

**Enriching Knowledge for the SS
Tourism and Hospitality Studies
Series: Introduction to Tourism**

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- Integrated Model of Tourism 旅遊業整合模式
- Factors that Encourage / Prohibit the Development of Tourism 推動或阻礙旅遊發展的因素
- Concept and Classification of Tourist 旅客的概念與分類
- Travel Motivation 旅遊的動機

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- Form of Tourism 旅遊的形式
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旅遊業整合模式

Integrated Model of Tourism

Integrated Disciplinary Model of Tourism Studies (旅遊業課程的學科綜合模式)

Tourism Studies

Economics,
Accountings

Social
Studies

History

Information
Technology

Geography,
History

Religious
Studies

The Business
of Tourism

Tourist
Behaviour

History of
Tourism

Global
Distribution
System

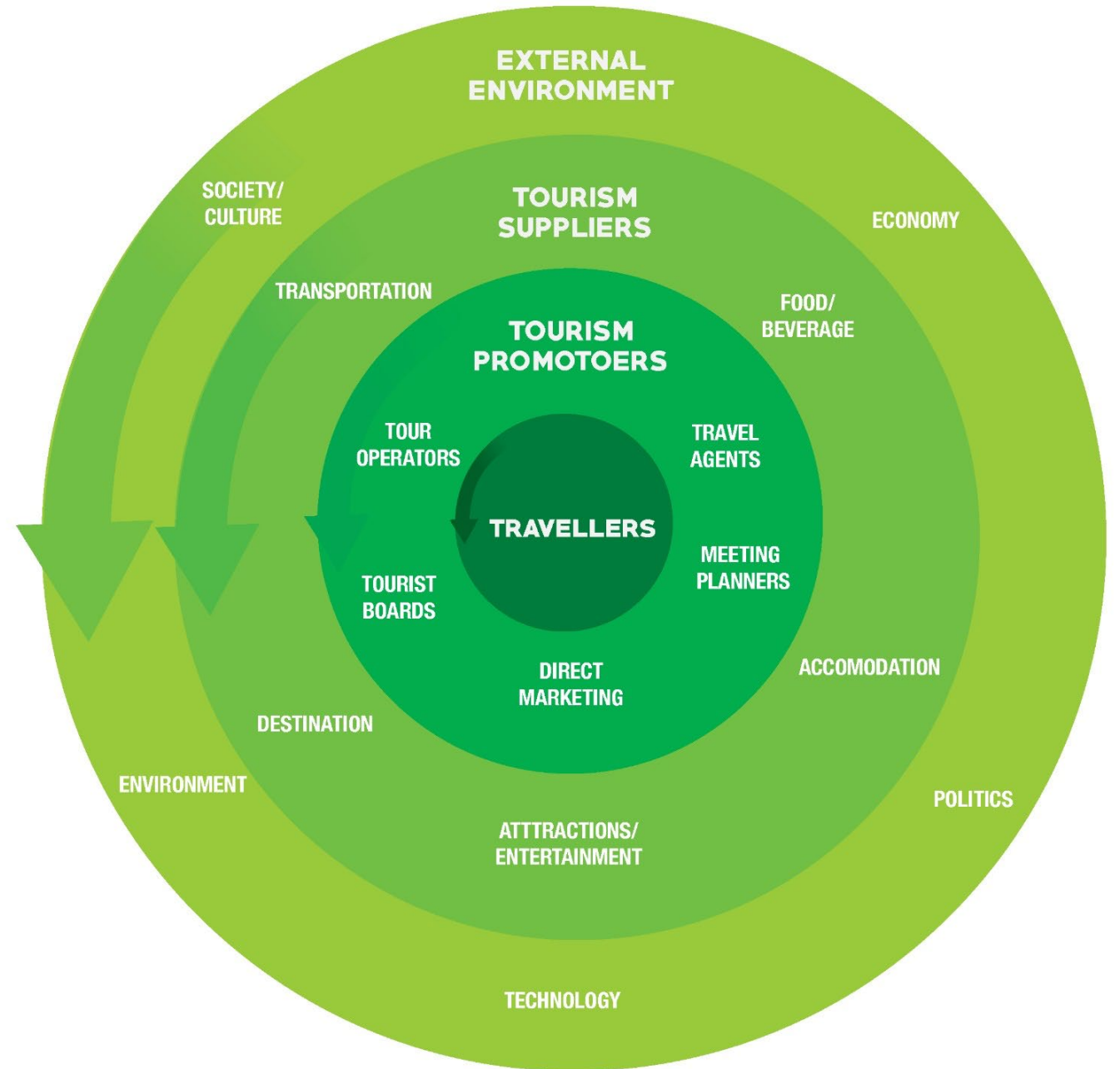
Destination
Development

Cultural
Tourism

Source: Integrated Disciplinary Model (adopted from Jafari, Jafar, Ritchie, J.R. Brent, Towards a Framework for Tourism Education: Problems and Prospects, Annals of Tourism Research, 1981, VIII (1).

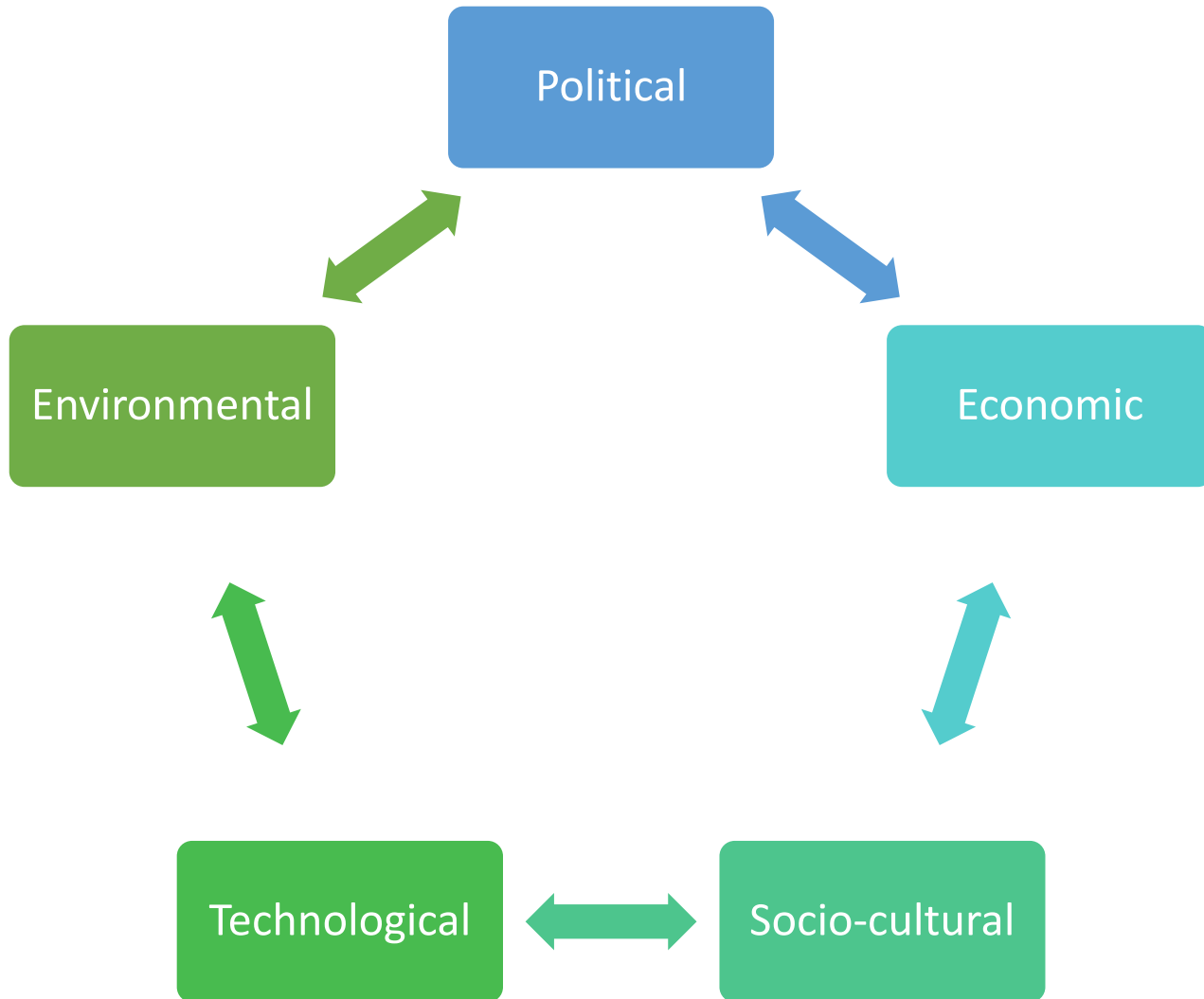
Integrated Model of Tourism (旅遊業整合模式)

- There are 3 major components
 1. Travellers
 2. Tourism Promoters
 3. Tourism Service Suppliers
- Key tourism stakeholders interact with each other
- Respond the changes of the external environment



Factors that Encourage / Prohibit the Development of Tourism

推動或阻礙旅遊業發展的因素



- Change of factors from external environments could influence on tourism development
- These factors are unique and could be different in different countries

Concepts of 'Travel' and 'Tourism'

「旅行」及「旅遊」的概念

Concepts of Travel 旅行的概念

- **Travel (旅行)**

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

- **Travellers (旅行者)**

- The 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

Concepts of Tourism 旅遊的概念

- **Tourism (旅遊)**

- Comprise travelling to and staying in places
 1. outside the usual environment (usual residence and frequent and regular trips)
 2. Less than one year
 3. For non-remunerated activities

- **Tourist (旅客)**

- The person who is taking a trip **within** or **outside** his/her own country of residence irrespective of the purpose of travel and means of transport used
- Stays for at least 24 hours

Key difference

All tourism should have some travel, but not all travel is tourism

Concepts of Tourism 旅遊的概念

- **Excursionists (短程旅客)**
 - The person who visit a place and stays for less than 24 hours, for the purpose of leisure or business, but not for transit
 - Can be a
 - Domestic Excursionists
 - International Excursionists

Tourism Classification (UNWTO) 旅遊的分類

- Domestic Tourism

(國內/本土旅客)

- involves trips made by local residents
- within their own countries



- International Tourism

(國際旅客)

- involves trips between 2 countries

1. Inbound Tourism

- visits to that country by residents of another country

2. Outbound Tourism

- visits by residents of that country to another country

International Tourist (國際旅客)

Inbound Tourist (入境旅客)

Outbound Tourist (出境旅客)



The point of origin/point of destination

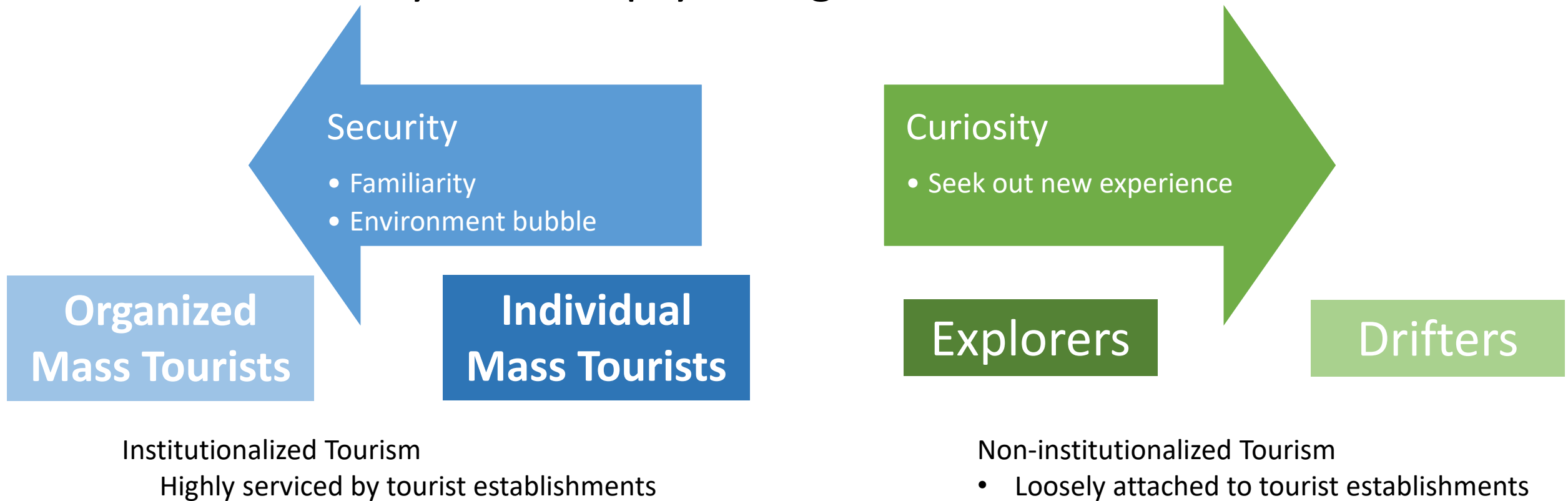
Classification of Tourists (旅客的分類)

1. Cohen's Classification (高恆定義)

2. Plog's Theory (蒲樂定義)

1. Cohen's Classification

Classified by tourists' psychological characteristics differences



(Tourist establishments: travel agencies, travel companies, hotel chains)

Source: Cohen Erik, Toward a Sociology of International Tourism, Social Research, vol. 39, No. 1, 1972

1. Cohen's Classification

1. **Organized Mass Tourists**

- The most non-adventurous tourists
- Spending most of their time in their comfortable environment bubble (same accommodations and facilities)
- No customization needed
- E.g. Group Inclusive Tour (GIT)

1. Cohen's Classification

2. Individual Mass Tourists

- Major arrangements are arranged by travel agency
- Not entirely fixed
- Has certain amount of control over time or activities
- Not bound to a group
- E.g. Tourists buying air and hotel packages

1. Cohen's Classification

3. **Explorers**

- Self arranged tours
- Visiting an unusual destinations
- Still retain certain level of comforts
(i.e. Transportations and amenities)
- Try to mix with local people
- Dare to leave the environment bubble
- E.g. Tourists participating in a self guided bike tour

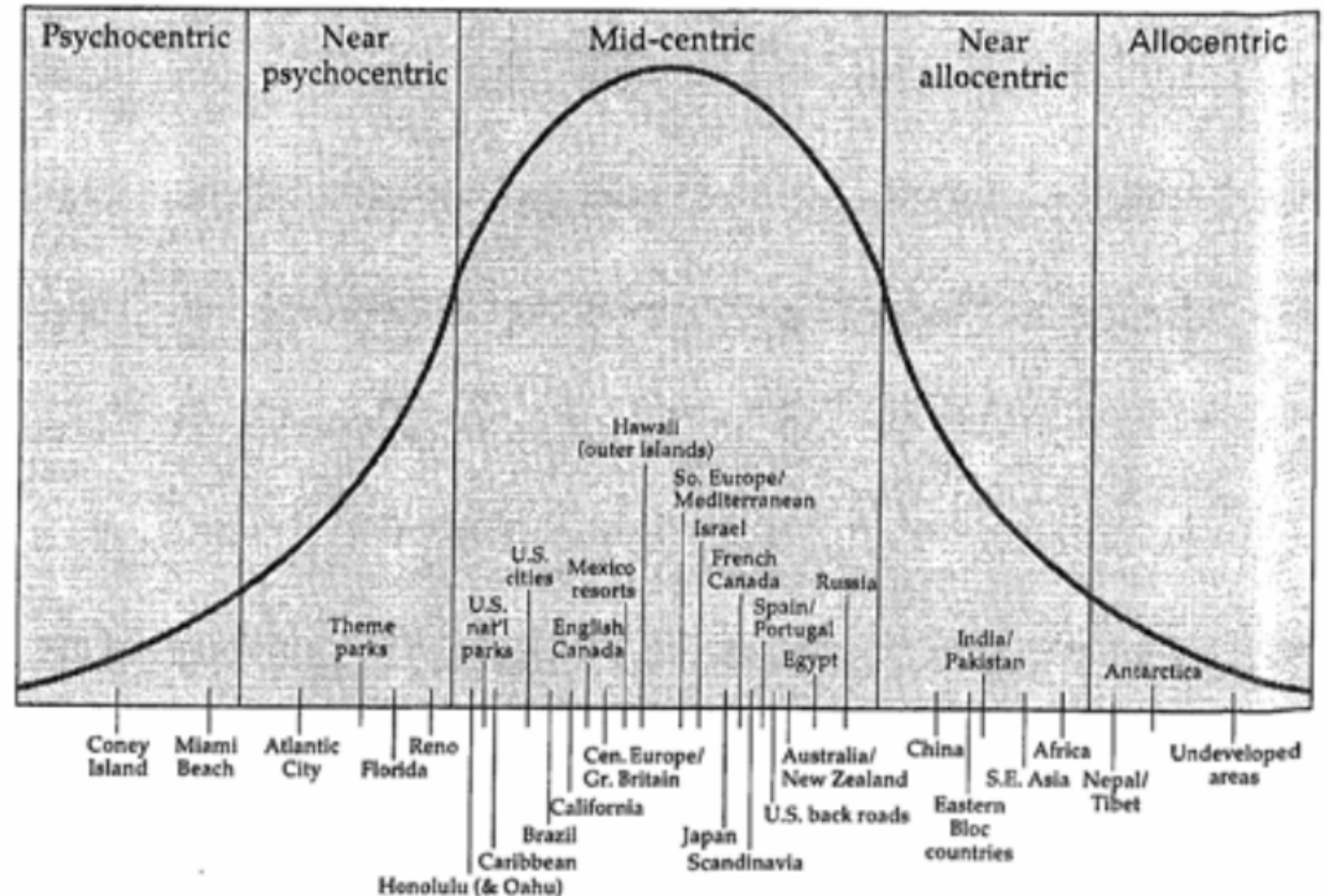
1. Cohen's Classification

4. **Drifters**

- No connection with any tourism establishment
- No fixed itinerary or timetable
- Immerse in the local cultures
- Go further away from the environment bubble

- E.g. CouchSurfing tourists

2. Plog's Classification



- **Plog's Classification of Tourist Personalities**

Source: Plog Research, Inc., Leisure Travel – Making It a Growth Market Again, John Wiley & Sons, 1974

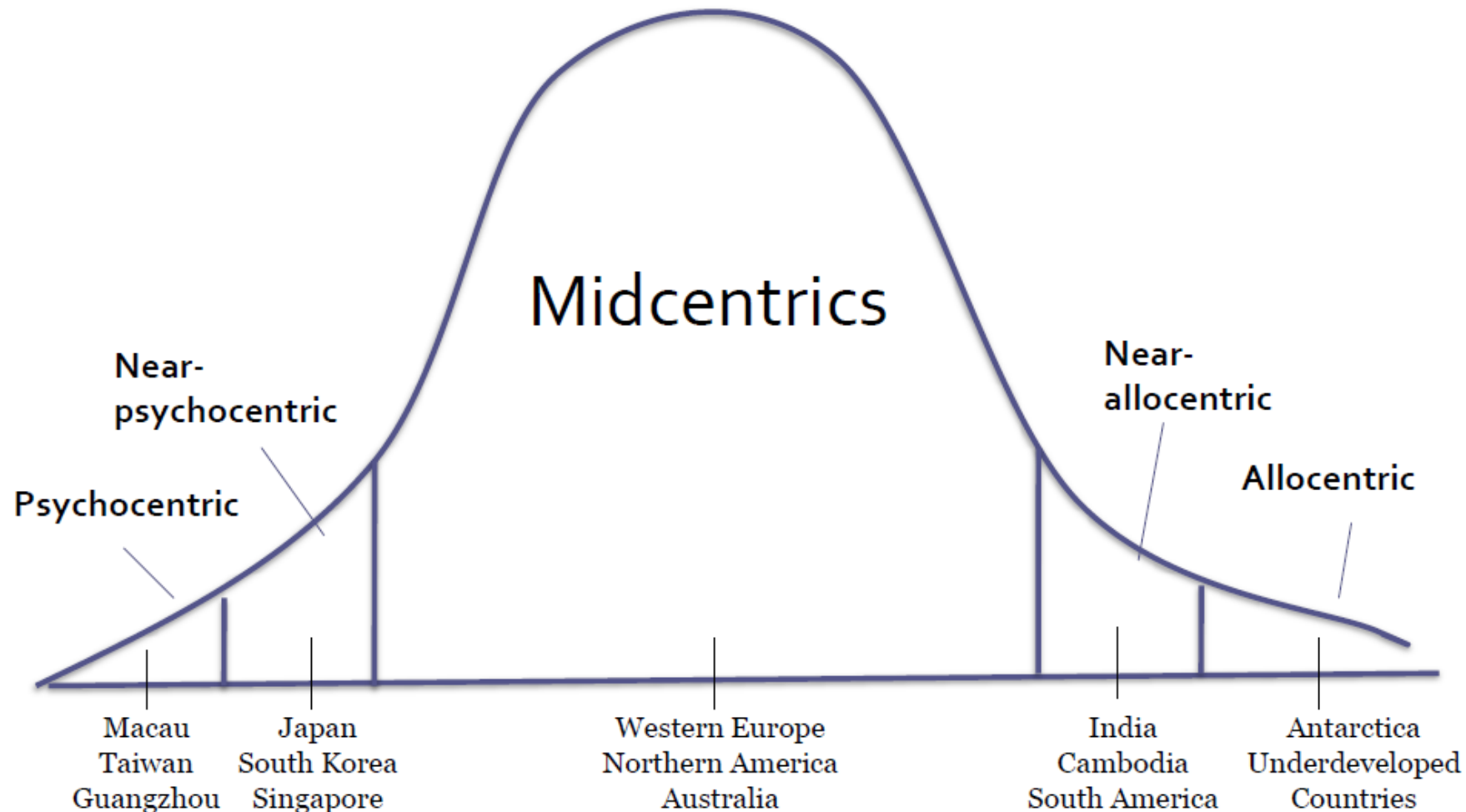
2. Plog's Classification

Allocentric	Mid-centric	Psychocentric
<ul style="list-style-type: none">• who seek new experience• enjoy interacting with people from different cultural background• want to explore the unusual or little-known places• prefer adventure in a wide range of activities• They are outgoing and self-confident in behaviour	<ul style="list-style-type: none">• majority of travelers• somewhere in between innovators and traditionalists• seek well-known established destinations• Receptive to new experiences	<ul style="list-style-type: none">• who have a firm belief on the fact that whatever happens to them is largely beyond their control• go for safe as well as consistent choices• They are non-adventurous and less exploring

2. Plog's Classification

Allocentric		Mid-centric		Psychocentric	
Near-Allocentric		Near-Psychocentric			
<ul style="list-style-type: none">• Are usually among the first major wave of adopters• Without falling completely into the extreme types of this model		<ul style="list-style-type: none">• try a destination that has been visited for several times• Without falling completely into the extreme types of this model			

2. Plog's Classification



Classifications of Hong Kong residents' personalities based on their choices of destinations

Travel Motivations

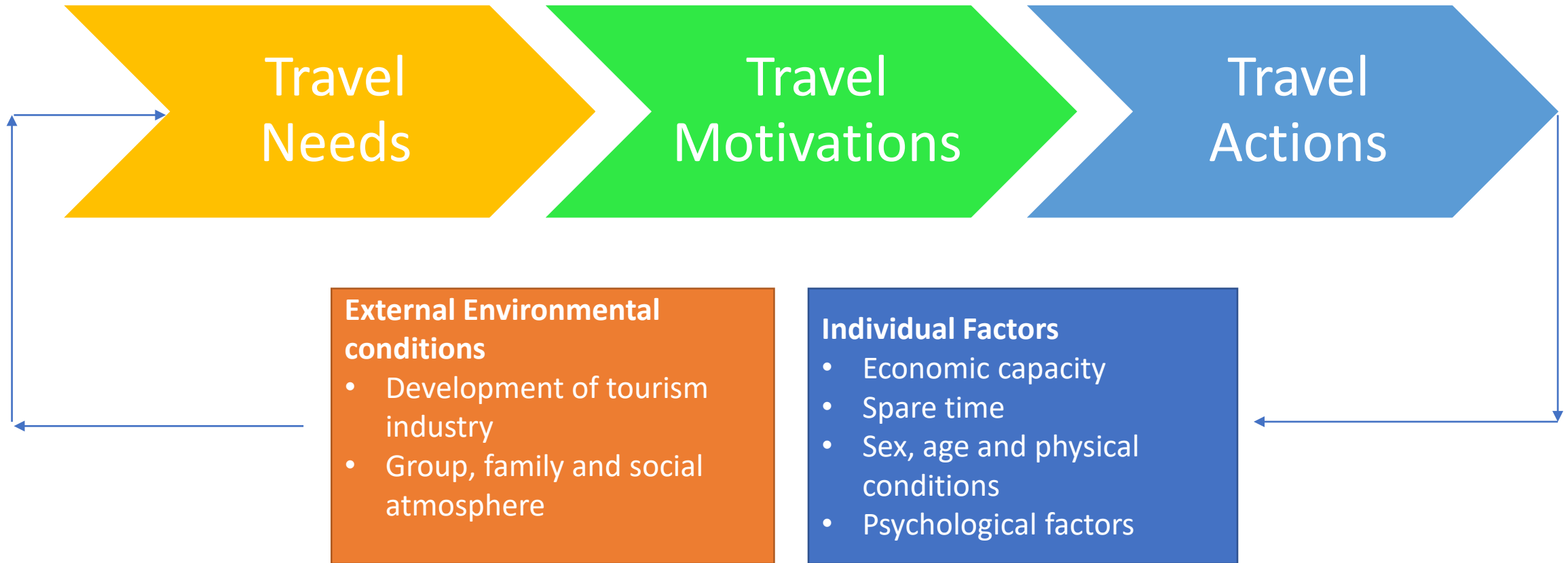
旅遊的動機

Why do we need to Travel?

Why people need to travel?



Travel Motivations



Understanding of travellers' motivations is **critical to predict future travel patterns.**

Different Theories to Explain Travel Motivations

1. Hudman's Motivators of Travel
2. Maslow's Hierarchy of Needs
3. Push and Pull Theory

1. Hudman's Motivators of Travel

1. 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 travelers

2. Curiosity

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

1. Hudman's Motivators of Travel

3. 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.

4. 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.

1. Hudman's Motivators of Travel

5. 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.
- Many travellers gain satisfaction by appreciation of natural landscapes, art performances, and visiting museums and historical sites

6. Professional and business

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

7. Friends and relatives

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

1. Hudman's Motivators of Travel

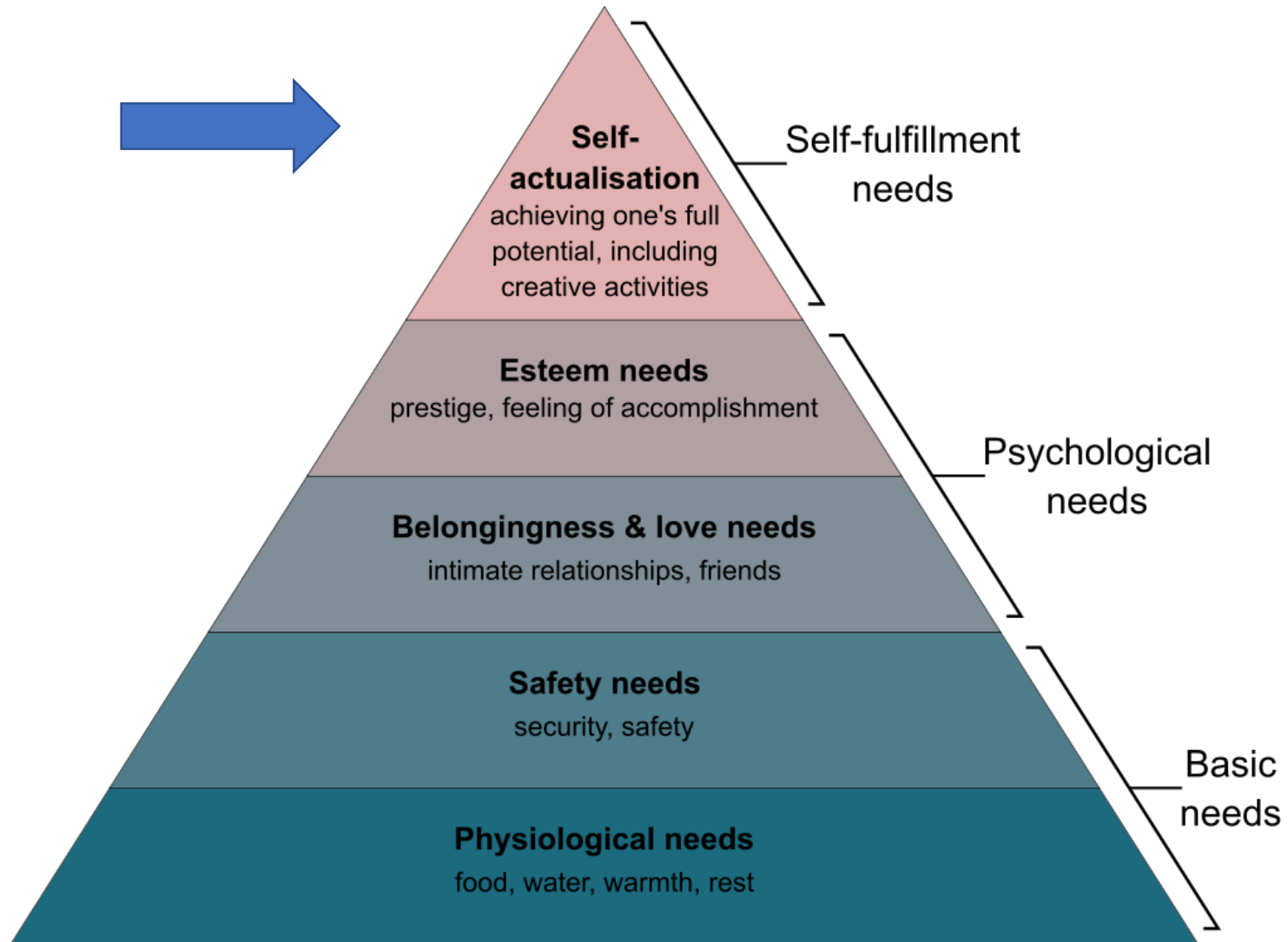
8. Roots syndrome

- 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.

9. 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.

2. Maslow's Hierarchy of Needs



- Maslow's hierarchy of needs suggests that individuals seek to satisfy lower level needs before higher level needs emerge.
- Maslow's five-level hierarchy need theory has been broadly accepted and used to explain travel behaviour.

2. The Push and Pull Theory

People travel because they are:

1. **Pushed** into making travel decisions by **internal**, psychological forces

- Personality traits or individual needs and wants which encourage individuals to move away from their home setting through tourism



1. **Pulled** by the **external** forces of the destination attributes

- The appealing attributes of travel destinations which attract or 'pull' individuals towards it



Form of Travel

旅遊的形式

1. Leisure Tourism

- Can be divided into two forms
 1. Relaxation
 - destination can be attractive scenery or sun, sea and sand
 - E.g. Pattaya in Thailand Bondi Beach in Australia
 2. Sightseeing
 - travel around sightseeing and staying in different places
 - a desire for self-education and for self-esteem

2. Business Tourism

- Purposes of travelling is for business ONLY
 - Trading,
 - MICE activities
- Relatively price-inelastic
- Destination are mainly urban-oriented and not tourist destination, not affected by seasonal factors
- Like usual tourist to purchase similar tourism products (Air ticket and accommodations)
- Trips are relatively short but frequent
- May require different services, e.g. secretarial or banking service
- Generally receive, a higher standard of service. E.g. taking business class when travelling

3. Cultural Tourism

- Travel to learn and experience the culture (knowledge and ideas) of the destination
- Experiential in nature
- Types of cultural attractions can be various
 - concrete attractions, like museums
 - Cultural performance, like performing arts, parade and cuisines

4. Eco-tourism

- Travel to natural areas
- Aware the damage and minimize their impact on the environment
- Characterized as a force for conservation and preservation of nature
- Authority offer tour guides to educate tourists and modify their behavior
- Examples:
 - Birdwatching for conservation organized by WWF-HK in Mai Po Nature Reserve
 - Visit injured turtle in Cairns Turtle Rehabilitation Centre in Australia

5. Study Tourism

- Travel to the other countries for further education
- The duration can be various, from half-day course to summer holiday study tours
- Having multiple-identity
 - E.g. “part-time” leisure tourist in break time

6. Religious Tourism

- Being motivated by their religious beliefs
- Long tradition in destinations of religious pilgrimages (Holy Cities)
- Examples:
 - Muslims to Mecca
 - Jerusalem/Rome for Christians
 - Potala Palace in Tibet

7. Health Tourism

- Travel for medical reasons
 1. Use of medical treatment
 - Surgical operations
 - Dentistry
 2. Use of healthcare services
 - Spas
 - Yoga class
 - Meditation and mindfulness class

8. Visiting Friends and Relatives (VFR)

- Travel for visiting friends and relatives
- Do not need some usual tourism products, like accommodations and Food and beverage services in the destinations
- Staying in where friends or relatives live, which usually are “non-tourist” areas

9. Sports Tourism

- Travel for sports
 1. Direct participation
 - Joining Boston Marathon
 - Ultra-Trail du Mont-Blanc (UTMA)
 - Huan-Dao – Cycling around the island Taiwan
 2. Indirect participation
 - Watching sports game
 - Olympic Games in Tokyo
 - Grand Prix Formula 1 in Singapore
 - Rugby Sevens in Hong Kong

Tourism Products and Destination Planning 旅遊產品及目的地規畫

Butler's Destination Life Cycle

(旅遊目的地的生命週期)

1. Exploration- The area remains unspoilt and tourist facilities are minimal. The area attracts few visitors.
2. Involvement- Additional facilities are provided by locals and small businesses. A tourist season will start to be recognized.
3. Development- The area is now acknowledged as a tourist destination. The host country may start to actively advertise and develop the area.
4. Consolidation- The area retains its visitor numbers, although increase in tourists may not be as rapid as before. Tensions may develop between the locals and the tourists.
5. Stagnation- The resort may show a decline in facilities, and therefore a decline in tourist numbers. This is often down to facilities becoming outdated and run-down, and receiving little maintenance.
6. Rejuvenation- The area may receive funding or invest in itself in order to rejuvenate and gain back its image. Visitor numbers may start to increase again.
7. Decline- The area will continue to decline. The tourism industry will decrease, resulting in job losses. The overall image of the destination will be negatively impacted.

The Application of the Destination Life Cycle in Tourism Planning (產品生命週期之應用)



- Effective destination planning can be used to balance the economic opportunities with the cultural and natural sensitiveness of the area → Sustainable Development

Carrying Capacity
承载力

Tourism Planning (旅遊規劃)

- The maximum number of people that may visit a tourist destination at the same time, without:
- causing destruction of the physical, economic, socio-cultural environment, and
- an unacceptable decrease in the quality of visitors' satisfaction

(UNWTO)

Types of Carrying Capacity (承載力的種類)

Physical Carrying Capacity

- The limit on the actual number of people that can be accommodated in an area / facility

Environmental Carrying Capacity

- It is exceeded when irreparable physical damage on the environment occurred

Psychological Carrying Capacity

- It is exceeded when the visitors' experience or enjoyment is significantly impaired

Economical Carrying Capacity

- It is exceeded when the local communities' economy is adversely affected

Social-cultural Carrying Capacity

- It is exceeded when tourism activities cause substantial damage to the society or its culture

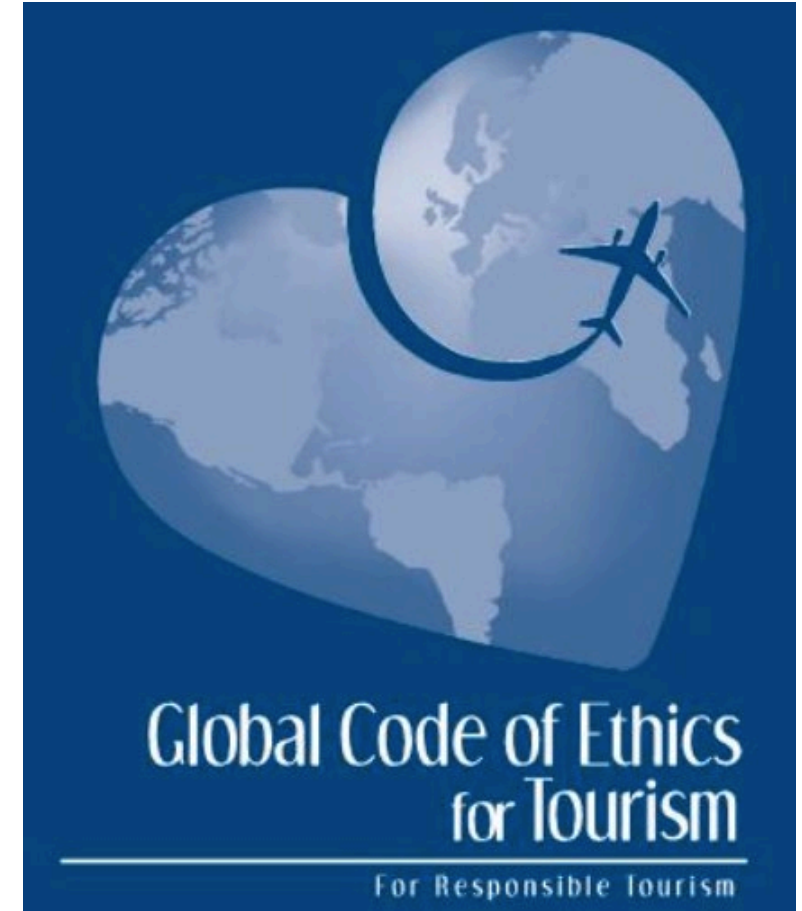
Tourist's Codes of Behaviour

旅客的行為守則

Tourist's Code of Behaviour (旅客應有的行為表現)

As a tourists, should take an active role in behaving themselves in order to achieve mutual tolerance and learn about the legitimate differences between peoples, cultures and their diversity.

(Global Code of Ethics for Tourism, UNWTO)

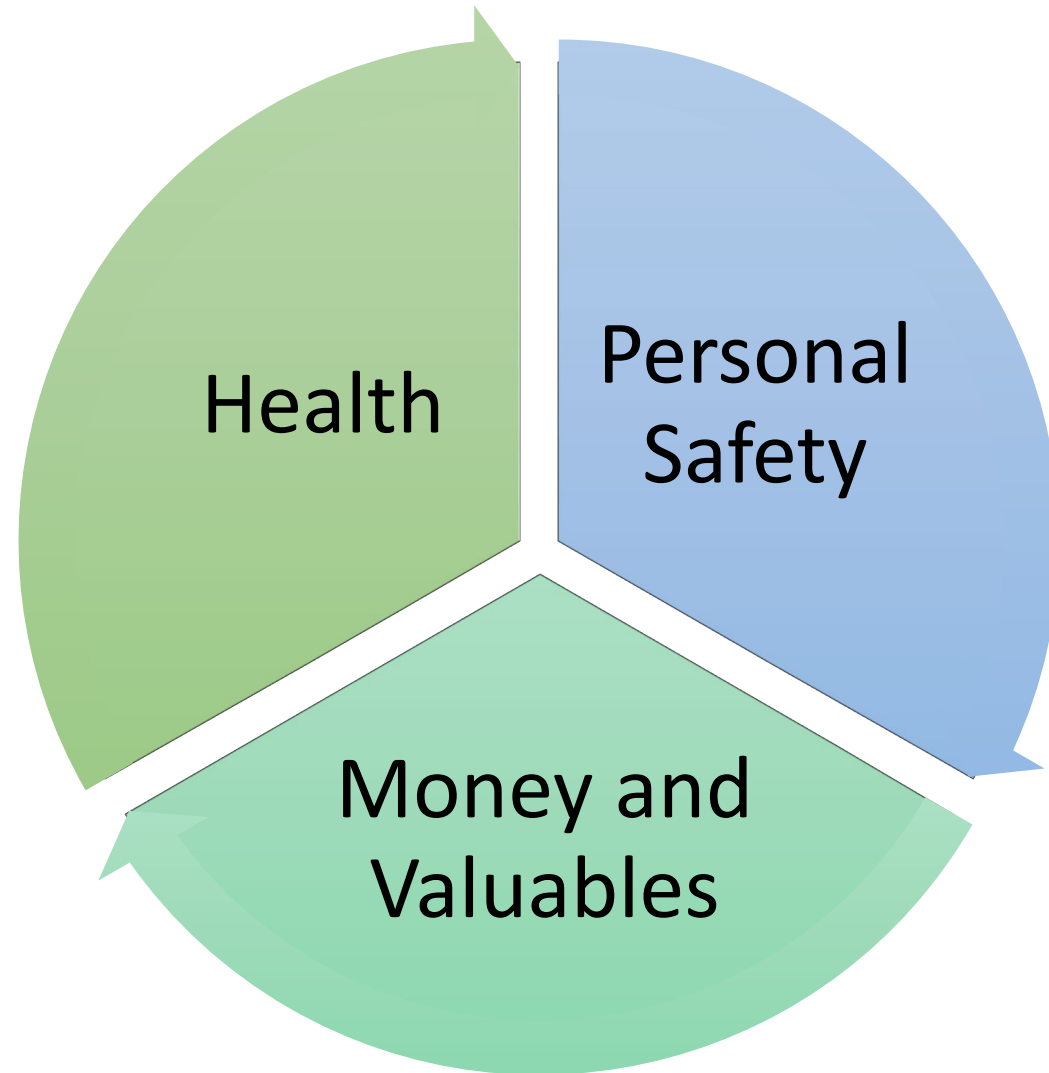


Global Code of Ethics for Tourism

(全球旅遊業道德標準)

Open	Open your mind to other cultures and traditions
Respect	Respect human rights
Help	Help preserve natural environments
Respect	Respect cultural resources
Contribute	Your trip can contribute to economic and social development
Make	Make sure that your specific requirements can be fulfilled
Learn	Learn as much as possible about your destination
Familiarize	Familiarize yourself with the laws in the destination

Concerned Issues While Traveling (旅遊時的注意事項)



Q & A

The End