

Module (III) Destination Geography

19 June 2018





- 1. Basic Concepts of World Geography
 - 1.1 World Geography
 - 1.2 Climatic Zones and Seasonality
- 2. Tourist attractions
 - 2.1 Roles and Attributes of Attractions
 - 2.2 Typology of Attractions
 - 2.3 The Supply Side Aspects of Tourism



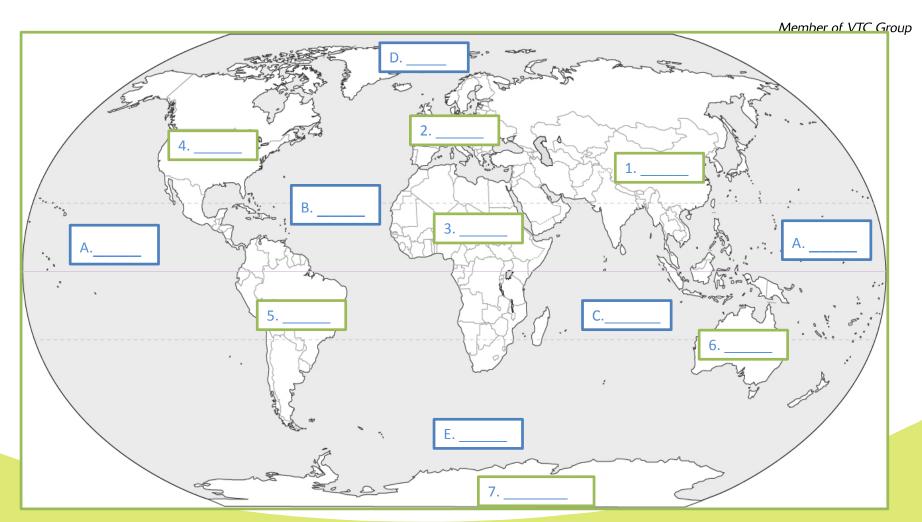
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1. BASIC CONCEPTS OF WORLD GEOGRAPHY



1.1a Continents and Oceans



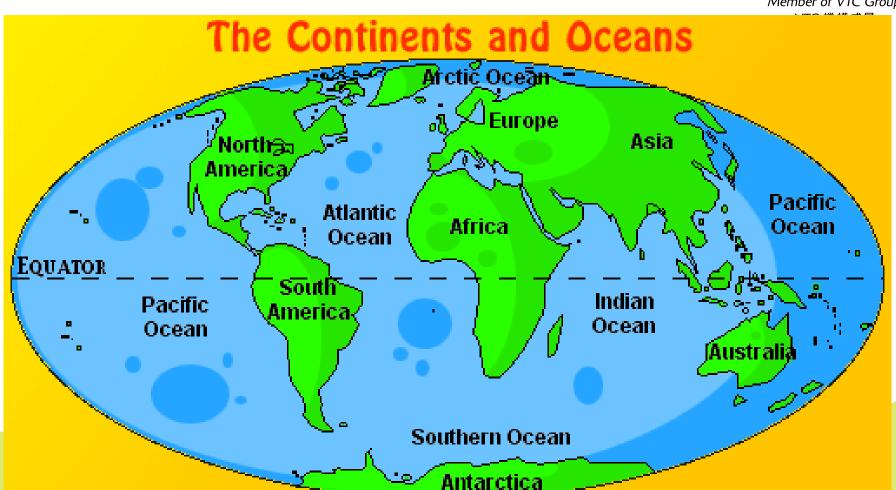


(Source: https://ngearthpatternsandchange.weebly.com/lesson-6-the-ocean-general-knowledge.html)

1.1a Continents and Oceans (Cont'd)



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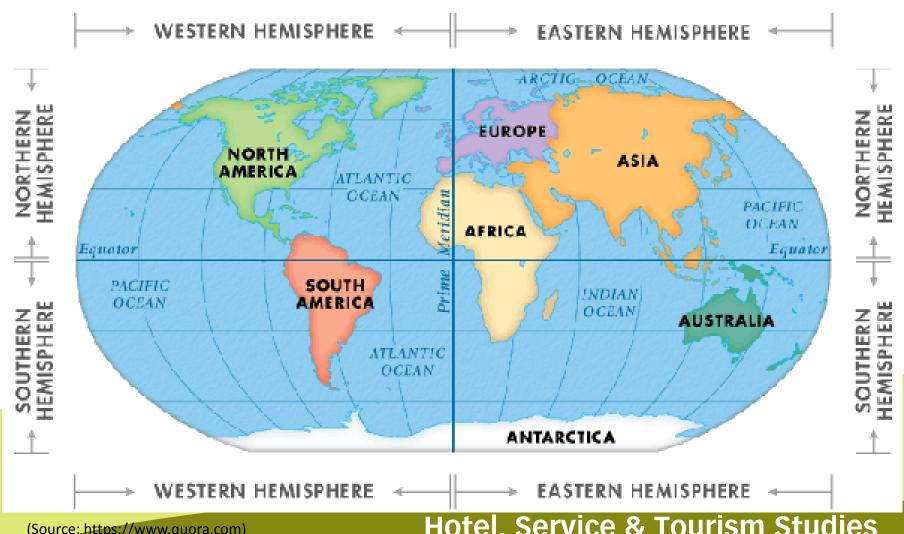


Source: https://ngearthpatternsandchange.weebly.com/lesson-6-the-ocean-general-knowledge.html

1.1b Hemispheres (Cont'd)



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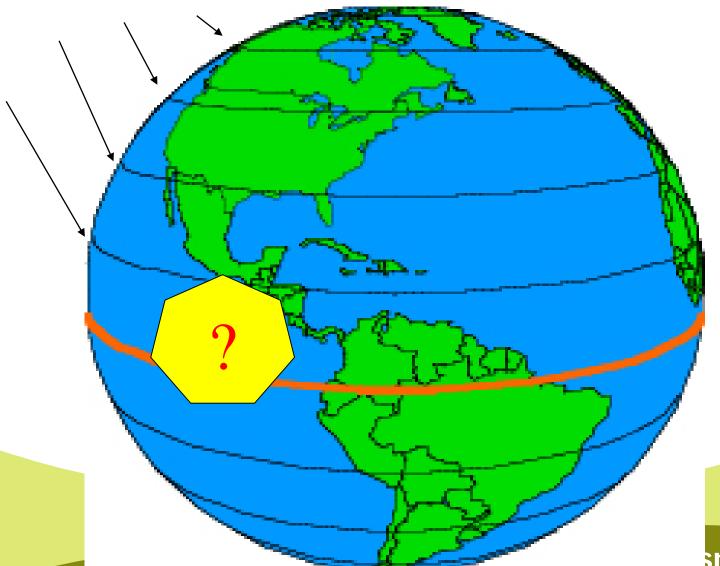


(Source: https://www.guora.com)

1.1c Latitudes and Longitudes

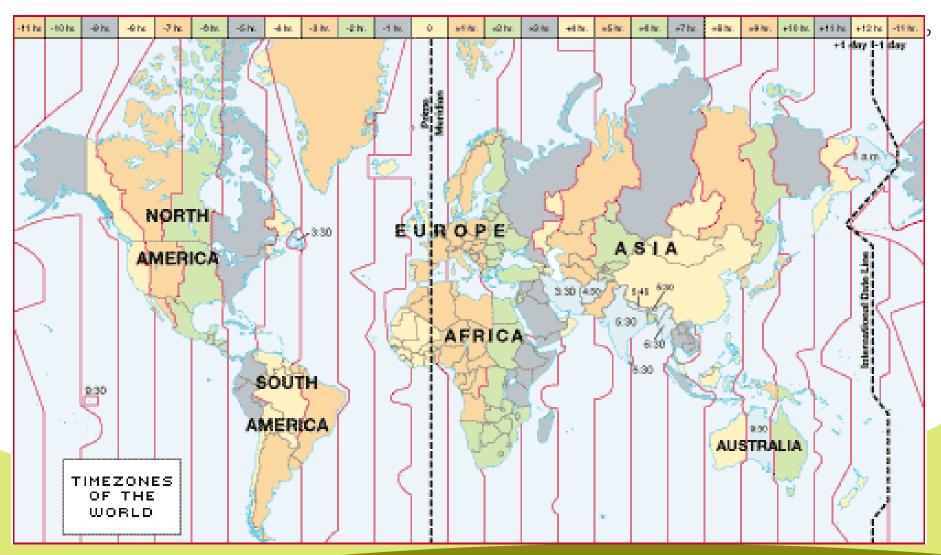


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1.1c Latitudes and Longitudes (Cont'd) FIVE

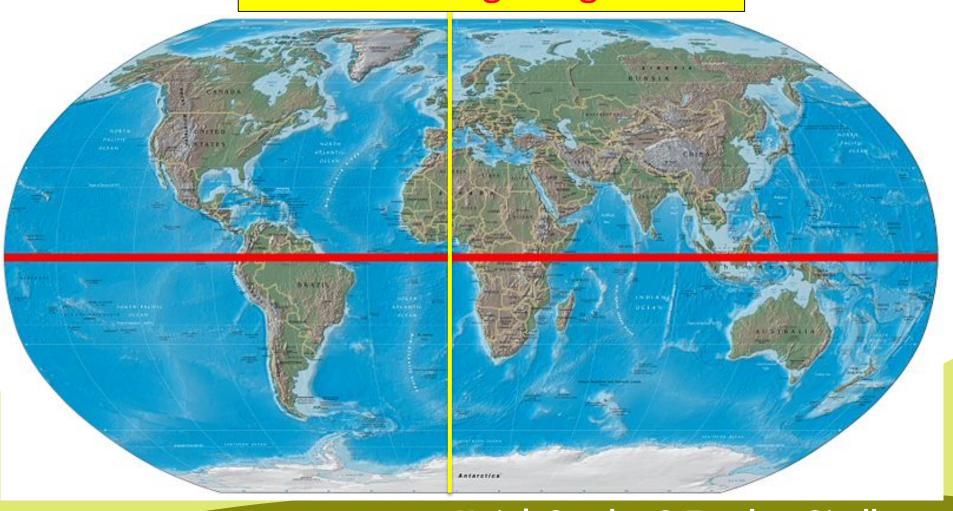


Source: http://www.worldtimezone.com/

1.1c Latitudes and Longitudes (Cont'd)

Where is Hong Kong?

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1.1d Application of The World Geography Concept





- Suggest to make it relevant to the students
 - How do the above basic elements of world geography affect their daily life?

1.2 Climatic Zones and Seasonality



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Climate zone	Temperature/ Rainfall	Seasons
Hot - Equatorial	27.2°C / 241.3cm p.a.	Very humid Temperature fairly constant
Hot - Tropical	26.7°C / 153.4cm p.a.	Short rainy seasons, warm and dry
Hot - Desert	0°C – 54.4°C / 12.7cm p.a.	Climate constant
Temperate – Warm/Mediterranean	winter 7°C, summer 25°C/65.7cm p.a.	Four distinct seasons
Temperate – Cool	winter 3.5°C, summer 14.5°C/ 58.5cm p.a.	Four distinct seasons
Cold	winter 8°C-9°C/ summer 15.6°C / 58.5cm p.a.	Long winters, short summer
Artic/ Polar	-88.3°C/ less than 5cm	Darkness in winter Continual day light in summer

Source: https://en.wikipedia.org/wiki/Climate

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2. TOURIST ATTRACTIONS



2.1 Tourist Attractions and Destinations



According to Swarbrooke (2003), the difference between:

Attractions

- Generally single units
- Individual sites/ very small
- Easily delimited geographical areas based on a single key feature

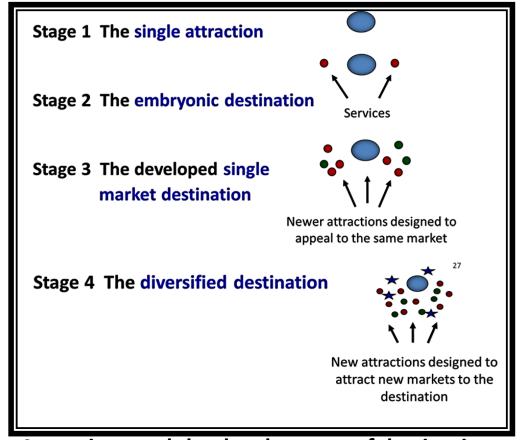
Destinations

- Larger areas
- Include a number of individual attractions together with the support service required by the tourists

2.1 Tourist Attractions and Destinations (Cont'd)



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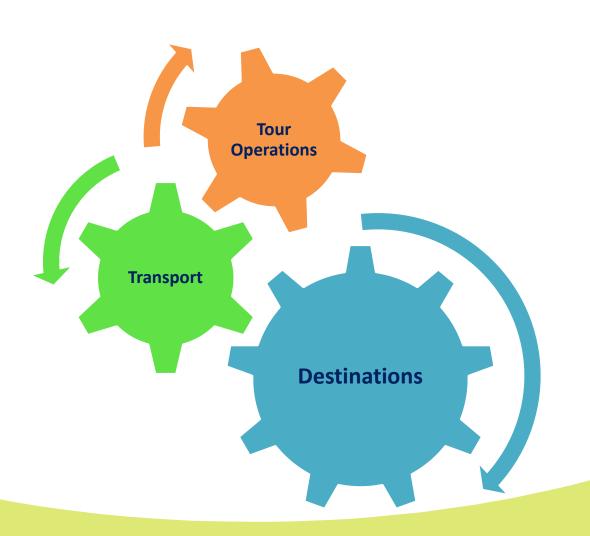
Attractions and the development of destination

Source: Swarbrooke, J. (2003). The Development and Management of Visitor Attractions, 2nd ed. Oxford, UK: Butterworkth-Heinemann

2.2 Role and Attributes of Attractions # VE



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Transport

- Transport networks make attractions physically accessible
- Emergence of attractions leads to the development of transport networks for visitors
- Transport is important within destinations to facilitate travel between attractions
- Certain form of transport can be an attraction in itself
- Novel methods of on-site transport are used to move visitors around the attraction



Tour Operations

- Attractions are vital to the tour operators who put together holiday packages
- Special interest holidays, e.g. wine tour and diving tour





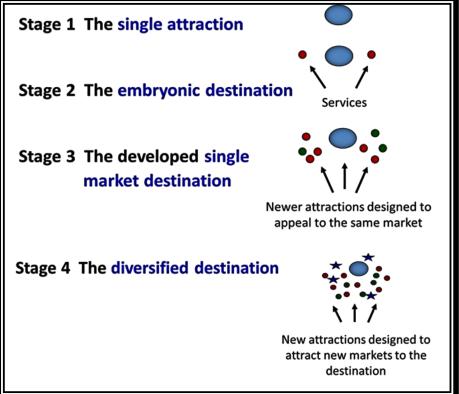






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Attractions and the development of destination

(Source: Swarbrooke, J. (2003). The Development and Management of Visitor Attractions, 2nd ed. Oxford, UK: Butterworkth-Heinemann)



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Websites

Journals

Magazines

- Newspapers
- Videos
- Comments from friends and family

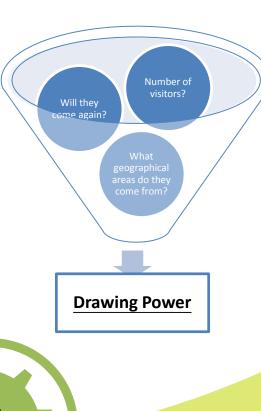




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Is the attraction unique within a 150 to 300-mile market area?

Uniqueness

Activity Options

Changing

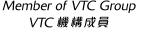
set of

activities

Varied

2.3 Typology of Attractions







VS.





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Attractions 'Man-made' but not originally 'Man-made' and **Natural** designed purposely built to **Special Event Environment** primarily to attract tourists attract tourists

Typology of Attractions

Source: Swarbrooke, J. (2003). The Development and Management of Visitor Attractions, 2nd ed. Oxford, UK: Butterworkth-Heinemann)





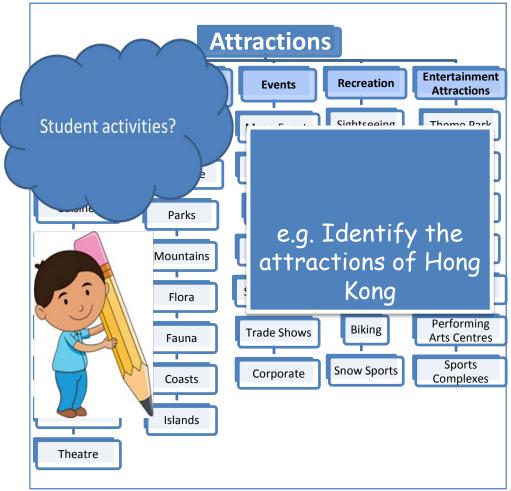
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	Destination	Attraction (a):	Attraction (b):	Attraction (c):	Attraction (d):
		Features within the	Purposely-built	Purposely-built structures	Special events
		natural environment	structures and sites	and sites designed to attract	
			designed for purposes	visitors	
			other than attracting		
			visitors		
Italy					
World Cup					
Great Wall					
Egypt					
Pyramids					
Pearl River Delta					
Ocean Park					
Niagara Falls in Canada					
Macau Tower					
Mountain Fuji					
Mai Po Wetland Park					
Grand Prix F1					
Disneyland in USA					



ANSWER	Destination	Attraction (a):	Attraction (b):	Attraction (c):	Attraction (d):
		Features within the	Purposely-built structures	Purposely-built	Special events
		natural environment	and sites designed for	structures and sites	
			purposes other than	designed to attract	
			attracting visitors	visitors	
Italy	✓				
World Cup					✓
Great Wall			✓		
Egypt	√				
Pyramids			✓		
Pearl River Delta	✓				
Ocean Park				✓	
Niagara Falls in Canada		✓			
Macau Tower				✓	
Mountain Fuji		√			
Mai Po Wetland Park		√			
Grand Prix F1					√
Disneyland in USA				√	
					01





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Overview of Attractions

Source: Goeldner, Chariles R, Ritchi, J.R. Brent, Mcintosh, Rober W, Tourism – Principles, Practices, Philosophies, 8th ed, Wiley, 1999, p.217)



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- Photos
- Videos
- Examples

2.3a Natural Attractions - Climate



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• Climate??



2.3a Natural Attractions – Climate (Cont'd)



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Impacts of Climate Resources

- Affect level of comfort and visibility
 - High temperature & high humidity →
 - High temperature & low humidity →
- Determine the suitability of some tourist activities, e.g.
 - Sun-sand-sea holidays in Caribbean
 - Golfing in Canada
 - Skiing in the Alps

Driving Seasonal Demand of Tourism

- e.g. rainy/dry season, summer and winter
 Sustaining Biodiversity Resources
- e.g. growing of plants, migration of wildlife

2.3b Natural Attractions – Physical Features & Scenery



Landforms

- Terrain
 - e.g. mountain, hill, valley, plateau
- Water
 - e.g. sea, river, lake, fall, bay
- Coastlines



Port Stephens, Australia

Lake Tekapo, New Zealand

2.3b Natural Attractions – Physical Features & Scenery (Cont'd)



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- Provide natural settings for various tourist activities
 - e.g. sightseeing, volcano watching, hiking, skiing, glacier trekking, mountain biking, camping



Moraine Lake, Alberta

2.3b Natural Attractions – Physical Features & Scenery (Cont'd)



- Affect destination attractiveness
- Relative relief: the difference between highest and lowest point in a landscape
- High relative relief → Higher attractiveness
 - e.g. deep valleys, cliffs and scarps



Norway Fjord

Coastlines and Ocean Resources

- Based on a unique resource combination at the interface of land and sea
- Enable the development of coastal and marine tourism
 - Coastal tourism: embraces the full range of tourism, leisure, and recreationally oriented activities that take place in the coastal zone and the offshore coastal waters
 - Marine tourism: includes ocean-based tourism such as deepsea fishing and yacht cruising

Coastal and Ocean Resources

- Provide natural settings for various tourist activities
- Economic benefits to the local community as a result of increased employment and income from relevant operators e.g. coastal resorts, agriculture
- Destinations can be distinguished by coastal and ocean resources, e.g.
 - Mediterranean region e.g. Greece, Italy
 - The Caribbean e.g. Bahamas, Cuba
 - Australia and Pacific islands e.g. the Great Barrier Reef, Hawaii beaches

- Sport-fishing
- Boating, sailing & cruising
- Parasailing
- Surfing
- Whale and bird watching
- Swimming

- Snorkeling
- Beachcombing
- Hiking and rock climbing
- Sketching and painting
- Photographing
- Sightseeing
- others

2.3b Natural Attractions – Physical Features and Scenery (Cont'd) Member of VTC Group VTC ### ## # |

Natural Vegetation and Wildlife

- The pattern of vegetation correlates with the patterns of climate, the flora and fauna
- Combines with landforms to create the character of the natural landscape of a place
- Types of vegetation
 - Tropical rainforest/ Subtropical rainforest
 - Savannas
 - Temperate forests
 - Grasslands
 - Tundra and polar regions

Two kinds of Tourist Activities:

- Observations (Non-consumptive)
 - in natural settings, e.g. National Parks
 - in man-made settings, e.g. zoo, aquariums
 - serve as primary attractions
 - activities e.g. photography, drive through safari
- Hunting and Fishing (Consumptive)
 - more active pursuit of wildlife
 - generate revenues but violate the ecosystems

2.3c Cultural Attractions



- Historic Resources
- Culture and Customs
 - Types of cultural resources

Language

Food

Clothing

Political system

Religion

Architectural style

Art and handicrafts

Festival

Music and dance

Custom

Lifestyle



Food and Clothing

- Can stimulate people's curiosity toward a place ->
 attracts people to visit and observe that uniqueness
- Foods are chosen as a result of cultural attitudes and normal patterns of behaviour toward food
- Can satisfy tourist needs
- Local foods can add uniqueness of a place



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- Display art, e.g. paintings, sculpture, graphics
- Performing art, e.g. musical performance,
- Art festivals attract tourists especially in low seasons, e.g. The Edinburgh Festival in Scotland

Handicrafts

- Visitors are interested in native handicrafts
- Local residents take advantage of demonstrating their skills and selling the arts and crafts, e.g. knit garment in India
- Generate significant income



Bali Wood Carvings



Batik



Music and Dance

- Components of tourist trade provide visitors with entertainment
- e.g. Thai dance, Kabuki dance of Japan





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Customs

- Reflect the belief and behaviors of a unique ethnic group
- Attract tourists who are interested in knowing how the customs were formed and how it is affected by the pressure and influence from the outside world





Long Neck Tribe, Chang Mai, Thailand



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Religious Attractions

- Attract both the faithful and curious visitors with the following purposes:
 - Making pilgrimages, e.g. Tibet, Mecca
 - Visiting religious sites or heritages, e.g. churches, monasteries
 - Attending spiritual training
 - Attending religious events such as performance and drama



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Built Attractions/Facilities

- Methods of construction and styles of buildings reflect different architectural styles, e.g. modern, historic, urban
- Become characteristics of various places
- Many tourists are attracted by its beauty and construction technology





Entertainment Attractions

- Theme and amusement parks
- Zoos
- Aquariums
- Science museums



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Special Events and Festivals

- Sports events
- Arts and culture
- Commercial events
 - e.g. Brazilian Carnival in Rio de Janeiro







Recreation

- Sunbathing
- Nightlife
- Gambling
- Skiing
- Hunting and fishing
- Shopping

2.4 The Supply Side Aspects of Tourism;

Natural Resources

Weather

- Temperature
- Rainfall
- Humidity
- Hours of sunshine
- Beaches
- Quality of seawater
- Sandy and rocky beaches
- Length of beaches
- Overcrowding of beaches

Wealth of countryside

- Protected nature reserves
- Lake, mountains, deserts, etc

Variety and uniqueness of flora and fauna

General infrastructure

Development and quality of roads

Airports and ports

Private and public transport facilities

Development of health services

Development of telecommunications

Development of commercial infrastructures

Extent of building development

Tourist Infrastructure

Hotel and self-catering accommodation

- Number of beds
- Categories
- Quality

Restaurants

- Number
- Categories
- Quality

Bars, discotheques and clubs Ease of access to destination Excursions at the destination

Tourist centres

Network of tourist information

Tourist leisure and recreation

Theme parks

Entertainment and sports activities

- Golf, fishing, hunting, skiing, scuba diving, etc.
- Water parks
- Zoos
- Trekking
- Adventure activities
- Casinos
- Night life
- shopping

Culture, History and Art

Museums, historic buildings, monuments, etc

Festival, concerts, etc.

Handicraft

Gastronomy

Folklore

Religion

Customs and ways of life

Political and economic factors

Political stability
Political tendencies
Economic developments
Safety

- Crime rate
- Terrorist attacks prices

Natural environment

Beauty of the scenery

Attractiveness of the cities and towns

Cleanliness

Overcrowding

Air and noise pollution

Traffic congestion

Social environment

Hospitality and friendliness of the local

residents

Under privilege and poverty

Quality of life

Language barriers

Atmosphere of the place

Luxurious

Fashionable

Place with a good reputation Family-oriented destination

Exotic

Mystic

Relaxing

Fun, enjoyable

pleasant

udies

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Factors affecting the Destination Image

Source: Beerli, A. & Martin., J. D. (2004). Factors influencing

destination image. Annals of tourism research, 31(3), 657-681. 酒店、服務及旅遊學

2.4 The Supply Side Aspects of Tourism (Cont'd)





- Identify the supply side aspects of a destination
- How do tourism bureaus promote destinations?

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Thank you