Module (III)
Destination Geography

19 June 2018
Key Topics

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
1. BASIC CONCEPTS OF WORLD GEOGRAPHY
1.1a Continents and Oceans

(Source: https://ngearthpatternsandchange.weebly.com/lesson-6-the-ocean-general-knowledge.html)
1.1b Hemispheres (Cont’d)

(Source: https://www.quora.com)
1.1c Latitudes and Longitudes
Where is Hong Kong?
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

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

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

Stage 1 The single attraction

Stage 2 The embryonic destination

Stage 3 The developed single market destination

Stage 4 The diversified destination

Attractions and the development of destination

2.2 Role and Attributes of Attractions
2.2 Role and Attributes of Attractions (Cont’d)

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
### 2.2 Role and Attributes of Attractions (Cont’d)

<table>
<thead>
<tr>
<th>Stage 1</th>
<th>The single attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 2</td>
<td>The embryonic destination</td>
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<tr>
<td>Stage 3</td>
<td>The developed single market destination</td>
</tr>
<tr>
<td>Stage 4</td>
<td>The diversified destination</td>
</tr>
</tbody>
</table>

**Attractions and the development of destination**  
2.2 Role and Attributes of Attractions (Cont’d)

• Websites
• Journals
• Magazines
• Newspapers
• Videos
• Comments from friends and family
2.2 Role and Attributes of Attractions (Cont’d)

- **Appearance**
  - Smooth customer-oriented operations
  - Friendly hospitality

- **Resource protection**

- **High Quality**

- **Authenticity**
  - Distinctive local flavor of a community
  - Produce a ‘sense of place’
  - Reflect the natural, cultural or economic heritage of the community
  - True picture of a destination

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

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

- **Activity Options**
  - Varied
  - Changing set of activities

**Drawing Power**
- Number of visitors?
- What geographical areas do they come from?
- Will they come again?
2.3 Typology of Attractions

Primary vs. Secondary
2.3 Typology of Attractions (Cont’d)

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

**Typology of Attractions**
### 2.3 Typology of Attractions (Cont’d)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Attraction (a): Features within the natural environment</th>
<th>Attraction (b): Purposely-built structures and sites designed for purposes other than attracting visitors</th>
<th>Attraction (c): Purposely-built structures and sites designed to attract visitors</th>
<th>Attraction (d): Special events</th>
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<tbody>
<tr>
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<td>Egypt</td>
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<td>Pyramids</td>
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<td>Pearl River Delta</td>
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<td>Ocean Park</td>
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<td>Niagara Falls in Canada</td>
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<td>Macau Tower</td>
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<tr>
<td>Mountain Fuji</td>
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<tr>
<td>Mai Po Wetland Park</td>
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<td>Grand Prix F1</td>
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<tr>
<td>Disneyland in USA</td>
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2.3 Typology of Attractions (Cont’d)

Overview of Attractions

Hotel, Service & Tourism Studies
酒店、服務及旅遊學
2.3 Typology of Attractions (Cont’d)

Student activities?

• Photos
• Videos
• Examples
2.3a Natural Attractions - Climate

- Climate??

Four Seasons
Hokkaido, Japan

Hotel, Service & Tourism Studies
2.3a Natural Attractions – Climate (Cont’d)

Impacts of Climate Resources

• Affect level of comfort and visibility
  - High temperature & high humidity \(\rightarrow\) heat stroke
  - High temperature & low humidity \(\rightarrow\) dehydration

• 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)

- 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 $\rightarrow$ 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 deep-sea 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
2.3b Natural Attractions – Physical Features and Scenery (Cont’d)

- Sport-fishing
- Boating, sailing & cruising
- Parasailing
- Surfing
- Whale and bird watching
- Swimming
- Snorkeling
- Beachcombing
- Hiking and rock climbing
- Sketching and painting
- Photographing
- Sightseeing
- others
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
2.3c Cultural Attractions (Cont’d)

Art
• 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
2.3c Cultural Attractions (Cont’d)

Music and Dance

- Components of tourist trade provide visitors with entertainment
- e.g. Thai dance, Kabuki dance of Japan
2.3c Cultural Attractions (Cont’d)

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
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
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
2.3c Cultural Attractions (Cont’d)

Entertainment Attractions
• Theme and amusement parks
• Zoos
• Aquariums
• Science museums
2.3c Cultural Attractions (Cont’d)

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

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

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

- Hong Kong Tourism Board: http://www.discoverhongkong.com/eng/shop/index.jsp
Q & A
Thank you