industry was facing high operational costs, including wage, oil prices, handling fee of Central Reservation System (CRS), landing charge of the air crafts and advertising fee etc. During this decade, CRS also marched towards more sophisticated technology. It became possible for agents to book a huge inventory of travel products, such as hotels, car rentals, cruises, rail passes, and theatre tickets from the CRS.

The introduction of “ticketless traveling” (electronic ticket) brings benefits to the airlines by cutting the amount of paperwork and cost of tickets. At the same time, passengers do not have to worry about carrying or losing tickets. Although, electronic ticketing does not bypass the travel agents as intermediaries, it makes it easier for the airline to deal directly with consumers.

The advance in technology also allows the airlines and other travel suppliers to sell directly to travellers through the Internet and interactive kiosks at airports. The kiosks at the airport usually sell hotel accommodation, transfer tickets such as bus tickets between airport and downtown areas and coach tickets from one city to another.

Travellers can now log on to the Internet easily reach for travel information, book a simple ticket or hotel room through their personal computer at home. There are thousands of new destinations, tour products and discounted airfares for travellers to choose from.
Trend of Tourism Development

The important trends of tourism in the world are as follow:

Increasing Choices of Destinations
For several decades, Western Europe has been a popular destination for international tourists. However, as tourists have got used to visiting Western Europe, they become curious about the less explored parts of the world such as Eastern Europe, the Asia-Pacific area and the less developed parts of the world including Africa. In general, there appears to be a slow shift of tourist arrivals from the economic advanced countries to the less developed ones.

Mercurial Responses to Changing Economic Environment
The potential for tourism growth is enormous throughout the world. As the production of goods and services increases, people have more disposable income and more leisure time. At the same time, a better-educated population would like to travel for different purposes such as recreation, education and health. Although there may be economic setbacks that will discourage tourism development, tourism has always found new ways to flourish. For example, many people would rather change their travel destinations or spending patterns than give up their vacation. Also, there are tour packages to suit every taste and income level.

Governments Encouraging Tourism Development
As many countries recognize the potential contribution of tourism to their economy, there will be increasing competition in the development and promotion of tourism among countries in future.

Sustainable Forms of Tourism
In future, tourism development will no longer be determined solely by economic consideration. It is suggested that tourism development should not abuse the natural environment. As environmental issues are becoming a worldwide concern, there will be new forms of tourism such as “eco-tourism”, “agri-tourism” and “green tourism”.

“Special-Interest Tourism” Changes Forms of Tourism
Due to cultural and social changes, there have been significant changes in the pattern of international tourism. “Special-interest tourism” (such as weight-losing and mind-broadening) has been developed to cater for the wide range of interests of tourists.
Increasing Ability to Travel of Young People and the Elderly

It is suggested that in the next decade, the number of tourists of the following two age groups will increase faster than that of the others: senior citizens and young people. Due to changes in socio-economic conditions such as better retirement benefits, more senior citizens can afford to travel after retirement. Moreover, better education and new travel opportunities enable young people to travel more.

Information Technology Contributing to Tourism Development

Information technology will become all-powerful in influencing destination choice and distribution. Travel suppliers and promoters are using information technology to identify and communicate with travellers through promotion and information supply, and to assist the travellers in their choice of destinations. Travellers that are familiar with surfing on the Internet for information and reservations could make their travel arrangements by themselves. As a result, the traditional distribution channels of delivery through intermediaries are being affected.

Service of Intermediaries Professional and Personalized

The role of travel agents is now changing from that of intermediaries to that of a provider of personal service and professional expertise.

Theme Based Tourism Product Diversification

Theme based tourism product is being developed with a combination of the three Es – entertainment, excitement and education.

Terrorist Attack Enhanced Concern of Travel Safety

Air traffic control systems play a major role in overall air travel safety such as collision avoidance, precision landing aids and ground obstacle avoidance. Air security issues such as security screening at airports, permanent reinforcement of cockpit doors, public safety are also being major concerns especially after the September 11 Terrorist Attack in New York and Washington.

Source: Tourism: 2020 Vision, Executive Summary Updated, World Tourism Organization December 1999
2. The Meaning of 'Travel', 'Tourism' and 'Tourist'
Concepts of ‘Travel’ and ‘Tourism’

Travel
Travel comprises all journeys from one place to another. It includes all journeys made by people who enter a country for leisure, to work, reside, study or who just pass through a country without stopping.

Tourism
A brief summary of the definition is as follow:

Tourism means the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations. (All tourism should have some travel, but not all travel is tourism.)

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited. The term “usual environment” is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

Based on the UNWTO definition on tourism, tourism could be categorized as:

**Domestic Tourism**
Domestic tourism involves trips made by local residents within their own countries.
Example: An American, who lives in New York, takes a business trip to Los Angeles.

**International Tourism**
International Tourism involves trips between 2 countries. To a certain country, visits by residents of that country to another country is her outbound tourism; visits to that country by residents of another country is her inbound tourism.
Example: Trips between Hong Kong and Japan. Hong Kong as the point of origin/point of destination:
- Visits made by Hong Kong residents to Japan are Hong Kong’s outbound tourism;
- Visits made by Japanese to Hong Kong are Hong Kong’s inbound tourism.
International tourists are those who travel to a country other than the one in which they normally live.

<table>
<thead>
<tr>
<th>Tourist generating country</th>
<th>Tourist receiving country</th>
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<tr>
<td>Country A</td>
<td>➔</td>
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<tr>
<td>➔</td>
<td>Country B</td>
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Outbound tourism  
Inbound tourism

The tourist leaves Country A (which is a tourist generating country) to Country B (which is a tourist receiving country). From the point of view of Country A, this person is an outbound tourist; but from the point of view of Country B, he or she is an inbound tourist.

**Top Tourist Destinations of the World**

According to the figure compiled by UNWTO, international arrivals grew from 25 million in 1950 to 903 million in 2007. In 1950, destinations of the developed countries account for 98% of all the international arrivals. However, this percentage fell to 57% in 2007. In 2007, Europe accounted for 55.6%, Asia and the Pacific for 20.1%, Americas for 16.6%, and the Middle East for 3.1% of the world's total international tourist arrivals. Meanwhile, Middle East region has experienced the highest annual tourist arrival growth rate at 10.6% since 2000. Asia and the Pacific region came second at an annual rate of 6.9%.

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<th>Rank</th>
<th>International Tourist Arrival (million) 2007</th>
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<tr>
<td>1</td>
<td>France</td>
</tr>
<tr>
<td>2</td>
<td>Spain</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
</tr>
<tr>
<td>4</td>
<td>China</td>
</tr>
<tr>
<td>5</td>
<td>Italy</td>
</tr>
<tr>
<td>6</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
</tr>
<tr>
<td>8</td>
<td>Ukraine</td>
</tr>
<tr>
<td>9</td>
<td>Turkey</td>
</tr>
<tr>
<td>10</td>
<td>Mexico</td>
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Source: World Tourism Organization (UNWTO)
## Top Tourism Spenders of the World

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<th>International Tourism's Top Spenders 2007</th>
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<td>International Tourism Expenditure (US$ billion)</td>
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<tr>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>Germany</td>
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<tr>
<td>United States</td>
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<tr>
<td>United Kingdom</td>
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<td>France</td>
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<td>China</td>
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<td>Italy</td>
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<tr>
<td>Japan</td>
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<tr>
<td>Canada</td>
</tr>
<tr>
<td>Russian Federation</td>
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<tr>
<td>Korea, Republic of</td>
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Source: World Tourism Organization (UNWTO) (Data as collected by UNWTO, 2008)
Definitions of “Tourist”

Travellers
Any person who is taking a trip within or outside his/her own country of residence irrespective of the purpose of travel, means of transport used, even though he/she may be travelling on foot.

Tourist
A tourist is a person who travels to destinations outside his/her residence and working place, and stays for at least 24 hours, for the purpose of leisure or business.

Excursionist
An excursionist is a person who temporarily visits a destination and stays for less than 24 hours, for the purpose of leisure or business, but not for transit.

Examples:
1. A Canadian resident takes a short trip to the USA without staying overnight.
2. A Hong Kong resident goes to
   • Shenzhen shopping without staying overnight.
   • Macau gambling without staying overnight.

Visitors
  International visitor
  Any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

  Domestic visitor
  Any person residing in a country, who travels to a place within the country but outside his/her usual environment for a period of not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

Tourist (overnight visitor)
  International tourists
  A visitor who visits another country and stays at least one night in a collective or private accommodation in the country visited.

  Domestic tourists
  A visitor who stays at least one night in a collective or private accommodation in the place visited within his/her own country.
Excursionist (same-day visitor or day tripper)

International excursionist
A visitor who does not spend the night in a collective or private accommodation in the country visited.

Domestic excursionist
A visitor who does not spend the night in a collective or private accommodation in the place visited within his/her own country.
World Tourism Organization's (UNWTO) Definitions of “Tourist”

The International Conference on Travel and Tourism Statistics convened by the World Tourism Organization (UNWTO) in Ottawa, Canada in 1991 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of tourism, travelers, and tourists. The United Nations Statistical Commission adopted UNWTO’s recommendations on tourism statistics on March 1993.

(a) Tourists: Visitors who spend at least one night in the country visited
(b) Crew members: Foreign air or ship crews docked or in lay over and who used the accommodation establishments of the country visited
(c) Excursionists: Visitors who do not spend at least one night in the country visited although they might visit the country during one day or more and return to their ship or train to sleep.
(d) Cruise passengers: Normally included in excursionists. Separate classification of these visitors is nevertheless preferable.
(e) Day visitors: Visitors who come and leave the same day.
(f) Crews: Crews who are not residents of the country visited and who stay in the country for the day.
(g) Members of armed forces: When they travel from their country of origin to the duty station and vice versa.
(h) Transit passengers: Who do not leave the transit area of the airport or the port in certain countries, transit may involve a stay of one day or more. In this case they should be included in the visitor statistics.
(i) Purpose of visit: Main purposes of visit as defined by the Rome Conference (1963).
Summary

According to UNWTO’s definition, tourists are classified in 2 categories:

‘Tourists’, or ‘overnight visitors’ that would stay overnight in their trips, and ‘Same-day visitors’, or ‘excursionists’ that would not stay overnight in their trips.
3. Concerns and Needs of Tourists
Main Concerns of Tourists

For a number of travelers, safety is their primary concern. Other concerns include health hazards and the crime rate, especially theft at the destination.

Personal Safety
1. Avoid places where crime rates are high, wars are taking place or where there is threat from terrorists.
2. Find out the location of fire exits in the hotel one is staying in.

Money and Valuables
1. Buy traveler’s cheques to reduce the possibility of losing the cash.
2. Keep the traveler’s cheques, credit cards and cash in separate places.
3. Put valuables in the hotel safe.
4. Take good care of one’s travel documents.
5. Make photocopies of one’s travel documents in case the original is lost.
6. Keep a list of emergency telephone numbers

Health
1. Find out whether the country one is traveling to is a plague area (whether inoculation is necessary).
2. Find out the sanitation condition in that country (whether it is necessary to bring drinking water).
3. Bring one’s personal medication.
4. Be careful with what to eat and drink. Avoid unclean food and water. Visit the Travel Health Service Website of the Hong Kong Department of Health when planning for a trip away from Hong Kong – www.travelhealth.gov.hk.

Source: Travel Health Service, Hong Kong Department of Health
Tourist with Special Needs

Very Important Persons (VIPs)
1. VIPs are usually served by specially trained employees assisting in the departure or arrival procedures.
2. On departure and on arrival, VIPs may benefit from having special immigrations and customs check different from that of normal passengers.

Senior Travelers
1. Airlines may provide special care for them, e.g. special meals.
2. Senior travelers may request wheelchair or staff to assist them when boarding and disembarking the aircraft, as well as moving in and out of a hotel.

Children
1. Airlines may provide special meals and toys for them.
2. If children fly without adults, airlines must provide staff to take care of them.

Disabled
1. Airlines allow the blind to bring along guide dogs on board.
2. Airlines provide the therapeutic air for the needy.
3. Airlines and hotels would provide wheelchairs for those who need.

Religious Travelers
1. Airlines prepare special meals for Jews, Muslims, etc.
2. During the flight, they may ask the direction of the aircraft so as to pray to a holy center of their belief.
3. They may ask for a praying room in the concourse area of an airport.

Pregnant Travelers
Airlines will accept passengers with pregnancies up to 28 weeks. A medical certificate may be required at check-in.
Infant Travelers
Most of the aircraft are equipped with special baby bassinets, diapers and baby food. Airlines may also offer meet and assist service for passengers travelling with infant when departing from and arriving at the airport.

Physical Challenge/ Travelers/ Travelers with Disabilities
They are slow walkers, wheelchair travelers, dumb and deaf travelers. These travelers have unique needs and they cannot be fulfilled with traditional hospitality facilities. The tourism and hospitality operators must provide a barrier free travel for these travelers.

The typical barriers for these travelers are accessibility, mobility and communication. Airlines, cruises, rails and hotels as well as attractions such as shopping malls, museums, airports, etc should consider of providing a barrier-free services to these travelers.
4. How to Provide Quality Service to Satisfy Customers’ (tourists) Needs?
Customer Satisfaction - Quality Service

Tourism is People Industry. Service is created and performed by people (service providers) for people (customer). What makes service outstanding and memorable is a sequence of events participated by a variety of willingly involved and competent personnel.

Effective Customer Service must be customer-driven and customer-focus so that Total Customer Satisfaction must be achieved. Companies in the tourism industry strive to achieve Total Customer Satisfaction as their corporate culture, their primary objective of corporate success because they realize ‘satisfied’ customers are the truly asset of the companies. Despite the capital investments on aircrafts, hotels and attractions, it is the people (the service providers) that make the difference.

Customers can choose what kind of products or services they want to have but service providers have no choice of their customers. Providers are there in meeting all kinds of customers from all walks of life and from all parts of the world. These customers are different in nationalities, genders, ages, life-styles, cultures etc.

Effective customer service must be performed not only with ‘smiles’ but more important with ‘sensitivity’. All service providers must be trained to be observant and alert to respond in different situations and to different customers. The mind-set of positive customer relationship is important and to practice this belief every service provider must develops a positive view towards the customers. In addition, they have to identify their important roles and responsibilities.
Who is Customer?
- A customer is the most important person associated with the company, either in person, on the telephone or via correspondence.
- A customer is not dependent on us — we are dependent on the customer.
- A customer is not an interruption to our work; he/she is the purpose of it. We are not doing the customer a favour by dealing with him/her; the customer is doing us a favour by continuing to do business with us.
- A customer is not someone to argue and match wits with. Nobody ever wins an argument with a customer.
- A customer is a person without whom we would not continue to prosper. It is our job to ensure the customer continued having pleasure with our products.
- The same principle applies to our business partners namely we should not patronize or chastise them. They should be treated as customers.

Customer Reception
The front line or customer servicing staff has the responsibility of establishing good relationship with the customers in order to secure business. Greeting is the first reaction of staff to extend his/her hospitality to customer who walks into our workplace. This is an attempt to recognize the existence of the individual and creates the feeling to the customer he/she is a VIP. Addressing the customer by name such as Mr. .. or Ms. ... will always be welcomed. This will be followed by an offer of service or assistance. Performing effective customer service depends on many factors; the most important being our SENSITIVITY in dealing with the customers. This is reflected in the “Service Triangle”:
• How well do we understand the feelings, attitudes and beliefs that we bring to our job?
• How can these affect our relations with our customers?
• How skillful are our communication skills which ultimately have an effect on our relations with others?
• How skillful are our evaluation skills in assessing customers’ needs and analyzing their behaviours including an understanding of our own feelings and reactions to others?

Effective Customer Service
The 9 basic requirements to achieve effective customer service:

1. Be prepared
When we know that customers are coming, we have to be prepared. We need to report to work at least 15 minutes earlier so that we can prepare beforehand.

2. Be presentable
We need to be properly dressed such as wearing uniform provided by the company. If we cannot look after ourselves, we cannot afford to care for others.

3. Let customer knows he/she is important
Everyday we see hundreds of customers but each customer only see us once. Therefore, it is important that we have to put our work aside and greet the customer when he/she approaches us. We should not make the customer waits for us to finish our work. Instead, we should reassure the customer that we will attend his/her needs shortly. Learn his/her name quickly and use it.

4. Let him tell his/her story
The best medicine for an upset customer is to allow him/her to get it off his/her chest. Without getting us upset, give the customer a chance to express his/her feelings. Draw the customer out with questions and use remarks such as “I know how you feel!” This will help to calm the customer down. It will also reveal some points of agreement or settlement that are important in leading to a solution.

5. Listening
It is not enough to sit passively while the customer talks. One has to listen with the mind and looks for the paths that lead to understanding and problem-solving. Listening requires the ability to turn the speaker’s questions reverting back to him/her. In doing so, the speaker will tell his/her story fully before we offer him/her with solutions to the problems. Listening is a very important skill in customer service.
6. Understanding his/her point of view
Try to put ourselves in someone’s shoes. Doing this, we can appreciate customer’s problems, develop emotional maturity and communication skills. Find out what is the customer’s interest, talk to the customer in terms of his/her experience, and what are his/her expectations and what brings him/her to us.

7. Speak their language
It will never help if we speak the company’s language, or industry’s jargon when we are dealing with the customers. We should never embarrass our customers or make them defensive and eventually prompting the customer says, “What Do You Mean?” Use words that the customers can understand when talking about our services. Aim at communicating but not showing off.

Courtesy, respect, consideration are shown in little things; a friendly tone of voice; manner that shows the customer we consider him/her a person worthy of respect; a controlled volume to your voice - not too loud yet not whispering and a choice of words that will be meaningful to your customers.

8. Be honest with ourselves
Sometimes when customers approach us for information, we may not have it. In this case we have to be honest. Don’t bluff but simply reply that we can find out the information for him/her.

Give accurate directions to the customers and make every attempt to provide good customer service will be appreciated.

9. Create a lasting impression
A courteous opening when meeting customer, and it requires a similar gesture in closing. Customer should be left with a lasting impression, and it is a way to establish a corporate image.
5. Travel Product
Different Types of Tourist Attractions

These include air passenger transport, rail transport, ferry transport, accommodation services, catering services, meeting and tourist attraction activities, etc. Travel products are a kind of service, and tourism consumers differentiate between travel products provided by different providers on the basis of their own feelings about service quality when making their purchasing decisions. Therefore, tourism providers must pay attention to consumers' views on tourism services and improve clients' level of satisfaction.

The Characteristics of Travel Products

Travel products are intangible, are produced and consumed at the same time, can be differentiated from each other, are non-storable, are mutually complementary, and the ownership rights in them are non-transferable, etc. Each characteristic will influence consumer behaviour.

Intangible nature
Tourists can never see, hear, taste or touch travel products before they buy them. This is because what they purchase are the experiences travel gives them, including taking the plane, staying in hotels, visiting museums, enjoying drama performances, taking tourist boat trips, seeing famous mountains and great rivers, having fun, and relaxing in clubs, etc.

After enjoying such services, tourists can only retain these experiences in their memory, and have no way of acquiring physical ownership. Even where travel products require the use of tangible purchases to complete the service process, such as for food and beverages, they do not in any sense represent the ultimate goal of tourists who buy travel products. Tourists hope to achieve intangible goals such as happiness, excitement, relaxation, etc., through their travel experiences.

The inseparability of production and consumption
When organizations in the tourism industry provide services to tourists, this is the exact moment that tourists consume such services, and the two cannot be separated in terms of time. For example, when an airplane is in flight, the passengers are consuming flight services at the same time; when a hotel sells a hotel room to a guest for the night, the guest utilizes the hotel's room service at the same time.

Differentiation
This means that the elements that make up travel products and their quality standards are difficult to control in a unified manner. This is because the core of travel products is to serve people, even when a tourism enterprise can clearly regulate behavioural standards when service staff are in a certain kind of service situation, the work experiences, personal characteristics and work attitudes of staff will all be different. Because of this, services provided by different service staff in the same environment can never be completely the same.
In addition, the superiority or inferiority of travel products is not only related to the service attitude and ability of service staff, but is also related to tourism consumers. As tourists directly participate in the production and consumption of services, their differences in tourists’ knowledge, experience, interests and hobbies all contribute to differences in service quality and satisfaction.

Perishability
Travel products cannot be stored like physical products and prepared for sale in the future. Unoccupied hotel rooms or unsold airline tickets have forever lost their chances to be sold. For example, airline companies have no way of storing up spare seats on night time flights to be used to cope with crowded morning or afternoon flights.

Complementarity
Tourism is made up of activities such as eating, accommodation, travel, entertainment and touring. Generally speaking, every trip requires the purchase of tourism services provided by various tourism organizations. For example, business travellers, in addition to buying air tickets, also have to pay for taxi transport services, meals and refreshments, and accommodation services provided by hotels. Because of this, one travel product will always be affected by the elements of other travel products. For example, when a famous hot springs tourist attraction becomes less popular, the number of tourists who go to restaurants and shops near the hot springs will also fall, and business on flights to the hot springs tourist attraction will also be affected. Although these products are not from the same organization, they are nevertheless closely linked with each other, and this type of relationship is called complementarity.

Immobility of ownership
This refers to the fact that it is only when services are purchased that activities can be enjoyed or equipment can be used. Tourists will only acquire an experience, but not the ownership of the product. For example, after flying on a plane, a traveller is transported from one place to another, after which he or she acquires nothing other than an air ticket.

Tourist Destination

People travel for pleasure, looking for tourist resources, facilities and events that provide them with entertainment and interest. Any resources, facilities or events that attract tourists to a particular place are called attractions. Attractions can either be natural or man-made.

Attractions
An attraction is a destination that pulls or entices a person to it. In general, tourist attractions can be categorized into two types: natural attractions and man-made attractions.

Attractions, no matter physical or cultural, are the main pull factor of tourist flow. Without these attractions, there would be no need for other tourist services. Attraction is a pull factor which entices travelers to a destination. However, the attractiveness of a destination will be different for different people, and it may change with time. Therefore, a combination of attractions may help to create a strong tourist appeal.

Referring to the "Overview of Attractions" below, all the attractions are grouped as "Man-made" except those under the heading "Natural Attractions".

The facilities and services

Popular attractions will grow into important tourist destinations. Services and facilities such as hotels, restaurants and shops would gather around the attractions for serving the tourists. Most of the world's famous destinations are developed from these major attractions.

Example:
- Orlando (USA) - Disney World
- Luxor (Egypt) – Pyramids
- Beijing (China) – Great Wall

Accessibility

From a geographical point of view, a tourist destination can be a resort, a city, an area within a country, the whole country or a larger area of the globe. Therefore, the development and maintenance of efficient transport is important in stimulating tourist flows between tourist generating areas and tourist receiving areas.

Natural Resources

There are different types of natural resources:
- Climate
- Natural features (which could be classified as 'scenery' and 'vegetation and wildlife')

Climate

In order to enjoy their holiday, tourists must be physically comfortable with the climatic conditions of the holiday destination. First, they must be comfortable irrespective of their activity, be it passive (e.g. sunbathing) or very active (e.g. surfing, horse riding, snow skiing, etc.). Secondly, climate of the holiday destination must be attractive. People tend to be more relaxed and cheerful when it is sunny and clear than when the sky is overcast and gloomy.

Climate is important to tourism for the following reasons:

1. Climate itself is an attraction
   In winter, people from Northern Europe are attracted to the warmer Mediterranean countries for enjoying the sun. At the same time, thousands of people travel to the Alps of France, Switzerland, and to the Rockies in the United States to ski. It is the promise of sunny, clear and cold days that attracts the tourists to spend their holidays on these ski-slopes.

2. Tourists must feel comfortable whether they take part in passive or active activities.
   A comfortable warm climate is determined by a combination of humidity and wind. Traveling in hot, dry condition is more comfortable than in hot, humid condition. A comfortable cold climate is determined by wind. Wind increases the feeling of winter cold by causing rapid heat loss.
The following climatic elements are associated with human comfort:

- Temperature
- Relative humidity
- Wind

This figure shows the range of temperature and relative humidity within which a person feels comfortable.


**Physical features and scenery**

Natural features and scenery are fascinating attractions for tourists. They can be classified broadly as:

- landforms
- natural vegetation and wildlife

*Landforms*

Mountains and hills attract tourists for:

- Their fascinating natural features;
- The clear and fresh air;
- Activities such as climbing hills, photography, etc.; and
• Winter sports.

Coastlines with beaches, bays, lagoons, islands and reefs attract tourists for:
• Their beautiful scenery of sun, sand and sea; and
• Activities such as surfing, swimming, diving, fishing, etc.

River systems with lakes and waterfalls attract tourists for:
• Their beautiful scenery; and
• Activities such as swimming, canoeing, fishing, etc.

Special natural phenomena such as volcanoes, hot springs, geysers are important attractions. Special geological formations such as karst (limestone) landscape with caves and stalactites and stalagmites are impressive enough to be major attractions on their own.
Landforms as tourist attractions

Coral Reef System, Philippines
Source: Philippines NTO

Mount Titlis, Switzerland
Source: Switzerland NTO

The UNESCO Biosphere Entlebuch, Switzerland
Source: Switzerland NTO
Natural vegetation and wildlife

Observation of natural vegetation and animals in their natural environment is increasingly popular. Tourists go into the Amazon for its rich rainforest and wildlife.

Tourist activities related to wildlife can be further divided into observation and hunting.

<table>
<thead>
<tr>
<th>Observation</th>
<th>Hunting</th>
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<tbody>
<tr>
<td>There are various wildlife attractions including animals in national parks, forests and game parks/safari parks. In safari parks, tourists remain in their cars and drive through, watching animals in their natural environment. They hunt animals with cameras instead of guns.</td>
<td>Hunting of wildlife can be important to the tourism industry. In Kenya and other countries of South Africa, wildlife safaris are becoming more popular. Some rich people are willing to pay high prices for shooting big game. Some countries in Africa and some Eastern European countries such as Poland and Hungary offer expensive hunting trips to western tourists.</td>
</tr>
</tbody>
</table>
### Vegetation and animals as tourist attractions

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<th>Types</th>
<th>Flora/Fauna</th>
<th>Examples</th>
<th>Activities</th>
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<td>Monkeys</td>
<td>Amazon</td>
<td>• Eco-tourism</td>
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<tr>
<td></td>
<td>Birds</td>
<td>Brazil</td>
<td>• Eco-tourism</td>
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<td>Butterflies</td>
<td>Madagascar</td>
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<td>Orchids</td>
<td>Congo</td>
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<td>Mangroves</td>
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<td>Mai Po (Hong Kong)</td>
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<td>Subtropical forests</td>
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<td>Savannas</td>
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<td></td>
<td>Zebras and wild beasts</td>
<td>Serengeti Plains of East Africa</td>
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<td>Temperate forests</td>
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<td>• Recreation</td>
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<td>Redwood trees</td>
<td>California</td>
<td>• e.g. cycling</td>
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<td></td>
<td>Pandas</td>
<td>Alpine bamboo</td>
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<td>thicket of Sichuan (四川)</td>
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<tr>
<td>Temperate grasslands</td>
<td>Wild horses</td>
<td>Steppes of Russia</td>
<td>• Wildlife expeditions</td>
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<td>Tundra and polar regions</td>
<td>Caribou</td>
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<td>• Wildlife expeditions</td>
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<td>Wolves</td>
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<td></td>
<td>Seals</td>
<td>Antarctic</td>
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Adventure tourism

Source: Philippines NTO

Coral Reef System

Dolphin
Why do tourists find natural resources attractive?

Tourists are attracted by natural resources because they want to:

1. Appreciate the natural wonders of the world - features such as great waterfalls (e.g. the Niagara Falls), volcanic phenomena (e.g. hot springs, sulphur pools, geysers such as Old Faithful in Wyoming, USA), geological phenomena such as caves or rock formations (e.g. Ayers Rock), or spectacular views (e.g. across the Grand Canyon).

2. Pursue activities that require a natural landscape setting or that depend on rurally located resources, rather than for the scenic quality of the rural backdrop. Activities such as sailing, canoeing, potholing, shooting, climbing, hang-gliding and skiing are examples of the latter where the quality of the resource is more significant than the landscape in which it is set, whereas activities such as cycling, horse riding and walking perhaps depend more closely on high quality landscapes.

3. Visit the countryside as a destination in order to experience a non-urban way of life for a period, as a relief from the congestion and pressures of the urban environment.

4. See wildlife in its natural habitat rather than in the zoo or safari park setting.

5. Visit the countryside purely for the pleasure of looking at, and being in attractive rural landscapes.
Historic Attractions
People have always been interested in their past, so historic monuments, buildings, and places have become important tourist attractions. Historic attractions include historic relics, sites, history museums and buildings. All of these have special significance in relation to historical events or people. Each country and the various cultural groups within a country have their own unique history which attracts many interested tourists.

<table>
<thead>
<tr>
<th>Types</th>
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<td>Historic sites</td>
<td>Stonehenge in England</td>
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<td>Aboriginal rock paintings in Kakadu National Park, Australia</td>
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<td>Archaeological ruins at Mohenjodaro in the Indus valley in Pakistan</td>
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<td>Maya site of Copan in Honduras</td>
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<td>Historic center of Florence</td>
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<td>Auschwitz concentration camp run by Nazi Germany in Poland during World War II</td>
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<td></td>
<td>For more information on Hong Kong’s heritage conservation and the revitalization of our historic buildings, visit Development Bureau’s heritage website “Conserve and Revitalize Hong Kong Heritage” - <a href="http://www.heritage.gov.hk/en/buildings/monuments.htm">http://www.heritage.gov.hk/en/buildings/monuments.htm</a></td>
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<tr>
<td>Famous constructions</td>
<td>The Great Wall of China</td>
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<td>The Parthenon, Athens, Greece.</td>
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<td></td>
<td>The pyramids of Egypt</td>
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<td>Taj Mahal in India</td>
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<td>History museums</td>
<td>British Museum in United Kingdom</td>
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<td>The Louvre in Paris</td>
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<td>Historic relics</td>
<td>Qin Terra Cotta Warriors, Xian, China (西安兵马俑)</td>
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<td>Crown Jewels of the Queen of England</td>
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</table>

Cultural Attractions
Cultural attractions include the cultural traditions and activities originating from the history and customs of a group of people.

Traditions
The traditions of Chinese society in Asia or throughout the world provide a focus of interest for many westerners.
Art
Most tourists like to visit places where art such as paintings, sculpture, graphics and architecture is being produced or displayed.

Handicrafts
Handicrafts of many cultural groups are of interest to tourists, and demonstration of the craftsman’s skills in making the handicrafts also attracts interest. Sale of arts and crafts as souvenir items or gifts is created by:

- the demand of tourists to bring back a souvenir to remind them of their visit; and
- the desire of many tourists to enhance their prestige among friends and relatives by having something to show that they have visited an exotic destination.

Food
Differences in the types of food and the way which they are prepared provide one of the most interesting ways to learn about another culture. Since people have to eat and usually enjoy doing so, trying new food is a novel experience that is enjoyed by most tourists.

Music and dance
Music and dance are probably the most entertaining and appealing cultural attractions for tourists.

Lifestyle
The lifestyle of a particular culture would be represented by elements of daily life such as:

- work
- food and eating habits
- traditional celebrations
- religion
- language

In Asia, the lifestyle of Buddhist monks in Tibet and Thailand also provide a point of interest for tourists who wish to find out more about the influence of religion upon the host society.

With the establishment of “model villages”, the lifestyles of particular cultures have been “packaged” for tourists who have a limited amount of time. In order to fit the tight schedules of tourists and to make it convenient for them, the development of such villages enables tourists to experience various aspects of one or a number of cultural groups.
Examples of model cultural villages are the Shenzhen Splendid China Folk Culture Village (錦繡中華中國民俗文化村) and Polynesian Cultural Center in Hawaii. The cultural villages are designed as living museums where the lifestyles of various cultural groups are recreated for visitors to experience. Traditional dances, ceremonies, and music are usually featured. Demonstrations of cooking or craft skills are also provided to educate and entertain visitors.

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<tr>
<th>Types</th>
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<tr>
<td>Traditions</td>
<td>Dragon dance</td>
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<tr>
<td>Art</td>
<td>The Edinburgh Festival in Scotland</td>
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<td>Handicrafts</td>
<td>Italy is famous for its leather goods</td>
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<td>Czech Republic for its crystal</td>
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<td>Food</td>
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<td>Chinese &quot;dim-sum&quot;</td>
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<tr>
<td>Music &amp; dance</td>
<td>Thai dancing</td>
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<td>The Vienna Boys’ Choir</td>
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<tr>
<td>Lifestyle</td>
<td>Shenzhen Splendid China Folk Culture Village</td>
</tr>
</tbody>
</table>

Why do tourists find historic/cultural resources attractive?
1. Tourists may be attracted by the age of ancient relics of their own cultural origins. For example, Americans visit Europe in order to see the cities and buildings where their ancestors lived. Likewise, Hong Kong and overseas Chinese travel to the mainland of China to look for their roots and to experience the culture of their own country.

2. Tourists of different cultural backgrounds may enjoy visiting historic sites purely for the appreciation of the beauty of the art and architecture, e.g. Greek temple at Sounion, Taj Mahal in India.

3. Visitors may be attracted to buildings and places for their historical/cultural meaning rather than their visual appeal, e.g. the site of 1911 Revolution in Wu Chang (武昌), Waterloo Battlefield in Belgium, Mecca in Saudi Arabia and the holy city of Jerusalem in Israel.

4. Tourists are interested in how other people live, work and play. They are attracted by the local/native dances, ceremonies and work skills.
Religious Attractions

Religion also gives rise to travel. This type of tourism may include pilgrimages, meetings or visits to religious headquarters and historical sites.

This form of tourism may stem from the curiosity of a tourist from another faith, or the spiritual motivation/inspiration of a tourist of the same faith.

<table>
<thead>
<tr>
<th>Types</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Places of pilgrimages</td>
<td>Mecca by Islamic believers</td>
</tr>
<tr>
<td></td>
<td>Lourdes in France by Catholics with illnesses</td>
</tr>
<tr>
<td>Religious headquarters</td>
<td>Catholics to Rome</td>
</tr>
<tr>
<td></td>
<td>Jews to Israel</td>
</tr>
<tr>
<td>Religious sites</td>
<td>The birthplace of Jesus Christ</td>
</tr>
<tr>
<td></td>
<td>Westminster Abbey in London</td>
</tr>
</tbody>
</table>

Built Attractions/Facilities

Architecture

Modern civilizations have created new scenery in cities with their high-rise buildings. Modern buildings, with their unique and attractive architectural styles, fascinate many people.
Theme and amusement parks
Theme and amusement parks are developed from circuses, carnivals and tournaments of Asia and Europe. Disneyland in Anaheim (California) changed the local amusement park business by integrating shops, shows, and restaurants into a theme embracing adventure, fantasy, history, and science fiction.

Hong Kong Disneyland

Zoos
Zoos have function similar to that of museums and parks. They entertain and educate visitors and preserve the wildlife in their charge. Zoos serve as centers for scientific research in all areas of zoology and biology, and many zoos are involved in an effort to rescue endangered species through carefully controlled breeding programs.

Aquariums
Aquariums are special buildings for fish and aquatic mammals, such as dolphins and seals. Visitors are able to observe aquatic animals, from and below the waterline.

Science museums
Science museums have displays that help us understand the modern world in which we live.
<table>
<thead>
<tr>
<th>Types</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme parks</td>
<td>Disneyland in California</td>
</tr>
<tr>
<td></td>
<td>Splendid China（錦繡中華） and</td>
</tr>
<tr>
<td></td>
<td>China Folk Culture Village in Shenzhen, China</td>
</tr>
<tr>
<td></td>
<td>Ocean Park in Hong Kong</td>
</tr>
<tr>
<td>Parks &amp; gardens</td>
<td>Palace of Versailles in Paris, France</td>
</tr>
<tr>
<td></td>
<td>Yiheyuan in Beijing (頤和園), China</td>
</tr>
<tr>
<td></td>
<td>The gardens in Suzhou (蘇州), China</td>
</tr>
<tr>
<td>Convention centers</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
</tr>
<tr>
<td></td>
<td>(In recent years, many resorts have also constructed convention</td>
</tr>
<tr>
<td></td>
<td>facilities in order to even out the seasonality of their tourist numbers.)</td>
</tr>
<tr>
<td>Modern constructions</td>
<td>Golden Gate Bridge in San Francisco, U.S.A.</td>
</tr>
<tr>
<td></td>
<td>Petrona Towers in Kuala Lumpur, Malaysia</td>
</tr>
<tr>
<td></td>
<td>The Eiffel Tower in Paris, France</td>
</tr>
<tr>
<td></td>
<td>The Tsing Ma Bridge and International</td>
</tr>
<tr>
<td></td>
<td>Airport at Chek Lap Kok of Hong Kong</td>
</tr>
<tr>
<td></td>
<td>Sydney Opera House in Sydney, Australia</td>
</tr>
<tr>
<td>Zoos</td>
<td>Singapore Safari Park</td>
</tr>
<tr>
<td>Aquariums</td>
<td>Ocean Park in Hong Kong</td>
</tr>
<tr>
<td></td>
<td>Underwater World, Singapore</td>
</tr>
<tr>
<td>Science museums</td>
<td>Science Museum of Hong Kong</td>
</tr>
<tr>
<td></td>
<td>National Air &amp; Space Museum (Washington, D.C.), U.S.A.</td>
</tr>
</tbody>
</table>
Special Events and Festivals
There are many international events that attract a large number of tourists that have no origin in history and are not particularly associated with any one regional culture. These events are of three basic types: sports events, festivals of the arts and commercial events.

<table>
<thead>
<tr>
<th>Type of event</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports events</td>
<td>• Olympic Games</td>
</tr>
<tr>
<td></td>
<td>• World Championships (various sports)</td>
</tr>
<tr>
<td></td>
<td>• FIFA World Cup Soccer Games</td>
</tr>
<tr>
<td></td>
<td>• Asian Games</td>
</tr>
<tr>
<td></td>
<td>• Hong Kong Rugby Sevens</td>
</tr>
<tr>
<td></td>
<td>• Formula One Motor Racing</td>
</tr>
<tr>
<td>Arts and culture</td>
<td>• Edinburgh Festival</td>
</tr>
<tr>
<td></td>
<td>• Cannes Film Festival</td>
</tr>
<tr>
<td></td>
<td>• Mardi Gras (in Rio de Janeiro, New Orleans)</td>
</tr>
<tr>
<td></td>
<td>• Hong Kong Arts Festival</td>
</tr>
<tr>
<td>Commercial events</td>
<td>• World Wine Fair</td>
</tr>
<tr>
<td></td>
<td>• Munich Beer Festival</td>
</tr>
<tr>
<td></td>
<td>• Hong Kong Food Festival</td>
</tr>
<tr>
<td></td>
<td>• World Expo</td>
</tr>
</tbody>
</table>

Leisure, Amusement and Sports
Sometimes, leisure, amusement and sports are the main attractions for a vacation trip.

Sunbathing
Sun and surf have always been natural attractions. As people become wealthier, they tend to move farther south where the sun is warmer and more pleasant in winter. They visit beaches not only for the sunshine, but also for sports, such as sailing or surfing.

Nightlife
Cinemas, theaters, nightclubs and discos are a part of nightlife. Nightlife is in a special category because certain cities and resorts have such unique and interesting activities that attract large numbers of people.
Gambling
There are 4 types of gambling: pari-mutual wagering, casino gambling, the activities of nonprofit making organizations (mainly bingo and raffles) and lotteries. The travel industry is mainly involved in casino gambling, as well as horse races and dog races. Casino gambling consists of playing slot machines or table games.

Skiing
Skiers look for snow and mountains in the wintertime. Skiing has been the fastest growing attraction of all in the past 30 years.

Hunting and fishing
In some countries, visitors pay fees for licenses to fish or hunt.

Shopping
Shopping has been a by-product of traveling. Recently, shopping has become a reason for traveling. People visit a certain city is partly due to the quality of its shops.
Forms of Tourism

Leisure / Holiday Tourism
Leisure/Holiday tourism can be divided into 2 forms:
1. Relaxation
2. Sightseeing

The destinations for relaxation tourism can be attractive scenery or sun, sea and sand. Examples of these tourist destinations are the coasts, beaches, countryside and mountainous regions.

Sightseeing tourism includes the tourists who may travel around sightseeing and staying in different places. The main reasons for sightseeing tourism are a desire for self-education and for self-esteem. This kind of tourists take a lot of photographs. Urban centers are their common destinations, for example, Bangkok, Taipei, Seoul, etc.

Business Tourism
The business travelers may travel for various purposes, for example, trade, meeting, convention and exhibition. Business people buy similar products as do other tourists. They would also spend money on entertainment and recreation while they are at their destinations.
The characteristics of business tourism are:

- Business tourists frequently travel to destinations not usually seen as tourist destinations. Cities such as London, Frankfurt, New York, Tokyo and Hong Kong are important destinations for the business travelers.
- Business travel is relatively price-inelastic; business people cannot be encouraged to travel more frequently by the offer of lower prices, nor will an increase in price discourage them from traveling.
- Business travel is not greatly affected by seasonal factors such as variation in climate or holidays.
- Business tourists take relatively short but frequent trips to major business destinations.
- Business tourists may require different services, such as communication facilities or secretarial service.
- Business travelers expect, and generally receive, a higher standard of service. Much business travel is first-class or business-class, and thus receives higher levels of service from the suppliers, including the travel agencies.

Cultural Tourism
Cultural tourism is related to the transmission of knowledge and ideas of the destination area or host community.

As tourists are curious about different kinds of experiences and cultures in various parts of the world, they travel to learn and experience the culture of a tourist destination. This becomes the prime motivational force for their travel. This kind of tourist likes to visit museums and attend musical, theatrical or folklore performances.

Eco-tourism
Tourists of this kind enjoy traveling to natural areas. They will minimize their impact on the environment as well as protect the natural resources during their travel. Therefore, eco-tourism is characterized as a force for conservation and preservation of nature.

For eco-tourism, the managing authority of wildlife areas (e.g. national parks) will spend most of the income from tourists (e.g. entrance fees and donations, etc.) on the conservation work in the area. In some areas, the authority may offer tour guides to educate tourists and modify their behavior so that they will cause less impact on the environment.
**Study Tourism**
Students travel to overseas learning or training centers, such as universities, for short or vacation courses. There is an increasing number of local study tours ranging from half-a-day to a week.

![Study tour on board a cruise ship in Hong Kong](image1)

**Religious Pilgrimage**
People are motivated by their religious beliefs. The demand for this kind of tourism is quite stable. The destinations of religious pilgrimages usually have a long tradition, such as Muslims to Mecca and Christians to Jerusalem.

**Health Tourism**
Since the development of spas (mineral springs) in the 18th century, there have been visitors to centers of medical treatment. The spas in the mainland of China and Japan are still popular attractions in some tour programs.

![Health tourism](image2)
Visiting Friends and Relatives (VFR)
Some tourists travel abroad because they want to visit their friends and relatives. It is sometimes said that those visiting their friends or relatives (VFR) are not really tourists at all in the conceptual sense. They do not usually buy accommodation or much food or drink or other services at the destination; but they do consume food and beverages from the supermarkets used by their hosts, and household consumption of other services (e.g. electricity, water) is increased during their stay.

Some of the VFR tourists' destinations may not be tourist attractions, but they are the population centers where friends or relatives live. Tourists are therefore visiting “non-tourist” areas. In Hong Kong, the popular VFR destinations are the mainland of China, Canada, U.S.A. and Australia.

Sports Tourism
Many tourists travel for sports. They may:
- participate in sports, such as skiing or mountaineering;
- watch sports, such as attending the Olympic Games or World Cup Soccer.

For example, the International Rugby-Sevens Competition in Hong Kong attracts both sport players and spectators.

Rugby Seven, Hong Kong

Scuba diving, Philippines
Source: Philippines NTO

White water rafting, Philippines
Source: Philippines NTO
6. Classification of Tourists

(typologies of tourists)
Cohen’s Classification

Cohen’s classification of tourist is based on the theory that tourism combines the curiosity to seek out new experiences with the need for the security of familiar reminders of home.

Most tourists prefer to explore the destinations from a familiar base. The degree of familiarity of this base underlies Cohen’s typology in which he identifies four tourist roles:

<table>
<thead>
<tr>
<th>Role</th>
<th>Category</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organized mass tourists</td>
<td>Institutionalized tourism</td>
<td>- are dealt with in a routine way by the tourist establishments, such as travel agencies, travel companies, hotel chain and other tourism related institutions which cater to the tourist trade</td>
</tr>
<tr>
<td>Individual mass tourists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explorer</td>
<td>Non-institutionalized tourism</td>
<td>- are loosely attached to the tourist establishment; - act as a “spearhead for mass tourism” as well as - a “demonstration effect” to the lower socio-economic groups of the host community</td>
</tr>
<tr>
<td>Drifter</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


The Organized Mass Tourist

The organized mass tourists are the least adventurous and spend most of their time in their comfortable “environmental bubble” throughout their trip.

“Environmental bubble” means the tourists surrounded by his/her similar living environment while he/she is abroad.

A guided tour in an air-conditioned bus traveling through the countryside is a typical example of the organized mass tourist. The itinerary is decided in advance, and all the attractions and stopping points are well fixed and guided. Tourists have almost no decisions on their trip.
**Individual Mass Tourist**
This type of tourists is similar to the organized mass tourist, except that the tour is not entirely fixed. The tourist has a certain amount of control over his/her time and itinerary, and is not bound to a group.

However, all the major arrangements are still made through a tour agency. The tour does not bring them much further afield than the organized mass tourists do. They are still confined by their “environmental bubble”.

**Explorer**
This type of tourists arranges their trips alone. They try to go somewhere unusual, but still look for comfortable sleeping places and reliable means of transportation. They retain some of the basic routines and comforts of their native way of life. They try to mix with the people they visit and also try to speak their language. The explorers dare to leave their “environmental bubble” more readily than the organized mass tourists and individual mass tourists, but they are still careful about their ventures.

**Drifter**
This type of tourists goes further away from the “environmental bubble” and from the accustomed ways of life in their home countries. They keep away from any kind of connection with the tourism establishment, such as hotels and tour coaches. The drifters have no fixed itinerary or timetable. They tend to make their trips wholly on their own, live with the local people and often take odd-jobs to keep themselves going. They try to live the way the locals live, and to share their houses, food, and habits.
Plog’s Classification

Stanley Plog proposes a theory that associates the popularity of a destination to the inherent personalities of travelers. Plog suggests that travelers can be classified into the following types based on their different personalities: allocentric, psychocentric and mid-centric.

Allocentric Type
An allocentric tourist is a person who seeks new experiences and adventure in a variety of activities. This person is outgoing and self-confident in behavior. An allocentric person prefers to fly and to explore new and unusual areas before others do so. Allocentrics enjoy meeting people from foreign or different cultures.

They prefer good hotels and food, but not necessarily modern or chain-type hotels. For a tour package, an allocentric would like to have the basics such as transportation and hotels, but not be committed to a structured itinerary. They would rather have the freedom to explore an area, make their own arrangements and choose a variety of activities and tourist attractions.

Psychocentric Type
Psychocentrics are more conservatively oriented. They tend to be inhibited and non-venturesome. They prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect.

Psychocentrics prefer to drive to destinations, stay in typical tourist accommodations, and eat at family-type restaurants. When arranging a package tour, psychocentrics would prefer a heavily structured itinerary so that they know what to expect. Safety and security are very important to this group.

Mid-centric Type
There is a large number of people falling between the allocentric and the psychocentric types of tourists. This type of tourists is called mid-centric. Mid-centric tourists are not particularly adventurous, but they are receptive to new experience.
Plog's Psychocentric-Position of Destinations – 1991

### Psychocentric – Allocentric Personality Characteristics

<table>
<thead>
<tr>
<th>Psychocentrics</th>
<th>Allocentrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer familiar travel destinations</td>
<td>Prefer “non-tourist” destination and few developed tourist attractions</td>
</tr>
<tr>
<td>Like commonplace activities in destinations</td>
<td>Enjoy discovering new destinations before others have visited them</td>
</tr>
<tr>
<td>Prefer relaxing sun-and-fun spots</td>
<td>Prefer unusual destinations</td>
</tr>
<tr>
<td>Prefer low activity level</td>
<td>Prefer high activity level</td>
</tr>
<tr>
<td>Prefer staying at familiar hotel chain, dining at restaurants offering cuisine of their home country</td>
<td>Prefer simple services, such as adequate to good accommodations and food</td>
</tr>
<tr>
<td>Prefer familiar rather than foreign atmospheres</td>
<td>Enjoy interacting with people from different cultures</td>
</tr>
<tr>
<td>Prefer purchasing complete tour packages featuring a full schedules of activities</td>
<td>Prefer tour arrangements that include basics (transportation and accommodations and allow for considerable flexibility)</td>
</tr>
</tbody>
</table>

Based on Plog’s theory, destinations on the Psychocentric-Allocentric for Hong Kong residents can be grouped as follows:

<table>
<thead>
<tr>
<th>Psychocentrics</th>
<th>Near Psychocentrics</th>
<th>Mid-centrics</th>
<th>Near Allocentrics</th>
<th>Allocentrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macau</td>
<td>Shezhen</td>
<td>Guangzhou</td>
<td>Singapore</td>
<td>Western Europe</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bangkok</td>
<td>Vietnam</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Kuala Lumpur</td>
<td>U.S.A, Canada</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Australia</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>India</td>
<td>India</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cambodia</td>
<td>Cambodia</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Russia</td>
<td>Russia</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Eastern Europe</td>
<td>Eastern Europe</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>South Africa</td>
<td>South Africa</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>South American countries</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Antarctica</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Underdeveloped countries</td>
</tr>
</tbody>
</table>
Other than Cohen and Plog’s typologies of tourists, there are a number of typologies attempt to group tourists on different variables such as vacation experiences, preferences and travel determinants. Below table gives a summarized list of research on the typologies of tourists.

<table>
<thead>
<tr>
<th>Date</th>
<th>Researcher</th>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>Murray</td>
<td>Needs theory of personality</td>
</tr>
<tr>
<td>1943</td>
<td>Maslow</td>
<td>Hierarchical Theory of Needs</td>
</tr>
<tr>
<td>1954</td>
<td>Hebb &amp; Thompson</td>
<td>Different levels of optimal stimulation</td>
</tr>
<tr>
<td>1960</td>
<td>Berlyne</td>
<td>Optimal level of stimulation</td>
</tr>
<tr>
<td>1977</td>
<td>Dann</td>
<td>The need to escape</td>
</tr>
<tr>
<td>1978</td>
<td>Schreyer &amp; Roggenbuck</td>
<td>Experience and expectation concept</td>
</tr>
<tr>
<td>1979</td>
<td>Crompton</td>
<td>Different motivations for different markets</td>
</tr>
<tr>
<td>1980</td>
<td>Lopez</td>
<td>Needs motivation and expectations of tourists</td>
</tr>
<tr>
<td>1990</td>
<td>Zuckerman</td>
<td>Sensation seeking concept</td>
</tr>
<tr>
<td>1981</td>
<td>Dann</td>
<td>Push Pull concept</td>
</tr>
<tr>
<td>1982</td>
<td>Cheron &amp; Ritchie</td>
<td>The concept of risk as motivation</td>
</tr>
<tr>
<td>1985</td>
<td>Lounsbury &amp; Hoopes</td>
<td>Needs motivation and expectations of tourists</td>
</tr>
<tr>
<td>1985</td>
<td>Maddox</td>
<td>Needs motivation and expectations in tourism behaviour</td>
</tr>
<tr>
<td>1988</td>
<td>Parasuraman, Zeithaml &amp; Berry</td>
<td>Expectations, desires and wants of consumers</td>
</tr>
<tr>
<td>1991</td>
<td>Geva &amp; Goldman</td>
<td>Needs motivation and expectations of tourists</td>
</tr>
<tr>
<td>1991</td>
<td>Hall &amp; McArthur</td>
<td>Motivation of adventure tourists</td>
</tr>
<tr>
<td>1991</td>
<td>Morgan, Moore &amp; Monsell</td>
<td>Motivation in adventure tourists</td>
</tr>
<tr>
<td>1991</td>
<td>Ross &amp; Iso-Ahola</td>
<td>Motivation and satisfaction concept</td>
</tr>
<tr>
<td>1992</td>
<td>Mansfield</td>
<td>Motivation and satisfaction concept</td>
</tr>
<tr>
<td>1993</td>
<td>Oliver</td>
<td>Disconfirmation of expectations theory</td>
</tr>
<tr>
<td>1993</td>
<td>Ivancevich &amp; Matteson</td>
<td>A particular act will result in a particular outcome concept</td>
</tr>
<tr>
<td>1993</td>
<td>Rossi and Cereatti</td>
<td>Objective risk and subjective risk concept</td>
</tr>
<tr>
<td>1994</td>
<td>Anderson, Fornell &amp; Lehmann</td>
<td>Changing and adapting expectation concept</td>
</tr>
<tr>
<td>1997</td>
<td>Gnoth</td>
<td>Push Pull concept</td>
</tr>
<tr>
<td>2000</td>
<td>Fulker &amp; Turner</td>
<td>Needs motivation and expectations of novice adventure tourists</td>
</tr>
<tr>
<td>2001</td>
<td>Stewart</td>
<td>Motivation and desired needs</td>
</tr>
<tr>
<td>2003</td>
<td>Leep &amp; Gibson</td>
<td>Risk avoidance motivation by tourists</td>
</tr>
</tbody>
</table>

Source: Cassidy, Francisl, What Motivates Event Tourists?, p.11-12
In the understanding of the typologies of tourists, this topic is highly complex and depends on a range of factors. We cannot hope to encompass the complex patterns of behaviour we see in the real world with one single typology. Some of the above historical research on tourists’ needs, motivations and expectations may actually come up with fairly similar dimensions but may label them differently (Plog, 1987). Furthermore, the dynamic nature of the tourism industry may not be able to represent the many changes in consumer behaviour which have taken place over the years (e.g. An introduction of the IVS by the Mainland’s authority, Hong Kong experiences an influx of tourists from the Mainland which dramatically changes the visitor profile of Hong Kong). Finally, some typologies are generally used as if they can be applied to people in all countries (example of Plog’s psychocentric position of destination). They appear to ignore national and cultural differences, which surely weakens their validity. In view of all these, we may need as many typologies as there are tourism products, tourism markets, countries and cultures.

References

7. Travel Motivations
The Motivation Process

Travellers are motivated to satisfy a need, and they have a perception of what will satisfy their need. At the same time, travellers have a perception of the attractions of the destination and whether the attractions satisfy their needs. If both sides are agreed, travellers are motivated to visit that destination.

In this chapter we will use theories on consumer behaviour to explain tourism. Wierenga & Van Raaij (1987) define consumer behaviour as ‘all the actions of individuals which are directly involved with the purchase, use and disposal of products and services in order to satisfy one’s needs’. The tourism product is a complex mixture of services (e.g. aircraft seats, hotel rooms) and goods (e.g. food, souvenirs) (Holloway, 1989) which are bought by a special kind of consumers, namely tourists.

To provide a high-quality service to tourists effectively, you must understand what psychological factors can stimulate and influence people to make all types of travel decisions. Travel psychology is a science that involves researching tourists’ psychological activities and their objective rules, the basic objective of which is to explain why people travel, what factors influence people’s travel decisions, and how the motivations for such decisions are formed. Apart from the consumer behaviour approach we also use aspects of personality to describe travelling behaviour.

The Definition of “Motivation”
A motivation is a wish that prompts people to take action, work hard to achieve a goal, and satisfy a certain kind of need. For example, when a person is hungry and there is a need to appease his or her hunger, a motivation to search for food is formed. Therefore, people’s activities of all kinds are driven by their motivations, and they govern people’s actions.

Travel Motivations
- Why do we go travelling?
- Why do we choose to travel to a certain place?
- Why do we participate in a certain travel activity?

These are essentially questions about tourists’ travel motivations. Travel motivations directly spur people’s travel activities.

A travel motivation is the psychological need of a person to participate in travel activities, and this kind of need will directly promote the travel motivation; if you have a motivation, a travel action will result. However, in real life, the process from the formation of a travel motivation to the occurrence of an actual travel action is a complex one.

During this process, when people have a need to travel, they must also have corresponding individual factors and external environmental conditions, such as physical fitness, financial status, weather and transport, etc. Otherwise, this kind of need can only remain a wish, and no travel motivation or action will arise. As shown in Figure 1 below:
Factors that Influence Individual Travel Motivations

Economic capacity
Economic capacity is the basis on which all needs are formed. Because travel is a kind of consumer behaviour, the ability to pay the various types of charges involved is of course necessary. When a person’s economic income can only support his or her basic living needs, he or she will not form a motivation to go travelling. As an economy develops, in countries and regions where citizens’ income increases, the tourism industry becomes more developed, and the number of people who go travelling climbs, or drops when the opposite applies.

Spare time
Spare time refers to the time that people can freely allocate to taking part in pastimes and entertainment or anything else they enjoy participating in after their daily work, study, living and other compulsory time commitments. Travel necessarily takes up a certain amount of time, and if a person cannot get away from official business or family matters and has no spare time to freely allocate and set aside for his or her own pastimes, he or she cannot go travelling. Therefore, spare time is an important condition for the realization of travel activities. In developed countries, labour protection laws are relatively strong and workers have statutory holidays, both of which ensure that people can form travel motivations.

Sex, age and physical condition
Compared with females, males are psychologically more proactive, risk-tolerant and willing to seek novelty, which spurs them to form the desire to go travelling more easily than females.

Young people’s need to explore nature and society is stronger than that of adults and older people, and they have curious minds and a psychological need to outdo others, as well as a great ability to accept new things. Therefore, when compared with other people, their travel motivations are less affected or limited by reality.
Physical condition is an important factor that influences travel psychology. For example, older people are limited by factors such as health and lack of strength. They will generally have a relatively large number of requirements relating to the travel destination, travel resources and the travel environment.

Psychological factors
Travel motivations are a form of individual psychological activity, and are inevitably influenced by various aspects such as individual interests, hobbies, profession, attitude to life, understanding of the surrounding environment, level of education, and family.

Social Factors that Influence Travel Motivations
Overall Development of the Tourism Industry
It is only when the economy of a country or region is developed that it will have enough resources to improve and construct travel facilities, develop tourist attractions and promote transport development. Road transport facilities, accommodation, catering, and service standards at a destination are important factors in the tourists’ choice of destination, and also affect their formation of travel motivations to a large degree, especially for tourists with relatively high hospitality expectations.

Group, family and social atmosphere
Group or social pressure can also influence people’s travel motivations. For example, travel activities organized by enterprises, or travel awards, etc. encourage people to form their own travel motivations involuntarily, and travel activities subsequently take place.

Social surroundings can also influence people’s travel motivations. Colleagues’, friends’ and relatives’ travel behaviour and travel experiences can always influence others, or lead to the formation of a comparative psychology, making people form identical travel motivations, and leading to the formation of a kind of imitative travel behaviour.
Typologies and Researches on Travel Motivation

Erik Cohen
Sociologist Eric Cohen concludes there are 5 motivations for travelling; see which type applies to you. You may have never realized that you have this kind of travel objective. Which type applies to you?

a. My job and family are both in Hong Kong. Every day I go to work, leave work and go home; I can never get away from this narrow world.
   My body and soul are always being pulled between family and work, and I really want to get away to “recharge” my body and soul.

b. I feel that life has no meaning. My life has basically been “alienated” by work. To earn money I work repeatedly every day, and my biggest fear is losing my job.
   I just want to let go of my insignificant and formulaic lifestyle, and allow my taut nerves to relax a little. Relaxation is actually allowing my “alienation” process become more bearable.

c. I don’t know what’s missing, but I simply feel that life is shallow. I have no goals, so I’ve decided to do something and seek a change.
   I want to go travelling and put the life I’m used to aside for a time, go elsewhere and get to experience the lives of other people/nationalities, and understand the real meaning of life.

d. I like trying out alternative lifestyles, different religions, underground music… I’m constantly seeking things that can strike a cord in myself.
   The purpose of travel is to experience other cultures.

e. Apart from my day-to-day life, there is a setting or place (e.g. a farm in my hometown or a sacred religious place) calling me.
   Going there is just like retreating to the centre of my life and feeling I actually exist.

Source: “Travel is a Trojan Horse,” Oxfam ‘Infinite’, June 2004, pp. 8-9
Plog’s Theory
Based on Plog’s theory, travel motivations are related to a very narrow spectrum of psychographic types.

Allocentric Motivations
- Educational and cultural motives to learn and to increase the ability for appreciation, scientific research; trips with expert leaders or lecturers
- Study of genealogy such as visits to their ancestor’s homeland to trace their root
- Search for the exotic, such as the North Pole and the South Pole, the Amazon, etc.
- Satisfaction and sense of power and freedom such as anonymity, flying, control, sea travel, fast trains
- Gambling – Las Vegas, Atlantic City, Monte Carlo, Bahamas, Puerto Rico
- Development of new friendships in foreign places
- Sharpening perspectives such as to awaken one’s senses, heighten awareness
- Political campaigns, supporting candidates, government hearings
- Vacation or second homes and condominiums

Near-Allocentric Motivations
- Religious pilgrimages or inspiration
- Participation in sports events and sports activities
- Travel as a challenge, sometimes a test of endurance such as exploring mountain climbing, hiking, diving
- Business travel, conference, meeting and conventions
- Theatre tours, special entertainment
- A chance to try a new lifestyle

Midcentric Motivations
- Relaxation and pleasure travel just for plain fun and enjoyment
- Satisfying personal contacts with friends and relatives
- For health reasons such as to change the climate, sunshine, spas, medical treatment
- The need for a change for a period of time
- An opportunity to escape from life’s problems
- The real or imagined glamour of the destination
- Appreciation of beauty such as national and state parks, forests, lakes, wilderness areas, canoe trips, ocean shores
- Sensual indulgence such as food, comforts, luxuries for the body, romance, sexual enjoyment, rest, relaxation
- Shopping such as souvenirs, gifts, expensive possessions like cameras, jewels, furs, cars, antiques, art
- Joys of transportation – cruise ships, gourmet meals, buffets, comfortable trains, buses, airplanes, autos
- Pleasure of pre- and post-travel includes planning the trip, anticipation, learning, dreaming;
- Family or personal matters

Near-Psychocentric and Psychocentric Motivation
- Ego enhancement, quest for status
- Travel for acceptance, to be comfortable socially
- Travel as a cultural norm – paid holidays required by law
- Visit to places seen or read about in the news
- Visit to amusement parks


Maslow – “Hierarchy of Needs”
Maslow (1971) distinguished five different levels of psychological needs ranging from physiological needs to self-actualization. According to his theory, satisfaction of people’s basic needs is a prerequisite for the satisfaction of the higher needs (Figure 2). Maslow argues that all behaviour is motivated by psychological needs, for behaviour serves to fulfill those needs.

Maslow's Hierarchy of Needs
Physiological needs
These are needs required by humans to sustain their existence and prolong their lives, and are the minimum basic needs, including needs relating to food, water, oxygen, sleep, a place to live and warmth, as well as clothing, food, shelter, mobility, sex and other psychological functions. If these needs cannot be fulfilled, human existence becomes a problem.

Safety needs
These are needs that represent human desires to protect their own bodies and minds from injury, and to guarantee safety and stability. For example, needs relating to health, a safe and orderly environment, a stable career and the avoidance of unforeseen accidents. When a person’s physiological needs have been fulfilled, he or she will want to fulfill such safety needs.

Personal interaction needs
Personal interaction needs include the need for love and a sense of belonging. The need for love refers to the fact that people all hope to achieve harmonious relationships with friends and colleagues or to maintain friendships; everyone wants to love others and be loved.

In addition, the need for a sense of belonging refers to the fact that people all want to have a sense of belonging, and want to gain the acceptance of a certain group and to be included and valued by it, as well as for its members to care for and look after each other.

Esteem needs
These are human desires to gain other people’s respect, a satisfactory status, due human rights, reputation and prestige, and to realize a certain social position.

Self-actualization needs
These are human desires for the needs to give full play to one’s own potential and to realize one’s own ideals and aspirations, including the seeking of knowledge, the appreciation of beauty, creativity, achievements, etc. Maslow considered self-realization to be mankind’s highest level of needs, which signify a full, enthusiastic, wholehearted experience of life.
Interpretation of Maslow’s Theory in the context of Tourism Activity

Physiological
To fulfill the physiological needs of travellers, tour operators may designate frequent rest stops in the tour itinerary. The food and beverage outlets are located in easily accessible areas. Motels are designed along highways to provide shelter for travellers using automobile as their means of transport.

Safety
To satisfy the safety needs of the travellers, tour organizers provide guided services for exotic or unfamiliar locations. Also travellers tend to prefer making reservations or travel arrangements through government approval agencies or services.

Belonging or love
Airlines, hotels, restaurants usually provide frequent-user programs to fulfill the belonging and love needs of travellers. As members of these organizations, travellers develop a sense of belonging towards these organizations. Travellers would join tours or groups with a similar interest and/or background. They may also like to join tours to explore one’s ancestral roots.

Esteem or self respect
The elite status of the frequent-user programs such as gold, silver, or bronze “membership” are established by the travel industry to fulfill the self esteem needs of the travellers. In recognition of special occasions, travel organizations sometimes offer flowers and champagne to travellers.

Self-actualization
Travellers join educational tours to fulfill their self-actualization needs. They may travel to testify their ability, such as climbing the Himalayas or achieve self-fulfillment by taking educational tours, etc.

Source: Maslow, A., Motivation and Personality, Harper and Row, 1954

Extended activity
According to the different levels of needs described in Maslow’s Theory of Needs, list travel promotion products that can fulfill this needs. Then try to find a kind of travel promotion product that can fulfill multiple levels of needs.
Common travel motivations could be summarized into the following types:

<table>
<thead>
<tr>
<th>Common Travel Motivations</th>
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</thead>
<tbody>
<tr>
<td><strong>1. Relaxation, health</strong></td>
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<tr>
<td>➢ People who have stressful or monotonous daily lives or work participate in travel activities such as relaxing travel and recuperation holidays in order to relax and loosen up, as well as keeping healthy and finding entertainment. For example, natural scenery, historical monuments, parks, the seaside, hot springs recuperation areas, etc., are all tourist choices for this type of travel motivation.</td>
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<td><strong>2. Exploration, risk-taking</strong></td>
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<td>➢ Travellers who are curious, knowledgeable and adventurous, such as Himalayas climbing parties and North Pole explorers.</td>
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<td>➢ For travellers with this kind of motivation, their travel activities are mainly directed at distinctive, beautiful things and phenomena in the natural world, as well as to visiting museums, exhibition halls and famous tourist attractions, and participating in various types of theme-based travel activities, etc.</td>
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<td><strong>3. Spirit and the appreciation of beauty</strong></td>
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<tr>
<td>➢ People all go travelling to meet friends and relatives, to find their roots and search for their ancestors, and to get to know new friends, etc. Travellers in this category require that the personal relationships they maintain in the course of their travels be friendly, cordial and warm-hearted, and want to be cared for.</td>
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<td><strong>4. Social interaction</strong></td>
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<td>➢ People who have a religious faith go travelling to participate in religious activities and take part in religious studies, and those who travel driven by religious faith motivations do so mainly to satisfy their own spiritual needs. Religious travel is divided into two categories: pilgrimages, and missionary work.</td>
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<tr>
<td><strong>5. Religious faith</strong></td>
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<tr>
<td>➢ People go travelling for various types of business and official activities, such as special trips to buy goods or diversions to a certain place to go travelling; business trips to a certain place to take part in academic observation, communicate, etc.; and travel activities participated in by groups, government delegations and business associations, etc., that go to a certain place for discussions, etc.</td>
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<td><strong>6. Business affairs and official matters</strong></td>
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<td>➢ Because they are busy at work, people will normally neglect to take care of and look after their family members and friends. For these people, they go travelling to satisfy a responsibility or obligation to their parents, wife or children, or to relax and have fun with friends. Therefore, every summer, the number of family-based tour groups will increase greatly.</td>
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<td><strong>7. Family responsibilities</strong></td>
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</table>
Apart from the above common travel motivations, there are other typologies and research as well:

**Hudman’s Motivators of Travel**

**Health**
People travel for improving their health. They would go for leisure and medical treatment to relax and entertain themselves. Natural landscapes, historical sites, coastline, spa and resort are the destinations of these travellers.

**Curiosity**
People travel because of curiosity, inquisitiveness and adventure. Politics, culture, public figures, physical features and disaster would attract these travellers.

**Sports**
People travel for sports to release their pressure and fantasize about being an athlete. Being a spectator could experience the atmosphere of the competition, and have social contributions such as connecting with other audience and meet new friends.

**Pleasure**
Vocation relates to pleasure because it could give routine life a break. People would try new things and participate in activities that would make them feel happy, such as visiting art museums, watching operas and gambling etc.

**Religious and spiritual appreciation**
People travel for spiritual needs. They visit religious headquarters usually because of religious reasons. In this way they could have stronger believe in their religion. On the other hand, many travellers gain satisfaction by appreciation of natural landscapes, art performances, and visiting museums and historical sites.

**Professional and business**
People travel for business such as scientific expeditions, business meetings, conventions and education.

**Friends and relatives**
People travel because they want to visit their friends and relatives; it shows their care of family and friends.

**Roots syndrome**
People travel to trace the root of their family or the culture of their homeland. Pedigree research and hometown exploration are the common activities of these travellers.
Esteem
Many people travel for gaining respect from others and a satisfying social status because one with plenty of travel experience and knowledge of different countries is usually admired by others.

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<th>Track and field</th>
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<th>Religious headquarters</th>
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Krippendorf: 8 Reasons for Travel

Research on reasons for travel uncovers an endless list of travel motivation. Apparently, people want to ‘switch off, relax’. They want to ‘get away from everyday life’, ‘recover strength’ and ‘experience nature’ (Krippendorf, 1997). Krippendorf (1997) distinguishes eight reasons for travel:

1. Recuperation and regeneration
   People get tired during working weeks, and use vacations to replenish their ‘bodily and mental strength’.

2. Compensation and social integration
   Tourism compensates for everyday social failure by presenting another world next to everyday dreariness.

3. Escape
   Everyday life contains more and more aspects of stress; people want to escape from this.

4. Communication
   Travelling abroad gives people a chance to gain human warmth, to establish contact with other people.

5. Broadening of the mind
   People want to satisfy their interests in other cultures and nature.

6. Freedom and self-determination
   Tourists are in a position to largely make up their own rules; they are free from any obligations.

7. Self-realization
   An unfamiliar and strange environment offers a great chance for investigating and enhancing the Self.

8. Happiness
   Vacations are highly associated with joy and pleasure, so happiness becomes a reason for embarking on a holiday trip.

This list is not conclusive, yet one can conclude that reasons for travel encompass more aspects of ‘going away’ than aspects of ‘going to’ (Krippendorf, 1997).

Along with the diversification and complexity of people’s living needs in modern society, travel motivations are becoming more varied and diversified. Different tourists go travelling based on their own differing motivations, and each travel activity allows them to acquire different experiences and knowledge. Travel is a complex social action, and tourists use travel to satisfy their own various needs.

At the same time, under the influence of external environmental conditions, motivations always change as the environment changes. Therefore, the same tourist’s motivations for going on different trips will differ from each other. At the same time, a lot of travel motivations do not just involve one motivation, but may include various kinds of motivations.
**Nickerson’s Travel Motivations**

Furthermore, following the above reasons for travel, tourism seems to serve psychological needs. Nickerson (1996) too argues that deep psychological needs are the basic motivators for tourism. She uses Maslow’s “Hierarchy of Needs”, a theory about psychological needs and motivation to describe people’s motivation to travel.

Within the five levels of needs, physiological needs are the most easily fulfilled, and the higher the level, the more difficult it is to achieve fulfillment. However, for any type of need, it doesn’t disappear just because a higher level of needs appears; it’s just that once a higher level of needs has arisen, the influence of lower levels of needs on one’s actions will be reduced.

Applied to tourism, social and ego factors influence people to travel in order to gain social acceptance and admiration in their social environments (Nickerson, 1996). For example, in the Western world people who are not able to go on a holiday trip are often pitied. So, a reason for travel could be the avoidance of pity (Nickerson, 1996).

Another example is provided by the process of conformity. If all people in a person’s social environment are apt to travel, the social pressure on that person to travel is high (Holloway, 1989).

Fashion plays a role too, partly in being part of the conformity process, partly in being a determinant in choosing a travel destination (Holloway, 1989).

Nickerson applied the Maslow’s Hierarchy of Needs to describe travel motivations as below:

**Physiological needs**
This can explain why people go to the seaside or a mountain retreat to avoid the heat; these are all actions required to be performed by certain physiological conditions inside the human body.

**Safety needs**
To travellers, safety needs are expressed in terms of the safety of people’s life, property and psychology. They hope that in the course of a journey, no vehicle or boat accidents occur, they don’t get sick, they’re not robbed, they don’t have things stolen, and that they safely complete the entire journey, etc. They also hope to achieve a psychological feeling of security. For example, they hope there is no political upheaval or war in the country they go to and that social order is sound there, etc.

Although the natural scenery and human cultural landscape of some countries are extremely rich, tourists would lose the motivation to travel there if the country has been involved in a long period of upheaval or war. Therefore, the need for safety is one of the most important factors that influences people’s travel behaviour.
**Personal interaction needs**
Tourists’ personal interaction needs have diverse characteristics. People who go travelling all want to be able to travel together with close friends, get to make new friends in the course of their journey, understand different cultures and customs through interaction with local people, or enhance their friendships by visiting friends and family.

Therefore, travel is one of the most effective activities for people to make new friends, meet up with old friends around the world, and promote contact between people.

**Esteem needs**
A person who has experience of frequent travel and knows a lot about different countries and regions are often admired and respected by others, which helps to fulfill the need to be respected as an individual.

**Self-actualization needs**
Travel can involve a search for stimulation, challenging oneself and acquiring knowledge about new things, and this kind of travel involves expressing one’s own self-value to fulfill self-actualization needs. For example: climbing Mount Everest.
The Push-and Pull Theory

In 1977, Dann, a U.S. academic, put forward the push-pull theory of travel motivations. He considered that travel behaviour was influenced by both push factors and pull factors.

People travel because they are “pushed” into making travel decisions by internal, psychological forces, and “pulled” by the external forces of the destination attributes.

Push factors
These are internal or intangible factors that lead to the formation of travel desires among potential tourists. Anything that can relieve and fulfill tourists’ desires can thus become a focus or target. In short, these are sociopsychological factors that motivate or create a desire to satisfy a need to travel. Therefore, under the influence of push factors, tourists who go travelling do not necessarily have specific, clear choices.

For example, tourists who hope to improve their relationships with family members don’t really care where they go, the key is to spend quality time together with family.

Pull factors
These are factors that influence where tourists go travelling. Pull factors are the attractiveness or “drawing power” of the destination as perceived by the traveler, and they are likely help traveler to make an actual destination choice. Tourists form pull-type travel motivations on the basis of their perception, expectation and knowledge of destinations. Because of this, tourists who go travelling under the influence of pull factors always have a clear destination.

For example, a newly married couple may go to the sunshine and beaches of the Maldives to testify to their love, and will not choose other travel destinations.
### Push Factors

<table>
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<tr>
<th>Psychological Factors</th>
<th>Destinations Attributes and Type of Facilities (knowledge)</th>
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<tbody>
<tr>
<td>Motivations (psychological)</td>
<td>Climate</td>
</tr>
<tr>
<td>Escape</td>
<td>History sights</td>
</tr>
<tr>
<td>Rest and relaxation</td>
<td>Scenic beauty</td>
</tr>
<tr>
<td>Prestige</td>
<td>Sunshine</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>Beaches</td>
</tr>
<tr>
<td>Adventure</td>
<td>Snow</td>
</tr>
<tr>
<td>Social interaction</td>
<td>Cultural events</td>
</tr>
<tr>
<td>Benefits</td>
<td>Recreational opportunities</td>
</tr>
<tr>
<td>Interests</td>
<td>Benefit expectations</td>
</tr>
<tr>
<td>Self-esteem</td>
<td></td>
</tr>
</tbody>
</table>

### Socioeconomic and Demographic Factors


<table>
<thead>
<tr>
<th>Socioeconomic and Demographic Factors</th>
<th>Accessibility and Marketed Image (perceptions and expectations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age, gender, income, education, family life-cycle and size, race/ethnic group, occupation, second home ownership</td>
<td>Formed negative or positive destination image</td>
</tr>
<tr>
<td></td>
<td>Quality of services</td>
</tr>
<tr>
<td></td>
<td>Quality of facilities</td>
</tr>
</tbody>
</table>
## Interpretation of Push and Pull Factors Often Used in Travel Motivation Research

<table>
<thead>
<tr>
<th>Push factors</th>
<th>Pull factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To see culture and history, admire beautiful scenery, or enjoy the weather.</td>
<td>1. Tourism products, tourism charges</td>
</tr>
<tr>
<td>2. Increase knowledge</td>
<td>2. Distinctive lifestyles at one’s destination</td>
</tr>
<tr>
<td>3. Experience different lifestyles</td>
<td>3. Interesting nightlife</td>
</tr>
<tr>
<td>4. Fulfill one’s travel dreams</td>
<td>4. All kinds of good food</td>
</tr>
<tr>
<td>5. Visit family and friends</td>
<td>5. Convenient transport</td>
</tr>
<tr>
<td>6. Be together with family members or friends</td>
<td>6. Accommodation, sports facilities, and information</td>
</tr>
<tr>
<td>7. Establish friendships, develop relationships</td>
<td>7. Quality of service</td>
</tr>
<tr>
<td>8. Escape day-to-day life</td>
<td>8. Abundant historical and cultural resources, beautiful scenery, sunshine and comfortable weather</td>
</tr>
<tr>
<td>9. Rest and relax body and mind</td>
<td>9. Safety</td>
</tr>
<tr>
<td>10. Relieve work pressure</td>
<td>10. International metropolises</td>
</tr>
<tr>
<td>11. Seek stimulation and excitement</td>
<td>11. Peace, hygiene, comfort</td>
</tr>
<tr>
<td>12. Physical challenges</td>
<td>12. Familiarity</td>
</tr>
<tr>
<td>13. Get close to and understand nature</td>
<td>13. It’s a good place to understand nature</td>
</tr>
<tr>
<td>14. See different things</td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Push and Pull Factors Often Used  
Source: Extract from Wu Qing Jin, “A Study of Tourist Consumer Behaviour,” Tourism Education Publishing
Figure 2: Push and Pull Theory in One’s Travel Experience

Source: Adapted from Du Jing Chuan and Zeng Ping’s translation of “Travel Relaxation”, Yunnan University Publishing House, p. 14, Figure 1.4

Exercise:
Michel decides to spend HK$15,000 to travel to Bali, Indonesia in the summer holidays. But after discussing with her family and friends, she decides to give up on her Bali travel plans. What reasons spurred Michel to change her original decision?
The Motivation-Opportunity-Ability Approach to Tourism

Jager et al (1997), in their Motivation-Opportunity-Ability (MOA) approach to consumer behaviour, do not use Maslow's hierarchy of needs to describe motivation. Instead, they propose Max-Neef's (1992) description and classification of human needs. However, both Maslow's and Max-Neef's theories aim to describe the same phenomenon, and therefore both offer a starting point in modelling human needs (Jager et al, 1997).

Although Jager et al (1997) state that Max-Neef's theory is more sophisticated than Maslow's hierarchy of needs, we propose Maslow's theory, for it does serve our purposes, it fits the MOA approach, and is also used in Nickerson's theory about tourist motivation.

MOA approach uses 4 personality dimensions to describe tourists in order to indicate motivations for different types of travel.

Jager et al (1997) have developed a conceptual model for consumer behaviour. Applied to tourism this model can be used to assess reasons for travel. Jager et al (1997) argue that consumer behaviour is the result of 3 factors:

1. Motivation: Motivation is created by psychological needs.
2. Opportunity: The availability of factors that create the possibility for gratification of psychological needs.
3. Ability: Personal skills and resources needed to use the opportunities.

Motivation

Applied to tourism, motivation is represented by social, ego and self-actualization needs (Nickerson, 1996). Tourism is an opportunity to fulfill these needs.

For example, one might climb Mount Everest in order to gain esteem, which is a part of ego needs. The tourist must also have the ability to use the opportunity. For example, one needs a lot of money to climb Mount Everest, which means that few people have the ability to use the opportunity of climbing Mount Everest.

Opportunities

Opportunities are products and services one can use to fulfill one's needs (Jager et al, 1997). In this case tourism is the need-satisfier. According to the theory one's need can be satisfied by many different opportunities. This is in line with the existence of the many different tourism types and needs.

In chapter 1 we presented a typology of 5 different types of tourism (coastal tourism and water recreation, mountain tourism, city-tourism, rainforest-tourism and other nature tourism). These can be regarded as five different opportunities to satisfy one's psychological needs.
Of course, those 5 types of tourism can each be divided into smaller types of tourism. In repeating this, one would end up having single destinations as tourism types. This implies that each destination is an opportunity for satisfying one’s psychological needs, yet specific needs and a specific personality lead to a specific ranking of destination.

In exploring the relation between needs and opportunities, 5 types of satisfiers can be discerned (Max-Neef, 1992 as cited in Jager et al, 1997).

An interesting one for tourism is the inhibiting satisfier, which satisfies one need, but inhibits the satisfaction of other needs in the process.

Especially interesting is the interpersonal need inhibition. People who seek to satisfy their esteem needs by visiting a certain destination are dissatisfied by other people seeking the same satisfaction or the satisfaction of social needs. On the other hand, people seeking to satisfy social needs are more satisfied when other people come visit the same destination.

So, people seeking satisfaction for some need, may in the process inhibit, and simultaneously stimulate, another’s need-gratification.

The phenomenon of the need inhibiting satisfier can explain the pleasure periphery (Prosser, 1994), which describes the spatial spreading of tourism, initiated in Western Europe and North America, across the globe.

After the elites or first-movers have reached a new destination, they are often soon followed by growing numbers of emulators. In turn, this crowding leads the first-movers to recognize that the destination is not a good opportunity anymore to satisfy their esteem needs. So they move on to even more remote areas. The tidal wave of tourism has recently reached Antarctica.

**Abilities**

Each opportunity demands a certain set of resources. Individuals (or households) not having these resources at their disposal are not able to make use of certain opportunities.

To return to our Mount Everest example, one needs a lot of money to even travel to Mount Everest. Second, one needs great climbing skills to climb Mount Everest. A lot of people do not have those resources (money and climbing skills) at their disposal.

Jager et al (1997) distinguish 4 different kinds of resources:
Physical resources
These resources refer to people’s physical state (e.g. health, strength), and to physical tools and circumstances (e.g. a car, space for storage) people have at their disposal. This is closely related to the macro-level factors discussed in chapter 2; for example, technological developments, accompanied by economic wealth, ensure public health.

Permitted and licensed resources
Many opportunities demand having certain permits and licenses available. Examples are driver licenses and educational grades. Limits to these resources are set by the earlier mentioned political and institutional factors.

Financial resources
These resources refer to income. The higher the income, the more opportunities a consumer can use. On a macro-level this ability is provided by a certain level of economic development.

Social and cognitive resources
This category of resources comprises knowledge resources, cognitive capacities and skills, attitudes, values and norms. These resources determine whether someone can foresee outcomes of opportunity-use. Demographic and cultural factors exert a certain influence on this kind of resources.

Travel Personality and General Personality Theories
Travel Personality
As stated before, motivation, opportunity and ability are not the only determinants of tourist behaviour. Personality influences travelling behaviour too (Nickerson, 1996). For example, people who want to climb Mount Everest in general have certain personality traits in common. Most of those people will have a tendency to sensation seeking, for climbing mountains is performing risky behaviour (Carver, 1995).

General Personality
The personality dimensions used by Nickerson and Ellis (1991) are commonly used in personality psychology. Therefore it seems relevant to explore a few basic aspects of these theories. Nickerson and Ellis (1991) use 4 personality dimensions to describe tourists in order to indicate motivations for different types of travel:

1. Activation: A guest’s level of excitement, alertness or energy.
2. Variety: The need for change or novelty.
3. Extraversion or introversion: The extent to which a person is outgoing and uninhibited in interpersonal situations.

4. External or internal locus of control: The way people perceive whether or not they themselves are in charge of the happenings in their lives.

In this model, activation and variety are covariant.

As noted above, different types of travel can be regarded as specific types of opportunities. In other words, Nickerson and Ellis (1991) link personality dimensions to preferred opportunities.

Using the 4 dimensions mentioned above, Nickerson and Ellis (1991) describe eight different tourist types (Table 2).

<table>
<thead>
<tr>
<th>Tourist personality</th>
<th>Locus of control</th>
<th>Extravert / Introvert</th>
<th>Activation and Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voracious tour-taker</td>
<td>External</td>
<td>Extravert</td>
<td>High</td>
</tr>
<tr>
<td>Private cultural traveller</td>
<td>External</td>
<td>Introvert</td>
<td>High</td>
</tr>
<tr>
<td>Repeat tour-takers</td>
<td>External</td>
<td>Extravert</td>
<td>Low</td>
</tr>
<tr>
<td>Non-traveller</td>
<td>External</td>
<td>Introvert</td>
<td>Low</td>
</tr>
<tr>
<td>Outgoing experimental traveler</td>
<td>Internal</td>
<td>Extravert</td>
<td>High</td>
</tr>
<tr>
<td>Private explorer</td>
<td>Internal</td>
<td>Introvert</td>
<td>High</td>
</tr>
<tr>
<td>Repeat visitor</td>
<td>Internal</td>
<td>Extravert</td>
<td>Low</td>
</tr>
<tr>
<td>Private low-key traveler</td>
<td>Internal</td>
<td>Introvert</td>
<td>Low</td>
</tr>
</tbody>
</table>

Table 2: Tourist types as described by Nickerson and Ellis (1991)

The concept of locus of control was worked out by Rotter (1982). It is a personality trait describing the perceived determinants of rewards and punishments (Pervin 1997).

At the one extreme are people who believe to be in control of their lives (internal locus of control), at the other extreme are people who believe factors like chance, luck or fate are determining the events in their lives. Interestingly, Maslow (1971) argues that self-actualizing people have an internal locus of control, whereas people lower on Maslow’s pyramid (e.g. social and ego needs) have a more external locus of control.

The introvert-extravert dimension is very popular among trait personality psychologists. It is described in the Big Five personality theory (Goldberg, 1981), Eysencks personality theory (e.g. 1970) and Cattell’s sixteen factor-theory of personality (e.g. Cattell, 1947).

Nickerson and Ellis (1991) regard sociability as being an important aspect of extraversion. A lot of psychologists hold this believe, although there is no agreement on this subject.
As the activation and the variety dimension are covariant, it seems legitimate to regard them as one. The advantage of this approach is the fact that the combination of these dimensions closely resembles what Zuckerman (e.g. 1971) understood to be sensation seeking.

Nickerson and Ellis emphasize a traveller’s level of excitement, alertness or energy, and his need for novelty and change, whereas sensation seeking is defined as the tendency to seek out varied, unusual and exciting stimuli (Carver, 1995).

They ascribe different destination preferences to the different tourist types (Table 3).

<table>
<thead>
<tr>
<th>Tourist type</th>
<th>Destination preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voracious tour-taker</td>
<td>Cities and popular campgrounds</td>
</tr>
<tr>
<td>Private cultural traveller</td>
<td>Museums, art, culture, for richness and variety</td>
</tr>
<tr>
<td>Repeat tour-takers</td>
<td>Package tours (likes other people performing the same behaviour)</td>
</tr>
<tr>
<td>Non-traveller</td>
<td>Home</td>
</tr>
<tr>
<td>Outgoing experimental traveller</td>
<td>Cities, resorts, places with lots of action</td>
</tr>
<tr>
<td>Private explorer</td>
<td>New, different places, away from people (e.g. wilderness sites)</td>
</tr>
<tr>
<td>Repeat visitor</td>
<td>Keeps visiting the same favourite resort or destination.</td>
</tr>
</tbody>
</table>

Table 3: Destination preference by tourist type (Nickerson and Ellis 1991)

The Mount Everest climber might best be described by the private explorer tourist type. Beside destination preference Nickerson and Ellis (1991) also argue that travel personality is a determinant of interaction with local cultures, degree of activity, and preference in type and number of travel companions, which in turn are determinants of opportunity preference.
We propose a motivation-opportunity-ability approach to tourist behaviour, combined with a tourist personality based on three personality dimensions to model opportunity preferences. According to our approach, motivation and travel personality infer which opportunities suit a certain person, whereas ability limits the number of opportunities that person can use. The final result, tourist behaviour, consists of the chosen opportunity.

![Diagram of tourist behaviour model]

Figure 3: Pressures on tourist behaviour

Acknowledgement: Reproduced With permission from Drs. Bas Amelung, Global tourism towards an integrated approach, ICIS, 1995
Case Study:
In recent years, the sport of golf has been developing rapidly in the Asia-Pacific region, motivating golf enthusiasts to travel overseas to play. Because of its geographical proximity and convenient transport links, the number of Japanese and Korean golf enthusiasts who choose to play in China has been increasing rapidly in recent years.

In China, the domestic golf tourism market is still a middle and upper class consumer market in which the sport functions as a way to improve one’s quality of life and as a symbol used to show off one’s status and position. To a certain degree, price is no longer a major factor that influences the travel motivations of these high-level consumer tourists. What they demand is to experience a feeling of relaxation in which they are at one with nature.

Gibson (1998) defined sports tourism as “travel activities away from home that focus on relaxation as the main objective, including both participation in and watching sports activities.” (Quote from Liu Xiang Xing, 2007)

Sports tourism can be divided into (1) participants, whose main intention is to participate in sports, such as canoeing, skiing, golf, etc.; (2) spectators, including those who travel to watch sports events, such as the Olympic Games and the World Cup Football Tournament, etc., or travellers who visit sports museums or are involved in sports-related industries, such as the Sports Hall of Fame and sports fields and stadiums, etc. (Quote from Liu Xiang Xing, 2007)

Question for discussion:
1. Analyze the travel motivations of golf tourists in the Asia-Pacific region.
2. Discuss how sporting events and sports can stimulate people’s travel motivations.
Questions for discussion

Recall your most recent travel experience, and write down in the table below the factors you took into account when you went travelling and when you decided on your travel destination.

<table>
<thead>
<tr>
<th>Factors that influenced my decision to go travelling</th>
<th>Factors in my choice of travel destination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
8. Tourists Flows
The Concept of Tourist Flows

Introduction

‘Tourist flows’ refers to the statistical measure of the volume and direction of movement of tourists into or out of a destination for a given period of time or as a trend. The push and pull theory can be used in explaining travel patterns.

The Transit Route Region

The transit route region represents the time of travel to reach the destination and the intermediate places which may be visited along the way.


The Concept of Tourists Flows

Tourist flows are a form of spatial interaction between two areas with the destination area containing a surplus of a commodity such as tourist attractions (pull factors) and the generating area having a deficit, or demand for that commodity (push factors).

Micro Factors influencing Patterns of Tourist Flows

Push factors

Traveller-generating region represents the generating market for tourism and in a sense provides the “push” to stimulate and motivate travel. Push factors are considered to be those sociopsychological constructs of the tourists and their environments that predispose the individual to travel and help explain the desire to travel. Most of the push factors are intangible desires of the individual travellers. Some of the psychological motivations are:

- escape
- rest and relaxation
- prestige
- health and fitness
- adventure
- social interaction
- satisfying needs (based on Maslow’s Hierarchy of Needs)
Macro Factors Influencing Patterns of Tourist Flows

Pull factors
A destination faces with many different types of tourism push factors. They are the attractiveness or “drawing power” of the destination as perceived and valued by the travellers. The attractiveness is called “pull factors”.

Destination attributes can either by tangible resources or the perceptions and expectations of the travellers. Factors influencing patterns of tourist flows are:

**General attractiveness of the destination for the tourists:**

*Natural and man-made attractions*
Tourist flow will be strong if one place can provide the attractions (e.g. beaches, landscapes or historic resources) that the other place lacks.

*Climate*
There is a general trend of travel towards places of better (i.e. warmer, sunnier or drier) climatic conditions.

*Political, cultural and business ties*
Other things being equal, travel is more likely to occur between places with stronger political (e.g. friendly relationships between countries, shared political system), cultural (e.g. common language and religion) or business ties.

*Relative costs (cost of living and exchange rates)*
If 2 places have significantly different costs of living, tourist flow will be encouraged from the more expensive place to the place with lower living cost.

*New cultural experience*
Many tourists are interested in experiencing a culture which differs from their own. Therefore, the culture of a host population is an important factor of attracting tourists to a particular destination.

*Attitude of the host community*
Positive attitude of the host community towards tourism may increase tourist flow (attitude of the host community depends on how they perceive the impacts brought about by tourism).
Political factors

Government policies can affect both inbound and outbound tourism in two ways:
• currency control (more common in Communist countries); and
• the necessity of obtaining visas.

The long-term political stability of a place will make it relatively more attractive both for investors in tourism and for the tourists themselves. Wars with other nations, civil war within the country/region or terrorism will quickly reduce the demand for travel to that country or region.

Economic development of a country

Everyone buys goods and services out of his/her income. The size of that income is then a very important factor of tourism demand. Therefore, for a country/region which is developing fast and increasing its income, tourism generation is likely to be greater. China is a good example in Asia. More developed countries generate more tourists while less developed countries have less tourist generation.

As cities grow and attract more international tourists, more jobs will be provided in the tourism and tourism-related sectors. This produces more potential clients for both domestic and international travel. In addition, the money generated from other sectors of the economy also stimulates tourism.

Trend in tourism

Tourism demand is easily affected by the changing trend. Some tourist destinations become more popular while others decline in popularity. For example, taking a trip to Maldives has been very popular to Hong Kong people in the 1980s.

But nowadays, independent travel is getting more popular such as fly and drive package, accommodation and transportation (hotel and airline) package and cruise and air package.

Personal Factors

Income
People with better jobs and higher income have greater demand for traveling. The frequency of traveling and the amount of travel expenditures increase rapidly as income increases.

Nowadays, total income of an urban family increases due to:
• Double income household (income from spouse)
• Smaller size of a family.
As a result, there is more money for traveling.

Employment
Those secured in their jobs are more likely to travel than those unemployed. People with employment uncertainty will have more domestic holidays, but less overseas holidays, shorter length of stay and lower spending levels.
Holiday entitlement
The longer the paid leave people get, the greater distance they are likely to travel. In general, excursionists spend on average about 1.5-2 hours traveling to a destination, 1-week tourists spend about 4-6 hours, and 2-week tourists spend about 8-12 hours.

Time availability
People with more free time travel more. People in the following cases travel less:
• Many people cannot leave their business or jobs for vacation purposes; and
• Couples with young children also have less time and money to travel.

Education level
Differences in education level affect the types of new experiences a person is willing to accept (university graduates are more willing to go somewhere unfamiliar). People with a high level of education generally earn more money and are of higher social status. They usually travel a lot more.

Personal attitudes and perceptions
Differences in people’s attitudes and perceptions have strong influence on travel decisions such as:
• Whether to travel or not;
• Tourist destinations; and
• Traveling styles, etc.

Other Factors
Time distance and cost of travel between origin and the destination
The greater the time distance, the greater the traveling expenses, the smaller the volume of flow.

Transport routes
Tourism between places will be encouraged where good transport infrastructure exists. Tourism will flourish particularly when travel between places can take place without a change of mode of transport.

Location of destination
Tourist flow towards destinations on major transport routes will be stronger, e.g. Hong Kong lies in the major transport routes between China, Europe and America.
In order to effectively avert PRC passport holders from entering Macau with the sole purpose of transiting to a third country, and to avoid the abuse of this border crossing policy, the Macau police authority has announced the following regulations:

- With effect from 1st August, 2008, the approved limit of stay for mainland visitors holding PRC passports will be reduced from the present 14 days to seven days as they cross the border of Macau SAR. Visitors who have re-entered the border without travelling outbound will be allowed to stay two days at most. A third entry will be rejected.

- With effect from 1st September, 2008, Mainland visitors travelling on an “Exit-Entry Permit for Travelling to Hong Kong and Macao” and a HK endorsement will not be permitted to enter Macao from Hong Kong SAR.

The travel industry estimates that the overall numbers of visitors to Macau will surpass Hong Kong for the first time this year. Yet the Mainland will tighten the policy of individual visit visas to Macau from May this year. Visas will be approved from once every month to once every two months. It is reported that the number of bus passengers between Mainland and Macau has started to reduce; a 15% reduction was seen in June when compared with the previous month.

Questions:
1. Ever since the Hong Kong and Macau Individual Visit Scheme (IVS) was implemented in the Mainland, to what extent has the passenger flow of Mainland visitors been affected? Why? Which type of passenger flow factor does this belong to?
2. Apart from the above factors, what other factors would affect passenger flow?

3. Apart from the direct influence on passenger flow, what other impacts could be brought about by the tightened policy?
There is a decrease in the number of visitors compared to the same month last year. The Hong Kong Tourism Board believed it was because of the Olympics Equestrian Events. As the countdown to the Beijing Olympics has begun, the Hong Kong Tourism Board cooperates with travel agencies in Guangdong Province to promote package tours with the theme of watching the Equestrian Event.

Mr. Tien Pei Chun, the Chairman of Hong Kong Tourism Board, disclosed in RTHK program ‘A Letter to Hong Kong’ that the “Olympics Effect” encouraged visitors to stay at home to watch the Olympics events and travel less. Visitors might worrying about problems like difficult hotel bookings and traffic congestions etc, and choose to visit the Olympic city after the Olympic Games. Hong Kong Tourism Board discovered that number of international visitor in June this year has indeed decreased when compared with the same period last year.

Questions:
1. The hosting of a large-scale event like the Olympics is supposed to attract visitors. But according to the above news, the Olympics withheld visitors from travelling. Why?
2. Apart from the above stated reasons, what are the other reasons preventing visitors from visiting Hong Kong?

3. Apart from the Olympic Games, try to list out large-scale events held in Hong Kong in recent years. (for example, large-scale exhibitions and conferences, etc.) Do you think these events could attract visitors to Hong Kong?
Ways of Measuring Tourist Flows

How Can We Collect Information About Tourist Flow?

To get information about international tourist flows, the frontier survey is one of the methods commonly used. Tourists can be counted as they enter or leave Hong Kong.

There Are 3 Types of Statistics:
- Statistics of Volume
- Statistics of Tourist Characteristics
- Statistics of Expenditure

Statistics of Volume

These provide the number of tourists leaving an area or visiting a destination in a given period of time, and provide a basic count of the volume of tourist traffic (See Table 4: Visitor Arrival Statistics).

<table>
<thead>
<tr>
<th>Month</th>
<th>96/97</th>
<th>97/98</th>
<th>98/99</th>
<th>99/00</th>
<th>00/01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>255,233</td>
<td>406,991</td>
<td>697,593</td>
<td>693,173</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>203,707</td>
<td>406,991</td>
<td>674,435</td>
<td>631,130</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>244,096</td>
<td>401,350</td>
<td>516,732</td>
<td>553,428</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>305,767</td>
<td>425,047</td>
<td>427,621</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>285,797</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
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</tr>
<tr>
<td>Dec</td>
<td>352,211</td>
<td>422,164</td>
<td>422,164</td>
<td>422,164</td>
<td></td>
</tr>
</tbody>
</table>

Table 4: Visitor Arrival Statistics (Source: Hong Kong Tourism Board)
Statistics of Tourist Characteristics
These measure the quality of the tourist flow and include information on types of tourist (sex, age, socio-economic group, etc.). They also measure the tourists’ behavior, e.g. structure of trip, attitudes to the destination, etc. (See Table 5: Visitor Profile and Table 6: Places visited)

Visitor Profile

<table>
<thead>
<tr>
<th>Purpose of Visit 2007</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>52%</td>
</tr>
<tr>
<td>Visiting Friends and Relatives</td>
<td>18%</td>
</tr>
<tr>
<td>Business/Meeting</td>
<td>24%</td>
</tr>
<tr>
<td>En Route</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 5: Visitor Profile (Source: Hong Kong Tourism Board)

<table>
<thead>
<tr>
<th>Rank</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>Places Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>34%</td>
<td>32%</td>
<td>33.4%</td>
<td>Victoria Peak</td>
</tr>
<tr>
<td>2</td>
<td>25%</td>
<td>24%</td>
<td>24.5%</td>
<td>Open-air Market - Ladies</td>
</tr>
<tr>
<td>3</td>
<td>23%</td>
<td>22%</td>
<td>22.1%</td>
<td>Avenue of Stars</td>
</tr>
<tr>
<td>4</td>
<td>17%</td>
<td>17%</td>
<td>17.9%</td>
<td>Ocean Park</td>
</tr>
<tr>
<td>5</td>
<td>18%</td>
<td>16.8%</td>
<td>17.6%</td>
<td>Hong Kong Disneyland</td>
</tr>
<tr>
<td>6</td>
<td>18%</td>
<td>16%</td>
<td>15.2%</td>
<td>Open-air Market - Temple</td>
</tr>
<tr>
<td>7</td>
<td>15%</td>
<td>15%</td>
<td>15.2%</td>
<td>Clock Tower at Tsim Sha Tsui</td>
</tr>
<tr>
<td>8</td>
<td>15%</td>
<td>12%</td>
<td>13.9%</td>
<td>Hong Kong Convention and</td>
</tr>
<tr>
<td>9</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>Repulse Bay</td>
</tr>
<tr>
<td>10</td>
<td>11%</td>
<td>11%</td>
<td>12.1%</td>
<td>Tsim Sha Tsui Waterfront</td>
</tr>
</tbody>
</table>

Table 6: Places visited (Source: Hong Kong Tourism Board)
Statistics of Expenditure

Measurement of tourist expenditure can be obtained by asking tourists directly how much they have spent on their holidays, or indirectly through suppliers of tourist services. (See Table 7: In-Town Visitor Per Capita Spending by Major Market Area. Table 8: Overnight Visitor Spending Patterns. Table 9: Main Items bought).

Table 7: In-Town Visitor Per Capita Spending by Major Market Area (Source: Hong Kong Tourism Board)

Table 8: Overnight Visitor Spending Patterns (Source: Hong Kong Tourism Board)
Why Is It Important to Measure Tourist Flow?
It is important to understand tourism statistics because we can prepare an accurate visitor profile:
- Know how many visitors visited a destination (such as Hong Kong) in the past;
- Find out whether the number of visitors has increased or decreased;
- Predict future numbers of tourists and identify where they come from (market trends);
- Plan and develop sufficient infrastructure (e.g. hotel and transport) for the future development of tourism; and
- Promote a destination (such as Hong Kong) to the potential visitors (those who are likely to come here)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Main Items bought</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ready made Wear</td>
</tr>
<tr>
<td>2</td>
<td>Snacks/Confectioneries</td>
</tr>
<tr>
<td>3</td>
<td>Cosmetics/Skin care Product</td>
</tr>
<tr>
<td>4</td>
<td>Shoes/other Footwear</td>
</tr>
<tr>
<td>5</td>
<td>Hangbag/Wallet/Belts</td>
</tr>
<tr>
<td></td>
<td>Souvenirs/Handicrafts</td>
</tr>
<tr>
<td></td>
<td>Toys/Electronic Game</td>
</tr>
<tr>
<td></td>
<td>Personal Care</td>
</tr>
<tr>
<td></td>
<td>Perfume</td>
</tr>
<tr>
<td></td>
<td>Medicine/Chinese Herbs</td>
</tr>
<tr>
<td></td>
<td>Camera/Video</td>
</tr>
</tbody>
</table>

Table 9: Main Items bought (Source: Hong Kong Tourism Board)
9. Different Sectors of the Travel and Tourism Industry
Accommodation

To an ordinary person, the essence of a good holiday away from home comprises of three main elements - satisfactory accommodation, safe transportation, and suitable entertainment. However, to the members of the tourism industry, a good holiday or a good trip would also include the services of responsible intermediaries and the availability and provision of travel related services.

Accommodation is the temporary home for travelers. It ranges from simple sleeping places to deluxe suites for eating, entertainment, and sleeping. Travelers can stay overnight in any kind of lodging from an African tree house to a castle in Europe.

The accommodation industry is made up of hotels, motels (motor hotels), resort hotels, campgrounds, hostels and guesthouses. Hotels are classified in various ways. One of the most common ways is by location, such as resort, city center, airport, suburban, or highway.

Other Types of Hotels

Resort hotel
Resort hotel can be considered as a destination itself. It offers a full range of services and amenities for the guests to enjoy their vacations within the property. Typical features of a resort hotel include restaurants, shops, sporting facilities, pools, spas, casinos, and even the private beaches.

Examples:
- Hong Kong Gold Coast Hotel
- Mission Hills Resort Shenzhen in China

Airport hotel
Airport hotels are located in or near airports. This type of accommodation is selected by travellers for necessity. A major feature of airport properties is convenient for early morning departures or late evening arrivals. It is mainly for airline crew members and passengers with overnight layovers or cancelled flight.

Example:
Hong Kong Regal Airport Hotel

Bed & Breakfast (B&B)
B&B is a guest house or private house providing a clean, attractive accommodation and breakfast. The B&Bs offer a home-like atmosphere. The owner of the B&B usually lives on the premises and provides all the necessary labor. Community breakfasts with other lodgers and hosts enhance this atmosphere.

Example:
B&Bs operate in Paddington district in London, U.K.

The other way of classification is rating (grading), for example, five-star, four-star, three-star, two-star hotels. This grading system is commonly used in China.

As for Hong Kong, hotels are categorized depending on published room tariff and staff / room ratio.
Transportation

How can a traveler get to his/her destination?
The actual movement of travelers is usually categorized as air, water, road, rail. Transport is acknowledged as one of the most significant factors to have contributed to the international development of tourism. It provides the essential link between tourism origin and destination areas. It also helps to facilitate the movement of travellers either for leisure or business.

There are a number of different types of transport modes: air, water, road and rail. The various types of transport modes can be subdivided into:

<table>
<thead>
<tr>
<th>Air</th>
<th>Domestic (Guangzhou to Beijing)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regional (Hong Kong to cities in China)</td>
</tr>
<tr>
<td></td>
<td>International (Hong Kong to London)</td>
</tr>
<tr>
<td>Water</td>
<td>Ferry</td>
</tr>
<tr>
<td></td>
<td>Cruise</td>
</tr>
<tr>
<td>Road</td>
<td>Coach/bus</td>
</tr>
<tr>
<td></td>
<td>Private car</td>
</tr>
<tr>
<td>Rail</td>
<td>Domestic (Guangzhou to Beijing)</td>
</tr>
<tr>
<td></td>
<td>Regional (Hong Kong to Guangzhou)</td>
</tr>
<tr>
<td></td>
<td>International (Beijing to Moscow)</td>
</tr>
</tbody>
</table>
Air Transport

First-class travelers enjoy the privacy of their own private cabin area with seats that can be converted into 6'6" flat beds. Plenty of good food, in-flight entertainment and personal video screen are provided. They are also welcome to use arrivals lounge.

Business-class travelers have wide comfortable seats with plenty of legroom. They can also enjoy good food, free drinks, and complimentary newspapers.

Economy-class travelers though have narrower seats, still are provided with suitable services and meals.

In general, most of the airlines provide different classes on board; they are first, business and economy class. Some airlines nowadays introduced ‘premium economy class’. This class of service offers better individual service (e.g. more comfortable seat) to passengers at a lower price comparing with business class service.

Types of flight

Scheduled flights
• refer to those flights operated regularly according to a published timetables and fares.
• irrespective to the number of passengers to be carried on any one flight, they serve on a routine basis.

Non-scheduled flights
• also known as charter flights
• do not operate on any set schedule or have predetermined fare structure
• charter flights could go anywhere and at anytime when scheduled service do not covered, and very often they supplement the service on regular routes during peak seasons.
Sea / Water Transport

Cruise ships
What is a cruise? A cruise is a vacation trip by ship. This definition excludes travelling by water for primarily transportation purposes.

It offers the passengers a chance to relax in comfortable surroundings, with attentive service, good food, and a liner that changes the scenery from time to time.


It is projected that cruise ships make an important contribution to Hong Kong tourism. In 2008, there were more than 780,000 overseas travellers visiting Hong Kong. However, there has until now been a lack of detailed information about the market, and in particular, the type of experiences cruise visitors have in Hong Kong.

Despite the potential positive impact of cruise tourism to the local economy, there is also danger the local tourism industry faces is that cruise tourism can displace other forms of tourism as hotels and tours fill with cruise passengers, reducing capacity for other tourists.

Cruise ships are basically self-contained destinations where guests live, eat, are entertained, and travel. Cruises are voyages taken for pleasure and not only for the purpose of transport. Most cruises start and end at the same port.

A cruise with all-inclusive fare nowadays may combine:
- Transportation costs such as airfare between cruise passengers’ point of origin and the destination port. Sometimes the cost of accommodation at the destination port is included in the all-inclusive fare.
- On-board activities; and
- Shore excursions

Ferry services
Ferry service is a short distance sea-journey between ports. Both the local commuters as well as tourists use this mode of transport. The demand for ferry services between Hong Kong and Macau is very high with three operators offer year-round scheduled services.
Road Transport
Traveling by road is the most flexible and economical form of mass transportation. Modern motorway networks have made major cities easily accessible.

Coach services
- Local – services operated in Hong Kong
- Regional – between Hong Kong and Shenzhen
- International express services – services between Canada and United States in North America
- Tour and sightseeing operations
- Shuttle buses for airport transfers

Car services
Car travelers have greater freedom in choosing their route, destination, and timing of their journey.
- Private cars for rental;
- Taxis; and
- Private cars.

Car rental
Business and vacation travellers book car rentals for different reasons:
- Business travellers are looking for a convenient and reliable form of ground transportation to get them from point A to point B with minimum amount of fuss and bother.
- Vacation travellers are looking for a comfortable form of transportation to places where they plan to visit but these places are not easily accessible by public transportation.
Rail Transport
The importance of rail travel has given way to private cars and air travel, but is picking up now since a number of services have been designed specifically for the tourist trade on a local and international level. Examples include “Orient Express” in Europe and “Indian-Pacific” across Australia. Others include the “Trans-Siberian Railway” and the “Bullet Train” of Japan.

Examples of Other Rail Transport:
- Underground train services in most urban city;
- Airport express train service; and
- Scenic rails

Examples of Some Scenic Rails:
One of the world’s eminent travelling experiences is to travel on luxury train. Traversing the world’s varied landscapes along alternative train routes, the train combines all the comfort and luxury of a five-star hotel with a globally unparalleled journey.

The Blue Train
Reference: http://www.bluetrain.co.za

Orient Express Trains
Reference: http://www.orient-express.com
### Table summarizes the major characteristics of various transport modes:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Carrying unit and capacity</th>
<th>Advantages</th>
<th>Disadvantages</th>
<th>Significance for tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>Aircraft • Medium to High passenger capacity</td>
<td>• Speed and range • Suited to long distance journeys</td>
<td>• High fuel consumption • Stringent safety regulations make air transport an expensive mode</td>
<td>• Speed: shortened the travel distance and reduced the time of travel • Range: Increased accessibility to places, opened up most parts of the world for tourism. • Stimulate the growth of international mass tourism</td>
</tr>
<tr>
<td>Water</td>
<td>Ship/cruise • Can have a high degree of comfort • Medium to High passenger capacity</td>
<td>• Suited to either long or short distance ferry operations • Relaxation</td>
<td>• Comparatively slow • Seasickness • High labour costs • Feeling of Confined while most of the activities limited in the cruise</td>
<td>• Cruising became a popular form of leisure travel since 1980.</td>
</tr>
<tr>
<td>Road</td>
<td>Car, bus, or coach. • Low capacity for passengers</td>
<td>• Door-to-door flexibility. • Suited to short distance journeys</td>
<td>• Way shared by other users leading to possible congestion</td>
<td>• Door-to-door flexibility allows tourist to plan routes. • Allows carriage of holiday equipment. • Acts as a link between terminal and destination. • Acts as mass transport network for excursions in holiday areas.</td>
</tr>
</tbody>
</table>
Table summarizes the major characteristics of various transport modes:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Carrying unit and capacity</th>
<th>Advantages</th>
<th>Disadvantages</th>
<th>Significance for tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rail</td>
<td>• Passenger carriages</td>
<td>• Convenience: it usually arrives at and depart from the central business district of a city, thus saving transit time between city and airport.</td>
<td>• High fixed costs</td>
<td>• In the mid-nineteenth century, it opened up areas previously inaccessible for tourism.</td>
</tr>
<tr>
<td></td>
<td>• High passenger capacity</td>
<td>• Suited to medium or long distance journeys, and to densely populated urban areas,</td>
<td></td>
<td>• Special carriages can be added for scenic viewing,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Environmental friendly</td>
<td></td>
<td>• Trans-continental routes and scenic lines carry significant volume of tourist traffic.</td>
</tr>
</tbody>
</table>

**Intermediaries**

Intermediaries are “Middle-Men”, acting as a link between the customer and the supplier. In the travel business, the suppliers consist of airlines, cruise and ferry companies, coach/bus companies, railways, hotels and motels, and car rental agencies. The customers include holiday makers, business travelers, and those visiting friends and relatives.

**Definition of Travel Agency**

The United Nations World Tourism Organization (UNWTO) defines a travel agency as “a retail service organization that provides information about the cost and conditions of possible travel, accommodation and associated services. Before travel demands are made, travel organizations, suppliers or wholesalers prepare for travel and tourist accommodation by organizing transport, booking different kinds of accommodation and advancing all other services.”

**Tourism and the Structure of the Tourism Industry**

Travel agencies, in their role as “middlemen,” combine tourism activities originally carried out on an unconnected, individual basis, linking customers with tourism service suppliers and thereby promoting the development of the tourism industry. Tourism service suppliers include airlines, hotels, restaurants, car hire companies and companies that operate reception services at destinations.

![Figure 4: Tourism and the Structure of the Tourism Industry](image)
Figure 5: Connections Between Tourists and Product Suppliers of Different Categories in the Tourism Industry

- **Privately operated institutions**
  - Travel guide services
  - Travel insurance and financial services
  - Travel publications
  - Travel training and education
  - Retail shops and restaurants

- **Transport Industry**
  - Air routes
  - Water routes (ferries and cruise liners)
  - Rail routes
  - Land routes (tourist coaches/car hire)

- **Accommodation**
  - Hotels/guesthouses
  - Villas/holiday villages
  - Holiday apartments
  - Camping grounds/campervan parks
  - Motor inns
  - Youth hostels

- **Man-made Tourist Attractions**
  - Historic memorials
  - Activity centres
  - Theme parks
  - Seaside and canals
  - Ancient ruins
  - Religious buildings
  - Historic buildings

- **Government institutions**
  - World Tourism Organization
  - Local tourism institutions and statutory groups
  - Government departments
  - Travel visa institutions
  - Travel course and training institutes

- **Travel agencies, tour operators, tourists**

Types of Intermediaries
Intermediaries are chiefly divided into the two categories: travel agencies and tour operators (wholesalers and retailers).

**Travel agencies**
- Wholesalers
- Retailers
- Inbound travel agencies / outbound travel agencies

**Tour operators (wholesalers/retailers)**
- Inbound tour group operators / outbound tour group operators
- Corporate client travel services
- Sightseeing tour companies

![Three Types of Retail Channels](image)

**Figure 6: Tourism service retail channels commonly found in Hong Kong**

<table>
<thead>
<tr>
<th>Three Types of Retail Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unilateral</strong></td>
</tr>
<tr>
<td><img src="image" alt="Unilateral Channel" /></td>
</tr>
<tr>
<td><strong>Bilateral</strong></td>
</tr>
<tr>
<td><img src="image" alt="Bilateral Channel" /></td>
</tr>
<tr>
<td><strong>Multilateral</strong></td>
</tr>
<tr>
<td><img src="image" alt="Multilateral Channel" /></td>
</tr>
</tbody>
</table>

Source:
<table>
<thead>
<tr>
<th>Types of Intermediaries</th>
<th>Hong Kong Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agencies</td>
<td>Wing On Travel, Hong Thai Travel, Morning Star Travel</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesalers</td>
<td>Hong Thai Travel Services</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Retailers</td>
<td>Wing On Travel, Hong Thai Travel Services, Morning Star Travel</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Inbound tour group operators</td>
<td>Gray Line Tours of Hong Kong</td>
</tr>
</tbody>
</table>

**Travel agencies**
- Appointed representatives such as tourism service suppliers or wholesalers are authorized to sell customers a series of tourism-related products and services such as airline tickets, cruise liner berths, hotel rooms, car rentals and train tickets etc. Their role is to provide guests with relevant tourism consultant services, book travel products on behalf of customers and provide special services for customers in accordance with their needs etc. Their income is mainly derived from agency commissions.
- Travel agencies can be divided into **inbound travel agencies** and **outbound travel agencies**.

**Wholesalers**
- Wholesalers buy large volumes of products at a relatively low price from tourism service suppliers such as transport companies, hotels and tourist attractions, and then sell them to tourism retailers that then sell to the retail market. They won’t normally sell travel products directly to the general public. However, some powerful travel agencies will also establish retail departments to sell these products directly to customers. There are also some wholesalers that are operated by a number of airlines and chain hotels, and promote package tours put together from their own products.

**Retailers**
- Retailers order large volumes of various different types of travel products from tourism service suppliers or wholesalers such as transport company, hotel and tourist attraction products and services, then design and combine these individual products and add in their own services such as tour guide services etc., turning them into packaged travel products, which are then sold to customers.
- They differ from wholesalers in that they will open branches in each district as their sales channels and arrange for attractive travel brochures to be printed and produced, then given to customers.

**Inbound tour group operators**
- Inbound tour groups are normally domestically (locally) operated tour groups that specialize in looking after individual tourists or tour groups when they arrive at a local destination. They provide services to all sorts of tour groups (including sightseeing groups) on an individualized or group basis, or provide tour guides.
<table>
<thead>
<tr>
<th>Types of Intermediaries</th>
<th>Hong Kong Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outbound tour group operators</strong></td>
<td>In addition, various types of promotional pamphlets for local tour groups will be displayed at the service desk in the lobby of hotels. Examples in Hong Kong include the “Two Day/One Night Trip to Macau,” “Ocean Park/The Middle Kingdom One Day Trip,” “Hong Kong Disneyland One Day Trip” etc.</td>
</tr>
<tr>
<td></td>
<td>Outbound tour groups will take locals to another city or country and provide travel products such as transport, accommodation and tickets to tourist attractions. Generally speaking, this type of intermediary will regularly organize groups to take people from Hong Kong all over the world, wherein they will be accompanied by a group leader or tour guide from the very start.</td>
</tr>
<tr>
<td></td>
<td>Wing On Travel, Hong Thai Travel Services</td>
</tr>
<tr>
<td><strong>Corporate client travel agencies</strong></td>
<td>This type of travel agency mainly caters to business or corporate clients rather than the general public. This kind of client often travels for meetings or exchanges, or to discuss business etc. This type of client’s travel mode involves a lot of flying, usually requiring late bookings and short stays.</td>
</tr>
<tr>
<td></td>
<td>Most companies appoint one travel agency to arrange all air tickets for business trips undertaken by their staff. Some companies that have staff with extensive travel requirements have independent travel departments that handle travel arrangements and provide other special services, such as applying for travel documentation and visas etc.</td>
</tr>
<tr>
<td>Ngong Ping 360 Cable Car Company</td>
<td></td>
</tr>
<tr>
<td><strong>Sightseeing tour companies</strong></td>
<td>These companies provide travel products such as tourist attraction visits and entertainment for customers, and will also provide services such as tour guides, transport and catering.</td>
</tr>
<tr>
<td></td>
<td>The relevant services will either be sold directly to customers or provided to customers via different tourism retail channels such as inbound tour group operators, travel agencies or hotels, etc.</td>
</tr>
<tr>
<td>Ngong Ping 360 Cable Car Company</td>
<td></td>
</tr>
</tbody>
</table>
The Role and Function of Travel Agencies
The function of travel agencies includes the following 3 aspects:

Providing one-stop travel products
In the course of travel, customers have a wide variety of needs from the moment they leave home until they return to their home base, which includes food, accommodation, transport, touring and sightseeing, shopping, entertainment etc. To satisfy tourist needs in all respects, tourists have to be provided with relevant travel products and services from different types of enterprises. This is where travel agencies come in, by linking tourists with tourism service providers. Playing the role of middlemen between the two parties, travel agencies transform a number of purchases made by the original customer from travel product suppliers into a one-off purchase. They combine all tour operators’ products and provide them to the customer. Therefore, the involvement of travel agencies breaks local boundaries.

It is the most important retail channel for travel products
Although core areas of the tourism industry, such as transport, accommodation and catering organizations will also sell their own products/services directly to travellers, in light of developments in modern-day mass tourism, different parts of their travel products are sold to customers in the retail market via travel services. Therefore, the main function of travel services is to sell travel products in the retail market.

Facilitating customers’ tourism activities and promoting the development of the tourism industry
Travel agencies bring together many types of services needed by customers, thereby facilitating customer purchases; in addition, travel agencies can book the relevant travel services before the customer departs, guaranteeing that the trip will go smoothly; furthermore, tourism agents also provide customers with information, assistance and professional opinions that can help customers to plan their journeys.

Merits of using Intermediaries (Travel Agency)
There is usually an intermediary between the supplier and the customer in all channels of distribution. Although tourism industry suppliers such as airlines, hotels, restaurants and car rental companies may reach their customers directly, they can also use the distribution services provided by one or more intermediaries. The advantages are:

- offer suppliers’ services available to large numbers of potential customers;
- serve as a one-stop shop for a wide variety of travel related services; and
- provide clients with information, assistance and personalized advise for making the travel arrangement.
Travel-related Services

Travel Insurance
One important aspect of maintaining “peace-of-mind” while people travel is to purchase travel insurance, especially when travelers are using “special” tickets which are mostly non-refundable. This is because the insured travelers may get a partial compensation in case they are unable to get on the plane due to various reasons. By travel insurance, we usually refer to personal insurance, but in other cases, it is best to include vehicle insurance as well.

Why is it important to buy travel insurance?
It is because travel insurance covers the following:

a. Medical and hospitalization expenses;
b. Personal accident involving loss of life or limb;
c. Loss of baggage (including a small amount of cash);
d. Baggage delay over 12 hours after scheduled time of arrival (reimbursement for the urgent purchase of basic personal hygiene items such as toothbrush, underwear, basic medication, etc.);
e. Cancellation charges in the event of illness, injury or death. This includes non-refundable deposits and tour costs;
f. Some cash;
g. Personal liability; and
h. Losses involved in the event of a curtailment of the journey due to death, injury and illness (nowadays, some insurance companies include strikes, poor weather, hijacking, etc. as well).

Travel insurance is valid for specific periods of time, e.g. “within 7 days”, “under 2 weeks”, “1 month and over”, etc. It is important that the traveler must make sure he is covered for the entire travel period, or else if anything happens only in the period that is not insured, his cover can be disqualified.

It is essential that the dates of travel are accurate. Please note that different insurance firms have different limits to age (some firms will not cover anyone over 75 years old), and their special conditions of coverage.

Foreign Exchange
Nowadays, a lot of traveling expenses can be paid by credit cards, it seems that foreign currency exchange is no longer important. However, when it comes to shopping, hiring a taxi, or making a phone call, travelers would need cash in local currency and petty change. These can be obtained from banks (in some countries), post offices, large international hotels, some foreign exchange booths in busy business centers, airports, railway stations and quays.
Credit Cards
Credit card is important to the automated payment system of travel nowadays. It represents simplicity, instead of paying in cash or traveler cheques, purchase is charged to a credit account. Credit card offers speed, safety, security and convenience to travellers.

Retail Shops and Restaurants
Retail shops and restaurants are important areas of the tourism industry anywhere over the world. Shopping is one of Hong Kong’s favorite tourist attractions. Tourists can also enjoy food of many countries, with a great price range that can fit with different tastes and budgets of the visitors.

Travel Publications
Travel publication is one of the booming travel-related industries nowadays. Tourists can obtain a wide range of travel information from various forms of publications.

To help readers get better prepared for traveling to an overseas country or destination, such guide books often contain basic information about the country or destination such as climate, geography, history, culture, religion and economy. Readers are also briefed on the formalities and operational aspects of traveling such as visas, customs, accommodation, transportation, tourist offices, postal services, and even laundry service.

Travel magazines show a similar variety of information and they can bring major up-dated information to readers. Many large operators and companies in the tourism industry and the consumer goods industry make use of these magazines to advertise their products and services. The advantage goes both to tourists, who can get in touch with the latest products and services and plan their trips accordingly, and to the operators, who can promote their seasonal products and services to the prospective consumers.

Hotels and airlines are among the major contributors of advertisement out of which the magazine publishers can make profit. Travel magazines also have their unique function of providing articles catering for specific travel needs and interests, as well as giving seasonal updates on different aspects of travel.

Electronic publication is a rapidly growing industry. It provides a real-time visual and audio base of information to computer users. Airlines, National Tourist Offices (NTOs), major hotel groups and some well-established travel intermediaries have already established their Internet websites to promote their products and services. They have also built up a two-way communication with their prospective customers. Tourists can obtain updated travel information from the Internet at a click of the mouse.

Moreover, all NTOs publish reading materials for tourists, including leaflets, brochures, magazines and CDs. Airline companies would also provide informative and interesting magazines for the passengers. Large hotel group publishes magazines, leaflets and brochures of nearby restaurants and attractions.
Internet Solution Provider
Electronic commerce on the Net provides customers with an opportunity to have direct access to the principal service providers such as airlines, hotels and car rental companies or to its distribution channels like travel agencies.

In addition to displaying the basic product features, potential customers can enjoy a variety of services such as information display, reservation, ticketing, accommodations, and entertainment.

A sample of travel related companies offering information on the Internet:
- Hong Kong Trade Development Council
- ANTOR
- Tourism Board
- Cathay Pacific Holidays Ltd
- Egl Tours
- Farrington American Express Travel Service Ltd
- Travellex Hong Kong Ltd
The Role of Technology in the Travel and Tourism Industry

Technology has greatly influenced the way travel is carried out, sold and distributed from producers to consumers. It will continue to change and all participants in tourism will have to constantly adjust to new and often very different forms of technology.

Transportation
All tourists have to get to and from their holiday destinations by one form of transport or the other. In the 21st century means of transport have become faster, more reliable and more comfortable. Examples include:

- Airbus A380 and Boeing 787 Dreamliner aircrafts
- Mega Ships
- Fast Trains
- Private cars
- Tourist Attractions

From the management of natural attractions to sophisticated, computer run theme park rides and IMAX cinemas technology has greatly impacted the attractions industry. Think about your last visit to a theme park such as Hong Kong Disneyland or Ocean Park.

Communications Technology

Traditional:
- Messengers
- Mail
- Telex
- Telegram
- Fixed line telephone
- Fax

21st century:
- E-mail
- Skype
- Internet
- SMS
- Mobile Phone
- Satellite phone (Iridium)
- Blackberry
Distribution of Travel Products

The vast majority of travel products are services and as such they are different from physical products in several ways.

- Consumers must travel to consume the product
- Intangibility (can’t be touched from the distance) of product means that pre-testing of tourism products is not possible
- Perishable – hotel rooms, airline seats or events tickets can’t be stored
- Simultaneous production and consumption
- Traditional Travel Product Distribution

The vast majority of travel products are services and as such they are different from physical products in several ways.

- Airlines, hotels, cruise companies, restaurants, attraction etc. “manufacture” the product or service.
- Tour Wholesaler or consolidators package the various products and offer them as packages to the market.
- Travel agents acting as agents of the producers of the services or agents of the tour wholesalers sell the products and services for a commission.
- The consumer buys the travel product from the travel agent

21st Century Travel Product Distribution

- Supplier/Manufacturer direct to consumer via the Internet no need for middlemen like travel agents
- Advantages for both parties – cost effective and quick
- Fast, efficient and reliable communications are at the fore-front of modern tourism. The days when most bookings were made through travel agents are well and truly over and the internet now plays a major role in the provision of travel information and in the booking of trips.

Example ZUJI
http://www.zuji.com
Technological Advances for the Benefits of Services Providers and Tourists

Industry - Technological advances for the benefits of service providers:

*Improve on cost effectiveness*
- staff scheduling, catering production and fuel costs.
- a seamless GDS (Global Distribution System) or web-based system helps to reduce the bureaucracy and paper-work free employee time for better customer services and relations
- consolidate a better integration of departments and functions of organizations towards better services and reduction of operation costs

*Enhance forecasting techniques*
- reservation (yield management), routes planning and marketing programs.
- develop a better understanding of consumer needs thus reducing the gap between consumer expectations and perceived experience
- obtain accurate and much richer marketing research data from all transactions and enquire made by consumers through the Internet or GDS

*Consolidate fragmented tourism products (distribution channel)*
- offer one stop shopping for tourists via CRS or GDS
- destination promotions with airlines via CRS
- consolidate a better integration of departments and functions of organisations towards better services and reduction of operation costs

Tourist - Technological advances for the benefits of consumers

*Ease of purchase*
- Eliminate complicated distribution intermediaries, direct dealing with suppliers, reduce incurred costs such as commissions, shop at home.
- Automation of routine passenger check-in procedure by the passengers through the Internet is considered by the passengers as a personalized service.
- Transform the traditional multilateral tourism distribution channel to a unilateral channel via the Internet platform. Thus, enabling consumers to deal directly with Internet-based travel intermediaries, and name the price they are willing to pay for their products
- Express check-in services for airline passengers at airports - Kiosks and touch-screen terminals

*Speed up purchasing decision*
- direct dealing with service providers' reservation department, one stop shopping
- ease of access of information on the Internet empower consumers to get information on products and services of interest
Provide more product information

- enhance travel experiences through consolidation of tourism products such as destination attractions, accommodation, and transportation
- massive availability of travel websites offer consumers more information and enjoy greater choice
- GDS provides a reliable yield management solution to service providers, therefore, consumers can enjoy great discounts for last-minute, targeted offers and special promotions.
- Mobile-based reservation systems
How a CRS works

Customer Information
(Requests, Reservations, Modifications)

Supplier Information
(Availability, Price, Special Offers)
**The main roles of the key players in the CRS**

**Travel agents**

The travel agents benefit from having CRS installed in their offices since they can get access to all the information about several airlines flights at the touch of a button, or through just one phone call. The airlines benefit since they have their flights advertised in a wider marketplace, in a competitive screen situation with other airlines.

Travel agents are the customer’s representatives in the booking process. They act as a provider of information on prices, destinations and availability, and offer their own experience to the customer. Once the customer decides on the destination and flight, the travel agents act as a travel administrator for the customer by booking, confirming and ticketing the travel plans. Being the customer’s representatives, the travel agents should be unbiased in the reporting of flight availability and prices to customers.

**CRS**

CRS is the key link between the airline computer (which controls all the selling of seats on the airline flights) and the travel agents. The CRS can act as a provider of information (price, seat availability, schedules) and can also help the travel agent administer the flight with computerized itinerary printing and ticketing. This computer holds a great deal of information and needs to be kept permanently up-to-date since new bookings, cancellations and travel arrangements are constantly changing.

**Airlines**

Airlines send their updated reservation availability and prices to the CRS, either on-line (immediately when they are changed) or on a periodic basis, e.g. once per day.
10. The Part Played by Government, Private and International Tourism Organizations in the Development of Tourism
The Role of a Government

The Major Roles of Government in the Development of Travel and Tourism

Planning and facilitating tourism
Governments devise policies and plans for development. These include the generation of guidelines and objectives for the growth and management of tourism, both in short and long term, and devising of strategies to achieve their objectives.

The planning of tourism requires research. This is to access the level of demand or potential demand to the region, as well as to estimate the resources required to cater for that demand, and how these are best distributed. Planning implies the provision of training. Through hotel, catering and tourism schools, for the skills that the industry requires.

The planning and facilitating function of the government may be delegated to the National Tourism Office of that country.

Control and supervision of tourism
The government plays an important part in controlling and supervising tourism. This is necessary to prevent undesirable growth, to maintain quality standards, to help match supply and demand and to protect tourists against industrial malpractice of failure.

Refusal or granting of permission in planning
Refusal or granting of planning permission is an obvious example of the exercise of control over tourism development.

Control of the export currency
Government sometimes exercise control over tourism flows for economic reasons. Government may protect their balance of payments by imposing currency restrictions or banning the export of local currency in an attempt to reduce the number of local tourists traveling abroad.

Supervision of tourism industry
Supervision and control is also exercised over the various sectors of the tourism industry. The need to ensure passenger safety has led not to licensing of airlines and other forms of public transport, but also of tour operators and travel agencies.

Perhaps the most common form of government supervision of the tourism industry in all countries is in the hotel industry, where compulsory registration and grading is imposed in many countries.
Direct ownership of components of the tourism industry
Some governments own parks, airlines and airports, galleries, museums, historic sites, streets and highways railways, buses, harbors and ferries, subways, hotels, resorts, swimming pools, golf course, and even liquor stores, so as to facilitate the development of the tourism industry.

Promoting tourism to home and overseas markets
Government produces and distributes maps, charts, and tourism literature; operate information centers; advertise, organize sales promotion and public relations activities directed at home and overseas markets.

Government attempts to increase tourism growth by effective marketing, concentrating their publicity on less popular attraction or geographical regions and doing more promotional work during off-season.

Active involvement
Government action covers the following areas:
- Provision of information and advice to prospective investors
- Provision of government guarantees to investors
- Legislation which is conducive to foreign investment

Investment support
- Provision of land by the government at less than market value
- Low interest rate

Operational support
- Increase operational efficiency, for example, provides or finances vocational training, or allows skilled foreign labours to be employed
- Provide visa arrangements for tourists entering into the country
- Negotiate with tourist generating countries on air traffic rights and airlines routes

Research and planning
- Carry out research to find out the most suitable places and ways to develop tourism
- Plan for a well-built infrastructure to meet the needs of developing tourism
- Evaluate the resources (attractions, facilities, labour) available in the country for further tourism development

Reference:
Exercise

Tourist Confidence and the Role of Government

Tourist attractions are important elements in the travel industry, attracting tourists to a certain destination. However, the occurrence of serious incidents weakens the attraction of a destination, and causes tourists to lose confidence in travelling there. A recent string of incidents at Ngong Ping 360, and incidents in which mainland tourists have been cheated etc., have seriously damaged the image of the Hong Kong travel industry.

When such problems occur, how should relevant government authorities restore tourist confidence in Hong Kong?

Quiz: How much do you know about Hong Kong tourist attractions?

1. List four Hong Kong tourist attractions you like to visit and guess which category of tourist attractions they belong to:

<table>
<thead>
<tr>
<th>Hong Kong tourist attractions I like to visit</th>
<th>Different categories of tourist attraction</th>
<th>Please use a √ for each separate category of tourist attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural landscapes</td>
<td>Historical remains</td>
<td>Culture and customs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Religious and sacred objects and sites</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Architectural sites</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special items and programmes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Entertainment and leisure, sports activities</td>
</tr>
</tbody>
</table>

1. 

2. 

3. 

4.
2. Have you ridden on the Ngong Ping 360 or gone to Ngong Ping village? What do you think of this tourist attraction? (Students may answer freely)
Since its completion on 18 September 2006, more than 1.5 million passengers have ridden Tung Chung’s Ngong Ping 360 cable car, with many being drawn to visit the shops and restaurants in Ngong Ping village. On 11 June 2007, one of Ngong Ping 360’s cable cars flew off. Although no one was killed or injured in the incident, this accident damaged the reputation of Hong Kong’s tourism industry.

After the accident, the government immediately announced that the cable car would be shut down until the cause of the accident could be determined. For the following three months, the number of visitors to Ngong Ping village plunged. The subway company exempted business owners from rental payments and promoted all-inclusive tickets, which allowed tourists to use such tickets to travel for free on the bus that ran between the subway station and Ngong Ping village, in the hopes that these measures would attract tourists. However, this hardly made up for the losses suffered by business owners. Some business owners chose to close down temporarily and cut their losses.

After three months of investigation, the government decided to withdraw Skyrail’s operating rights early and turn operations over to the subway company.

To quote Tam Heung Man, Legislative Councillor of Accountancy, the most effective way of restoring city residents’ confidence, in addition to the waived of rental payments for shop owners while the cable car was not running, was to maintain the relevant arrangements for a period of time after the cable car resumed operating, until the number of visitors to Ngong Ping village had recovered to the level before the cable car stopped running, and maintain it at a stable level for some time before ending such arrangements.

Questions for Discussion

1. Describe how the special features of Lantau Island’s tourist attractions (including famous spots such as the Tai O fishing village, Ngong Ping 360, Po Lin Temple and the Big Buddha) attract tourists.
2. Would you have ridden the Ngong Ping 360 cable car after it started running again? Apart from methods to restore tourist confidence mentioned in the article, please suggest two other measures that could be carried out by the government or the Hong Kong Tourism Board.

3. Apart from the impact the Ngong Ping 360 cable car incident had on the cable car operating company and businesses in Ngong Ping village, which other industries would have been affected by this?
4. Apart from the incident mentioned in the above article, try to cite three factors or incidents that would have a direct impact on the volume of travellers to Hong Kong.
On the eve of Golden Week on May 1st 2007, CCTV broadcast a report on mainland tourists who had been ripped off while shopping in Hong Kong, and local media at the same time exposed an increase in the number of complaints about cases of doubtful “zero-inclusive fee” shopping rip-offs, in which rogue shops had sold imitation goods and refused to give refunds.

At the end of 2006, the Hong Kong Tourism Board even signed a “Quality and Honest Hong Kong Tour,” with mainland travel agencies guaranteeing that prices for travel groups would be clearly marked, while ensuring that there would be time to explore and shop freely. Nevertheless, there were still never-ending reports of mainland tourists being cheated, hitting confidence in domestic tourists who came to Hong Kong to shop.

Subsequently, the TIC (Travel Industry Council), in order to strike out at bad elements in the industry, promoted various preventive measures. Mr. Tung Yao-chung, Head of the TIC, indicated that the Council had decided to extend its 14-day money-back guarantee to three months and to ban specified shops from operating under new names, to prevent rogue shops from changing their names and cheating customers.

The then-Commissioner of Customs and Excise, Mr. Tong Hin-ming, also dispatched staff to Hebei and Switzerland to investigate mainland tourists who had complained of being ripped off, along with the owners of Swiss watch brand trademarks, and initiated prosecutions based on the results of the investigation. Customs, the Consumer Council and the TIC have also set up a notification system.

Questions for Discussion

1. Apart from the TIC, Customs and the Consumer Council, what forms of co-operation is the development of tourism in Hong Kong dependent on to restore confidence among travellers? Please explain your answer.
2. What method(s) does the TIC use to supervise specialist operations in the industry?
Public Sector
Government departments and public organizations are involved in tourism policy, planning control and education. For example, travel formalities are administered by consulates and departments in charge of immigration, border security and customs. There are departments responsible for monitoring, licensing and regulating major tourist businesses like hotels and travel intermediaries. Besides, the design and provision of career training in different schools also depend upon the support from the government. In all, the planning and co-ordination of future tourism development require the collaborative efforts of many departments. The following are the possible tourism related departments:

- National Tourism Office (e.g. Switzerland Tourism)
- Department of Commerce
- Education Department
- Marine Department
- Immigration Department
- Customs and Excise Department
- Transport Department
- Planning Department
- Environmental Protection Department
- Civil Aviation Department
- Agricultural and Fishery Department
- Health Department

Travel Formalities
Since the world is divided into many territories and travelers have different citizenship, some travel formalities are needed for international traveling.

Passport
The most important travel document is passport. It is the official document with which the citizenship of a tourist can be clearly identified. Passports are issued by their respective sovereign governments, stating the status of citizenship of the holder and some basic personal information such as date of birth, gender, correspondence and emergency contact. The holder’s photo is stuck on the main page with an official stamp/chop certifying the validity of the document. The issue date and valid period of the passport are also stated. The holder needs to renew his/her passport for usually every 10 or longer years.

Each passport contains blank pages, allowing embassies of other sovereign government to stick or stamp their visas, also allowing border officials of the host countries to stamp the dates of entry and exit. For national security reason, all passports are carefully designed and made to prevent forgery. Modern sophisticated printing technologies such as laser markings help this in a great deal.

A passport is an official document issued by a government to identify an individual, and it is
usually issued for five to ten years. In general, the following items can be found in a passport:

- Name of passport holder
- Photo of passport holder
- Personal details (e.g. nationality, date of birth) of passport holder
- Date of issue
- Issuing authority
- Expiry date

Passport’s holder often ignores the expiry date on the passport. Some countries require passports to be valid for a certain period, normally it requires no less than 6 months of validity for travelling abroad.

Types of passport:

**Joint passport**

Some countries allow persons travelling together on a joint passport which may include a spouse, children or both. Any member of the family included in a joint passport cannot travel without the principal passport holder.

The joint passport holder can travel alone without the dependents, provided those included in the passport are staying in their country of residence. For example, a mother and her child enter Australia together on one passport. The mother cannot proceed to, say, United Kingdom, leaving the child in Australia as the child would have no evidence of legal entry into Australia and would be unable to leave Australia without the mother.

**Aliens passport**

Some countries issue this type of passport to alien residents. An alien is classified as a person living in a country of which he is not a citizen.

**Diplomatic or consular passport**

Issue to diplomats, consular and other government officials on missions entitling the bearer to diplomatic or consular status under international law and custom.

**Other passports**

Nansen passport is a temporary document issued by internationally recognized organizations such as the UN and International Red Cross. This temporary identify card is mainly issued for refugees or displayed person who were unable to obtain an ordinary passport.

**Official, special or service passports**

Issued to government officials or other persons on government missions. The passport’s issuing authority has to specify the travelling purpose on the passport.
Visa

Along with passports, visas play the most significant role among other formalities. Tourists from an overseas country that has no strong political tie with the host country are often required to apply for a visa from the host country’s embassy or representative office in their home country before departure. Documents such as passport, an employer’s letter, return air tickets, and receipt(s) of hotel booking or proof of arranged accommodation in the host country are often required. Embassy officials may also ask for other papers such as bank statements (proving the applicant’s financial capacity to travel) and travel insurance receipt. Applicant must submit photo(s) along with the application.

Every visa has a valid period. If a tourist wants to stay in the host country beyond that period, he/she must apply for an extension that can be arranged during the stay. Tourists who want to study abroad may be required to apply instead for a student visa. In this case, documents from the concerned educational institution would be necessary.

A visa specifies the authorized length of stay, the period of validity and the number of entries into the country allowed during the period. To apply for a visa, applicant may need to provide the following supporting documents:

- Proof of sufficient funds to cover the period of stay
- An employer’s certificate (optional)
- A return ticket
- Proof of continuation of the trip
- Vaccination certificates (optional)

Health Requirements

To prevent the spread of epidemics diseases, tourists departing from a port which has been declared to have an epidemics problem are usually required to present a proof of health or vaccination issued by an officially recognized medical officer or institution. Aged travelers usually need a travel medical insurance receipt or even a medical certificate stating good health in order to get a visa.

The Hong Kong Travel Health Service (www.travelhealth.gov.hk) is run by the Port Health Office of the Department of Health. It aims at promoting and protecting the health of travelers as well as preventing the spread of diseases into Hong Kong.

Source: The Health Service, Hong Kong Department of Health
Travellers arriving from an ‘infected area’ are normally required to prove that they have duly been vaccinated against specific diseases. The World Health Organisation produces an international certificate of vaccination for this purpose.

If a passenger arrives in a country without evidence that he has had the necessary vaccinations, he could be:

a) denied entry to the country
b) put under medical surveillance
c) put into quarantine
d) vaccinated ‘on the spot’

**Customs and Taxes/duties**

For trade, hygiene and security reasons, different host countries have their list of items of forbidden goods that overseas tourists and their citizens are not allowed to bring into their territory. Dangerous drugs are mostly strictly prohibited. Tourists bringing in firearms or other lethal weapons could face severe penalty or punishment. For example, tourists convicted of the offence of drug trafficking in some countries such as Thailand could face capital punishment.

Taxed items such as tobacco and alcoholic products are usually restricted to a limited amount (in weight or volume). Items other than travelers’ accessories including electrical household appliances may also be taxed. Tourists who wish to travel with their pet(s) often need prior permission, and a proof of vaccination may be required. Some countries such as the United States have strict policies on bringing in agricultural produce or even herbs and plants. Tourists bringing in non-duty-free items need to fill in a custom declaration form and submit it at the point of entry.

Some host countries that adopt sales tax system offer tax refund benefit to tourists who are big spenders, so as to attract them to buy more during the stay. The customs office usually operates refunding procedure before the visitors return home. Most countries also have a policy on the value of both the foreign currency and their national currency that a tourist can bring into and out of their territory. Usually before arrival, transport operators help the host country distribute customs declaration forms and arrival cards to visitors to fill in and submit at the point of entry.

**Public Security**

Public security is one of the major issues to governments around the world, in particular public security at the airports. Many airports have adopted a tight security measure in ensuring the safety of air passengers. In addition, The Hong Kong SAR Government provides updated web-based travel advice for Hong Kong residents who are planning to travel aboard - [http://www.sb.gov.hk/popup2.htm](http://www.sb.gov.hk/popup2.htm)

Suggested link:
Information Services Department
Adoption of new security measures at Hong Kong International Airport [http://www.isd.gov.hk/eng/tvapi/07_ms156.html](http://www.isd.gov.hk/eng/tvapi/07_ms156.html)
The Role of the Government of Hong Kong

The tourism industry is a major pillar of the economy of Hong Kong. Total expenditure associated with inbound tourism amounted to HK$140 billion in 2007. According to Hong Kong Tourism Board’s latest figure, the final visitor arrivals for 2008, which totalled 29,506,616, an increase of 4.7% on the 28.17 million arrivals welcomed in 2007.

The Mainland continued to be the largest source market with arrivals of 16.8 million in 2008, representing an increase of 8.7% more than in 2007 and accounting for 57.1% of the total visitor arrivals. Of these, 9,619,280 arrived under the Individual Visit Scheme (IVS), 57.0% of the total and 11.9% more than in 2007.

Planning and Facilitating Tourism
Countries with prosperous tourism industry usually have an official organization that regulates and stimulates tourist activities. Its position within the government and relative importance varies from country to country. In some countries, tourism organizations are at the full ministry or cabinet level, while in others, the tourist office may not be officially part of the regular government structure.

Tourism Related Government Bodies
The Tourism Commission is the official government body that facilitates tourism development in Hong Kong. The main objectives are to review the tourism strategies and take initiatives to enhance the attractiveness of Hong Kong.

The Travel Agents Registry, under the Commerce & Economic Development Bureau, was established in 1986 to administer the Travel Agents Ordinance. Its main functions include:

- issue and renewal of license for travel agents under the Travel Agents Ordinance,
- administration of travel agents record, handling enquiries and complaints and provision of secretariat support for the Advisory Committee on Travel Agents,
- administration, management and maintenance of Travel Industry Compensation Fund.
Tourism Commission

The Tourism Commission (TC) was established in May 1999 to coordinate within government various tourism development efforts and to provide better policy support and leadership on the part of government to the development of tourism in Hong Kong.

The Commission’s objective is to establish and promote Hong Kong as Asia’s premier international city, a world-class destination for leisure and business visitors. To fulfill this mission, the Commission ensures that tourism receives proper recognition as one of the major sectors of the economy, with the industry, the Hong Kong Tourism Board and the Government working in harmony, and bringing in the community at large.

The Tourism Commission is responsible for formulating policy and overall strategy in promoting tourism, considering the feasibility of new tourism attractions; coordinating with other government bureaus and departments on tourism related matters; and working closely with the Hong Kong Tourism Board (HKTB).

Strategy of Tourism Commission

To position Hong Kong as a world-class destination, the following strategies have been developed.

- Preferred gateway to the region in general and the Mainland in particular, taking maximum advantage of our strategic location at the heart of Asia.
- Premier business and services centre in the Region, the natural home of trade and commerce.
- Events capital of Asia, where something exciting is always happening.
- A kaleidoscope of attractions, a variety of sights and sounds with something for everyone.
- Asia’s pre-eminent international and cosmopolitan city with a unique blend of eastern and western heritage and culture, distinct from other cities in China.
Hong Kong Tourism Board (HKTB): Promoting Hong Kong

The HKTB is a statutory body setup to promote Hong Kong globally as a business and leisure destination and take initiatives to enhance the experience of visitors. In addition to the head office in Hong Kong, HKTB has 15 other offices and five representative offices around the world.

HKTB commissions extensive market studies to gauge industry trends and shares information with the Government and travel trade partners. The Board adopts a flexible and integrated approach to reach different markets and meet their needs, such as marketing Hong Kong’s unique living culture to long-haul markets while promoting shopping and dining attractions to short-haul markets.

To promote Hong Kong, HKTB leverages the “Hong Kong – Live it, Love it!” marketing platform, adopting a diversified approach in advertising, through internet, consumer promotions and public relations activities.

HKTB strives to develop appealing and creative destination products. For example, HKTB develops education-cum-entertainment products which cater to family visitors. At the same time, it also organizes mega events to enrich the travel experience of our visitors.

The 6 objectives of the HKTB, as defined under the HKTB Ordinance 2001, are:

1. to endeavour to increase the contribution of tourism to Hong Kong;
2. to promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination;
3. to promote the improvement of facilities for visitors;
4. to support the Government in promoting to the community the importance of tourism;
5. to support, as appropriate, the activities of persons providing services for visitors to Hong Kong; and
6. to make recommendations to and advise the Chief Executive (of the Hong Kong SAR) in relation to any measures which may be taken to further any of the foregoing matters.
International Convention, Exhibition and Tourism Capital

The Government strives to enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital, by seeking to host more mega international conventions and exhibitions. To this end, the HKTB is stepping up efforts to promote Hong Kong as a leading destination for meetings, incentives, conventions and exhibitions (MICE), targeting event organizers, international organizations and potential visitors. Additional fund is earmarked for the HKTB to raise Hong Kong’s MICE profile and provide one-stop professional support for MICE events to be hosted in Hong Kong.

The Government is committed to developing Hong Kong into a leading regional cruise hub

A site has been identified at the southern end of the former runway at Kai Tak for the development of a new cruise terminal, which will have two alongside berths allowing berthing of different types and sizes of cruise vessels, including mega cruise vessels up to 110,000 displacement tonnes. The first berth is expected to commence operation in 2013. Upon completion of the new cruise terminal, together with the existing cruise terminal in Tsim Sha Tsui, Hong Kong will have four berths in total for cruise vessels.

Tourist Attractions and Facilities

The Government has plans to develop a wide-range of diversified tourist attractions in Hong Kong with a view to enhancing our overall attractiveness as a premier tourist destination.

The Ocean Park, a public recreational and educational park with a history of more than 30 years, continues to be an attractive tourist destination for family visitors. The Ocean Park is implementing its redevelopment plans. Upon completion of this eight-phase project in 2012-13, the Ocean Park will become a world-class marine-themed park featuring more than 70 attractions. New attractions will be introduced in each phase and the first was opened in February 2007. To complement the redevelopment plans, the Ocean Park is planning to build three hotels within the park.

Hong Kong Disneyland is an important part of our tourism infrastructure and has been well received by local and overseas visitors. Since its opening in 2005, Hong Kong Disneyland has continuously been launching new attractions and entertainment initiatives to enhance park experience. Its two hotels also offer unique venues for meetings and weddings.
The Hong Kong Wetland Park, which was opened in May 2006, is a world-class conservation, education and tourism facility. It consists of a 60-hectare outdoor wetland reserve and a 10,000 square metre visitor centre with three exhibition galleries. It is a major green tourism facility in Hong Kong. It was planned meticulously to ensure that it blended well with the surrounding area and that the wild life there was not disturbed.

Opened in September 2006, Ngong Ping 360 comprises a 5.7km cableway which takes about 25 minutes per direction, and a traditional Chinese and Buddhist themed village. The cable car ride of Ngong Ping 360 offers a spectacular panoramic view of the beautiful landscape of Lantau Island and provides convenient access for visitors to explore other intriguing parts of Lantau, including the Big Buddha, Po Lin Monastery, Wisdom Path, Tai O fish villages and beautiful beaches on Southern Lantau.

Enhancement Projects are Implemented to Give a Facelift to the Existing Popular Tourist Areas

Completed projects include:

- enhancement of the Sai Kung waterfront
- minor improvements to Lei Yue Mun
- enhancement of the Central and Western District including Dr Sun Yat-sen Historical Trail,
- Visitor Signage Improvement Scheme Phase I
- the Transport Link in Tsim Sha Tsui East
- the Stanley Waterfront Improvement Project and the Avenue of Stars, which is a joint venture with the private sector
- The Tsim Sha Tsui Beautification Project has largely been completed
- improvement works at the Peak are expected to be completed by end 2008
Planning projects include:

- the Aberdeen Tourism Project to complement the redevelopment plans of the Ocean Park and enhance the tourism appeal of Aberdeen
- further enhancement of the facilities along Lei Yue Mun waterfront
- development of a piazza at Tsim Sha Tsui
- the Visitor Signage Improvement Scheme Phase II

Heritage: Promotion of Tourism is not Simply about Construction of New Facilities

The Government has not lost sight of the fact that Hong Kong’s traditional relics and assets, some of which date back six thousand years, offer visitors a fascinating insight into the region’s history. Looking ahead, the heritage tourism development, which features a heritage hotel at the former Marine Police Headquarters Compound is expected to be completed by 2008.

The Project is the first attempt to engage the private sector to preserve and develop buildings of historic significance into a heritage tourism facility. To better explore heritage tourism, the HKTB has enhanced its Cultural Kaleidoscope cultural experience programme with guided tours of Dr SunYat-sen Museum. It published a guidebook “Discover Hong Kong by Rail” to promote the attractions, including heritage sites along the MTR East and West Rails. In addition, the HKTB continues to work with the trade to promote traditional Chinese customs and festivals such as the Tin Hau Festival parade in Yuen Long and Cha Kwo Ling, Tam Kung Festival in Shaukeiwan, the Cheung Chau Bun Festival and the Birthday of Lord Buddha celebrations at Po Lin Monastery.
Culture and Arts

The HKTB also promotes cultural and arts activities, such as the Hong Kong Arts Festival, Hong Kong International Film Festival and large-scale arts exhibitions in various local museums, so as to enrich visitors' nightlife and travel experience with a view to attracting more tourists, especially business travellers to Hong Kong. The Commission has been working in close collaboration with major arts groups and the tourism sector to establish an effective platform to enhance the development and promotion of cultural tourism.

Accessibility: Accessing Hong Kong

The Government continues to enhance Hong Kong's accessibility. Nationals from some 170 countries can visit Hong Kong visa free for periods ranging from seven to 180 days.

As for Mainland visitors, the quota of the Hong Kong Tour Group Scheme of Mainland visitors was abolished in January 2002. In 2008, there were 9.6 million visitor arrivals from the Mainland under the Individual Visit Scheme.

Travel Industry Council of Hong Kong (TIC)

The Travel Industry Council of Hong Kong (TIC) was set up in 1978 and became incorporated as a regulatory body for the outbound tourism industry under the Travel Agents Ordinance in 1988. On March 22, 1990, the Council was appointed a public body and was entrusted with the responsibility of implementing and overseeing various traveler protection measures.

Objectives:
To maintain a high standard of professionalism within the industry to protect the interests of both the trade and the travelers.
General roles:

- Under the Travel Agents Ordinance 1988, TIC membership became a “must” for obtaining the Travel Agent’s License;
- To ensure self-regulation of the outbound tourism industry
- Assist in the implementation of customer protection schemes, which includes monitoring and publicizing the collection of levy for the “Travel Industry Compensation Fund” (travel agents are required to contribute 0.15% of the tour fare received as levy to the fund. In case of agent default, affected travellers can receive ex-gratia payment of up to 90% of the tour fare paid.
- Package tour travellers with properly franked receipts are protected by the Package Tour Accident Contingency Fund Scheme. Financed by the TICF, the scheme renders contingent financial relief of up to HK$180,000 (http://www.ticf.org.hk/eng/legal.htm) to tour accident victims and their relatives.
- Subsidizing different training courses for travel agency staff.

Hong Kong Hotels Association (HKHA)

Hong Kong Hotels Association (HKHA) was founded in 1961. Its role and functions are as follows:

a. To co-operate and co-ordinate the hotel industry in Hong Kong;
b. To protect the rights and benefits of members;
c. To advise the government on hotel development in Hong Kong; and
d. To work closely with all the educational institutions involved in hotel and catering training.
The Role of the Major International Organizations

United Nations World Tourism Organization (UNWTO)
http://www.unwto.org/index.php

The United Nations World Tourism Organization (UNWTO) is concerned with tourism on a global level. Its headquarters are in Madrid, Spain, and it maintains regional offices around the world.

The organization was established in its present form in 1975. The WTO acts as a clearinghouse for information on international and domestic travel. It encourages nations to regard tourism as a way to promote economic development and international understanding. It also advocates tourism as a way to ensure peace and protect human rights. The organization gathers and distributes statistics data on a host of tourism-related topics, including new technology, employment, and training.

In addition, it makes available information concerning travel facilities, special events, and legal protection available to those who travel. Its technical department studies the economic and trading factors that influence the flow of tourists.

Basically, the UNWTO has 5 principal responsibilities. These are to promote the following:

- The free and unhindered movement of tourists within individual countries and between all countries of the world;
- The role of tourism in world trade;
- The economic development of all countries and revival of declining areas of the globe through tourism;
- The social and cultural functions tourism fulfills within nations; and
- The interests of tourists and tourism in general.

In addition to promoting the positive aspects of tourism, the WTO lobbies against measures that it believes would be harmful to tourism.

Pacific Asia Travel Association (PATA)

Pacific Asia Travel Association (PATA) was founded in Hawaii in 1951 to develop, promote, and facilitate travel to and among the destination areas in the Pacific Ocean.

PATA brings together governments, airlines and steamship companies, hotel owners tour operators, travel agents, and a wide range of other tourism-related organizations.

PATA headquarters are in San Francisco, California, Branch offices are located in Singapore to serve the East Asia region and in Sydney to serve the South Pacific. Marketing representatives are located in London, Frankfurt, and Paris.
Roles and responsibilities:
PATA represents countries in the Pacific and Asia that have united to achieve a common goal – excellence in travel and tourism growth in the vast region. Its work has been to promote tourism through programs of research, development, education, and training.

The Association has become an important source of accurate and up-to-date information for its members in the fields of marketing, development, research, education, and other travel-related activities. PATA’s marketing efforts are directed to influencing more individuals to travel and within the Pacific area.

Development activities are geared to improving and advancing facilities and services in new destinations, increasing the handing capacity of existing destination, and preserving their heritage and quality. In research, PATA concentrates on the operation of an annual travel research conference, the publication of an annual pacific area statistical report, and the conduct of cooperative research studies.

International Air Transport Association (IATA)
http://www.iata.org/index.htm

The international Air Transport Association (IATA) was established in 1945 in order to promote safe, regular, and economical air transport. The members of IATA are individual international airlines.

Functions of IATA include:
• To act as a ticket clearing house; and
• To ensure the standardization of prices, tickets, and baggage checks.

The main role of IATA is coordinating international commercial airline industry activities and compromising on international airfares.

Universal Federation of Travel Agents Association (UFTAA)
http://www.uftaa.org/

The objectives of the Universal Federation of Travel Agents Association (UFTAA) are:
• To act as a negotiating body for various branches of the tourism and travel industries on behalf of travel agents;
• To give professional and technical advice and assistance to travel agencies on the world economy and tourism;
• To improve the prestige and public recognition of travel agents; and
• To provide training courses to travel agency personnel.

World Travel and Tourism Council (WTTC)
The World Travel & Tourism Council (WTTC) was founded in April 1990. It provides a global forum for members who are chief executives from all industry sectors, including accommodation, catering, entertainment, recreation, transportation and other travel-related services.
The WTTC is led by the executive committee and the day-to-day operations are carried out by the President and a small staff based in London, Brussels, and Washington D.C. The goals of the council are:

- to work with governments to make tourism strategic economic development and employment as priority
- to move toward open and competitive markets
- to pursue sustainable development
- to eliminate barriers for growth and to realize the full economic potential of tourism and its job generating ability.

The WTTC also conduct extensive research to determine the sheer market size of travel and tourism, and its contribution to world, regional, and national economies.

Reference: URL: http://www.wttc.org

International Civil Aviation Organization (ICAO)

ICAO established in 1994, is an organization of governments joined to promote civil aviation on a worldwide scale. It serves as a means to secure international cooperation in the highest possible degree of uniformity in regulations and standards, procedures and organization regarding civil aviation matters.

The organization has adopted the “Guiding Civil Aviation Into the 21st Century” to deal more effectively with the constantly evolving challenges facing civil aviation, particularly in the area of flight safety. The strategic action plan focuses on eight major objectives to further the safety, security, and efficiency of international civil aviation. The eight objectives are as follows:

- Foster the implementation of ICAO Safety Standards and Recommended Practices to the greatest extent possible worldwide.
- Develop and adopt new or amended standards, recommended practices, and associated documents in a timely manner to meet changes.
- Strengthen the legal framework by developing new international air law that is required to govern the international civil aviation, and to encourage the ratification of existing infrastructure.
- Ensure the currency, coordination, and implementation of Regional Air Navigation Plans and provide the framework for the efficient implementation of new air navigation systems.
- Respond on a timely basis to major challenges to the safe and efficient development and operation of civil aviation.
- Ensure that guidance and information on the economic regulation of international air transport is current and effective.
- Assist in the mobilization of human, technical, and financial resources for civil aviation facilities and services.
- Ensure the greatest possible efficiency and effectiveness in the operations of the organization.

Reference: URL: http://www.icao.org
The International Eco-tourism Society (TIES)
The International Ecotourism Society was founded in 1990 to foster a true sense of synergy between outdoor travel entrepreneurs, researchers and conservationists. The organization assists those committed professionals around the world who are working to make ecotourism a genuine tool for conservation and sustainable development. The Society provides internship, training and education programmes on a wide spectrum of topics, ranging from marine ecotourism management to ecotourism business operations. The Society also has an exhaustive list of publications on ecotourism.

Reference: URL: http://www.ecotourism.org
11. Local Tourism
Visitor Profile

In the earlier chapter, we are aware of the importance of tourism statistics because it helps the tourism stakeholders to better understand their customers – visitors.

According to the tourism statistics compiled by HKTB on visitor profile, the main purpose of visit for overnight visitor to Hong Kong is on vacation (See Table 10). While the visitors are in Hong Kong, they spend their money on accommodation, shopping, tours, meals outside hotels, entertainment and others. Among all these expenditures, overnight visitors spend most of their money around 56.7% on shopping (See Table 11). Same-day In-town visitor has a similar spending pattern, shopping tops their total expenditures (See Table 12). Based on the statistics, man-made attractions in particular shopping is the main pulling factor that influences visitors come to Hong Kong.

Visitor Profile - Purpose of Visit (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Vacation</th>
<th>Visiting Friends and Relatives (VFR)</th>
<th>Business/Meetings</th>
<th>En Route</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>32</td>
<td>5</td>
<td>20</td>
<td>41</td>
<td>3</td>
</tr>
<tr>
<td>2006</td>
<td>28</td>
<td>4</td>
<td>19</td>
<td>47</td>
<td>2</td>
</tr>
<tr>
<td>2005</td>
<td>24</td>
<td>4</td>
<td>22</td>
<td>49</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 10: Purpose of Visit (Source: Hong Kong Tourism Board)

Overnight Visitor Spending Patterns 2006 & 2007 (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Shopping</th>
<th>Hotel Bills</th>
<th>Meals Outside Hotels</th>
<th>Tours</th>
<th>Entertainment</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>56.7</td>
<td>22.5</td>
<td>11.9</td>
<td>0.7</td>
<td>2.2</td>
<td>6.1</td>
</tr>
<tr>
<td>2006</td>
<td>53.2</td>
<td>23.6</td>
<td>13.2</td>
<td>0.9</td>
<td>2.2</td>
<td>7.0</td>
</tr>
</tbody>
</table>

Table 11: Overnight Visitor Spending Patterns (Source: Hong Kong Tourism Board)
Table 12: Same-day in-town Visitor Spending Patterns (Source: Hong Kong Tourism Board)

Table 13 revealed the top ten main items bought by both overnight and same-day visitors.

<table>
<thead>
<tr>
<th>Top Ten Main Items Bought by Visitors in Hong Kong 2007 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ready-made Wear</strong></td>
</tr>
<tr>
<td><strong>Snacks/Confectioneries</strong></td>
</tr>
<tr>
<td><strong>Cosmetics/Skin-care Products</strong></td>
</tr>
<tr>
<td><strong>Shoes/ Other Footwear</strong></td>
</tr>
<tr>
<td><strong>Handbag/Wallets/Belts</strong></td>
</tr>
<tr>
<td><strong>Souvenirs/Handicrafts</strong></td>
</tr>
<tr>
<td><strong>Toy, Electronic Game Machine, and Game Software</strong></td>
</tr>
<tr>
<td><strong>Personal Care</strong></td>
</tr>
</tbody>
</table>
Apart from shopping, Hong Kong also offers many fabulous attractions for visitors to explore. Whether you are a vacationer, business traveler, nature lover or cultural explorer, Hong Kong can cater for your every desire. According to HKTB, the top 10 places visited by visitors in 2007 are (See Table 14):

Table 14: Top Ten Most Visited Places by Visitors (Source: Hong Kong Tourism Board)

<table>
<thead>
<tr>
<th>Rank</th>
<th>2005</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>VICTORIA PEAK</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>LANTAU ISLAND</td>
<td>29</td>
</tr>
<tr>
<td>3</td>
<td>AVENUE OF STARS</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>OCEAN PARK</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>HONG KONG DISNEYLAND</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>TEMPLE STREET</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>HONG KONG CONVENTION AND EXHIBITION CENTRE</td>
<td>15</td>
</tr>
<tr>
<td>8</td>
<td>CLOCK TOWER OF TAM SHU TAU</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>REPULSE BAY</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>TAM SHU TAU WATERFRONT PROMENADE</td>
<td>9</td>
</tr>
</tbody>
</table>

How much do you know about the different tourism resources in Hong Kong? Other than the top ten places visited by tourists, Hong Kong has many different types of tourism attractions for visitors to explore and enjoy. You'll be amazed by the diverse contrasts and close proximity of stunning cityscapes and soaring mountains, heritage sites and extensive green countryside.
The Many Faces of Victoria Harbour
There are many unique characteristics of the 18 districts in Hong Kong including sights, shopping, dining and entertainment options in each district. Some of the options are actually popular tourist attractions. The Home Affairs Department of the Government of the Hong Kong Special Administrative Region provides an exhausted list of information on these unique characteristics of the 18 districts for locals and visitors to explore and experience (referring to *Hong Kong Fun in 18 Districts*, [http://www.gohk.gov.hk/eng/welcome/index.html](http://www.gohk.gov.hk/eng/welcome/index.html)).

In addition, Hong Kong Tourism Board provides an updated list of local attractions for both the travel trade and tourists on its Internet homepage - [http://www.discoverhongkong.com/eng/attractions/sightseeing-guide.html](http://www.discoverhongkong.com/eng/attractions/sightseeing-guide.html).

**Exercise**

Compile a list of tourist attractions for visitors to explore while they are in Hong Kong. The objective of completing the list is to gain a better understanding of the different types of local tourist attractions and the different forms of tourism. Referring to the “Overview of Attractions” on page XX and forms of tourism, and apply the concepts with the information provide by the above links to complete the list.
## Central & Western District

1. City Hall  
4. Lu Pan Temple  
7. The Central to Mid-Levels Escalator  
10. The Flagstaff House Museum of Tea Ware  
13. The Old Mental Hospital  
2. Government House  
5. Man Mo Temple  
8. The Centre  
11. The Hong Kong Museum of Medical Sciences  
14. The University of Hong Kong  
3. Legislative Council Building  
6. The Bank of China Building  
9. The Court of Final Appeal  
12. The HSBC Building

## Eastern District

1. Eastern District Tourist Trail (Shau Kei Wan Section)  
4. Law Uk Folk Museum  
7. Noonday Gun  
10. Tai Tam Country Park (Quarry Bay Extension)  
13. Tin Hau Temple in Shau Kei Wan  
16. Woodside  
2. Hong Kong Film Archive  
5. Leaping Dragon Pavilion, Tidal Melody and Leafy Shade Paradise  
8. Old Cannons in Chai Wan Park  
11. Tam Kung Temple  
14. Relics of War-Time Cooking Ranges  
15. Victoria Park  
3. Hong Kong Museum of Coastal Defence  
6. Mount Parker Road Green Trail  
9. Sai Wan War Cemetery  
12. Tin Hau Temple in Causeway Bay

## Islands District

17. Cheung Chau  
20. Discovery Bay  
23. Hau Wong Temple  
26. Hung Shing Temple  
29. Kwan Tai Old Temple  
32. Lantau Island  
35. Luo Hon Monastery  
18. Cheung Chau Ferry Pier  
21. Finger Hill  
24. Hong Kong International Airport  
27. Kamikaze Cave  
30. Kwun Yam Wan  
33. Lo So Shing Beach  
36. Man Mo Temple  
19. Cheung Po Tsai Cave  
22. Golden Flower Shrine  
25. Hung Shing Ye Beach  
28. Kwan Gong Chung Yi (Pavilion)  
31. Lamma Island  
34. Lung Mo Temple  
37. Mui Wo Ferry Pier
<table>
<thead>
<tr>
<th>Islands District</th>
<th>38. Ngong Ping 360</th>
<th>39. Pak She Tin Hau Temple</th>
<th>40. Pavilion</th>
</tr>
</thead>
<tbody>
<tr>
<td>41. Pak Tai Temple</td>
<td>42. Peng Chau</td>
<td>43. Peng Chau Ferry Pier</td>
<td></td>
</tr>
<tr>
<td>44. Po Lin Monastery</td>
<td>45. Po Toi</td>
<td>46. Pui O Beach</td>
<td></td>
</tr>
<tr>
<td>47. Pui O Camp Site</td>
<td>48. Silver Mine Bay Beach</td>
<td>49. Silver Mine Cave</td>
<td></td>
</tr>
<tr>
<td>50. Silver Mine Waterfall</td>
<td>51. Sok Kwu Wan Fish Rafts</td>
<td>52. Sok Kwu Wan Tin Hau Temple</td>
<td></td>
</tr>
<tr>
<td>53. Stilted House</td>
<td>54. Tai O</td>
<td>55. Tung Chung</td>
<td></td>
</tr>
<tr>
<td>56. Tin Hau Temple</td>
<td>57. Tong Fuk Beach</td>
<td>58. Tung Chung Fort</td>
<td></td>
</tr>
<tr>
<td>59. Tung Chung Station</td>
<td>60. Tung Wan</td>
<td>61. Upper Cheung Sha Beach</td>
<td></td>
</tr>
<tr>
<td>62. Wisdom Trail</td>
<td>63. Yeung Hau Old Temple</td>
<td>64. Yung Shue Wan Ferry Pier</td>
<td></td>
</tr>
<tr>
<td>65. Yung Shue Wan Main Street</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kowloon City District</th>
<th>66. Hoi Sham Park</th>
<th>67. Hong Kong Baptist University and The Academic Community Hall</th>
<th>68. Shang Sin Chun Tong</th>
<th>69. Sung Wong Toi Garden</th>
</tr>
</thead>
<tbody>
<tr>
<td>70. The Harbourfront Promenade</td>
<td>71. The Kowloon Walled City Park</td>
<td>72. The Kwun Yam Temple, Hung Hom</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kwai Tsing District</th>
<th>73. Chun Kwan Temple</th>
<th>74. Kwai Chung Container Terminals</th>
<th>75. Kwai Tsing Reunification Health Trail</th>
<th>76. Lantau Link View Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>77. Tin Hau Temple</td>
<td>78. Tsing Ma Bridge</td>
<td>79. Tsing Tak Tong Tat-more Temple</td>
<td>80. Tsing Yi Park</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kwun Tong District</th>
<th>81. Cha Kwo Ling</th>
<th>82. Cha Kwo Ling Tin Hau Temple</th>
<th>83. Child-Giving Rocks in Cha Kwo Ling</th>
</tr>
</thead>
<tbody>
<tr>
<td>84. Lam Tin Park</td>
<td>85. Large Recreation Grounds in Kwun Tong Town Centre Area</td>
<td>86. Lei Yue Mun Blessing Tree</td>
<td></td>
</tr>
<tr>
<td>87. Lei Yue Mun Old Batteries</td>
<td>88. Lei Yue Mun Tin Hau Temple</td>
<td>89. The Hong Kong Public Records Building</td>
<td></td>
</tr>
<tr>
<td>90. The Wilson Trail Stage 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>North District</td>
<td>No.</td>
<td>North District</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------------</td>
<td>-------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>91.</td>
<td>Long Valley Wetland</td>
<td>92.</td>
<td>Lai Chi Wo</td>
</tr>
<tr>
<td>94.</td>
<td>Produce Green Foundation</td>
<td>95.</td>
<td>Cheung Shan Temple</td>
</tr>
<tr>
<td>100.</td>
<td>Liu Man Shek Tong Ancestral Hall</td>
<td>101.</td>
<td>Lo Wai</td>
</tr>
<tr>
<td>103.</td>
<td>Shek Lo</td>
<td>104.</td>
<td>Tang Chung Ling Ancestral Hall</td>
</tr>
<tr>
<td>109.</td>
<td>Yim Tso Ha Egretry, Sha Tau Kok</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No.</th>
<th>Sai Kung District</th>
<th>No.</th>
<th>Sai Kung District</th>
<th>No.</th>
<th>Sai Kung District</th>
</tr>
</thead>
<tbody>
<tr>
<td>110.</td>
<td>Bluff Island</td>
<td>111.</td>
<td>Che Kung Temple at Ho Chung</td>
<td>112.</td>
<td>Clear Water Bay Country Park</td>
</tr>
<tr>
<td>113.</td>
<td>Clear Water Bay First and Second Beaches</td>
<td>114.</td>
<td>Hap Mun Bay</td>
<td>115.</td>
<td>Hong Kong University of Science and Technology</td>
</tr>
<tr>
<td>119.</td>
<td>Kiu Tsui sand spit and lighthouse</td>
<td>120.</td>
<td>Leung Shuen Wan - Tung A and Sha Kiu Tau</td>
<td>121.</td>
<td>Lions Nature Education Centre</td>
</tr>
<tr>
<td>122.</td>
<td>Memorial Monument of Sai Kung Martrys of World War II</td>
<td>123.</td>
<td>Pak Tam Chung and MacLehose Trail</td>
<td>124.</td>
<td>Sai Kung Country Park</td>
</tr>
<tr>
<td>125.</td>
<td>Sea water crafted cave at Tiu Chung Chau</td>
<td>126.</td>
<td>Sheung Yiu Folk Museum</td>
<td>127.</td>
<td>Tin Hau Temple at Fat Tong Mun (Tai Miu)</td>
</tr>
<tr>
<td>128.</td>
<td>Tung Lung Island</td>
<td>129.</td>
<td>Yim Tin Tsai</td>
<td>130.</td>
<td></td>
</tr>
</tbody>
</table>
### Sha Tin District

| 131. Amah Rock (Mong Fu Shek) | 132. Che Kung Temple | 133. Chinese University of Hong Kong and its Art Museum |
| 134. Hong Kong Heritage Museum | 135. Lions Pavilion | 136. Ma On Shan Park |
| 137. Sha Tin Park | 138. Sha Tin Racecourse / Penfold Park | 139. Sha Tin Town Hall |
| 140. Shing Mun River | 141. Siu Lek Yuen Green Trail | 142. Snoopy’s World |
| 143. Tao Fung Shan Christian Centre | 144. Ten Thousand Buddhas Monastery (Man Fat Sze) | 145. Tsang Tai Uk |

### Sham Shui Po District

| 146. Lei Cheng UK Han Tomb and Garden | 147. Lingnam Garden in Lai Chi Kok Park | 148. Mo Tai Temple |
| 149. Sam Tai Tsz Temple | 150. The Lung Cheung Road Lookout |

### Southern District

| 151. Aberdeen Harbour | 152. Aberdeen Reservoir/Aberdeen Country Park | 153. Aberdeen Typhoon Shelter |
| 154. Hung Shing Temple at Ap Lei Chau | 155. Old Stanley Police Station | 156. Pok Fu Lam Reservoir/Pok Fu Lam Country Park |
| 160. Tin Hau Temple at Aberdeen | 161. Tin Hau Temple in Stanley | 162. The Hong Kong Correctional Services Museum |
| 163. The Old Police Station/Warehouse | 164. The Stanley Military Cemetery | 165. University Hall |

### Tai Po District

<p>| 166. Hong Kong Railway Museum | 167. Kadoorie Farm | 168. King Law Ka Shuk Ancestral Hall |
| 169. Lai Chi Chong | 170. Lam Tsuen | 171. Man Mo Temple |
| 172. Pun Chun Yuen | 173. Sam Mun Tsai | 174. Tai Mei Tuk |
| 175. Tai Po Kau Nature Reserve | 176. Tai Po Waterfront Park | 177. Tai Wong Yeh Temple |
| 178. Tap Mun | 179. The Old District Office of Tai Po | 180. The Wilson Trail (Tai Po Section) |
| 181. Tolo Harbour Cycling Track | 182. Tung Ping Chau | 183. Wun Yiu Village |</p>
<table>
<thead>
<tr>
<th>Tsuen Wan District</th>
<th>Tuen Mun District</th>
<th>Wan Chai District</th>
<th>Wong Tai Sin District</th>
</tr>
</thead>
<tbody>
<tr>
<td>184. Airport Core Programme</td>
<td>185. Chuk Lam Sim Yuen</td>
<td>187. Ma Wan</td>
<td>188. Sam Tung Uk Museum</td>
</tr>
<tr>
<td>Exhibition Centre</td>
<td></td>
<td>190. Tai Mo Shan Country Park</td>
<td>191. Western Monastery</td>
</tr>
<tr>
<td>186. Jockey Club Tak Wah Park</td>
<td></td>
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<td>189. Shing Mun Reservoir</td>
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<td>192. Yuen Yuen Institute</td>
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<td>197. Lingnan University</td>
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<td>198. Lung Kwu Tan</td>
<td>199. Miu Fat Buddhist Monastery</td>
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<td>200. The Emperor's Cave</td>
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<td>202. Tsing Shan Monastery</td>
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<td>201. Tsing Chuen Wai</td>
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<tr>
<td>203. Central Plaza</td>
<td>204. Environmental Resource Centre</td>
<td>206. Golden Bauhinia Square</td>
<td>207. Happy Valley Racecourse/Hong Kong</td>
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<td></td>
<td>(Old Wan Chai Post Office)</td>
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<td>Racing Museum</td>
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<td>208. Hong Kong Stadium</td>
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<td>209. Hung Shing Temple</td>
<td>210. Lin Fa Kung Temple (Lotus Temple)</td>
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<td>211. Lovers' Rock</td>
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<td>214. Stubbs Road Lookout</td>
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<td>215. The Hong Kong Academy for</td>
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<td>Performing Arts</td>
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<td>221. Hau Wong Temple</td>
<td>222. Lion Rock Park</td>
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<td>224. Nga Tsin Wai Village</td>
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### Yau Tsim Mong District

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<th>Flower Market</th>
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<td>Former Kowloon-Canton Railway Terminus Clock Tower</td>
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<th>232.</th>
<th>Hong Kong Cultural Centre</th>
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<th>Hong Kong Museum of Art</th>
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<td>Hong Kong Observatory</td>
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<td>Hong Kong Science Museum</td>
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<td>Hung Shing Temple</td>
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<td>Shui Yuet Kung (Koon Yum Temple)</td>
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<th>Star Ferry</th>
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| 247. | Yuen Po Street Bird Garden |

### Yuen Long District

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<th>Hong Kong Wetland Park</th>
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<th>Kam Tin Tree House</th>
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<td>Lau Fau Shan</td>
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<td>Lok Ma Chau Garden (Lok Ma Chau Lookout)</td>
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<td>Nam Sang Wai</td>
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<td>Organic Farm</td>
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<td>Ping Shan Heritage Trail</td>
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<td>Reunification Memorial Pillar at Pat Heung</td>
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<td>Tai Fu Tai</td>
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<td>Tai Shu Ha Tin Hau Temple</td>
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<table>
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<th>263.</th>
<th>The Mai Po Marshes</th>
<th>264.</th>
<th>Tsim Bei Tsui</th>
<th>250.</th>
<th>Kat Hing Wai</th>
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<td>253.</td>
<td>Man Tin Cheung Park</td>
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<td>Pat Heung Old Temple</td>
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<td>259.</td>
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<td>262.</td>
<td>Tai Yuen Riding School</td>
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Newspaper Clippings

Explain the importance of quality service and its effects on the tourism industry
Facilitate the shooting of Batman
Demonstrate sincerity towards our visitors

Newspaper Clipping (1)

Excerpt from: “Facilitate the shooting of Batman, demonstrate sincerity towards our visitors”,
Ming Pao, 7th November 2007

The film crew of “The Dark Knight” will come to Hong Kong for the filming of the movie. In order to strengthen the visual effects and facilitate the filming activities, the Hong Kong Tourism Board sent notices to 60 building blocks in Central and Western District asking if they could keep their lights on until late at night. This resulted in complaints by particular commercial tenants in the district. Complainant Rebecca indicated that it was unreasonable to request that tenants waste unnecessary electricity to assist in the shooting. She pointed out that company staff would not go back to the office to turn off the lights in the wee hours of the morning. In the end, the buildings would end up turned on overnight, which was evidently not environmentally friendly.

According to Green Sense, means which were not environmentally friendly should not be adopted in assisting in the movie production and the group advised tenants to ignore the request from the Hong Kong Tourism Board. Apart from the problem of lighting, Batman will also employ two helicopters and a fixed-wing aircraft flying at a low altitude for shooting, with the flight altitude as low as 500 metres, which will inevitably produce noise.

Moreover, the film crew would film fight scenes at Queen's Road Central and the Mid-Levels escalator, forcing road closure in busy areas, causing inconvenience to pedestrians. However, the Hong Kong Tourism Board believed that, by accepting Batman's filming in Hong Kong, it could take the opportunity to show the most beautiful side of Hong Kong to people around the world.

Since the release of the first feature movie in 1989, the Batman has been widely acclaimed and has broken many box office records. For the first time, the movie director paid visits to different places around the world with his producer to pick spots for the shooting of Batman, finally picking Hong Kong as the filming city. Regardless of whether it is day or night, Victoria Harbour displays fabulous sceneries, especially the resplendent and glamorous night scene which is one of the selling points of tourism in Hong Kong.

The filming of Batman in Hong Kong focuses on the night scene in the Central and Western district with the most advanced cinematic techniques. As a result, this would be the first time that the cityscape and scenery of Victoria Harbour are displayed to the world with the newest and best effects on the big screen. At the same time, the Victoria Harbour could present its unique features through Batman, to reinforce the image of an "extraordinary sight at Victory Harbour." It is also a golden opportunity to promote Hong Kong tourism and to attract tourists. And through welcoming the film crew of Batman, Hong Kong citizens also have a chance to show our sincerity towards our visitors, which is an important attribute in a tourist destination.
In the seven days of filming in Hong Kong, the film crew, which consists of about 80 people, will stay at the five-star Grand Hyatt Hotel. By rough estimate, with each twin room at about HK$2,500, the total bill would amount to at least $700,000. The movie will also bring job opportunities to Hong Kong as the film production, as the company will hire 200 local off-stage operators during the filming period. A rough estimate of the revenue generated by Hong Kong for this film comes to about $40-million. Each dollar invested by an overseas movie in Hong Kong brings $2.5 in income to Hong Kong. For example, “Lara Croft, Tomb Raider,” which was shot over eight days in Hong Kong, had already spent more than $15-million and brought in $40-million in income to Hong Kong.

Questions for discussion

1. Advise the Hong Kong Tourism Board -- apart from using “Fabulous scene at Victoria Harbour,” “Gourmet Paradise” and “Shopping Paradise” as promotional taglines, could you suggest other attractions that can be promoted to foreign visitors as selling points? Please suggest two examples.

2. After reading the article above, try to point out the negative effect(s) brought to the region by the filming of Batman in Hong Kong.
3. Please list three reasons why greeting visitors with sincerity is an important attribute in the travel industry?
Encountering a cold attitude during shopping is a common experience among many Hong Kong people. “As soon as the salesperson thought that I was not likely to buy anything, their attitude turned very cool.” A Thai tourist, Mr. Lai, said that when he visited a shop in Causeway Bay for to buy electronic products, the salesperson did not take the initiative to introduce the product’s functions. He only answered when questioned. “This is not service at all,” he commented. It did not help him understand the product, and his desire to buy dropped tremendously.

12-year-old girl Sze once visited a Taiwanese restaurant in Eastern District where she bought a cold drink, yet the waiter gave her a hot drink. She recalled the incident, “When I demanded to have a new one, she immediately sighed and that annoyed me very much. I will go there less often.”

### Top 5 Performance Factors of Hong Kong Retail Services

<table>
<thead>
<tr>
<th>Investigation period</th>
<th>Price</th>
<th>Service</th>
<th>Shopping Environment</th>
<th>Product</th>
<th>Customer devotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/ Jul-Aug</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>07/ Jan-Feb</td>
<td>100.8</td>
<td>101.7</td>
<td>100.3</td>
<td>100.7</td>
<td>91.8</td>
</tr>
<tr>
<td>07/Jul-Aug</td>
<td>99.6</td>
<td>101.2</td>
<td>98.3</td>
<td>98.6</td>
<td>88.8</td>
</tr>
<tr>
<td></td>
<td>↓1.2%</td>
<td>↓0.5%</td>
<td>↓2.0%</td>
<td>↓2.1%</td>
<td>↓3.3%</td>
</tr>
</tbody>
</table>

* The result from the first survey in 2004 was used as the base number (100). If the index number is larger than 100, it shows that performance has increased. If it is lower than 100, then performance has declined.

Table 15: Top 5 Performance Factors (Source: Faculty of Business, The Hong Kong Polytechnic University)

“Today, such a service attitude is not enough!” No matter how much Andy Lau reminds us, the service performance of the local retail industry continues to decline. According to a study by the Hong Kong Polytechnic University, both local and non-local customers are becoming less satisfied with the service of Hong Kong’s retail sector. The Hong Kong Polytechnic University carried out a study on local retail services, using the five essential factors that influence Hong Kong’s retail sector, including “price,” “service,” “purchasing environment,” “product” and “customer devotion” (see Table 15).

A total of 3,554 local, mainland and foreign customers were interviewed. The result showed that satisfaction toward all five factors has declined. Dr. Sherriff Luk, Director of PolyU Asian Centre for Brand Management, explained that, although there was a large increase in sales in July, shops in general put excessive resources on advertising and neglect frontline staff training and product or service improvement, etc. This caused customers to spend much more time and effort to understand the quality of products.
Questions for discussion

1. The above article mentioned incidents where visitors were treated poorly by salespersons while they were shopping. Do you think this type of behaviour will bring about negative effects to Hong Kong’s tourism? Please explain.

2. Please list some non-verbal communication skills that the above-mentioned salespersons could use in order to present hospitality to visitors. Suggested link:

3. Communication between the salespersons mentioned above and the visitors is not very effective. Explain why effective communication skills are important in the tourism industry.

Suggested links: Information Services Department
- Friendly HK, You Make a Difference (1) - http://www.isd.gov.hk/eng/hvapi/umakediff1_e.html
- Friendly HK, You Make a Difference (2) - http://www.isd.gov.hk/eng/hvapi/umakediff2_e.html
Since flight attendants can travel to different countries and broaden their horizons, this position is always popular among youngsters. Mr. Wong Wong-Fai (王煌輝), the manager of the Administration Department of the Japanese airline (JAL), states that, in addition to appearances, inner qualities cannot be disregarded when being recruited for the position of flight attendant. As the applicant enters the interview venue, every action will be “recorded,” and every detail is crucial for successful recruitment. The company recruits 30 to 40 flight attendants every year, according to the needs of the market, and only an average of one out of 50 talented applicants can successfully gain a letter of employment.

**Requirements**
- F5. or above
- Fluency in English and Cantonese
- Fluency in Mandarin or other language is an advantage
- The ability to reach at least 208cm high with your hands
- Good at communications, kind and friendly
- Adaptable
- Independent, patient

**Inner qualities cannot be disregarded**
The Dragonair Assistant General Manager states that attendants belong to the service industry, besides an open and others and patience needs of different change from time emergencies.

and the ability to

Assistant General Manager states that attendants belong to the service an ability to communicate, qualities like optimistic character, eagerness to help are also valued in order to cope with the customers. Moreover, the flights would to time due to weather and other Therefore, it requires high adaptability work independently.
• Modest dress and an English-language interview
The flight attendant interview routine for all airlines includes a measurement of the hand’s reachable height, a self-introduction, a group interview, an oral test, a written test and role play. Interviews are usually conducted in English. Applicants should therefore prepare their answers in English. In terms of dress code, any clothing is fine as long as it is modest and tidy. There is no need to dress like a flight attendant.

• Height requirements
Mr. Wong Wong-Fai (王煌輝) states that due to practical needs and safety reasons, applicants are required to measure their hand-reachable height. “The luggage racks are of a certain height. Although moving luggage to the rack does not fall into the duties of a flight attendant, they have the responsibility to serve people who are in need. Moreover, flight attendants should check whether the luggage racks are safely locked before takeoff. If they cannot reach the luggage rack easily, it would cause inconvenience to their work.”.

• Understand the company
Even if the applicant fits into all external criteria, sometimes he/she may lose marks in the interview due to a lack of understanding of the corporate culture. Mr. Au Kwok-Chuen (區國全) bluntly states that “Some applicants attend the interview with a ‘talent test’ attitude and do not know about the company history and the air routes at all. They thought that Japan Airlines only has routes that fly to Japan.”

Mr. Wong Wong-Fai (王煌輝) states that the salary of flight attendants generally includes a basic salary and a flying allowance. The starting salary is about HK$13,000.00. The company can promote the flight attendant to flight purser, senior flight purser and in-flight services manager, according to their seniority and performance.

Questions for Discussion
1. Based on the above article, please explain why appearance and inner qualities are keys to getting successfully employed as a flight attendant?
2. Please explain the general duties/work situation of a flight attendant.

3. Apart from flight attendants, what are other positions in the aviation industry?

4. Imagine that you are a high school graduate this year planning to enter the aviation industry. Other than the position of flight attendant, please list out two other positions that you would like to apply for in this industry and indicate their respective job duties/service nature. You may refer to the Cathay Pacific website: [http://www.cathaypacific.com/cpa/en_INTL/careershome](http://www.cathaypacific.com/cpa/en_INTL/careershome)
5. (a) Try to find a sample of a job advertisement related to the tourism industry from *newspapers* or *recruitment websites*. Paste the advertisement onto the box below. Please list out the job requirements.

<table>
<thead>
<tr>
<th>Job advertisement</th>
<th>Requirements:</th>
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</table>

(b) Do you think you are qualified for the above position? Why or why not? Please explain your answer.
(c) Please quote two positions in each industry for the four core industries of tourism listed in the table below. You may refer to the websites of the Travel Industry Council of Hong Kong or other related industries.

<table>
<thead>
<tr>
<th>Core Industries in Tourism</th>
<th>Position (1)</th>
<th>Position (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lodging Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Travel Agents/ Travel Service</td>
<td></td>
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</tr>
</tbody>
</table>

Source: Switzerland NTO

• Transport Industry (e.g. Airlines, Railway Corporations, Cruiser liners)

• Tourist attractions (e.g. theme parks and museums etc.)
5 (c) Job categories in the tourist industry:

<table>
<thead>
<tr>
<th>Core industries related to tourism services</th>
<th>Position Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lodging Industry (e.g. Hotels, Motels, cruise liners)</td>
<td>• Room service, accounting, room service, operator, luggage, catering, marketing, human resources</td>
</tr>
<tr>
<td>• Travel Agents/ Travel Services</td>
<td>• Leader/tour guide, travel consultant, ticketing officer, sales and marketing</td>
</tr>
<tr>
<td>• Transport Industry (Airline, Railway Corporations, Cruisers, Coach Services, Car Rental Services)</td>
<td>• Ticketing, booking, flight attendant, ground crew, marketing, tourism service, business</td>
</tr>
<tr>
<td>• Tourist Attractions (Theme Parks and Museums etc)</td>
<td>• Marketing and sales, docent</td>
</tr>
</tbody>
</table>
Newspaper Clippings

Describe and discuss the positive and negative impact of tourism on Hong Kong
Theme parks that young and old can both enjoy are a good choice for the family holidays. Hong Kong, in spite of its small size, has two of the world’s 25 biggest theme parks. At the opening of the International Association of Amusement Parks and Attractions (IAAPA) Asian Attractions EXPO 2008 in Macau yesterday, the development potential of theme parks in the Asia region was discussed, with the organizer holding the view that the development potential of theme parks in the Asia region is even bigger than that in North America, and that with appropriate mutual co-operation, the Asia region can accommodate even more theme parks (see Table16).

At present, the annual turnover of theme parks in the Asia region is US$6.4 billion. It is forecast that in 2012 this will rapidly increase to US$8.4 billion (an increase of more than 30%). Bob Masterson, Chairman of the IAAPA, noted that in spite of the US and global economic slowdown, this has not affected theme park development at all. Many internationally renowned companies such as Universal Studios and MGM Studios are actively investing in a number of theme parks in Asia. In the UAE alone, more than 20 theme parks will be completed by 2010.

He used the term “unlimited potential” to describe the Asian market: “While the annual number of visitors to North American theme parks is 300 million, the total population in North America is 330 million, so on average, each person makes one visit to a theme park each year; I believe this ratio will be even higher in Asia, even several times higher.”

Table 16: Theme Parks Planning in Asia

<table>
<thead>
<tr>
<th>Theme parks to be completed in Asia in or subsequent to 2010</th>
<th>City/Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal Studios <a href="http://www.dubai-online.com/attractions/universal.htm">http://www.dubai-online.com/attractions/universal.htm</a></td>
<td>Dubai</td>
</tr>
<tr>
<td>Joy Valley Theme Park <a href="http://en.ce.cn/Industries/tourism/200804/03/t20080403_15049565.shtml">http://en.ce.cn/Industries/tourism/200804/03/t20080403_15049565.shtml</a></td>
<td>Sheshan, Shanghai</td>
</tr>
<tr>
<td>MGM Studios</td>
<td>Busan, South Korea</td>
</tr>
</tbody>
</table>

* Park already opened to the public
Questions for discussion

1. The above article mentioned that Hong Kong has two of the 25 largest theme parks in the world. Do you know which two they are?

2. According to the article, more and more theme parks will be completed in Asia. How do you think these theme parks will affect the local environment?

3. What types of tourists do theme parks attract? Why?

Suggested links:
Park World Online: http://www.parkworld-online.com/
Theme Park Online: http://www.themeparkonline.com/parks/
Dai Pai Dong’s Future
Excerpt from: Oriental Daily, 10th August, 2008

‘The Link,’ which manages most public housing shopping centres in Hong Kong, plans to contribute 70 million for the renovation of 58 ‘Mushroom Pavilions’ (open air Dai Pai Dong) in its 26 public housing estates. The decision hopes to preserve the mere 20 or so Dai Pai Dongs in Hong Kong that are left in order to promote local cuisine, moulding them into Hong Kong’s local featured restaurants.

Dai Pai Dongs can be said to be part of the traditional local cuisine. It not only provides numerous diners cheap and delicious food, the free and easy atmosphere is also unique. It is popular not only among foodies but also foreign visitors.

In the early ‘70s and ‘80s, in order to improve the city’s hygiene, the government stopped giving out/issuing ‘Dai Pai Dong’ licenses, planning to gradually phase them out. Although the action was reasonable, the government did not encourage operators to improve the hygiene of Dai Pai Dongs and preserve this feature of “old Hong Kong.” Instead, it chose to gradually “dry up” the business, which is quite an “escapist” mentality.

Why can’t we learn from Singapore and promote the “traditional cuisine of the roadside,” which properly manages the hygiene of Dai Pai Dongs and packages them into a featured attraction with local flavour? A few years ago, the government started accepting license applications for open air restaurants from operators in the market, opening a convenient door for them. The only Dai Pai Dongs left can continue their business under this mode, while the government can also consider renting out food stalls for Dai Pai Dong operators in parks managed by the Leisure and Cultural Services Department.
1. Have you ever eaten at a Dai Pai Dong?

2. Do you think preserving Dai Pai Dongs can promote tourism development in Hong Kong? Why or why not?

3. If you were a government official, how would you balance the needs of environmental hygiene with the need to preserve cultural characteristics?
12. The Impacts of Tourism
Behaviour of a Responsible Tourist

Tourists’ Code of Behaviour
1. Travel in a spirit of humility and with a genuine desire to learn more about the people of the host country.
2. Be sensitively aware of the feelings of other people, thus preventing what might be offensive behavior on your part. This applies very much to photography.
3. Cultivate the habit of listening and observing, rather than merely hearing and seeing.
4. Realise that often the people in the country you visit have time concepts and thought patterns different from your own; this does not make them inferior, only different.
5. Instead of looking for that “beach paradise”, discover the enrichment of seeing a different way of life, through other eyes.
6. Acquaint yourself with local customs - people will be happy to help you.
7. Remember that you are only one of the thousands of tourists visiting this country and do not expect special privileges.

Source :O’Grady, R. “Third World Stopover: The Tourism Debate”

Behaviour of a Responsible Tourist
Tourism involves the movement of large numbers of people from their normal places of residence to new locations. Tourism results in certain impacts on the environment, social, cultural and economy of the host destinations. (Detail of tourism impact on host community will be further elaborate in module 3). In order to minimize the negative impact of tourism on the host destination and so as to enable tourists to enjoy the originality of the destination, tourists should be aware of the effect of their behaviour on the host destination.

Understanding human differences
Do not impose your thinking on the others. The local community may have a different concept of time, thought pattern, customs, values and the way they behave may be different from your home country.

- It is necessary to understand the taboos and protocols of a destination and to avoid any acts that may offend the host community.
- Appreciate all aspects of the host destination
- By understanding the indifferences, tourists should appreciate all aspects of the destination including their customs, heritage and environment.
- Protect the environment, heritage and be concerned with the feelings of the host community
- Tourists should assist in protecting the physical environment so that the attractiveness of the destination would not be depreciated.
- It is necessary to respect the culture of the host community.
- The tourists’ own culture is not superior than the others and they should not expect any privileges from them.

Understand → Appreciate → Protect
When cultural tourism and ecotourism are the major forms of tourism of a destination, the code of behaviour of the travellers on culture and environment of the community is very important. For example, the Himalayas in Nepal is a popular trekking destination and a culturally distinct area. The British-based organization, Tourism Concern has set up a voluntary code of conduct for tourists as a guideline when they visit the country. This guideline was launched in 1991 which aims to:

- promote greater understanding of the impact of tourism on host communities and environments;
- raise awareness of the forms of tourism that respect the rights and interests of people living in tourist receiving areas, promoting tourism that is just, sustainable and participatory;
- work for change in current tourism practice such as vast tract of forest depleted in order to fulfil fuel-wood needs and accommodation for tourists. This has resulted in soil erosion and flooding;
- to enable tourists and travellers to travel with critical insight and understanding.

The guidelines were distributed to all British tour operators carrying visitors to the Himalayas. They also encourage tour operators to include the Code in their brochures. Copies were also sent to major ticket outlets, such as Campus, Trail-finders to ensure they reach independent travellers.

The set of tourist code is as follows:

- Limited deforestation— do not set open fires and discourage others from doing so on your behalf. Where water is heated by scarce firewood, use as little as possible. When possible choose accommodation that uses kerosene or fuel effective wood stoves
- Remove litter, burn or bury paper and taking away all non-degradable litter. Graffiti are permanent examples of environment pollution.
- Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, make sure you are at least 30 metres away from water sources, and bury or cover wastes.
- Plants should be left to flourish in their natural environment –taking cuttings, seeds and roots is illegal in many parts of the Himalayas.
- Help your guides and porters to follow conservation measures.
• When taking photographs, respect privacy – ask permission and use restraint.
• Respect Holy places – preserve what you have come to see, never touch or remove religious objects. Shoes should be removed when visiting temples.
• Do not give to children as it may encourage begging. A donation to a project, health centre or school is a more constructive way to help.
• You will be accepted and welcomed if you follow local customs. Use only your right hand for eating and greeting. Do not share cutlery or cups, etc. It is polite to use both hands while giving or receiving gifts.
• Respect for local etiquette earns you respect – loose, light-weight clothes are preferable to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public are disliked by local people.
• Observe standard food and bed charges but do not condone overcharging. Remember that when you’re shopping the bargains you buy may only be possible because of low income to others.
• Visitors who value local traditions encourage local pride and maintain local cultures, please help local people gain a realistic view of life in Western Countries.


Additional information on tourist code:

Useful website for tourist conduct: www.tourismconcern.org.uk

The Nepal Tourism Board also inform tourists on some do’s and don’ts through their website aiming to enable tourists to be aware of the local cultures and to minimize the conflicts between tourists and host communities. (www.welcomenepal.com)

13. The Social and Cultural Impacts of Tourism
3 Types of Tourists and their Social and Cultural Effects on Local Communities

Tourism is an activity that involves the movement of people from one place to another. In the process, tourists bring along customs and cultures of their own countries to the host countries on the one hand, and learn and bring those of the host countries back home on the other. Along the process, tremendous socio-cultural impacts, positive and negative, are made upon both the tourist and host communities. In this unit, social impact refers mainly to the results of interaction between tourists and host communities reflected in the social dimension such as moral behaviour and religion, while cultural impact includes issues in such areas as heritage conservation, respect and tolerance for each other’s culture, imitation of visitors’ culture, commercialization of host’s culture, revival of national identity and cultural degradation, etc., brought about, directly or indirectly by tourist activities.

Table 17: The effects of tourism on socio-cultural aspects of communities

<table>
<thead>
<tr>
<th>Factors that affect cross-cultural tourist-host contact</th>
<th>Social</th>
<th>Cultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Opportunities for contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Attitudes to each other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Social motivators / purpose of travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Cultural background</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positive effects</th>
<th>Negative effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>Cultural</td>
</tr>
<tr>
<td>• Developing positive attitudes towards each other</td>
<td>• Learning about each other's culture and custom</td>
</tr>
<tr>
<td>(host-guest)</td>
<td>• Developing pride in, appreciation and understanding of, as well as respect and tolerance for each other’s culture</td>
</tr>
<tr>
<td>• Developing friendships</td>
<td>• Heritage conservation</td>
</tr>
<tr>
<td>• Increasing self-esteem of hosts and tourists</td>
<td>• Positive changes in the way of life</td>
</tr>
<tr>
<td>• Reducing negative perceptions and stereotypes</td>
<td>• Cultural shock</td>
</tr>
<tr>
<td>• Positive changes in the way of life</td>
<td>• Imitation of host’s/visitors’ culture</td>
</tr>
</tbody>
</table>

Source: Tourism the State of the Art

Travis – Benefits and Costs of Tourism Development

Tourism development can bring about the benefits to a destination, but at the same time the host society may be adversely affected by it. Travis came up with a detailed and comprehensive table showing the benefits and costs of tourism development for the socio-cultural aspect of the host society. (1982) (see Table 18).
### Table 18: Benefits and Costs of Tourism Development

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Social</strong></td>
<td></td>
</tr>
<tr>
<td>Increased knowledge of host culture by visitors. Awareness of its music, cuisine and arts, and possibly language.</td>
<td>Host culture debasement. Unacceptable rate and scale of cultural conflict and change.</td>
</tr>
<tr>
<td>Improved reputation and visibility of host community to outsiders.</td>
<td>Rich visitors come to poor communities, creating tension.</td>
</tr>
<tr>
<td>Increased social contacts, new ideas, new values, new ways of life.</td>
<td>Pressures to change social values, dress, mores, habits and behavioral norms.</td>
</tr>
</tbody>
</table>

| **B. Host culture** | | |
| Develops because of demand for traditional entertainment, demand for traditional art, crafts and music. | Loss of original state and stability. Loss of cultural pride. Status relationship between host and guest cultures changes. | Consumption changes. Introduction or expansion of gambling, prostitution, drunkenness and other excesses; vice and drugs, theft and petty crime. |

| **C. Enriching role of visitors** | | |
| By provision of services, amenities and facilities not otherwise available to hosts – social and activity choices therefore arising. | Short-term and transient social relationships with visitors are not real and meaningful links. | Misunderstanding. Hostility Debase/debasement. Diseases introduced. |
| Education and learning aided. Boost for heritage protection, interpretation and management. Increased social range and experience. Cultural interchange, peace and understanding. New experiences, new ideas, new cultures. | Increasingly mass-entry of visitors makes contact diminish and relationship meaningless. | Visitors have little understanding or knowledge of the hosts, their culture and language. |

*Source: Travis, 1982:260*
Cohen – Tourists and their Impact on Host Country

While the impact of tourism on a host country is unavoidable, the nature of such impact depends on the type of tourist concerned. In Unit 6, Cohen has classified tourists into 4 main categories: explorers, drifters, organized mass tourists and individual mass tourists. These four types of tourists could further be categorized according to their travel motives:

Tourists who are seriously interested in the local host (explorers and drifters)
Primarily, these two types of tourists are very interested in the culture of the local host. While their open and friendly attitude helps break down part of the communication barriers between local residents and tourists, their eagerness to know more helps to create more opportunities for host-tourist interaction and even in-depth contact, resulting in an ultimate better understanding of each other.

Tourists who are looking for superficial pleasure (organized mass tourists and individual mass tourists)
Mass tourism is characterized by superficial pleasure. When the tourist-resident relations are maintained at a superficial level, communication barriers between tourists and residents, caused mainly by cultural shock, cannot be broken down easily.

Three signs that cultural shock is at work (see Figure 7):
- If you find yourself repeatedly puzzled by other peoples' behaviour
- If you find yourself stereotyping or making generalizations about a culture
- If you find yourself getting angry at other cultures

Table 19: Tourists who seek for local culture vs tourists who look for superficial pleasure

<table>
<thead>
<tr>
<th>Type of tourist</th>
<th>Number of tourists</th>
<th>Adaptation to local norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drifter</td>
<td>Very limited</td>
<td>Adapts fully</td>
</tr>
<tr>
<td>Explorer</td>
<td>Uncommon</td>
<td>Adapts well</td>
</tr>
<tr>
<td>Individual mass tourist</td>
<td>Steady flow</td>
<td>Seeks western amenities</td>
</tr>
<tr>
<td>Organized mass tourist</td>
<td>Massive arrivals</td>
<td>Demands western amenities</td>
</tr>
</tbody>
</table>

Source: Tourism the State of the Art
Smith – Tourists and their Adaption to Local Norms

Based on Cohen’s classification on tourists, a typology of tourists is developed which focuses on the types of tourist, number of tourists, and adaptation to local norms.

Table 19 shows that the four types of tourists vary in their number and their way of adaptation to local norms. A more detailed version, which was developed by Smith, is shown below:

Table 20: Frequency of types of tourists and their adaptations to local norms

<table>
<thead>
<tr>
<th>Types of tourist</th>
<th>Numbers of tourists</th>
<th>Adaptations to local norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explorer</td>
<td>Very limited</td>
<td>Accepts fully</td>
</tr>
<tr>
<td>Elite</td>
<td>Rarely seen</td>
<td>Adapts fully</td>
</tr>
<tr>
<td>Off-beat</td>
<td>Uncommon but seen</td>
<td>Adapts well</td>
</tr>
<tr>
<td>Unusual</td>
<td>Occasional</td>
<td>Adapts somewhat</td>
</tr>
<tr>
<td>Incipient mass</td>
<td>Steady flow</td>
<td>Seeks Western amenities</td>
</tr>
<tr>
<td>Mass</td>
<td>Continuous influx</td>
<td>Expects Western amenities</td>
</tr>
<tr>
<td>Charter</td>
<td>Massive arrivals</td>
<td>Demands Western amenities</td>
</tr>
</tbody>
</table>

Source: Smith, 1977 quoted from Pearce, 1989:217

Summary

To simplify, tourists may be identified and grouped under two categories, namely independent tourist and package tourist. The categorization of these two types of tourists has implications on the development of the tourism product and for the influence they exert on the host society.

Independent Tourists
- They are usually fit in better with the environment and social structure of local society.
- They are associated with relatively slow growth rates and often lead to local ownership of tourism products.
- According to Cohen’s classification, drifters and explorers are the types of visitors that could be categorized under this heading.

Package Tourists
- They usually demand Western amenities, e.g. hotel accommodation with good facilities.
- They are associated with rapid growth rates and often lead to the restructuring of the local economy, e.g. influx of foreign investors because of the upward development of tourism industry.
- According to Cohen’s classification, individual mass tourists and organized mass tourists are the types of visitors that could be categorized under this heading.

Source: Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1998:170
Tourism Effects on Community – Social Effects

In spite of certain social impact of tourism upon the host culture, it should be recognized that tourism is usually not the main cause of degradation or loss of the host’s culture. Very often, the latter are inevitable and will occur whether tourism development exists or not. Tourism may speed up the process of change, but it is not necessary the cause of it.

Community problems associated with the development of tourism

- **Culture with a price tag:** Cultural costs altering locally promoted ceremonial or traditional values to suit tourists’ preferences. The pursuit of economic gain is conducted at the expense of cultural breakdown.
- **Conflict of land use:** Lack of regard for the quality of life of local residents.
- **Possible friction:** Between visitors and local residents over shared usage of local recreational facilities.
- **Segregation:** Tourists stay in luxurious areas isolated from the residents.
- **Increase in crime rates:** Robbery, prostitution, etc.
- **Additional demands:** On social services and supporting infrastructures.
- **Antagonism:** Employees relate this to the difference between their own lifestyles and that enjoyed by the tourists.

Figure 7: Community problems associated with the development of tourism

Community problems associated with the socio-cultural impact of tourism are usually concerned with the following aspects (see Figure 9):

- **Lifestyles:** Living condition, personal mobility (shopping, entertainment and dining away from home), changes in labour structure.
- **Culture and value:** Preservation and/or degradation of culture; changes in moral standard.
- **Social facilities:** Infrastructures, social services and transportation.

**Assessment Frameworks**

Many possible and actual social impacts can be summed up, but unfortunately not many frameworks are available to assess them in a coherent way. Mathieson and Wall (1982) mention 2 such frameworks. In a sense these frameworks offer a possibility to assess perceptions by locals of tourism development.
The first one is the irritation index of Doxey (1976), which describes a transitory development of host attitudes through 5 stages:

- level of euphoria: locals err enthusiastic and thrilled by tourist development
- level of apathy: tourists become targets for profit-taking
- level of irritation: locals cannot handle the large number of tourists
- level of antagonism: tourism is a scapegoat for all that is bad
- final level: locals must learn to live in an altered environment

In this framework, change can only be in one direction, from euphoria to the final level. No movement in the other direction is possible. Another underlying assumption of this framework is that the host population can be viewed as a homogeneous group.

A probably more realistic approach is taken by Bjorklund and Philbrick (1972). Here, the host population is not seen as a homogeneous group, but as made up of individuals with varying interests and other characteristics.

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Active</th>
<th>Passive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>FAVOURABLE: Aggressive promotion</td>
<td>FAVOURABLE: Slight acceptance and support</td>
</tr>
<tr>
<td>Negative</td>
<td>UNFAVOURABLE: Aggressive opposition</td>
<td>UNFAVOURABLE:: Silent acceptance but opposition</td>
</tr>
</tbody>
</table>

Table 21: Host attitudinal/behavioural responses to tourist activity. Source: Bjorklund and Philbrick (1972)

In the Bjorklund-Philbrick framework, four responses to tourism development are identified, ranging from aggressive promotion to silent opposition. People’s responses are dependent on the distribution of advantages and disadvantages from tourism development. Entrepreneurs making a profit out of tourism and not bearing a significant part of the costs associated with it, can be expected to be aggressive promoters. On the other hand, fishermen seeing their fishing grounds become polluted and less accessible will be aggressive opponents.

People’s place in the matrix may change, however, in any direction. Fishermen, for example, may find a job as a tourist guide. Then, costs and benefits to them are more equilibrated, possibly leading to a response shift towards slight support of tourism development.
Impact on 8 Social Aspects
Many possible social impacts of tourism have been put forward in the literature, most of which are negative. Not every form of socio-cultural change is necessarily bad, however. In order to reach a higher standard of living, some socio-cultural changes are often needed. But this does not need to damage social or cultural identity. Unfortunately, no generally accepted classification of social impacts seems to exist in the literature. The existing classifications lack a logical structure and their impact categories are overlapping.

In here, we construct our own classification based on Pearce (1989) and France (1997), consisting of the following 8 categories:

1. Local resentment resulting from the “demonstration effect”
2. Impact on population structure
3. Transformation of forms and types of occupation
4. Congestion
5. Transformation of values
6. Modification of consumption patterns
7. Health problems
8. Neo-colonialism

Local resentment resulting from the “demonstration effect”
Especially young people tend to imitate the tourists’ behaviour. They are attracted by the tourists’ clothing and eating habits and their spending patterns. This is called the demonstration effect. The problem is that the local population often cannot afford the tourists’ behaviour, which may lead to feelings of frustration. Older people can also become frustrated with tourism development. On the one hand they see the advantages of tourism in terms of employment and income, but on the other hand they see the disadvantages, for example in terms of loss of culture. This ambiguous attitude may produce feelings of resentment.

Impact on population structure
Population structure can be affected by tourism. First of all, by strengthening the economic basis of the local community, tourism may foster population growth. This population growth often comes about by immigration. People from other areas are lured to the tourist destination by the possibility of finding a better paid job. Movements of people appear to be both age- and sex-selective. For example, according to Pearce (1989), people aged twenty to thirty and females are overrepresented in the tourist destination of Queenstown, New Zealand.

One of the main characteristics of tourism is its seasonal nature. During the high season, employment opportunities are far greater than during the low season. This is often reflected in population structures. Workers flow in and out of the destination together with the tourists. This makes it hard for the local population to develop a sense of community. Moreover, the seasonal workers do sometimes not belong to the same culture as the autochthonous population. In the case of English-spoken Belize, for example, people working in the tourism industry often have a Hispanic background (Pearce, 1989).
Transformation of forms and types of occupation
Tourism offers new employment opportunities, which may draw workers from other sectors of the economy - for example, agriculture - with consequent effects on class or social structure. Also, activities may become financially rewarded, which were not paid for in earlier times. Here one can think of cleaning and washing.

Tourism can place people, especially women and young people, in a financially less dependent position. This can drastically alter hierarchical structures in society.

Congestion
By using facilities and resources in the destination, tourists can have a serious impact on daily life. Tourism may for example lead to water shortages as aggregate demand for water is greater than supply. This phenomenon may be worsened by the earlier discussed demographic processes. The described forms of congestion usually occur when a rapid pace of development or marked seasonality is combined with a large number of tourists compared with local population.

Transformation of values
According to Figuerola (1976) values in society can be grouped into four categories:

- political
- social
- religious
- moral

The transformation of values is related to the demonstration effect, which occurs when different groups of people are brought together. Lambiri-Dimaki (1976) notes the democratization and modernization of attitudes amongst the young, arising out of contact with youthful Western tourists.

Often negative developments of moral behaviour are attributed to tourism. Such developments include prostitution, gambling and crime. It is hard to determine the exact role of tourism in these developments. All of them are present in almost every society, with or without tourism. However, tourism may have created locations and environments which prostitution, gambling and crime need to flourish. In the case of prostitution, Mathieson and Wall (1982) mention, among others, the following hypothetical processes:

- Tourism means that people are away from the puritanical bonds of normal living and money is available to spend hedonistically.
- Tourism affords employment for women, so it may upgrade their economic status. This, in turn, may lead to their liberalization and, eventually, to their involvement in prostitution to maintain or acquire new economic levels.

The latter hypothesis is of course closely related to earlier comments on the transformation of forms and types of employment.
Modification of consumption patterns

Contact between hosts and tourists may give rise to changed consumption patterns. This may be due to the demonstration effect or to increased income levels. If a tourist is rich and successful in the eyes of the host, the latter may try to emulate the former’s behaviour and consumption pattern. In the process the host may forget that the tourist often seems better off than he really is. After all, tourism is a hedonistic experience which most tourists cannot afford on a sustained basis. The significance of the demonstration effect for changing consumption patterns probably increases with increasing cultural and economic distances.

Tourism may indirectly change consumption patterns by increasing abilities. A higher income level means more consumption possibilities.

Health problems

Tourism may give rise to health problems in at least two ways. First of all, by moving around the world tourists may spread diseases such as AIDS, cholera or malaria. Second, the movement of tourists or of people employed in the tourism industry may lead to excessive use of facilities such as sewage treatment which may present health risks.

Neo-colonialism

Tourism is sometimes accused of being a neo-colonialist industry. It is directed from the large metropolitan areas in the Western world, leaving the rest of the world without much control and in a dependent situation. Neo-colonialism can give local people a feeling of frustration and inferiority. In the case of tourism, neo-colonialism is closely related to the magnitude of the profit and wage repatriation flows discussed in earlier chapter. Once large multinational corporations gain control in a destination, a large part of tourist expenditure ends up in the Western home countries of those corporations.

Another expression of neo-colonialism may be the intensification of racial or ethnic differences. Tourism is highly related to the service sector. Therefore one could argue that the local population is serving the (Western) tourist, just like in the colonial times. It is feared that this undermines the local population’s self respect. However, service is not the same as servility. People can work in the service industry without losing their self esteem.
Insight into the Social Impacts

Demonstration Effects

It is a term given to the notion of local people seeking to imitate the consumption patterns of visitors and their standard of living. In other word, foreigners bring along their values while vacationing in a destination and have them transferred to and adopted by the host population.

One should notice that demonstration effect is not to be traced solely to tourism. Advanced information technology namely the internet is bridging people together from different parts of the world. In addition, the popularity of televisions provides a very convenient way for viewers to get adequate exposure to the world of developed countries at a very affordable price. Therefore, the phenomena of host residents seeking to imitate the ways of their visitors are not necessarily contributed by tourism activities. Nevertheless, social demonstration effect gets further enhanced by tourists who introduce and spread their social and cultural values to the host community in person.

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- Value system: the ideology and attitudes of the host population
- Lifestyle: dressing style, accommodation demands, eating habits and demand for consumer goods

Lifestyle: Traditional retail shops in Macau.
Impact on value and lifestyles

When under demonstration effect host residents try to work hard to strive for the things they lack, the effect can be regarded as a positive one, “good”. As a matter of fact, tourist developments do offer increased job opportunities to young adults, resulting in their becoming less dependent on their parents and traditional jobs. The same holds for women who used to work at home but may now be more independent from their husbands and families. Besides, demonstration effect can help widen the horizon of the host population and let them gain a better understanding of the outside world.

The influence of visitors’ value, namely dress code, ways of life and moral standard on the host community is especially noticeable among young people. Tourism could aggravate social problems by encouraging social and cultural deviations which usually take the form of alcoholism, prostitution, gambling, fraud and robbery and in the extreme situations, racism and even sexual exploitation. And where deviation from the host tradition occurs, social disagreement among the host community may arise.

### Positive demonstration effects

1. Positive attitude towards work: Hard working and willingness to work in the pursuit of the things they lack.
2. Employment shifted from traditional jobs to tourism related jobs, which in turn further enhances cross-cultural interactions.
3. More women participate in the workforce especially in the tourism related industry.
4. The exposure to different cultures helps cultivate a better understanding of and relationship with tourists. This will minimize or remove stereotyping between the host and the tourists.
5. Tourists become aware of local culture through participating in and viewing local cultural performances as well as purchasing handicrafts as souvenirs.

### Negative demonstration effects

1. Vanishing hope: Locals work very hard but find themselves unable to afford the tourists’ lifestyles. When the hope is gone, locals will become frustrated and antagonized.
2. Employment shifted. Young people, in particular, abandon their traditional livelihood (fishing or farming) and seek jobs in the tourist industry. Traditional skills may thus lack inheritors. In addition, family togetherness may be jeopardized by the shift duty system common in the tourist industry.
3. The exposure to different cultures affects especially the young people who are easily susceptible to the forces of westernization. It means a more relaxed western moral standard in terms of sexual morality, dress code and
Stereotyping
Another social problem that needs to be addressed is stereotyping. It is a good indication of the existence of obvious social and cultural barriers between the host and the tourists. It is difficult to remove stereotyping from people but close interaction between tourists and their hosts could minimize the negative impact. When interacting with groups of tourists, it is advisable for host residents not to stereotype or classify them according to their expectations about tourists’ behaviours or characteristics. By the same token, tourists should not stereotype the host. An open attitude towards tourists from different countries may help change one’s stereotypical impressions about them. As a result, knowledge of different cultures and people would be improved and the ability to understand tourists with different cultural backgrounds would be enhanced. Eventually, this will remove the stereotyped views of one another.

<table>
<thead>
<tr>
<th>Positive demonstration effects</th>
<th>Negative demonstration effects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>family value.</td>
</tr>
<tr>
<td></td>
<td>4. Traditional cultural performances and handicrafts may be modified to suit the tourists’ preference. Eventually, the authenticity is gone. Furthermore, cultural heritage has been attached with a price tag. Patrioticly speaking, it could be humiliating to the host community.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourists</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>• When western tourists visit destinations in the developing countries, they usually have a superior feeling towards local communities. This attitude could at some point be transformed into prejudiced or discriminating perception towards the local residents, which might result in stereotyping.</td>
<td>• Residents of the host countries are primarily concerned about the economic effects of tourism. Therefore, they often categorize tourists according to their spending power. This categorization by the host is considered as stereotyping.</td>
</tr>
<tr>
<td>• Tourism in some developing countries is associated with sex tours by certain western tourists. Examples are the Philippines, Thailand and Vietnam. As a result, the tourists sometimes stereotype girls from these countries as prostitutes.</td>
<td>• In Hong Kong, Japanese tourists are stereotyped as the wealthy tourists because they have tremendous spending power. But there is a general belief that tourists from developing countries are not as willing to spend as tourists from other places. Therefore, tourists from developing countries are stereotyped as penny-pinching tourists.</td>
</tr>
</tbody>
</table>
**Impacts on the Host Society**

**Measurement of Social Impacts – Index of tourist irritation**

With the development of the tourist industry and the influx of tourists, the contact of tourist-host becomes more frequent and intensified. Demonstrating effects and stereotyping are two of the issues that go along with tourism development in the host society. **Unlike environmental and economic impacts, it is always difficult to measure how far tourism development influences the population of the host society.** To get a clear picture on the local population responses towards tourists, Doxey (1976) has developed an index to measure the level of irritation generated by the contact between tourists and the host society.

According to Doxey’s irritation index (see Table 22), tourist destinations will pass successively through stages, namely euphoria, apathy, irritation and antagonism, then eventually to the final stage. The number of tourists could be a determining factor in leading the sentiment of the local society to the final level. It is because an ever-increasing number of tourists will finally outweigh the capacity that local people can accommodate and consequently brings pressure to the host society. For example, local people may tolerate a few tourists who behave as if they are in their home country, e.g. dress code, but if the number of tourists exceeds certain level, it may be considered as an annoyance by the host society.

<table>
<thead>
<tr>
<th>1. The level of euphoria</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are enthusiastic and thrilled by tourist development. They welcome the stranger and there is a mutual feeling of satisfaction. There are opportunities for locals and tourists bring in money.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. The level of apathy</th>
</tr>
</thead>
<tbody>
<tr>
<td>As the industry expands people begin to take the tourist for granted. He rapidly becomes a target for profit-taking and contact on the personal level begins to become more formal.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. The level of irritation</th>
</tr>
</thead>
<tbody>
<tr>
<td>This will begin when the industry is nearing the saturation point or is allowed to pass a level at which the locals cannot handle the numbers without expansion of facilities.</td>
</tr>
</tbody>
</table>

Parking is a problem in Repulse Bay
4. The level of antagonism

The irritations have become more overt. People now see the tourist as the harbinger of all that is bad. ‘Taxes have gone up because of the tourists.’ ‘They have no respect for property.’ ‘They have corrupted our youth.’ ‘They are bent on destroying all that is fine in our town.’ Mutual politeness has now given way to antagonism and the tourist is ‘ripped off’.

5. The final level

All this while people have forgotten that what they cherished in the first place was what drew the tourist, but in the wild scramble to develop they overlooked this and allowed the environment to change. What they now must learn to live with is the fact that their ecosystem will never be the same again. They might still be able to draw tourists but of a very different type from those they so happily welcomed in early years. If the destination is large enough to cope with mass tourism it will continue to thrive.


Cultural conflicts may give rise to antagonism towards foreigners but the unequal status between local people and foreigners is another catalyst for bringing about similar conflicts. For instance, foreigners from developed countries see themselves as superior to the local population. Such perception paved the way for certain forms of exploitation or abuse. There are more examples of socio-cultural conflict between host society and tourists. In many cases, tourists see things from their perspective and fail to consider the feeling of the host population. This explains why host people are sometimes hostile towards tourists (see Illustration 1).

Illustration 1: Irritation due to tourist behaviour

In many Muslim countries, strict standards exist regarding the appearance and behaviour of Muslim women, who must carefully cover themselves in public. Tourists in these countries often disregard or are unaware of these standards, ignoring the prevalent dress code, appearing half-dressed (by local standards) in revealing shorts, skirts or even bikinis, sunbathing topless at the beach or consuming large quantities of alcohol openly. Besides creating ill-will, this kind of behavior can be an incentive for locals not to respect their own traditions and religion anymore, leading to tensions within the local community. The same types of culture clashes happen in conservative Christian communities in Polynesia, the Caribbean and the Mediterranean.

Suggested links:
UNWTO website - [http://www.unwto.org/code_ethics/eng/1.htm](http://www.unwto.org/code_ethics/eng/1.htm) and UNEP website - [http://www.unep.fr/scp/tourism/](http://www.unep.fr/scp/tourism/)

Tourist development in certain countries, especially developing countries, often means the deprivation of host in using local facilities or consuming local resources. In order to develop tourism business so as to earn more revenue, local resources, e.g. usage of means of transport, will be reserved for tourists or the priority of using such facilities will be given to tourists. Such deprivation will undoubtedly leads to social discontent which eventually will lead to antagonism towards tourists (see Illustration 2).
Illustration 2: Depriving local people of access

There are numerous examples where local residents have lost access to local natural resources because of tourism development. On Boracay Island in the Philippines, one quarter of the island has been bought by outside corporations, generating a crisis in water supply and only limited infrastructure benefits for residents. Similarly, in Bali, Indonesia, prime agricultural land and water supplies have been diverted for large hotels and golf courses, while at Pangandaran (Java, Indonesia), village beach land, traditionally used for grazing, repairing boats and nets, and festivals, was sold to entrepreneurs for construction of a five-star hotel (Shah, 2000).

Source: Overseas Development Institute  

Tourism development is always regarded as beneficial to local population; however in reality, local people may not be the ones who enjoy the benefits. On the contrary, they are the ones who are exploited. Such phenomenon brings about the discontent of local people towards tourist activities and tourists (see Illustration 3).

Illustration 3: Income Inequality in Taman Negara National Park, Malaysia

In Western Malaysia, the Taman Negara National Park, is a privately owned park and resort which can house 260 visitors at a time. The park employs 270 people and 60% of the staff in the administrative headquarters are locals. In 1999 these local staff earned about US$120 a month; for comparison, Malaysians living off the land at that time were earning on average about US$40 a month.

Despite the positive effects of increased park employment, the difference in income between the two local groups has led to social tension and driven up boat fares and the cost of everyday goods. Little of the tourism money generated by the park stays in Malaysia, and park employees spend almost 90% of their income outside the region or on imported goods. Thus local inhabitants, whose culture has been marketed to attract tourists, benefit only to a very limited extent. Indeed, many have been taken to illegal hunting and fishing in the park, contrary to its protective regulations.

Source: ILO report on human resources development, employment and globalization in the hotel, catering and tourism sector, 2001  

Impacts on habits and customs

2 theories are available to describe tourism’s impacts on habits and customs: acculturation theory and cultural shift theory.

According to the acculturation theory cultural changes brought about by tourism are permanent. This theory states that when a strong and a weak culture meet, the weak culture adopts the habits and customs of the stronger culture.

A competing view is that hosts indeed change their behaviour when interacting with guests, but that these changes are only temporary and context-dependent. This is called cultural shift. Here, the changes are merely cosmetic instead of fundamental as in the case of acculturation. However, when cultural shift occurs over long periods of time, it may become more and more institutionalized, beginning to form part of local culture. In this way, cosmetic change may give rise to fundamental cultural change.
Host Attitudinal/behavioural Responses to Tourist Activity

Since there may be different attitudes towards tourism within the host society, the framework developed by Bjorklund and Philbrick (1972) includes four types of responses from local people towards tourist activities (see Figure 10). According to the matrix in Figure 10, the attitudes and the behaviour of local people towards tourism may be either positive or negative, and active or passive. Social impacts of tourism are not static and will change from time to time. A new tourism development scheme or project may lead to attitudinal and behavioural change of groups or individuals towards tourism. For example, some people from the host society originally may show slight acceptance and support for tourist activity. But attitude may change when they are deprived of enjoying the activity or facilities (see Illustration 2).

Also, the local business sectors who are actively involved in promoting tourism business activities may not like the idea of having to share the market with overseas/foreign investors as they feel threatened. The arrows in the matrix reflect the potentiality of such changes in attitude and behaviour in reality.

![Diagram showing host attitudinal/behavioural responses to tourist activity](image)

Tourists gathered late in the evening could deprive local residents from enjoying their quality time with family members or friends while taking a stroll or break at this major tourist attraction – the Ruins of St Paul's, Macau.

Figure 8: Host Attitudinal/Behavioural Responses to Tourist Activities

Tourism versus Moral Conduct and Other Community Problems

While the host society might enjoy the benefits brought by the growth of the tourism industry, many believed that lot of social problems such as: prostitution, sex tourism, child abuse, crime, and gambling are the consequences of/by-products of the tourism development.

Prostitution and Sex Tourism

The following hypotheses are usually used in explaining the increase in prostitution in tourist resorts:

1. The processes of tourism have created locations and environments which attract prostitutes and their clients;
2. By its very nature, tourism means that people are away from the puritanical bonds of normal living, anonymity is assured away from home, and money is available to spend hedonistically. These circumstances are conducive to the survival and expansion of prostitution;
3. As tourism affords employment for women, it may upgrade their economic status. This, in turn, may lead to their liberalization and, eventually, to their involvement in prostitution to maintain or acquire new economic levels;
4. Tourism may be used as a scapegoat for a general loosening of morals.

Source: Mathieson & Wall, 1992:149

The early European tourists were attracted by the liberal attitude towards sex in some of the developing countries they visited. More recently, countries such as Thailand, The Gambia, and some of the Central European countries were considered as destination for sex tourism (Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1998:177).

Although there have been many discussions on the relationship between tourism and prostitution based on the above hypotheses, not much evidence has been found concerning whether tourism directly leads to prostitution.

Suggested links:
UNEP website - [http://www.unep.fr/scp/tourism/](http://www.unep.fr/scp/tourism/)

Crime Generation

Comparing with prostitution, it is easier to collect data on crime and delinquency. However, same as prostitution, it is believed that there is a relationship between tourism and crime although there is not much data to prove it. 3 factors that can influence relationship between tourism and crime rate are:

1. The density of the population during the tourist season;
2. The location of the resort in relation to an international border;
3. The per capita incomes of hosts and tourists, large differences between them tending to encourage robbery

Source: Mathieson & Wall, 1992:150
Crime rates are usually higher in urbanized areas than remote areas. The development of mass tourism provides rooms for the growth of crime rates. Such situation is more obvious when it is during the peak season. Mass tourists who are preparing to spend large amount of money on shopping, may be carrying video recorders or cameras and wearing expensive ornament, these attract criminals such as pickpockets and robbers.

**Gaming**

There are numerous examples that both legalization of gambling and establishment of casinos are considered as remedies for the downturn of a destination’s tourism business.

Many tourist destinations build up their fame and notoriety through their gaming industry, e.g. Macau, Monte Carlo and Las Vegas. Gaming is always perceived as business associated with loan shark and prostitution. In addition, violent crime is often associated with gaming because of the monetary interest involved.

Gaming is always perceived as business associated with negative social impacts.

Picture - A casino hotel (center) in Macau.
Tourism Effects on Community – Cultural Effects

Introduction of Culture
According to Hudman, curiosity is one of the key motivators of travel. Curiosity means desire to learn about things foreign. For tourists, the cultures of foreign countries are naturally what they are most curious about. Speaking of culture, there are basically three things to bear in mind. Culture is something that:

- is learned; we are not born with culture.
- is shared, it is something collective.
- includes much more than the performing arts or high culture.

As a broad term, culture comprises a variety of material and non-material elements, ranging from language, traditions, food, history, religion, and architecture etc. Non-material culture can be divided into habits and customs and non-material art forms.

Elements of culture
The elements of culture have been identified as attractions for tourists:

Language
The learning of and the ability to use a foreign language by a tourist provides a means for developing an interest in another culture.

Traditions
Traditions that characterize a destination or a country provide a focal point of interest for tourists who seek to learn about the way of life in the host community.

- Handicrafts
  Handicrafts provide a source of interest for tourists who wish to see the craftsmanship of a traditional or popular item. Handicraft items can also be purchased by tourists as souvenirs.

- Art
  Art, being country or culture-specific, often reflects the past and present cultural heritage of the host community.

- Dress
  The styles of dress of the local residents are usually a feature of popular interest to tourists. The styles of dress also highlight distinctive characteristics of an area. Items of dress and clothing unique to an area make good souvenirs too. For the wearer, his or her status and self-esteem is enhanced as the dress and clothing become an object of discussion or admiration.
Food
Trying and enjoying the cuisine or food at a destination is one of the main activities tourists engage in when travelling.

History
The oral, written, and landscape history of an area reflects its past and serves as a reminder for both locals and tourists of the way of life of the host society in earlier times. Important events which shaped the existing nature of an area and its people also provide insights for tourists about the community.

Works and technology
The works or technology particular to a destination area, either in the past or at present, are a source of interest for tourists. They provide knowledge about the nature of the host’s economy and lifestyle.

Religion
Religion of particular significance to an area influences the lifestyle and festivities of the host community. It is a source of interest amongst tourists as it provides further insights about the spiritual aspects of the culture of the host community.

Architecture
Architectural features provide physical evidence of the cultural attributes of an area. Often a distinctive architectural style is associated with a particular community or country. Architecture also reflects the availability of local building materials, the way the community adapts to climatic conditions, or a particular design style.

Culture: bridge or barrier?
People from different countries have different cultures. Cultural difference is one of the many reasons that attract tourists to a particular destination.

However, language and religion are often the major barriers between the hosts and the visitors. Tourists are usually less interested in communicating with local residents when there is a language barrier which nevertheless hinders effective mutual understanding. Apart from language barrier, visitors may not be aware of their ignorance of and arrogance towards the local tradition and religion. Disrespectful behaviours can be considered offensive or even unacceptable to the host community. In fact, it is culture that usually enables and disables communication between residents and tourists.

When hosts and tourists are not willing to learn, share or accept each other’s cultures, a series of socio-cultural barriers would result. Demonstration effect, stereotyping, segregation, tension, misunderstanding and ethnocentrism are typical socio-cultural barriers. It is an irony that while a local culture in its own right might attract tourists, the very same culture can dispel tourists.
Impacts on Material Culture
The forms of material culture which are most important for tourism are handicrafts and architecture (Shaw and Williams, 1997). Tourism often leads to the commercialization of art forms and especially handicrafts. Artefacts with cultural or religious meaning are sought by tourists as souvenirs. As more and more tourists visit a destination, souvenir production is increased, often leading to mass production. In the process, the cultural artefacts may lose their cultural meaning.

On the other hand, tourism may also stimulate a renewed attention for old cultural traditions and art forms, often combined with insights from other parts of the world. According to Mathieson and Wall (1982) this has been the case in the United States where Pueblo Indians combined Indian and Western techniques to create new forms of art. This development could not have taken place without the financial stimulus of tourism.

Possibly, both observations belong to the same process (Mathieson and Wall, 1982):
1. The disappearance of traditional artistic designs and art and crave forms, particularly those with deep religious and mythical affiliations. This is followed by;

2. The growth of a degenerate, unsophisticated replacement which develops in association with mass production techniques. This is often followed by;

3. The resurgence of skilful craftsmanship and distinctive styles incorporating the deeper cultural beliefs of the host society. This phase is a response to the deleterious impacts evident in phase 2.

Impacts on architecture, which is another form of material culture, are of another nature. These arise mostly because tourist buildings are not built according to local architectural standards. To give an example, whereas in many less developed countries high-rise buildings are rare, hotels are often many stories high. This, coupled with an often high level of international building standardization, may lead to complete alterations of the local scenery.

Impacts on Non-material Culture
Impacts on non-material culture, such as dance or religious manifestations, are similar to impacts on material art forms. Here too, cultural expressions may lose their deeper significance when confronted with commercialization. But tourism may also give rise to a revival of old art forms, perhaps mixed with influences from other cultures.

Maybe these two impacts are not as mutually exclusive as they may seem at first sight. Commercially produced art forms without significance, also called fake art or airport art, may be used to distract tourist attention from the real cultural expressions by the local population. A good example is to understand the concept of staged authenticity.
Authenticity and Commoditization in Tourism

To experience the host culture is one of the motives among the visitors from the tourist-generating countries. The increasing exposure of the aboriginal or native peoples to the outside world, which is usually referred to as contacts with people from the developed countries, makes local cultures become ‘pseudo-native’.

Re-structured Authenticity

In order to satisfy the expectation of tourists who may have a pre-conception on the host culture learnt from travel guidebooks, the host society may modify their rituals, for example, in a form which will match the tourists’ desire and expectations. This creates a phenomenon in which what tourists see is not authentic. This will result in what has been called “re-structured ethnicity” according to United Nations Environmental Programme. There are countless examples of “re-structured authenticity” ranging from the Polynesian dance of the Western Samoa in the South Pacific to wedding ceremony of the minorities held at China Folk Culture Village in Shenzhen, China. Once the culture, for example religious ritual, traditional ethnic rites and festivals, is commercialized and commoditized for tourism purposes, the true meaning and value of these cultural performances and events will be destroyed.

Staged Authenticity

As tourists would like to have a glimpse of the local culture, they always look for opportunities to experience the authentic culture in the host society. This incurs the emergence of different levels of cultural penetration. Normally, local culture could be expressed and manifested in the forms of rituals and ceremonies. To adapt such cultural events to the tastes of the tourists and at the same time to retain its true identity, the local people provide an alternative of a more realistic but de facto modified performance of cultural heritage, i.e. staged authenticity.

According to Figure 9, the level of cultural penetration jumps to B from A. In doing so, a cultural curtain is set up between the staged authenticity and true cultural heritage. This cultural curtain serves as a firewall curtain which is set to prevent the tourists from penetrating behind the curtain. However, due to the influx of tourists and levels of penetration, the firewall curtain will keep on retreating so as to satisfy the desire of the tourists as well as to get more share in the competitive tourism market. In this case, tourists may reach the true cultural heritage and eventually, host culture will be exposed to impacts from tourists and finally loses its true identity, i.e. level C in Figure 9.
Further interpretation of Figure 9, the arena is divided into three distinct areas:

A - the previous level of tourist penetration into the host culture;

B - the new level of cultural penetration that is considered to be authentic by the tourist but is, in fact, staged authenticity; and

C - the true cultural heritage of the host society that maintains its integrity by keeping tourists on the other side of the firewall curtain.

Source: Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1998:179

In general, tourists are looking for “typical” forms of local culture. These can be offered to them in the form of typical souvenirs or exhibitions of the local way of life in specially designed imitation villages. In such settings, visual or audible art forms, such as local dances or songs can be performed. At the same time, locals can enjoy their own cultural manifestations, which may be less typical in they eyes of the tourist but more authentic and contemporary.
Tourism Effects and Preservation of Cultural Heritage

Ruining of the Local Heritage Culture
The popularity of an attraction could lead to the overloading of visitors. When this happens, the attraction may be damaged or destroyed through:

1. Erosion of resources which usually takes place in the form of wearing of floors and steps of a building or the pathways around it.
2. Effects of visitors’ perspiration. Acidity of perspiration has the same effect of acid rain. Thus, it erodes the interior walls, carvings, sculptures and paint works.
3. Air pollution due to increased car and bus traffic. Emissions from automobiles lead to the deterioration of the condition in an attraction.
4. Littering and hawking are an eye sore to the attraction.

Due to the ruining of local heritage caused by tourism, there is an increasing concern in presercation:

UNESCO (1972)
According to the definition adopted by UNESCO (1972) in the World Heritage Convention, heritage is divided into (1) Cultural heritage and (2) Natural heritage. Since heritage is very broad in its meaning, different countries might have different concepts of heritage. In Hong Kong, the Antiquities and Monuments Office (AMO) has its own definition of heritage.
Definition of Cultural Heritage

It is a broad concept that “includes the natural as well as the cultural environment.

- It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences.
- It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life.
- It is a dynamic reference point and positive instrument for growth and change.
- The particular, the heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.


Tangible Cultural Heritage

Tangible cultural heritage includes all forms of physical construction such as architectures like temples and imperial tombs, heritage sites etc. Examples are ranging from The Great Wall in China, Taj Mahal in India and Borobudur Temple Compounds in Indonesia to Peking Man Site at Zhoukoudian.

**Intangible Cultural Heritage**

Intangible cultural heritage “might be defined as embracing all forms of traditional and popular activities, i.e. collective works originating in a given community and based on tradition. These creations are transmitted orally or by gesture, and are modified over a period of time through a process of collective recreation. They include folklore, customs, languages, music, dance, rituals, festivities, traditional medicine and pharmacopoeia, the culinary arts and all kinds of special skills related with the material aspects of culture, such as tools and the habitat.” - United Nations Educational, Scientific and Cultural Organization (UNESCO).

![Ifugao Tribe, Philippines](source: Philippines NTO)

**What is cultural and heritage tourism?**

<table>
<thead>
<tr>
<th>Cultural tourism</th>
<th>Heritage tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>It covers all types of cultural attractions, ranging from concrete attractions such as museums and monuments, cultural performances to other cultural manifestations, such as the consumption of the way of life of certain cultures.</td>
<td>It is anything from historical buildings to art works and beautiful scenery.</td>
</tr>
</tbody>
</table>

According to Murphy, cultural heritage tourism serves to cultivate a form of awareness from a domestic and international perspective:

- Domestic perspective refers to the renewal of interest and pride in their own cultural heritage among the locals
- International perspective refers to the widening of horizons

Paradoxically, cultural tourism is increasingly being recognized as an influential tourism activity which exerts considerably positive impacts on the cultural awareness of the locals. The genuine admiration of local culture by tourists helps trigger in the host country an increased appreciation of its own cultural heritage and adds another dimension to the search for national identity. Tourism may in a sense serve as a mechanism through which to prevent the disappearance of certain artistic and cultural features. Tourists’ appreciation of local art, crafts, folklore, history, religion or language may create a desire among the local residents to renew their cultural pride. Along the
process, tourists can help the residents appreciate their own cultural heritage and look for their national identity.

According to Morin, international tourism acts as a powerful force in the universal standardization of culture and society. Many people have argued that the development of cultural villages such as China Folk Cultural Villages in Shenzhen and Hawaii Cultural Village in Hawaii are too commercialized and the shows are over-modified to suit the tourists. Some people consider this kind of staged culture a poor representation of the local heritage culture. The stage shows lack cultural authenticity, and are at the verge of treating culture and heritage as a commodity. Nevertheless, some people believe that cultural village is an ideal solution to preserve the local heritage. According to de Kadt, some of the cultural heritage, without tourist development, would become completely extinct.

Therefore, it is difficult to determine whether cultural tourism is effective in preserving the local heritage.

**Preservation of the Local Heritage Culture**

The effects of cultural tourism extend beyond national identity and cultural preservation. Cultural tourism provides the necessary improvement and enhancement to the attractions and their peripheral supporting developments.

1. **Restoration:** Income arising from tourism provides funding for restoration of the attractions, especially historic buildings, sites and monuments.
2. **Infrastructure:** Better access namely pathways, roads, car parking lots, bus and train stops and lighting is provided to the attractions.
3. **Amenities:** Amenities namely toilets, food kiosks, landscaping, shelter, transport facilities, hotels, and restaurants are provided for visitors.

These improvements would make an attraction more attractive to both the tourists and local residents. In Hong Kong, many historical buildings have been restored and have become important cultural attractions for locals and tourists. Examples are Sam Tung Uk Village in Tsuen Wan, Western Market in Sheung Wan, Hong Kong Museum of Medical Sciences, and Flagstaff House in Central.

The example found in Bali shows the benefit of tour development in preserving local heritage culture (see Illustration 6).

Illustration 4: Preservation of Balinese culture

“Tourism has forced the Balinese to reflect on their artistic output as just one cultural identifier. The presence of visitors who continually praise Balinese art and culture has given people a kind of confidence and pride in their art, and made them truly believe that their culture is glorious and thus worthy of this praise and therefore justly admired. This realization removed any possibility in the people’s mind that their art was in any way inferior to the art of advanced nations, and plays an important role in conserving and developing the art in general.”

The Renaissance and Deterioration of Traditional Art Forms

Tourism development has both advantages and disadvantages onto host culture. The income generated from selling traditional artefacts and staging cultural heritage may provide budget for preserving indigenous culture. The fact that employment opportunities created by tourism in the fabrication of handicrafts implies a renaissance in the production of art forms. Culture itself is not static but is under a process of being invented and reinvented. A change of traditional art forms may not necessarily mean a disaster for local culture.

Nevertheless, in reality, tourism does encourage the production of ‘pseudo-traditional’ art forms. The most typical example is the last-minute purchase of souvenirs by tourists at the airport before taking flight back to their home countries. Such ‘airport art’ is normally under mass production and does not reflect the creativity of the art makers or the true meaning of the arts and crafts.

Framework for Preservation

An ideal heritage preservation programme requires the cooperation of the public and private sectors. The two sectors should work within a planned framework to make sure that the local culture and heritage is properly preserved for the enjoyment and appreciation of both the local residents and foreign visitors.

Criteria for the framework:
1. Government sets standards on the quality of its cultural resources.
   a. Arts and handicrafts: The sale of arts and handicrafts either at government centres or shops that meet the standards established by the government.
   b. Performing arts: Performances must be authentic in nature. There should be no compromise between authenticity and tourists’ preference. In other words, they must adhere to the cultural authenticity as well as the unique character. The performers must meet the minimum performance standard. Thus traditional training may be required for stage performance.

2. Develop cultural heritage tourism that can strike a balance between economic and social goals.

3. Develop educational heritage tours that teach local residents and foreign visitors about the culture and history of a destination.

4. Establish a benchmark on social carrying capacity. It is either the capability or tolerance of a community towards tourism activities. The aspects to be considered are moral standards, cultural authenticity, misunderstandings and conflicts between hosts and visitors, conflicts between different generations in a community, shifted employment from traditional jobs, and the development of infrastructure.

5. Maintain an equilibrium of restoration of heritage and the national identity. In other words, the restoration, conservation and preservation of heritage culture are to attract tourists as well as develop a sense of cultural pride. This equilibrium will not be balanced when the community depends heavily on cultural resources to generate income through tourism. For this reason, culture is modified to suit the tourists’ preferences and packaged as a commodity with a price tag.
Conclusions

Tourism may seriously alter the social and cultural setting in a destination, especially when tourism development is rapid and economic and cultural distances between hosts and guests are large.

The actual assessment of social and cultural impacts is very difficult, because tourism is only one of the factors of societal change. Ascribing social and cultural developments to tourism is therefore a very difficult task. Moreover, a great handicap of the assessment of impacts appears to be the lack of a logically structured impact classification. The construction of such a classification seems to be an important research goal.

Acknowledgement: With permission from Drs. Bas Amelung, Global tourism towards an integrated approach, ICIS, 1995
14. Economic Impacts of Tourism
Positive Impacts

Creating Jobs
Tourism is a highly labour intensive industry. It depends very much on a large number of people with various levels of skills and abilities (e.g. waiters, tour guides, hotel managers, etc.). In general, tourism industry has a greater capacity to provide more job opportunities than any other industries. There are 2 main types of employment generated by tourism: direct and indirect.

1. Direct employment is employment generated from business that directly provides services to tourists.
   Examples:
   - accommodation and catering (hotels)
   - tourist attractions and business facilities (e.g. exhibition and convention centres)
   - tourism promotion and information (e.g. travel agencies or tourist boards)

2. Indirect employment refers to jobs of those people who either
   - serve both local people and tourists, or
   - manufacture goods and provide services which are bought or used by business and organisations which serve tourists directly.
   Examples:
   - taxi drivers
   - shopkeepers
   - factory workers manufacturing bedroom furniture for sale to hotels

Sectors which employ the most employees in the tourism industry are:
- food services
- accommodation
- transportation
- entertainment
- travel agencies and tour operators

Providing Tax Revenue
Tourists may pay tax like most other people. As they come from other regions or countries, their expenses result in an increased tax base for the host country. Government receives these taxes from:

Direct taxes
- Salary tax (on personal income)
- Profit tax (on business)
An increase in tourist expenses would result in an increase in
- Income of people working in the tourism industry
- Profit of business owners which therefore increases the tax revenue of the government

Indirect tax
- Turnover tax
- Expenditure tax
- Departure tax and hotel room tax
Turnover tax is paid on consumption. Two major types are sales tax and value added tax. Sales tax is levied by the government on goods and services that are passed directly to consumers. Value added tax (VAT) is an indirect tax on goods and services. Tourists pay the tax without knowing the exact amount since it is included in the price of the goods and charge for the services.

Expenditure tax is luxury tax paid on specific forms of consumption. They are often known as excise duties paid on goods like alcohol, tobacco and petrol. However, in order to promote international tourism, some countries provide exceptions, usually in the form of duty-free sales for tourists at major shipping and airline terminals.

Departure tax is common in many countries for tourists to pay to the destination countries and hotel room tax is paid for staying overnight in a hotel room.

Improving the Balance of Payments

The balance of payments is an accounting of the flow of goods, services and capital in and out of a country during a given period (usually a year). If a country pays, or agrees to pay out more money than it receives, it has a deficit balance of payments. If it receives more money than it pays, it has a surplus balance of payments.

Every country wants a surplus balance of payments rather than a deficit one. A thriving tourism industry (especially an inbound tourism industry) can improve the balance of payments by bringing in a large amount of foreign exchange.

A country’s inbound tourism is its invisible export as it brings in foreign exchange through providing services to overseas visitors. A country’s outbound tourism is its invisible import as local residents spend money overseas. (But not all of their expenses would be earned by other countries as a portion of the expenses may be paid to local tour operators.) If inbound tourists spend more than outbound tourists do, a country will have a net surplus that will help improve the balance of payments.

Illustration 5: Economic Impact of Tourism

According to the UNWTO Tourism Barometer, international tourist arrivals reached 924 million, up 16 million from 2007, representing a growth of 2%.

Generating Income and the Linkage Effect

Income is generated from wages and salaries, interest, rent and profits. In a labour-intensive industry such as tourism, a large part of income comes from wages and salaries earned by people who are directly or indirectly involved in the industry. Moreover, the benefits of tourism can spread throughout the whole economy by creating more jobs in other sectors of the economy. For example, a hotel receptionist may save up and buy a car or a TV set, thus creating business for manufacturing industries and shops; a tour bus driver may go out for dinner with his family and this creates more business for restaurants.

On the whole, income is greater in areas where a large number of tourists of high spending power is attracted to stay for a longer time. Furthermore, contribution of tourism to the income of a tourist destination is greatly increased by a process of tourism income multiplier. This occurs when money spent by tourists in an area is spent again by those who have received the initial amount of money.

Economic Growth and Living Standard

Most developing countries face a foreign exchange shortage problem and have difficulties financing their economic development. Tourism industry plays an important role as a foreign exchange earner. This is very important to those developing countries with limited potentials for exporting agricultural products and manufactured goods.

Tourism contributes greatly to the diversification of the economy. Through the linkages with other economic sectors such as construction, transport, food production industries, etc., the industry may spread its effect throughout the economy and bring about economic growth.

Tourism may also raise the living standard of local residents. They may have more jobs that are better paid than the traditional ones such as farming and fishing. Local people may enjoy better facilities and a wider choice of goods and services.
The Phenomenon of Tourism Multiplier

Approach 1: Three-tiers Approach looking at Tourism Multiplier
The concept of the multiplier is based upon the recognition that the various sectors which make up the economy are interdependent, that is, in addition to purchasing primary inputs such as labour, imports, etc., each sector will purchase intermediate goods and services produced by other establishments within the local economy. Therefore, any autonomous change in the level of final demand will not only affect the industry which produces that final good or service, but also that industry’s suppliers’ suppliers, etc. (Fletcher and Archer, 1991:28)

Flow of money
In order to gain insight into the net economic benefits, we will trace the flow of money from tourists through the economy of a destination area. Three steps are distinguished in this flow scheme; each of them will be discussed below.

First order effects
The initial spending of tourists is at the start of the economic chain. Tourists can buy tourism products or services either directly or indirectly. In turn, these products and services can be provided either inside or outside the destination country. From these observations, the following table emerges:

<table>
<thead>
<tr>
<th>Final recipient</th>
<th>Inside destination</th>
<th>Outside destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct purchase</td>
<td>(a) accommodation, food</td>
<td>(c) tax free shopping</td>
</tr>
<tr>
<td>Indirect purchase</td>
<td>(b) accommodation via tour operator</td>
<td>(d) air-fare via tour operator</td>
</tr>
</tbody>
</table>

A classification of tourist expenditure with some examples

The inflow of money from tourism into the destination country (the gross effect on the balance of payments) depends on (a) and on the percentage of (b) the tour operator spends in the destination country. Clearly, if (b) is important compared to (a), the destination country is sensitive to changes in tour operators’ spending patterns. Moreover, if (b) is large, tour operators can often negotiate a significant price discount, resulting in a smaller inflow of money.

Second order effects
Having received the initial spending by tourists and tour operators, the tourism industry in its turn spends this extra income on inputs (consumption) and on the payment of the production factors, labour (wages), capital (interest) and entrepreneurship (profits).
Third order effects

Returning to the flow of money, we see that buying inputs means extra consumption and sometimes also taxation in the form of value added taxes (Holloway, 1989). The owners of the production factors spend their income on consumption, savings or taxation. Savings and taxation can be seen as leakages from the spending cycle. However, these leakages are usually only temporary. Savings are simply postponed consumption, while part of tax revenues flow back into the economy in the form of government expenditure.

The extra consumption expenditures from buying inputs and from spending production factor income can be directed towards imported products or locally produced products. A large percentage spent on imports means a large import leakage, influencing the balance of payments.

It is good to remember that the net contribution of tourism on the balance of payments depends not only on initial spending, but also on the magnitudes of the import leakage and the repatriation of money.

Closing the cycle

Now, the amount of money spent on locally produced goods enters the spending cycle again. This amount is, of course, smaller than the initial expenditure due to the various leakages. After having gone through the spending cycle for the second time, less money remains still and so on, until the effects of the initial expenditure have vanished. The cumulative effect of the initial tourist expenditure going through various spending cycles is called the tourism income multiplier (TIM).
Figure 10: Economic impacts of tourism
Approach 2: Two-tiers Approach looking at Tourism Multiplier

Figures 13 and 14 show how tourism multiplier works in local economy. The concept of multiplier has been widely used for studying the impact of tourism on a destination’s economy. Nevertheless, there is much controversy on the usefulness of multiplier effect in analyzing the economic impact of tourism. For instance, it is not easy to measure how much amount of revenue could be generated from every dollar spent by tourists in the first circulation, the second circulation and so on. Nowadays, some other concepts have been used for studying this issue, e.g. linkage effect.

![Diagram of the tourism income multiplier at work](image)

**Figure 11:** The tourism income multiplier at work  
Source: Extracted and modified from Holloway, 1992:175

![Diagram of the multiplier process](image)

**Figure 12:** The multiplier process  
Source: Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1998:133
Very often, only tourism-related sectors such as accommodation like hotels, transport like airlines, or tour operators and travel agents, are considered as the ones who are benefited from tourism development. However, tourism is virtually a multi-faceted industry, the revenue generated benefits various sectors of the economy. For example, manufacturers of electrical appliances and suppliers of foodstuff who provide their products and services to hotels are also benefitted. In this sense, there is always a linkage amongst different sectors and industries that jointly support the running of the tourism business and in return, they are all benefited from tourism.

The initial spending of tourists triggers the economy boom of the host society. There are a number of multipliers working in the economic system including transactions multiplier, output multiplier, income multiplier, employment multiplier and government multiplier.

**Transactions (or sales) multiplier**
It measures the amount of additional business revenue created in an economy as a result of an increase in tourist expenditure.

**Output multiplier**
It measures the amount of additional output generated in an economy as a result of an increase in tourist expenditure. The principal distinction between transactions and output multipliers is that output multipliers are concerned with changes in the actual levels of production and not the volume and value of sales. Not all sales will be related to current production (some sales may have been made from inventories and some productive output may not be sold within the time frame of the model and, therefore, result in an increase in inventories). Therefore, the value of an output multiplier may well be larger or smaller than the value of the corresponding transactions multiplier.

**Income multiplier**
It measures the additional income (wages and salaries, rent, interest and profits) created in the economy as a result of an increase in tourist expenditure.

**Employment multiplier**
It is a measurement of either the total amount of employment generated by an additional unit of tourist expenditure or the ratio of the total employment generated by this same expenditure to the direct employment alone.

**Government revenue multiplier**
It measures the impact on government revenue, from all sources, associated with an increase of tourist expenditure. This multiplier may be expressed in gross terms, that is the gross increase in government revenue as a result of an increase in tourist spending, or in net terms when the increase in government revenue is reduced by the increase in government expenditures associated with the increase in tourist activity.

**This multiplier effect is explained as follows:**
Tourists visit Hong Kong and spend money on their meals in restaurants. This provides income for the restaurant owners. They then pay tax, save some money and spend the rest. Some of what they spend goes to the purchase of goods and services from other suppliers and producers in Hong Kong. Some is spent as wages and salaries of staff and some is used to pay interest to banks and rents to landlords.
The people who receive money from the restaurant owners will pay tax, save some money and spend the rest for goods and services. Thus, the money spent by tourists is used again and again by other people. It is spread throughout the whole economy. As a result, the additional income created is far greater than the initial spending of the tourists.

Not all money circulates in the economy. Some has gone to pay tax; some has been saved or used for imported goods and services. Money which stays out of the circulation system will reduce the multiplier effect. The multiplier effect is great when there are strong linkages among various economic sectors. Linkages are strong and the income multiplier effect are high if all the goods and services are locally supplied.
Negative Impacts

Opportunity Cost
Tourism profits motivate many countries encourage tourism development, however, there are costs for tourism.

High Consumer and Land Prices
A flourishing tourism industry will place great pressure on the limited resources such as food, land, transport, electricity and water supply, etc. of the host economy.

An increasing demand on these resources and facilities may result in inflation, thus causing negative effects on local residents. Higher consumer and land prices may result.

Over-dependency on Tourism
Tourism depends very much on external demand factors. A large proportion of expenditure of international tourism is generated from a small number of developed countries. A change in the economic condition of these countries will greatly affect the number of tourists going to tourist destinations. Also, tourists' taste is somewhat "fickle"; the once popular destination may become out of fashion quickly. High dependence on tourism should be avoided.

High dependence occurs when a region becomes too dependent on tourism. Subsequent decline in the tourist flow to that region may greatly affect the economy of the area.

Leakage
Additional income generated from tourism may not be as much as it should be if there is leakage. Leakage is anything that causes the profits from tourism to drain out of the economic system. Leakage can be:
- expenditure on imported goods and services required by tourists
- expenditure on imported goods and services required by tourist business
- money earned and sent home in overseas countries by foreign workers in tourism industry
- profits of foreign-company-owned tourist facilities diverted overseas

As indicated in Figures 12 and 13, host countries enjoyed substantial economic benefits through the multiplier process. However, part of the revenues earned by tourism industry may leak out from local economy.
As claimed by UNEP, for most tourists who have purchased all-inclusive package tours, about 80% of their expenditures will go to companies in the private sector such as airlines, hotels and other international companies (who have their headquarters in the tourists’ home countries), and not to local companies and workers. Such leakage is particularly serious in developing countries. For each US$100 spent by a tourist from a developed country on a vacation tour in a developing country, only about US$5 will actually be put back into the economy of the destination country (Figure 15 shows how the leakage happens).

There are 2 types of leakage:

Import Leakage
When the host country cannot supply the products required, it is common that destination countries will import goods and products from abroad to satisfy tourists’ demands, e.g. equipment, foods and drinks. On the other hand, it is due to the inferior quality of the products provided by the host country that cannot meet the standards of the international hotel chain.

Export Leakage
As proclaimed by UNEP, ‘multinational corporations and large foreign businesses have a substantial share in the import leakage. Often, especially in poor developing destinations, they are the only ones that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.’
In other word, the host society ‘exports’ their products, which are the tourist facilities and services in the destination where visitors enjoy. But since most of these facilities and services suppliers are financed and controlled by foreign investors, the profits earned will be taken back to the investors’ home country.
Conclusions

As we saw in this unit, spending on tourism is huge on a global scale. However, this does not mean that tourism is the universal remedy for economic problems. The net contribution of tourism to a destination's economy depends largely on the spending leakages. If much of initial tourist spending leaks away through imports, taxes and repatriation of profits and wages, net receipts may very well be small.

Acknowledgement: Reproduced With permission from Drs. Bas Amelung, Global tourism towards an integrated approach, ICIS, 1995
15. Environmental Impacts of Tourism
Positive Impacts

Preservation and Conservation of Environment
One of the arguments in favour of tourism is that uncontrolled urbanization, modernization and industrialization cause great damages to the natural environment.

Tourism can be seen as an alternative economic development which provides the necessary motive and money for preserving the archaeological treasures and ancient monuments, and conserving the natural resources for the continued enjoyment of both tourists and local residents.

Wildlife and forest reserves have been set up and scenic lands have been preserved partly due to their ability to attract tourists. For example, some east African countries such as Kenya and Tanzania have established large natural parks and game reserves for wildlife as they know that wildlife is the most important tourist attraction in East Africa. Without the economic return provided by tourism, these areas might well be converted to agriculture, mining or other forms of industrial development which cause great harm to the natural habitats.

Enhancement of Environment
It is often the environment itself that attracts tourists to a destination. An example is the beautiful mountain scenery of Switzerland. Any tourist destination hoping to attract tourists will try to improve its image by planting flowers, developing well-designed tourist facilities such as attractive landscaped hotels.

Tourism also provides incentive for “cleaning up” the overall environment. This can be done through control of air, water, and noise pollution, littering and other environmental problems.

Increasing Environmental Awareness
Economic success of tourism will encourage local awareness (both the government and residents) of the importance of conservation of natural environment. This leads to the adoption of administrative controls and planning (e.g. stricter anti-pollution control, better land use zoning, etc.) by government to maintain the quality of the environment.
Negative Impacts

Tourism development is not without cost. When the carrying capacity of a destination is exceeded, there will be a number of negative effects on the environment.

Carrying Capacity Problems

1. What is carrying capacity?
Carrying capacity can be defined as “the maximum number of people who can use a destination without unacceptable changes in the environment and without unacceptable changes in the enjoyment gained by visitors.”

2. Types of carrying capacity
There are three types of carrying capacity: physical, environmental, and psychological.

Physical carrying capacity
The physical carrying capacity of a destination is related to:
- the amount of suitable land available for accommodation, tourist facilities, and services like roads and water supply;
- the finite capacity of facilities such as car parking spaces, seats in theatres or restaurants; and
- the capacity of local transport systems e.g. maximum 3,000 cars per hour for Tate’s Cairn Tunnel.

Environmental carrying capacity
Most tourist destinations suffer some forms of environmental wear and tear whether it is:
- the trampling of grassland at picnic sites;
- disturbance of wildlife; or
- physical erosion of important historic monuments by visitors’ feet.

Psychological or perceptual capacity
The psychological or perceptual capacity of a destination is exceeded when the visitors’ experience or enjoyment is significantly impaired. This depends on:
- visitors’ attitudes to both the number and behaviour of other users, e.g. crowded and noisy environment; and
- visitors’ tolerance of the physical wear and tear or pollution at a destination.

Whenever or wherever these capacities are exceeded, environmental problems occur. For example, if too many people try to use a barbecue site at Sai Kung all at the same time, problems will occur. They may make too much smoke from their fire, occupy all the seats, and drop a lot of litter. Some people need to sit on the ground and wait a long time for a barbecue. The place gets very crowded. The picnic site becomes unpleasant rather than enjoyable. In other words, the barbecue site has exceeded its carrying capacity.
3. How (Where) do carrying capacity problems happen?

The problems may arise:

- in tourist-generating areas, like Hong Kong, where public holidays and school holidays are fixed. This leads to a concentration of outbound demand at those particular times;
- on transit routes, e.g. Shenzhen and Guangzhou. Delays may occur at these bottlenecks if the transport system cannot cope with the demand; and
- in tourist-receiving areas, e.g. Beijing. Tourist resources such as the Great Wall and the Forbidden City may come under great usage pressure.

Ways in which Tourism do Harm to the Environment

The natural environment rarely escapes damage when a large number of tourists is found. The quality of water and air, the amount and species of vegetation and wildlife are inevitably changed in one way or another.

**Environmental pollution**

**Water pollution**

Water pollution in rivers, lakes, and the sea may result from recreational and tourist transportation. For example, oil spills from cruise boats in resort harbours, untreated sewage from kitchens and bathrooms of island resorts may cause adverse effect on the aquatic ecosystem and reduce the enjoyment of the tourists swimming there.

**Air pollution**

Air pollution from tourism development may result from excessive use of vehicles (cars, buses, and motorcycles) by and for tourists at major tourist attraction areas that are accessible only or mainly by road.

Shops and restaurants in Stanley's tourist areas installed their air-conditioners' exhaust outlets close to the local residents' homes.

**Noise pollution**

Noise may be generated by a concentration of tourists, vehicles, aircraft and motor boats. Sometimes certain types of tourist attractions such as amusement parks, car or motorcycle races may generate noise that is unacceptable and irritating.

**Visual pollution**

Visual pollution may result from several sources:

- Poorly designed buildings, e.g. hotels that are not compatible with local architectural style or environment
- Use of large and ugly advertising signs
- Overhead utility (electricity and telephone) lines and poles
- Buildings obstructing scenic views
- Poor maintenance of buildings

Illegal parking in Repulse Bay

Poor maintenance at the Ruin of St. Paul's
**Waste disposal problems**

Littering is a common problem in tourist areas. It is due to a large number of people using one area and the kind of activity they engage, like picnicking.

**Ecological disruption**

**Vegetation**
Overuse of fragile natural environment by tourists may lead to ecological damage:
- Collection of flowers, plants and fungi may change the species composition
- Tourists trample the vegetation in parks and conservation areas
- Hikers and campers cut trees to make campfires and soil erosion results from overuse of hiking

**Wildlife**
- Wildlife loses their natural habitats wherever tourist facilities and roads are constructed
- Feeding and breeding patterns of animals may change as they are prevented from hunting or breeding in usual places

**Impacts on geology**
- Tourists like to collect or buy minerals, rocks and fossils as souvenirs of their trips
- Inscriptions, carving or painting of initials and names leave unpleasant scars on rock

**Damage to archaeological and historic sites**
Overuse or misuse of environmentally fragile archaeological and historic sites may cause damage to these features through excessive wear, increased humidity, vibration, vandalism, graffiti writing, etc.
<table>
<thead>
<tr>
<th>Stressor activities</th>
<th>Stress</th>
<th>Primary response environment</th>
<th>Secondary response (reaction) human</th>
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<tbody>
<tr>
<td><strong>1. Permanent environmental restructuring</strong></td>
<td>Restructuring of local environments - expansion of built environments - lands being taken out of primary production</td>
<td>Change in habitat - Change in population of biological species - Change in health and welfare of man - Change in visual quality</td>
<td>Individual – impact on aesthetic values - Collective measures - expenditures on environmental improvements - expenditures on management of conservation - designation of wildlife conservation and national parks - controls on access to recreational lands</td>
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<td>(a) Major construction activity - urban expansion - transport network - tourist facilities - marinas, ski-lifts, sea walls</td>
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<td>(b) Change in land use expansion of recreational lands</td>
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<td><strong>2. Generation of waste residuals</strong></td>
<td>Change in quality of environmental media - air - water - soil - Health of biological organisms - Health of humans</td>
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<td>Individual defensive measures - Locals - air conditioning - recycling of waste materials - protests and attitude change - Tourists - change of attitude towards the environment - decline in tourist revenues - Collective defensive measures - expenditure of pollution abatement by tourist-related industries - clean-up of rivers, beaches</td>
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<td>- skiing - walking - hunting - trial bike riding - collecting</td>
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The Environmental Impact Assessment Process

It has been agreed that limited environmental resources are being consumed by tourists and the tourism industry and in reality, the environmental impacts of tourism on the host country could be extensive. According to Romeril (1989), environmental impacts are generally categorized under three main headings: physical, biological and socio-economic (which includes cultural). Nowadays, both public and private sectors are becoming more and more concerned about the tourism impacts on the physical environment.

Environmental impact assessment (EIA) is often conducted for evaluating how serious the environment could be affected by new tourism development projects. It is believed that preventing the environment from being spoiled is easier and less costly than taking remedial action afterwards.

Although EIA is widely used for evaluating tourism impacts, there are no generally accepted models. However, it is important to note the followings before conducting EIA:

- To understand the motivation that underlies a particular EIA before an appropriate methodology is selected. It is because certain types of EIA may concern about the cost of environmental correction. If so, the EIA is mainly for evaluating the net economic returns of tourism activity and there may be attempt to retrieve some of these costs from the industry.
- One of the functions for conducting EIA is to compare alternative developments so as to allocate resources more effectively. That is, to maximize the economic benefits of a development and to minimize the negative environmental impacts.
- Another function of EIA is to raise the profile of environmental issues.

Table 24: Green's checklist of the environmental impacts caused by tourism

<table>
<thead>
<tr>
<th>The Natural Environment</th>
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<tbody>
<tr>
<td>(a) Changes in floral and faunal species composition</td>
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<tr>
<td>♦ Disruption of breeding habits</td>
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<td>♦ Killing of animals through hunting</td>
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<td>♦ Killing of animals in order to supply goods for the souvenir trade</td>
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<td>♦ Inward or outward migration of animals</td>
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<td>♦ Destruction of vegetation through the gathering of wood or plants</td>
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<td>♦ Change in extent and/or nature of vegetation cover through clearance or planting to accommodate tourism facilities</td>
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<td>♦ Creation of a wildlife reserve/sanctuary</td>
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<td>(b) Pollution</td>
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<td>♦ Water pollution through discharges of sewage, spillage of oil/petrol</td>
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<td>♦ Air pollution from vehicle emissions</td>
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<tr>
<td>♦ Noise pollution from tourist transportation and activities</td>
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</tbody>
</table>
### (c) Erosion
- Compaction of soils causing increased surface run-off and erosion
- Change in risk of occurrence of land slips/slides
- Change in risk of avalanche occurrence
- Damage to geological features (e.g. tors, caves)
- Damage to river banks

### (d) Natural resources
- Depletion of ground and surface water supplies
- Depletion of fossil fuels to generate energy for tourist activity
- Change in risk of occurrence of fire

### (e) Visual impact
- Facilities (e.g. buildings, chairlifts, car parks)
- Litter

### The Built Environment
#### (a) Urban environment
- Land taken out of primary production
- Change of hydrological patterns

#### (b) Visual impact
- Growth of the built-up area
- New architectural styles
- People and belongings

#### (c) Infrastructure
- Overload of infrastructure (roads, railways, car-parking, electricity grid, communications systems, waste disposal, and water supply)
- Provision of new infrastructure

#### (d) Urban form
- Changes in residential, retail or industrial land uses (move from houses to hotels/boarding houses)
- Changes to the urban fabrics (e.g. roads, pavements)

Emergence of contrasts between urban areas developed for the tourist population and those for the host population (e.g. Mission Hills Resort of the Mission Hills Golf Club in Shenzhen, China)
(e) Restoration

- Re-use of disused buildings
- Restoration and preservation of historic buildings and sites

![](Environmental Resource Centre (Old Wan Chai Post Office))![](The Hong Kong Museum of Medical Science in Central)

- Restoration of derelict buildings as second homes

(f) Competition

- Possible decline of tourist attractions or regions because of the opening of other attractions or a change in tourist habits and preferences
Case Study:
Ways in which tourism do harm to the environment

There are numerous cases found in Hong Kong and abroad regarding the direct relationship between physical environment and tourism impacts.

Case 1
Owing to the huge profit generated by tourism business at Huang Shan, Anhui Province, China, many tourist facilities such as accommodation and restaurants have been or are being built at the core scenic areas. On 26 February 2002, The Sun reported that at present, there are 21 hotels/hostels built by local tourist companies and government agencies. The construction of such tourist facilities together with the incoming of tourists put much pressure on the environment. Water supply is one of the pollution problems that adversely affect the ecological system. As some of the river streams in the mountain have dried up already, trees and plants are not able to survive with no water supply. Consequently, a famous old pine tree that used to be a landmark in Huang Shan died, and was replaced by a plastic tree.

Case 2
Very often, the building of new tourist facilities may spoil the vantage point of a tourist destination. For instance, the completion of the first cable car system at Hua Shan in Shaanxi Province, China in 1996 already met the existing tourism demand. In order to further attract more tourists, the second cable car system was confirmed to be built and work is already in progress. According to Apple Daily dated 10 March 2002, the local authority is considering to construct the third system recently. As claimed by the general manager of the existing cable car system, the capacity of Hua Shan is 1 million per year and the number of visitors has reached 700,000. So the carrying capacity will soon be exceeded. Besides the environmental problems brought about by the influx of tourists, the construction work of the cable car systems will inevitably damage the natural scenery of the mountain.
Environmental Impacts – Impact Typology

Introduction
The environment plays a vital role in the tourism industry. Among other things, it serves as an attraction and as a sink for waste residuals.

In order to assess tourism’s impacts on the environment one can take various viewpoints. One can use a tourism typology and see what impacts are related to the different types of activities. Or one can use an impact typology and see how tourism influences the different types of impact. We will use the latter approach, because an impact typology is easier to construct.

We will distinguish between two types of environmental impacts of tourism:
• emissions to air, water and soil
• changes in biodiversity

The first category deals with changes in the abiotic environment, while the second one deals with biotic changes. Obviously, these two are related. For example, emissions can change ecosystem conditions, resulting in changes in biodiversity.

Emissions to Air, Water and Soil
Tourism activities emit waste to all environmental compartments, being air, water and soil.

Emissions to the atmosphere
The most apparent tourism-based emission to the atmosphere is caused by transport. In the case of international tourism, this transport first of all involves the movement of the tourist from the country of origin to the destination country. Because tourists cover ever larger distances, emissions grow. Moreover, a change in travel distances influences the choice of transport mode (modal split), favouring the aeroplane.

Apart from this long haul transport, tourism triggers other types of transport as well, such as the movement of tourists inside the destination country and the transport of goods needed to support the tourists.

Clearly, transport is not the only source of emissions. The heating of accommodations and swimming pools and the use of snow machines are other examples of the consumption of significant amounts of energy.

From a global point of view, the most important consequence of these emissions may be their contribution to global warming. Regionally, the emissions can be a cause of smog and acidification.
**Emissions to the aquatic environment**
The greatest tourism impact on water resources is sewage. First of all, sewage disposal causes water pollution through the usage of chlorine-based cleaning agents, which threaten marine life. Second, in many tourism destinations sewage systems are malfunctioning, resulting in emissions of untreated sewage water to the environment. Often, sewage problems occur when tourism flows grow faster than the underlying supportive infrastructure, including sewage systems.

Emissions of sewage induce eutrophication, which poses a threat to coral reefs, and can induce excessive growth of algae. Nowadays, water quality is constantly monitored in *beaches and coastal tourism areas* largely because of its importance for tourism.

Some other direct emissions to the aquatic environment are related to special types of tourism, such as boating. Oil leakage can have severe impacts on water quality and its aptness for human use.

**Emissions to the soil**
Litter is probably the most important emission of tourism to the soil and certainly the most visible. The problem of tourism-/recreation- induced littering is very old, as is illustrated by the ancient Dutch imperative: “Laat niet als dank voor het aangenaam verpozen, de eigenaar van dit bos de schillen en de dozen.” (Do not leave, in gratefulness for your pleasant stay, your boxes and litter to the owner of this forest.)

**Changes in Biodiversity**
Biodiversity can be defined at three levels (GFAINC, 1997):

- the variety of genes per species;
- the variety of species per ecosystem
- the global variety of ecosystems.

Tourism affects each of these levels. At the positive side, it may contribute to more protection of species or ecosystems. The entrance fees tourists pay to visit natural areas can be used for better maintenance and protection. Often, maintenance of natural areas is paid for by the government in the form of subsidies. In many (developing) countries these subsidies are under constant pressure, which makes good maintenance difficult. Furthermore, tourism can trigger a change of attitude inside the host country, which may increase the value that people attach to the protection of natural systems.

Although tourism can contribute to better environmental protection, it can also have negative consequences, as discussed below.
Impacts on the variety of genes per species
The most direct way in which tourism affects the abundance of a species is through hunting and fishing. Each animal contributes to the gene-pool of a species, maybe even representing unique types of a gene. Extensive hunting has already led to the extinction of species. A lot of species are currently endangered as an effect of hunting.

Other direct impacting tourism activities are plant-picking and -uprooting, which cause loss of vegetation.

Somewhat more indirectly, tourists can influence the number of individuals of a species by buying biotic souvenirs, thereby triggering hunting activities by the local population. Exemplary are the trade in ivory products and products made of crocodile skin.

Perhaps the cutting up of natural areas by the construction of infrastructure also falls into this category. It makes the exchange of genes more difficult, thus hampering the formation of new genetic combinations. Breeding and mating can also be hindered by the noise and the mere presence of tourists.

Impacts on the variety of species per ecosystem
Tourism changes ecological processes and will thereby modify the species variety of an ecosystem.

Well known are the effects of tourism on soil compaction and erosion. Soil compaction involves the process in which soil particles are pushed together by pressure. Compacted soils have a less abundant bacterial life, and bigger soil creatures are expelled from the compacted soil. Moreover, compacted soils can hold smaller amounts of air and water, which means that they are less favourable for certain plants (decrease in soil vegetation), and that their surroundings are more prone to water erosion.

Tourism can also have an impact through habitat and ecosystem destruction. For example, turtles, which have sand beaches as a breeding place, are expelled when those beaches are used for tourism purposes. This is happening in the Costa Rican natural reserve of Tortuguero, where more and more hotels are built at the beaches used by turtles. Turtles are very susceptible to light, so their breeding at the Tortuguero beaches is threatened by these developments (Morera and Garcia, 1995).

The affected species can even be homo sapiens. Tourism affects drinking-water resources. Tourists use drinking water to take showers and baths, etcetera. In some cases tourists use much more water than the destination area can offer (GFAINC, 1997). For example, golf course in a resort affects the habitat of many birds, insects as well as a possible water shortage for the local population.
An example of more indirect tourism interference with ecological processes is the earlier mentioned eutrophication of water resources. The abundance of nutrients favours the development of some species (algae), while being detrimental to most other species. Oligotrophic ecosystems are very vulnerable to eutrophication. Eutrophication often hinders organisms living in oligotrophic environments, such as coral reefs. Of course, nature can handle an amount of organic waste before eutrophication causes composition shifts. For example, mangroves and marshes often remove a lot of organic matter from the water, thus leaving coral reefs downstream water relatively poor in nutrients (GFAfNC, 1997). However, nature’s cleaning capacity is limited.

Another example are the effects of littering. Bears in national parks have been observed moving to places frequented by tourists. Litter left by tourists also presents a great rat habitat (Ceballos-Lascurain, 1996).

Impacts on the global variety of ecosystems
Sometimes entire ecosystems are wiped away by tourism. Building new hotels near the seacoast is an example of an activity that can destroy transitional ecosystems between land and sea (for example, dune ecosystems could be destroyed in such ways) (GFAfNC, 1997). Coral reefs are often used as building material, for it is easy to get and cheap. Sometimes reef flats next to coral reef are transformed into airports.

Introduction of tourist infrastructure often involves the relocation of soils, sometimes destroying whole ecosystems. Evidence for such large relocations of soil can be found in Costa Rica. In the Tambor-project, comprising the construction of 1500 new hotel rooms by a Spanish hotel chain, large amounts of white beach sand from another beach were used to cover the black sand of the beach in front of the new tourist resort. The sand used for other parts of the project was obtained by digging off large parts of a river-bed (Hagenaars, 1995).

A graphic representation of the different forms of environmental impacts is given by figure 16.
Tourist Type, Tourism Type and their Environmental Implications

The actual environmental impact of a given tourist depends on many factors. The tourism type a tourist participates in seems to be of great importance. Possibly each tourism type has its own specific detrimental effects on the environment. Furthermore, it is possible, given someone's personality, motivation and ability, to assess the tourism type someone will get involved in. Thus, the MOA-personality approach should, when linked to specific tourism types, be able to infer a tourist's contribution to environmental problems.

A Simple Example for Illustrative Purposes
Let us assume that tourist 'X' is a private explorer who is going fishing in Alaska. The affected ecosystem is aquatic, for fishing requires a river or a lake. The main impacts are loss of species numbers, due to the death of the caught fish, and change of species composition, due to the abundance of that fish' food, and the possible starvation of the species who feed on that fish.
Conclusions

Tourism can have important impacts on both the biotic and the abiotic environment. Abiotic impacts arise from emissions to air, water and soil, while biotic impacts are caused by tourist activities such as hunting and processes such as changed land use.

Operationalization of the described method of linking tourism type, tourist type and environmental impacts is difficult, but it offers interesting possibilities for integration.
16. Towards a Synthesis of Impacts
The Destination Life Cycle

In the previous chapters we have separately described the economic, environmental and socio-cultural impacts of tourism. In this chapter an attempt is made to combine the major findings from these chapters. For this purpose two concepts will be used. The first one is the destination life cycle concept (Butler, 1980), the second one is the concept of carrying capacity. These concepts are useful when explaining the changes a destination goes through.

The Destination Life Cycle

According to Butler (1980) every destination goes through a life cycle. This life cycle encompasses six major stages: exploration, involvement, development, consolidation, stagnation and decline. Each stage can be associated with specific economic, ecological and socio-cultural impacts.

![Figure 15: The destination life cycle. Source: Butler (1980)](image)

Exploration

During the exploration phase, drifters discover a destination. They come in very small numbers and accept local conditions. Contact between hosts and tourists is mutually satisfactory, so the euphoria level on the Doxey scale applies. In this phase no disruption of local society occurs. No tourism facilities or accommodation are available. Although relationships between hosts and guests may be intense, overall impacts are small because numbers are small. Usually leakages from the local economic system are small, since most food and building materials, to name a few examples, are produced locally.
Involvement

Once the local population notices that tourism can be (financially) beneficial to them, local initiatives may be employed to build facilities and accommodation. This is the start of the involvement phase. Developments in this phase are usually quite slow, because of social or financial constraints. The destination’s destiny is still firmly in local hands.

The phase of involvement involves a marked increase in the number of tourists. Tourists of the drifter type are replaced by explorers. These explorers revel in local conditions. Relationships between hosts and guests, although a little more formalized, are still personal and the scale of tourism and its growth rate are still manageable. Economic benefits per tourist can be quite large, since leakages are small.

Development

Take-off for the destination occurs in the development phase. Local people see opportunities for further growth of the tourism industry. However, not enough knowledge and investment capital are available within the region to fully capture the opportunities. Several solutions are possible to this problem. If sustained organic growth is regarded as desirable, tourism development is usually constrained financially. This means that development will be slow in terms of tourists and expenditure. However, impacts are also likely to be limited.

Another strategy is to aim at maximum tourism growth, which can only be achieved with the help of experts and money from outside the region. The construction of new facilities and accommodations make a rapid growth of tourist numbers possible. More tourist spending will occur. Together with numbers, the nature of the tourists will change. The maximum growth strategy has some serious drawbacks. Usually the necessary investors are financially strong and very competitive. Therefore, they are usually able to negotiate important advantages. For example, local authorities can be forced to give tax holidays or to build some infrastructural facilities.

Moreover, environmental protection systems often cannot keep up with rapid tourism development. Many problems occur with waste disposal systems, such as sewage systems. It also tends to be difficult to control tourism development physically. Often, the main tourist attractions are natural resources. It is very attractive for investors to build facilities close to the attractions. Often this wish is not consistent with environmental protection policy.

Many things change in a socio-cultural way as well. Local control over development greatly diminishes because ownership and management is in foreign hands. Very quick development leads to a large demand for labour, which may induce immigration or disruption of other sectors. As the industry expands, people begin to take the tourist for granted. He gradually becomes a target for profit-taking and contact on the personal level formalises. This is Doxey’s apathy phase. Cultural shift becomes apparent.
**Consolidation**

When arriving at the consolidation phase enough facilities and accommodations are available to receive early mass tourists. These tourists come in a steady flow and look for Western amenities. In the consolidation phase tourism has become institutionalized. The destination has become a product which is marketed by international tour operators. Local control has diminished even further.

In economic terms, both initial tourist expenditure and leakages may be considerable. Because of the sheer number of tourists, much money enters the economy. However, much of the Western amenities these tourists look for are likely to be imports. And much of the profits and wages earned by foreign employees and companies leaks back to the metropolitan areas of the developed world.

Local support for tourism development may diminish because serious social and environmental impacts become apparent, while the economic benefits may be disappointing. In the Bjorkland diagram, this means a shift away from the “active promotion” response to tourism development.

Unlike in the development phase, in the consolidation phase it is not so much the growth rates that cause problems, but sheer numbers of tourists. These may cause large problems of congestion and may overwhelm any local cultural event, indicating the irritation phase on Doxey’s index of tourist irritation.

Because of the large number of tourists, substantial damage can be done to the natural environment as well. Transport emissions and emissions from tourist facilities and accommodations can be quite high, although the initial capacity problems may have been partly resolved.

However, tourist interests can also aid conservation of natural and cultural resources. This can occur by pressure from the tourism industry or by gifts or entrance fees from the tourists themselves.

**Stagnation**

Tourist numbers are highest in the stagnation stage, although growth rates are low. In this stage massive numbers of tourists come on fully standardized packages and they expect Western amenities. To be able to offer these, a destination often separates tourist resorts from the local population. For the tourists, a so-called “environmental bubble” is created in which the tourists can feel at home and safe. However, this separation may have serious consequences for the host population. Often, for example, use of beaches is restricted to tourists.
Contact between hosts and tourists is highly institutionalized. Hosts and tourists only meet at scheduled moments along the itinerary which the tour operator has planned. The increasing distance between tourists and the host population may give rise to the formation of caricaturistic images of each other. The characteristics of Doxey’s stage of antagonism may apply, in which irritations become more overt and the tourist is seen as the harbinger of all that is bad (Prosser, 1994).

The economic benefits may significantly decrease. On the one hand, initial expenditure – at least per tourist – can be expected to decrease due to bargaining by the tour operators. On the other hand, leakages are expected to increase. Control is now firm in the hands of foreigners, who tend to repatriate important shares of their profits and wages.

**Decline/ rejuvenation**

After the stagnation stage the succession of tourist types, from drifter to organized mass tourist, has come to an end. Often, this means that tourists and the tourism industry lose interest in the destination. As growth comes to a standstill, so does investment.

Now several scenarios can be imagined, such as decline and rejuvenation. In the decline scenario, the destination does not succeed in changing its image. Tourist numbers will decrease and investors move on, using the destination as a cash-cow. They try to squeeze as much money out of it without investing in improvement.

So, in economic terms, benefits from tourism are gradually declining. People realize that their culture and the environment have changed irreversibly and that it is too late to do something about it. Doxey’s so-called final level of tourist irritation may apply in such a case.

Another possible scenario is rejuvenation in which the destination tries to reposition itself in the tourism market. A destination may for example decide to offer more possibilities for an active vacation, whereas the focus used to be on quite passive vacations by the elderly.
From the Destination Life Cycle to Carrying Capacity

The destination life cycle is a useful concept for the description of possible forms and consequences of tourism development. It focuses attention on some important mechanisms of tourism development. However, the destination life cycle should not be looked upon as an inevitable process. At any moment adaptations are possible, for example by government policies.

An important contribution of the life cycle concept is its focus on both temporal and physical concentration. The first is related to growth rates, the second to absolute numbers in relation to the destination's resources. Both types of concentration can be analyzed in terms of carrying capacity.

Carrying Capacity

In the context of tourism, the concept of carrying capacity can be defined as the maximum number of people who can use a site without an unacceptable alteration in the human and natural environment and without an unacceptable decline in the quality of the experience gained by visitors (Mathieson and Wall, 1982).

The concept of carrying capacity is used mostly when assessing the environmental impacts of tourism. However, the concept is also applicable to other impacts such as socio-cultural and economic ones.

According to Muller (1994) five important dimensions of tourism development exist, together forming the "magic pentagon".

![Figure 16: Tourism development's magic pentagon. Source: Muller, 1994](image-url)
For at least four of these dimensions one can imagine the existence of a carrying capacity.

- economic health
- well-being of locals
- protection of resources
- healthy culture

Assume respect for the economic, social, environmental and cultural carrying capacities respectively. Maybe satisfaction of guests can also be described in such terms: a “satisfactional” carrying capacity.

According to Muller sustainable tourism can only exist if none of the mentioned carrying capacities are violated. In practice, however, there appears to be a trade-off between the short term need for economic development and the long term sustainability interests.
Conclusions

Economic, environmental and socio-cultural impacts usually do not occur independently. Often, they can all be linked to a destination’s stage in tourism development. Crucial factors appear to be scale and rate of change, because these are intimately connected with foreign involvement and environmental and social carrying capacities.

In order to expose the inter-linkages between the different kinds of impact, the concepts of carrying capacity and destination life cycle offer interesting perspectives. However, empirical validation of the processes described in this chapter is crucial and will be an important element of future work.

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