

Module (I)

Introduction to Tourism

June 12, 2018

Key Topics

- Tourism concepts and principles
- Tourism industry sectors and distribution channels
- Impacts of tourism: economic, social cultural, and environmental impacts
- Tourism organisations

Tourism Concepts and Principles

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Terminology and Definitions

Travel

- Encompasses all kinds of journey from one place to another, e.g. travel to work, reside, study or transit etc.

Tourism

- Comprises travelling to and staying in places outside the usual environment for less than one year for non-remunerated activities (UNWTO)

Types of Tourism



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Domestic Tourism

- Trips made by residents within their countries

International Tourism

- Trips involve between 2 or more countries.

Inbound Tourism

Outbound Tourism



Activity 1: Types of Tourism



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Discuss the following cases and decide:
(1) who is a tourist; and
(2) whether he/ she is an
outbound tourist, inbound
tourist or domestic tourist;
from the perspective of Hong
Kong



Cases



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1. Mr. Chan flies from New York to Hong Kong for his summer holidays.
2. Anna travels from Guangzhou to Shanghai to visit her grandparents for a week.
3. Joan takes a business trip from Hong Kong to Beijing for two days, and then flies to London with her husband for the Christmas holidays.

Cases (cont'd)



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4. Peter, who stays in Sydney, goes to San Francisco to study for 6 months and transit in Hong Kong.
5. Mr. Wong has been relocated to work in Taipei for a year.
6. May and Joyce go to Shenzhen for shopping and return back to Hong Kong on the same day

Put a ✓ in the appropriate box

Case	Tourist (Yes / No)	International	Domestic	Inbound	Outbound
1					
2					
3					
4					
5					
6					

Put a ✓ in the appropriate box

Case	Tourist (Yes / No)	International	Domestic	Inbound	Outbound
1	Yes	✓		✓	
2	Yes		✓		
3	Yes	✓			✓
4	No				
5	No				
6	No				

Tourism Figures



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World's Top Tourist Destinations (UNWTO, 2017)

<https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>

Infographics – International Tourism 2017 (UNWTO, 2017)

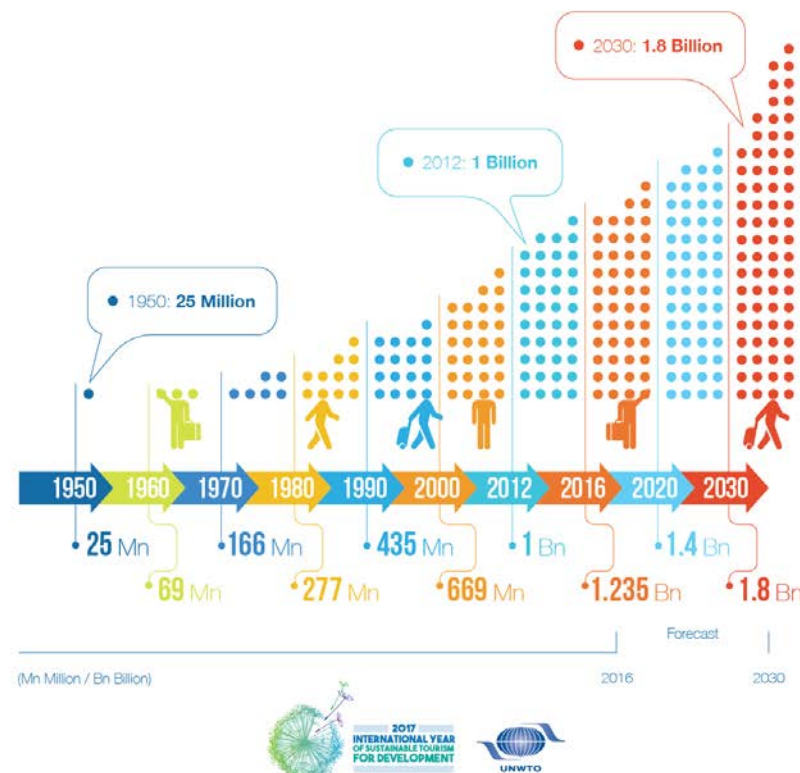
<http://media.unwto.org/content/infographics>

International Tourism Timeline 1950-2030



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INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Market Share by Region of Tourist Arrivals and Tourism Receipts



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INTERNATIONAL TOURISM 2017

International tourist arrivals: 1,323 million
International tourism receipts: US\$ 1,237 billion*

MARKET
SHARE



MARKET
SHARE



* 2016 data

Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), April 2018

<http://media.unwto.org/content/infographics>

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Tourist Arrivals and Tourism Receipts by Region

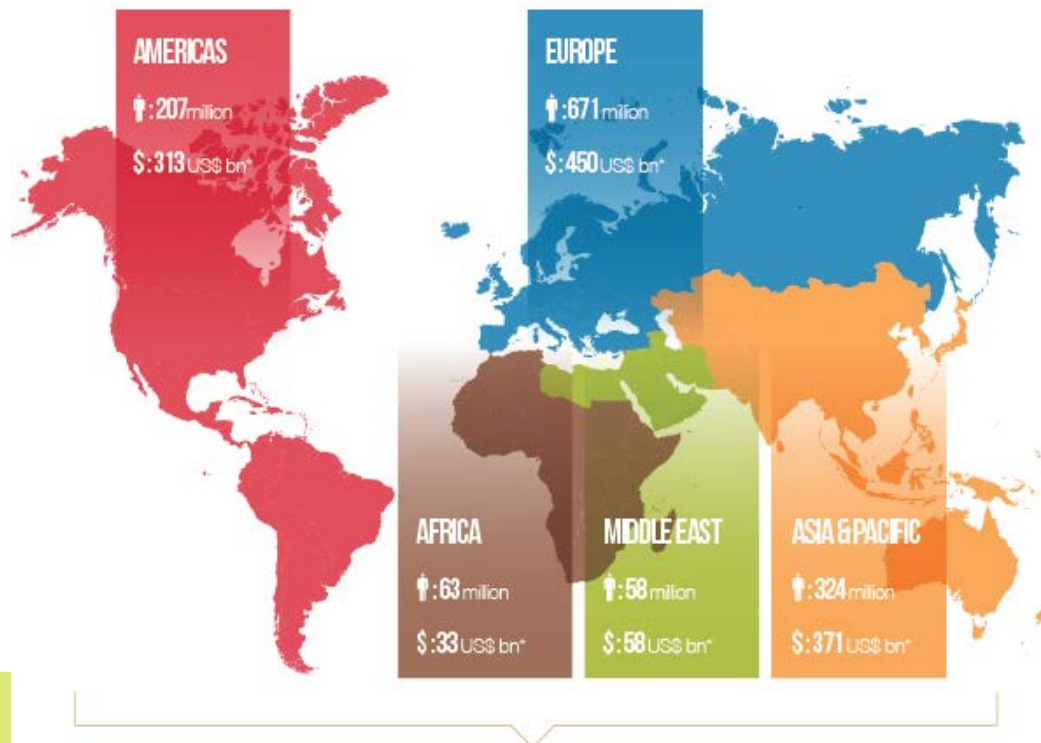


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INTERNATIONAL TOURISM 2017

International tourist arrivals: 1,323 million
International tourism receipts: US\$ 1,225 billion*



WORLD ARRIVALS: 1,323 MILLION

* 2016 data

Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), April 2018

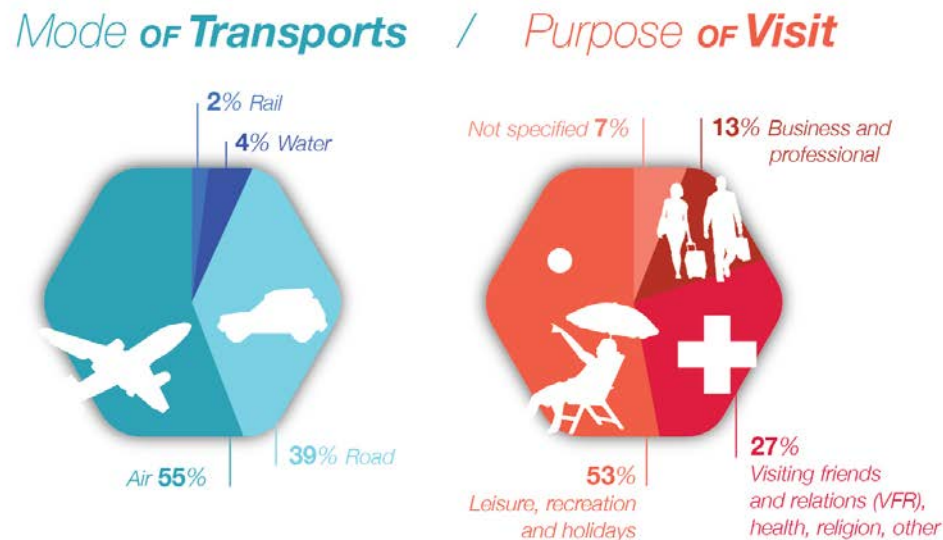
<http://media.unwto.org/content/infographics>

Tourism Studies

Mode of Transport and Purpose of Visit



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2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

World's Top Tourism Earners



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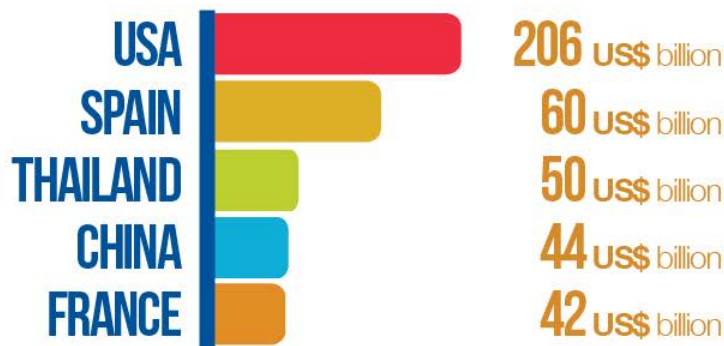


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



WORLD'S TOP TOURISM EARNERS

INTERNATIONAL TOURISM RECEIPTS 2016



Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Studies

World's Top Tourism Spenders

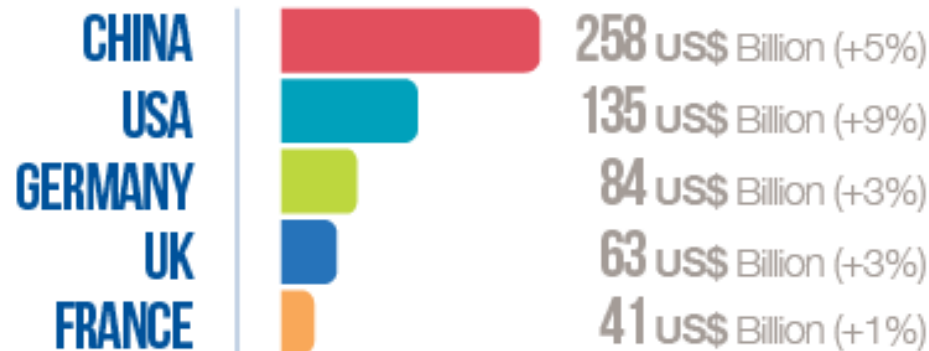
2017



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WORLD'S TOP TOURISM SPENDERS 2017

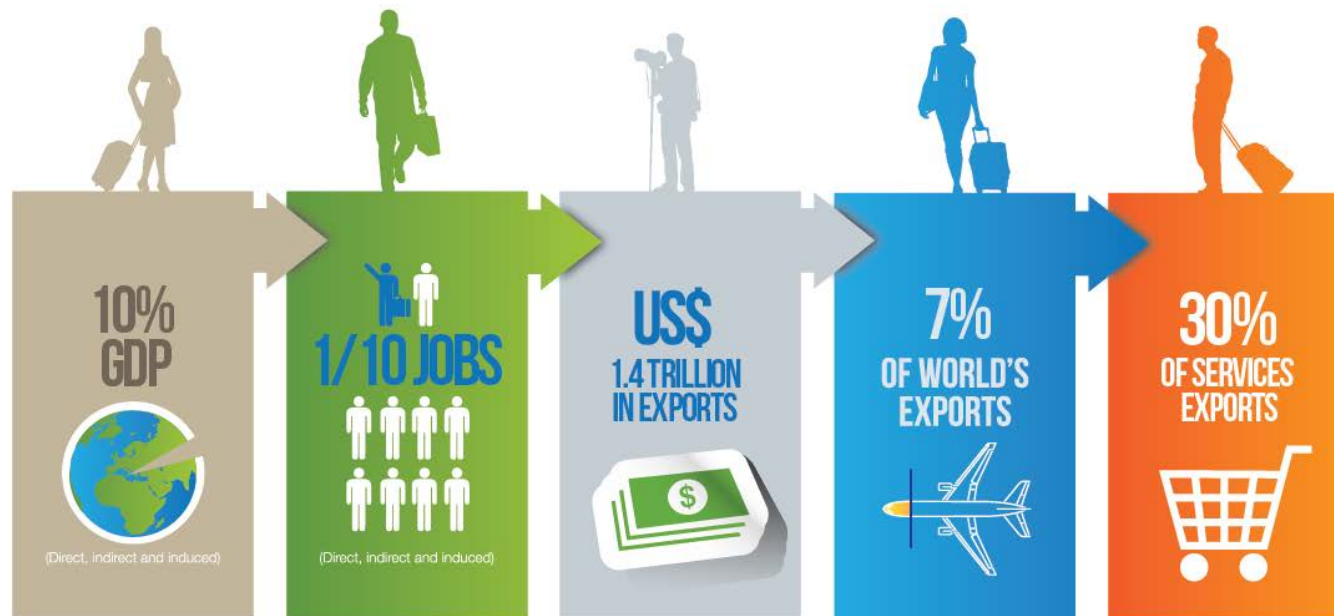


Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), April 2018

Why Tourism Matters



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WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) July, 2017

<http://media.unwto.org/content/infographics>

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Tourism is Much More Than You Image



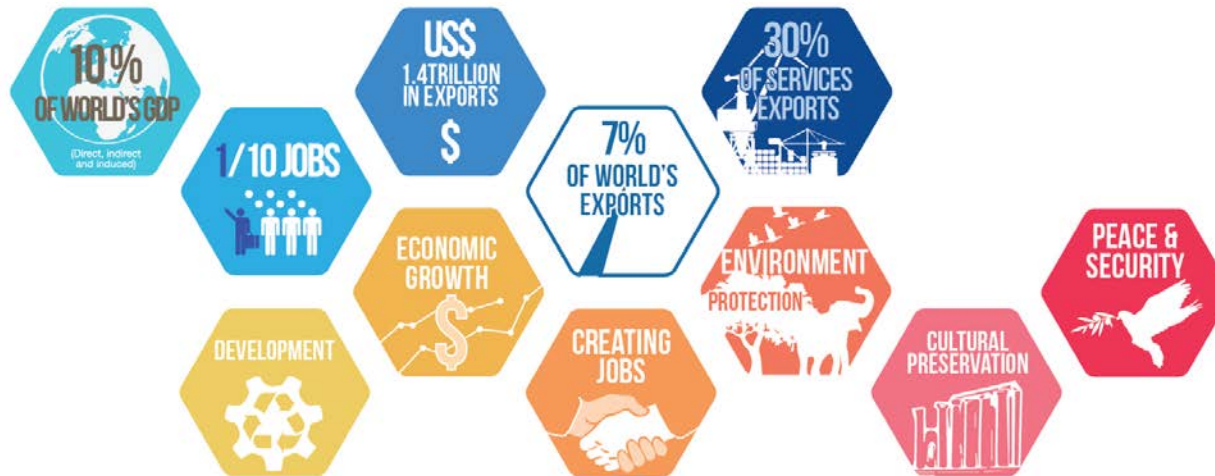
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2017
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OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



WHY TOURISM MATTERS



TOURISM IS MUCH MORE THAN YOU IMAGINE

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Studies

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Types of Tourist



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Travellers

- Any person who is taking a trip within or outside his /her own country of residence irrespective of the purpose of travel or means of transport

Tourists (Overnight Visitors)

- A person who visits a place outside his / her residence and working place, and stays for at least 24 hours, for the **purpose** of leisure or business
- International / domestic tourists

Types of Tourist (cont'd)



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Excursionists (Same-day Visitors or Day Trippers)

- A person visits a place and stays for less than 24 hours, for the purpose of leisure or business, but not for transit
 - International – e.g. cruise visitors
 - Domestic – e.g. Shenzhen visitors

Classification of Tourists



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- Cohen's Classification
- Plog's Theory

Cohen's Classification



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Cohen's Classification:

Non-institutionalized tourists

- The drifter
- The explorer

Institutionalized tourists

- The individual mass tourist
- The organized mass tourist

Cohen's Tourist Typology



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Institutionalized Tourism Highly catered by the tourism industry	The Organized Mass Tourist Not adventurous, seek for familiar and comfortable environment (environmental bubble), purchase packaged tours
	The Individual Mass Tourist Similar to the organized mass tourist, tours are arranged by a travel agency except greater flexibility and control of tour arrangements
Non-institutionalized Tourism Loosely attached to the tourism industry	The Explorer Self-arranged tours to unusual places. Look for comfortable sleeping facilities and reliable means of transportation
	The Drifter Live the way the locals live, minimal or no connection with the tourism industry

Examples

Institutionalized Tourism	The Organized Mass Tourist <ul style="list-style-type: none"> – Packaged tours – Cruise packages – Special interest tours (SIT) – Incentive tours
	The Individual Mass Tourist <ul style="list-style-type: none"> – Self-drive tours – Air and hotel packages – Hosted sightseeing tours
Non-institutionalized Tourism	The Explorer <ul style="list-style-type: none"> – Trans-island cycling tours – Visiting new / novel destinations
	The Drifter <ul style="list-style-type: none"> – Working holidays – Student exchange

Video



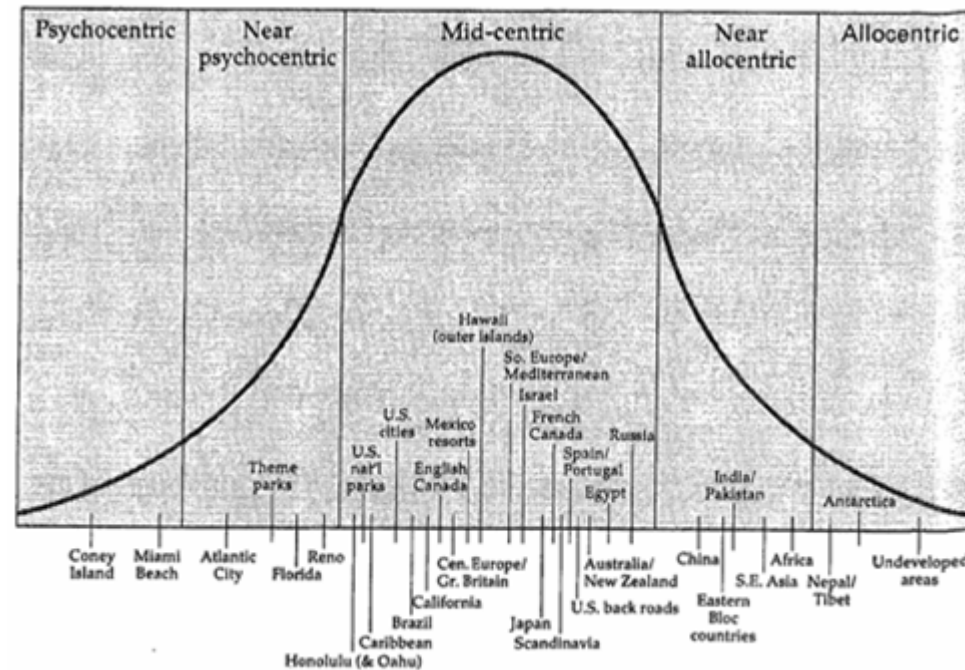
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- Backpacker skills: how to master your Bear Spray
- <https://www.backpacker.com/videos-photos/master-bear-spray>

Plog's Theory

Plog's Theory

- Ranging from **psychocentric** to **allocentric** at either extreme of the personality scale



Plog's Classification of Tourist Personalities

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

Allocentric	Mid-centric	Psychocentric
<ul style="list-style-type: none"> • Seek for new experiences and adventure • Explore new and unusual areas • Interact with local people 	<ul style="list-style-type: none"> • Majority of travelers • Seek well-known established destinations • Receptive to new experiences 	<ul style="list-style-type: none"> • More conservative and less adventurous • Choose destinations similar to home environment • Highly concern about safety and security

Allocentric Tourist

- Individuals with **allocentric** personality would try new food and seek self-fulfilling learning experiences and adventures



Psychocentric Tourist

- Individuals with **psychocentric** personality have a strong need for consistency and familiarity



Example:

2成港人曾去日本逾10次 日政府推旅遊結婚吸客

© 13:20 2018/04/09 讚好 0



日本國家旅遊局將打造日本成為旅遊結婚目的地。(日本國家旅遊局Facebook圖片)

香港人熱愛日本，每年總會去幾次視為「返鄉下」。日本最新數據顯示，原來去年有220萬香港人次到訪日本，較2016年增加21%，即是有超過三分之一曾到訪日本，當中更有逾兩成人曾去日本超過10次。有見及此，日本國家旅遊局會繼續加強推廣日本旅遊，又會打

Source:

<https://topick.hket.com/article/2046295/2%E6%88%90%E6%B8%AF%E4%BA%BA%E6%9B%BE%E5%8E%BB%E6%97%A5%E6%9C%AC%E9%80%BE10%E6%AC%A1%E3%80%80%E6%97%A5%E6%94%BF%E5%BA%9C%E6%8E%A8%E6%97%85%E9%81%8A%E7%B5%90%E5%A9%9A%E5%90%B8%E5%AE%A2>

返鄉下

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The Travel Needs of Millennials



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- Millennials have become the fastest growing customer segment with the hospitality industry. **Exploration, interaction and experience** are the focus of Millennial who are willing to pay for a greater experience (Rauch 2014).

- Who are Millennials?
 - Millennials are generally refereed to those who were born in early 1980s to early 2000s.



Needs of Millennials



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- Search for unique and novel experience.
- Look for an overall gourmet experience for a reasonable price
- New lobby design integrated with their needs, e.g. lobby bars and restaurants are wide and open enough to provide spaces for them to hang around together.
- Interested in utilizing technology to do things
- Speaking up. Turn to Twitter, Facebook, TripAdvisor to voice out complaints and share experience

- Source: Rauch R. (2014). Top 10 Hospitality industry Trends in 2015. Retrieved from <http://www.4hoteliers.com/features/article/8736>



Trends in Hospitality and Tourism Industry



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- <https://www.youtube.com/watch?v=SJ8Momwv7Qk>



lies

10 Trends in Hospitality & Tourism Industry



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1. Providing healthy food
2. E-booking
3. Providing wellness service
4. Extreme sports
5. Green- sustainable tourism & hospitality
6. Low budget tourism
7. Innovative technology
8. Social network promotions
9. Sharing economy
10. E-payment



Activity 2: Forms of Tourism

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Think about some examples for each form of tourism.

	Examples
Leisure / Holiday Tourism	
Business Tourism	
Cultural Tourism	
Eco-tourism	
Study Tourism	
Religious Pilgrimage	
Health Tourism	
Visiting Friends and Relatives	
Sports Tourism	

Suggested Answers



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	Examples
Leisure / Holiday Tourism	Caribbean cruising, northern lights tour to Iceland
Business Tourism	Trade shows, conventions, exhibitions and meetings etc.
Cultural Tourism	Angkor Wat, observe Peruvian women weaving with alpaca wool, learn about tea ceremony in Japan
Eco-tourism	Living in a tree house in Laos, rainforest exploration in Amazon Forest
Study Tourism	Studying Korean language in Seoul, student exchange programs
Religious Pilgrimage	Christian pilgrimage to Israel, Muslim pilgrimage to Mecca
Health Tourism	Cosmetic surgery in Korea, spa tourism in Thailand, medical tourism in Malaysia
Visiting Friends and Relatives	Popular countries of VFR – Australia, the USA, Canada
Sports Tourism	Skiing in Hokkaido, watching the Olympics, diving in Maldives

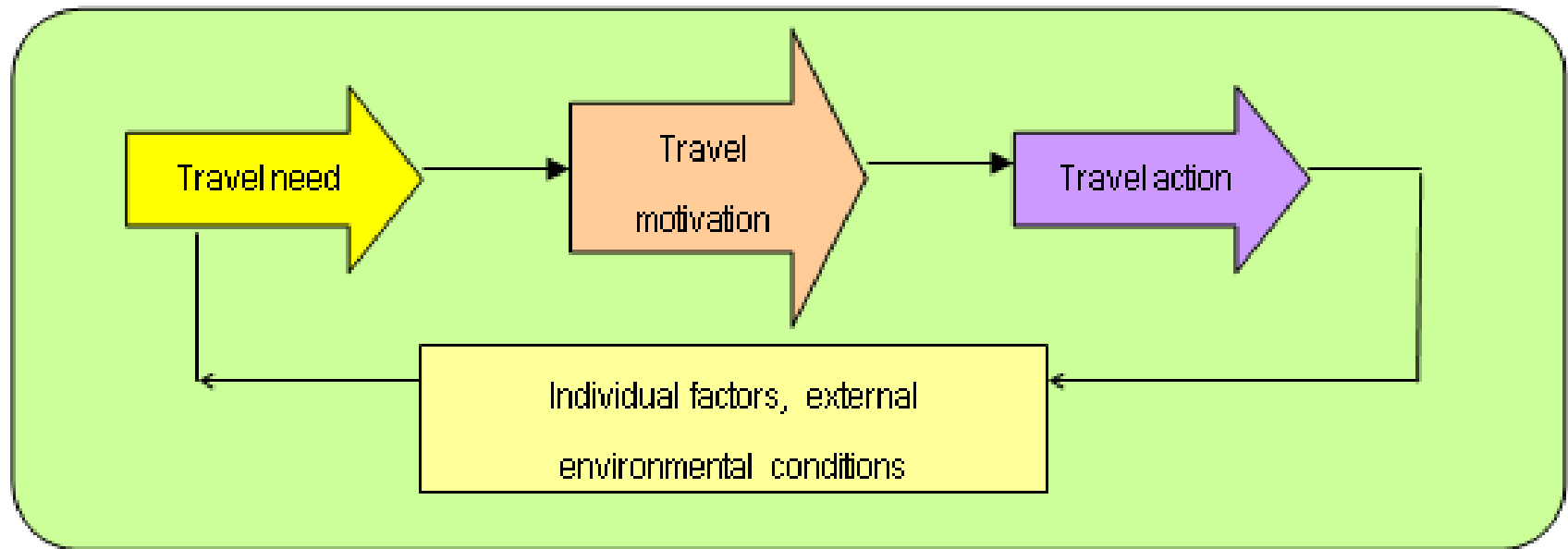
Travel Motivations



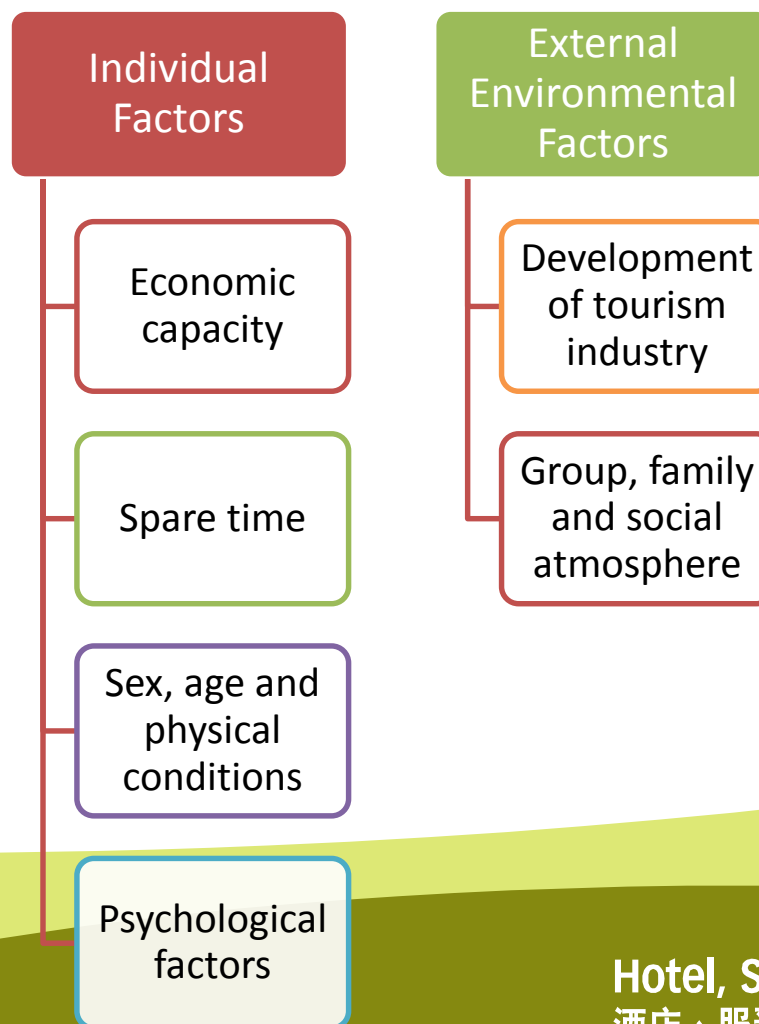
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- Why do we go travelling?
- Why do we choose to travel to a certain place?
- Why do we participate in certain travel activity?

The Formation of Travel Motivations and Travel Actions



Factors that Influence Travel Motivations and Actions



Travel Motivation Theory



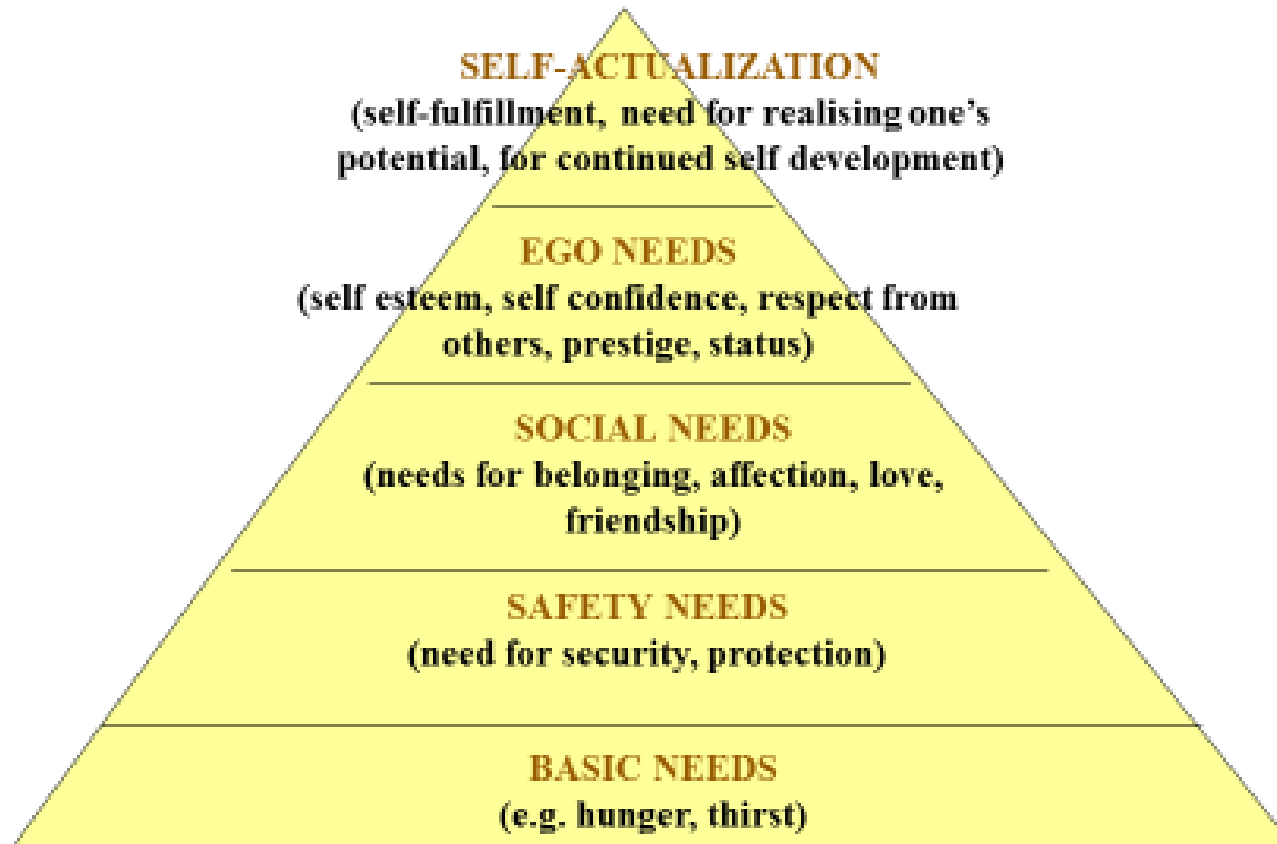
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- Maslow's Hierarchy of Needs
- The Push and Pull Theory
- Hudman's Motivators of Travel

Maslow's Hierarchy of Needs



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豪華紅葉團 \$4.8萬起火速爆 名人帶隊 歎盡米芝蓮美食

19歲港青征服珠峰 成最年輕登頂港人

05月23日(三) 02:07

推介 159

Tweet

G+

分享





Activity 3: Maslow's Hierarchy of Needs



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Suggest appropriate tourist activities/behavior to different levels of the hierarchy needs.



Suggested Answers

Self-actualization needs	Travel around the world, space tourism, travel to the North/South Pole, bungee jump, climbing the Himalayas
Esteem needs	Shopping at brand shops, staying at 5-star hotels; visiting Michelin restaurants
Social needs	VFR, group tours, honeymoon, sharing photos on social media, WIFI
Safety needs	Safe destinations, hotel accommodations, travel insurance
Physiology needs	Food and beverage service, toilet facilities

The Push and Pull Theory



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Push Factors

Internal or intangible factors lead to the formation of travel desires

e.g. escape, rest and relaxation, adventure, knowledge seeking

Pull Factors

Attractiveness of the destination that draw travellers to visit the place

e.g. climate, scenic beauty, historical attractions

Hudman's Motivators of Travel

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MOTIVATORS OF TRAVEL		
Health	<i>Spectator</i>	Religious headquarters
Physical	Football	Historical sites
Mental	Baseball	Drama and musical productions
Curiosity	Track and field	Professional and Business
Cultures	Horseracing	Scientific expeditions
Politics	Pleasure	Conventions
Society or public figures	Travel	Business travel
Physical features	Art	Education
Disasters	Music	Friends and Relatives
Sports	Entertaining	Roots Syndrome
<i>Participating</i>	Gambling	Homeland
Hunting and fishing	Honeymoon	Family research
Golf and tennis	Spiritual or Religious	Esteem
Team competition	Pilgrimages	
	Meetings	

Source: Lloyd E. Hudman, *Tourism: A Shrinking World* (Columbus, OH: Grid, 1980).

Tourism Product and Destination Planning



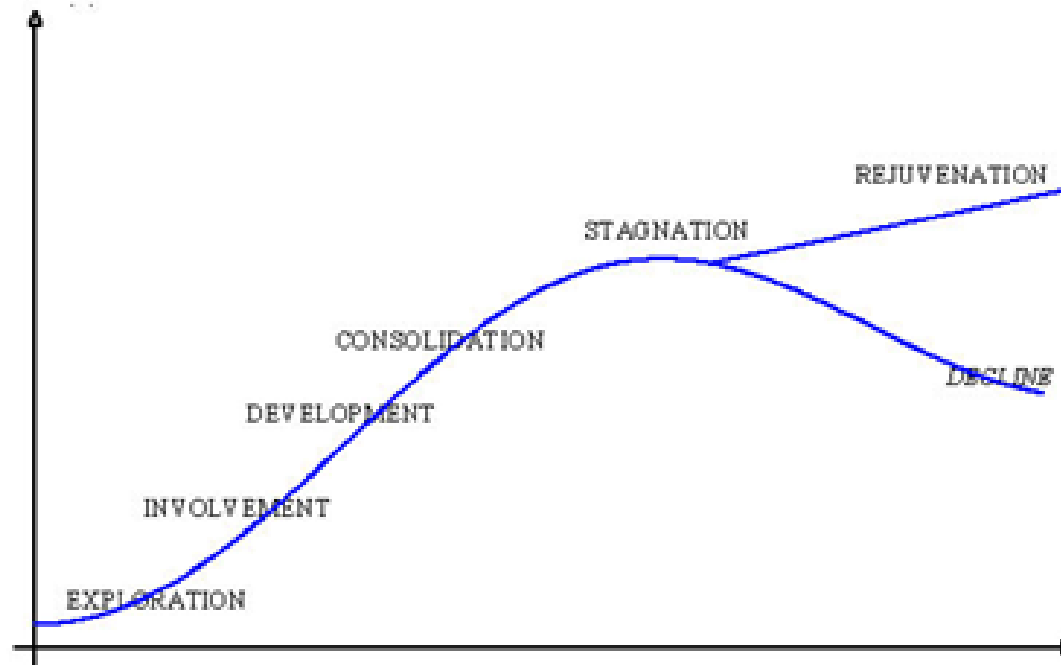
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- Butler's Destination Life Cycle
- Carrying Capacity

Butler's Destination Life Cycle



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Source : Butler, R.W. (1980) 'The concept of a tourist area cycle of evolution: implications for the management of resources', The Canadian Geographer 24(2): 5-12.

Characteristics of Destinations in Different Stages of the Destination Life Cycle

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Stage	Characteristic
Exploration	<ul style="list-style-type: none"> • Few explorers or drifters, visiting sites with no public facilities • Visitors attracted to the destination by a natural physical feature • Specific visitor type of a select nature
Involvement	<ul style="list-style-type: none"> • Limited interaction between local residents and the developing tourism industry leads to the provision of basic services • Increased advertising induces a definable pattern of seasonal variation • Definite market are begins to emerge
Development	<ul style="list-style-type: none"> • Development of additional tourist facilities and increased promotional efforts • Greater control of the tourist trade by outsiders • Number of tourists at peak periods far outweighs the size of the resident population, inducing rising antagonism by the latter towards the former

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Characteristics of Destinations in Different Stages of the Destination Life Cycle (cont')

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Stage	Characteristic
Consolidation	<ul style="list-style-type: none">• Tourism has become a major part of the local economy, but growth rates have begun to level off• A well-delineated business district has taken shape• Some of the older deteriorating facilities becomes less attractive to visitors• Local efforts are made to extend the tourist season
Stagnation	<ul style="list-style-type: none">• Peak numbers of tourists and capacity levels are reached• The destination has a well-established image, but it is no longer in fashion
Post-stagnation	<ul style="list-style-type: none">• Five possibilities, reflecting a range of options that may be followed, depending partly on the success of local management decisions. At either extreme are rejuvenation and decline

Source: Agarwal, S. (1997). The Resort Cycle and Seaside Tourism: An Assessment of its Applicability and Validity. Tourism Management, 18(2), pp 65-73.



Activity 4: Case Study



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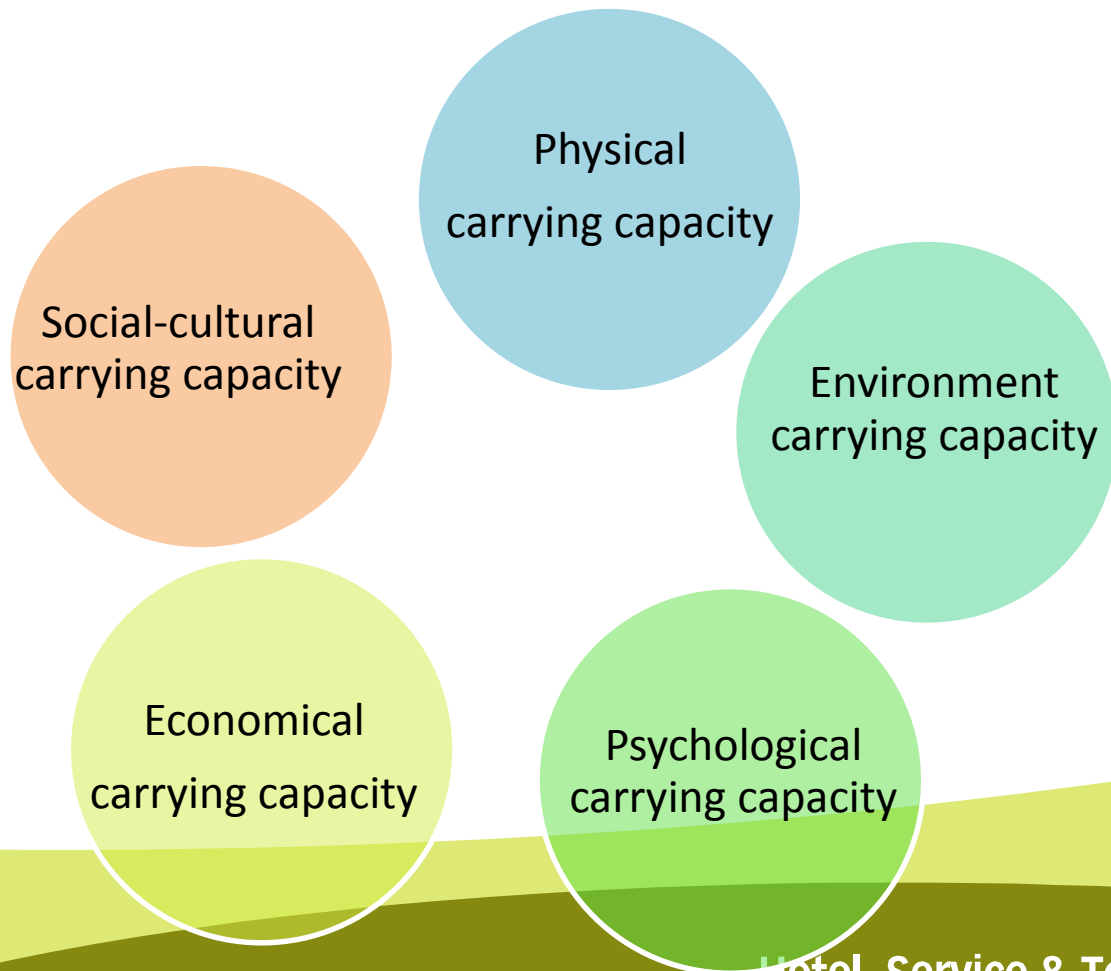
Article - 'Tracing Malaysia Tourism Development Lifecycle'

- Discuss the various strategic options for different life cycle stages.
- (Source: https://ijbssnet.com/journals/Vol_5_No_3_March_2014/19.pdf)

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.”

Five Types of Carrying Capacity



Physical Carrying Capacity	<ul style="list-style-type: none"> • Accommodation, tourist facilities, roads and water supply • Car park spaces, capacity of restaurants / theme parks • Local transport capacity
Environmental Carrying Capacity	<ul style="list-style-type: none"> • Trampling of grassland • Disturbance of wildlife • Physical erosion of landscape
Psychological Carrying Capacity	<ul style="list-style-type: none"> • Visitors' demand • Visitors' attitudes to other users' behaviour • Visitors' tolerance to physical wear and tear
Economical Carrying Capacity	<ul style="list-style-type: none"> • Rise of property price • Rise of commodity price
Social-cultural Carrying Capacity	<ul style="list-style-type: none"> • The acceptance of tourists by local people



Activity 5:



Discussion on Negative Impacts

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News – ‘Problems faced by Dubrovnik’

What kinds of impacts brought by tourism development?

- Crowds and cruise ships have 'ruined' Dubrovnik

<https://www.telegraph.co.uk/travel/destinations/europe/croatia/dubrovnik/articles/dubrovnik-faces-overcrowding-cruise-ship-visitors-/>

Criticism of Carrying Capacity



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1. Difficult to implement
2. Some of the types of capacity are subjective.
3. The current techniques for measuring capacity are rather crude and do not take into account:
 1. The type of tourism and market segments which the destination attracts
 2. The type of destination and the fragility of the environment
4. The assumption is too simplistic
5. The measurement of the capacity does not consider the cost of reducing tourist volume

Tourism Distribution Channels

Types of Distribution Channel



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- One-stage
- Two-stage
- Three-stage

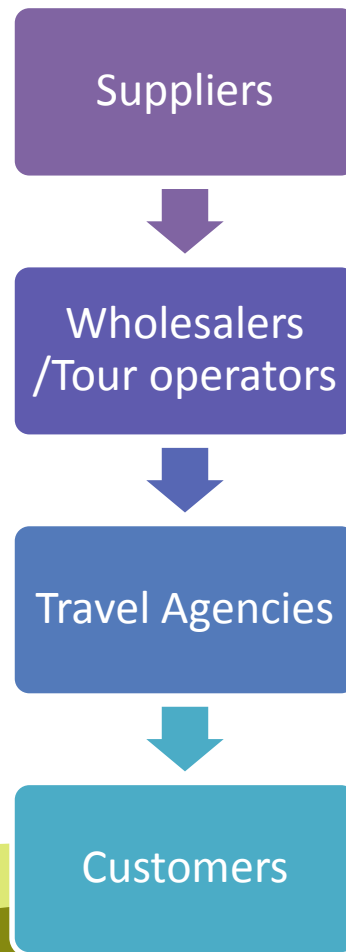
One-stage



Two-stage



Three-stage



Suppliers



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- Airlines
- Hotels
- Cruise companies
- Restaurants
- Attractions
- Rail companies

Travel Wholesalers



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- Buy large quantities from suppliers and sell in smaller quantities to retailers
- Bulk purchase generates economies of scale
- May sell directly to consumers

Tour Operators

- Plan and sell group tours
- Purchase from different suppliers
- Sell through
 - Own retail outlets or
 - Other retail travel agencies
- Deliver own services
 - Tour escort/guide

Travel Agencies

- Act on behalf on suppliers and /or travel wholesalers
- Provide a convenient sales network for both suppliers & customers
- Receive commission from suppliers or mark up net rates to earn a profit

Functions of Travel Agencies

Providing one-stop tourism products

The most important retail channel for tourism products

Facilitating customers' tourism activities

Promoting the development of tourism industry

Product Knowledge Required by a Travel Agent



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Product Knowledge	Examples
1. Destinations	<ul style="list-style-type: none"> • Climatic conditions; • Political situations; • Special events and public holidays; • Customs, culture and cuisine of country/destination; • Major attractions; • Health and other hazards; • Currency exchange rates; • Travel regulations and documents; and • Accommodation facilities, etc.
2. Airlines	<ul style="list-style-type: none"> • Reservation system; • Route operations; • Flight schedules; • Fares; • Types of airplanes; • Services offered on board; and • Connecting flights, etc.

Product Knowledge Required by a Travel Agent (cont'd)



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Product Knowledge	Examples
3. Airports	<ul style="list-style-type: none"> • Timings; • Facilities; • Custom and security regulations; • Taxes; and • Distances from cities, etc.
4. Surface (Rail and Road) and Water Transport	<ul style="list-style-type: none"> • Time tables; • Connections; • Fares and car rentals; • Facilities; and • Reservation systems and procedures, etc.
5. Principal Suppliers	<ul style="list-style-type: none"> • Image and financial standing; • Service offered; • Quality of service; and • Commissions offered, etc.
6. Knowledge of Other Aspects	<ul style="list-style-type: none"> • Package tours; • Local excursions; and • Special interest tours, etc

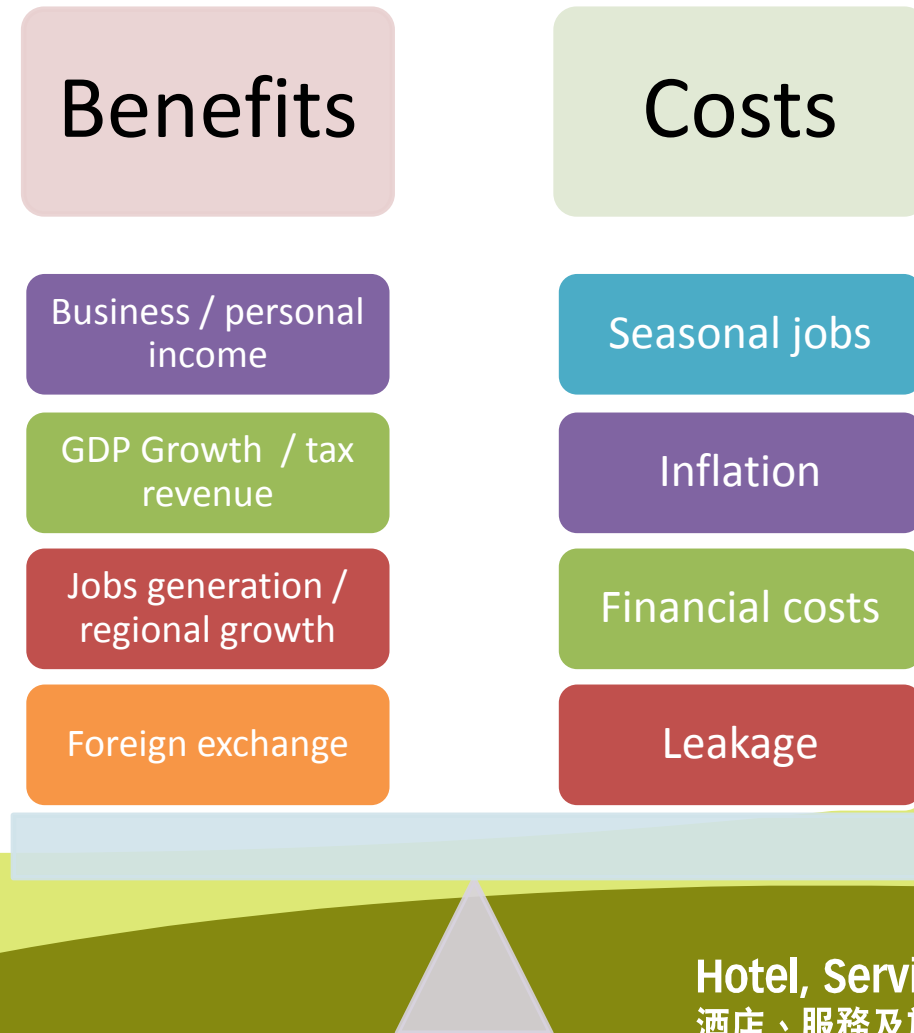
Impacts of Tourism

Tourism Impacts

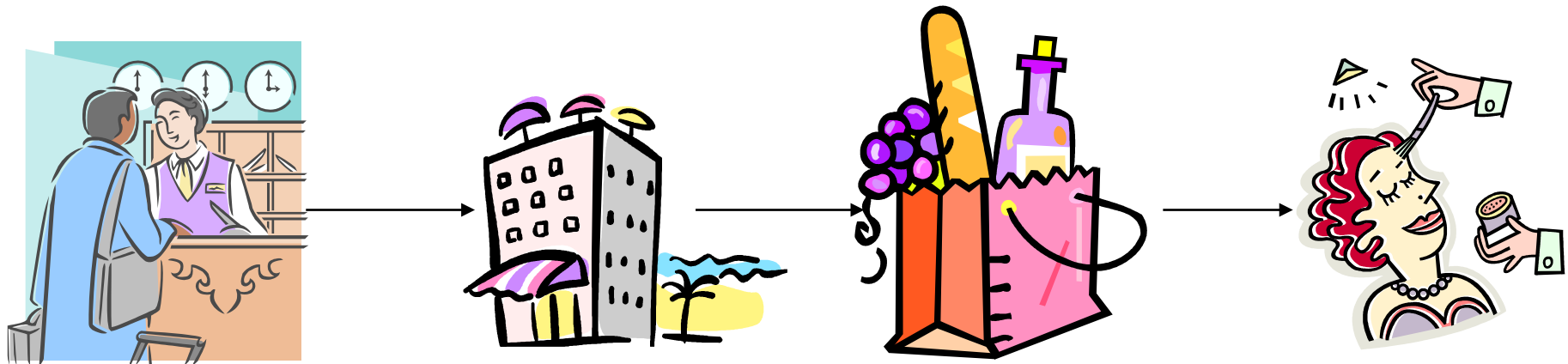
It is conventional to consider the impacts of tourism under the headings of:

1. Economic
2. Socio-cultural
3. Environmental

Economic Benefits & Costs



An Example of the Multiplier Effect



Tourist pays
the hotel

Hotel pays the
food suppliers

Staff of food
suppliers spend part
of the salary in a
salon

Direct Revenue

Indirect Revenue

Hotel, S
酒店、服
Induced Revenue

The Multiplier Effect



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- Money spent by tourists in a destination has both primary (direct) and secondary (indirect & induced) benefits.
- **Direct effect (first-order)**
 - The new spending on the first tier service providers in the destination, e.g. enterprises offering facilities for tourists such as hotels, attractions and transport operators.

- Indirect effect (second order)
 - In order to produce the services, the enterprises must purchase certain inputs from other business. If these inputs were from local suppliers, these purchases represent additional local economic activity. E.g. restaurants purchase food from the local markets; travel agencies hire tour buses from coach companies.

- Induced effect (third order)

- The additional spending that occurs when employees of tourism-related businesses spend their income on other service spectrum such as housing, food, transportation and other services.



Activity 6: Discussion on Positive Impacts

How Dubai is benefited from tourism development?

<http://www.dubai-information-site.com/tourism-in-dubai.html>

Leakage

- Some countries, normally the less developed countries, cannot enjoy the benefits brought by tourism due to the fact that most of the tourism incomes are not retained in the local economy. This is known as **leakage**. Two major kinds of leakage

- Import leakage

- Export leakage

Leakage in the tourism industry

Video <http://www.youtube.com/watch?v=xZfA2Rns6bM>

Import Leakage

- This happens when tourists demand standard of equipment, food and other products that the host country cannot supply, especially in less-developed countries.
- The average imported-related leakage
 - In most developing economies: 40% to 50% of the gross tourism earnings
 - In most advanced and diversified economies: 10% to 20%.

Export Leakage



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- Multinational corporations and large foreign businesses invest heavily in the construction of tourism infrastructures and facilities.
- An export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.



Activity 7:

Give Examples on Leakage



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Imported goods and services required by tourists	
Imported capital goods and services required by the tourism industry	
Imports for building the tourism infrastructure	
Factor payments	
Imported materials required by domestic producers	



Suggested Answers

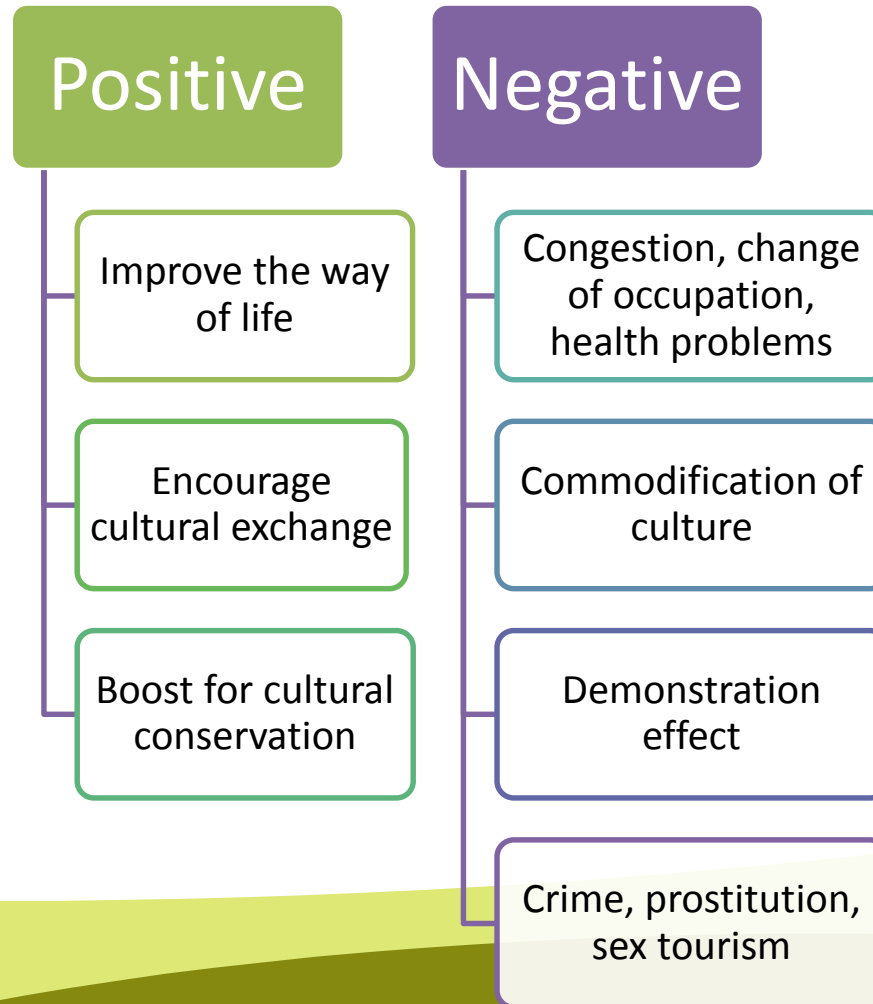
Imported goods and services required by tourists	petrol, food
Imported capital goods and services required by the tourism industry	furniture, hotel supplies, architect's fees
Imports for building the tourism infrastructure	airport, roads and cruise terminals
Factor payments	repatriated profits, wages and hotel management fees
Imported materials required by domestic producers	raw materials

The Demonstration Effect

- Demonstration effect means the **local people imitate the lifestyle of tourists.**
- According to **the acculturation theory**, when two cultures interact, the dominant culture overpowers the weaker one, resulting in changes within the weaker culture.



Social-cultural Impacts



Occupation Change



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Lifestyle Change



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Cultural Commoditization

- The exotic cultures are attractive to tourists. Tourism firms or local people try to **package these cultures for sale**.
- Tourists seek for cultural experiences, e.g. dances or rituals with religious / cultural properties.
- Since some rituals may take days to perform, which may not fit into tourists' schedule. Therefore, the **rituals are staged** to fit into tourist's time frame. This is known as cultural commoditization.

Cultural Commoditization (cont'd)

- Cultural commoditization also occurs when local people **mass produce handicrafts** to sell to tourists, bypassing traditional methods of manufacturing
- Moreover, local traditions are commoditized by marketing concepts. As a result, strong traditions are ignored and eventually lost as they become products for sale



Se
酒店、服務及旅遊業

David on Formosa

Commercialization of Festivals



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Commercialization of Arts and Crafts



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Doxey's Irritation Index

Level of Irritation	Responses of Local Residents	Likely Stage(s) in Destination Life Cycle Butler (1980)
1. Euphoria	Visitors are welcome and there is little tourism planning	
2. Apathy	Visitors are taken for granted and contact with tourists becomes more formal	
3. Irritation / Annoyance	Saturation is approached and the local people have misgivings. Planning try to control via increasing infrastructure rather than controlling the growth	
4. Antagonism	Open expression of irritation; planning is remedial; more promotion to offset the deteriorating reputation	

Doxey's Irritation Index

Level of Irritation	Responses of Local Residents	Likely Stage(s) in Destination Life Cycle Butler (1980)
1. Euphoria	Visitors are welcome and there is little tourism planning	Exploration Involvement
2. Apathy	Visitors are taken for granted and contact with tourists becomes more formal	Development
3. Irritation / Annoyance	Saturation is approached and the local people have misgivings. Planning try to control via increasing infrastructure rather than controlling the growth	Consolidation
4. Antagonism	Open expression of irritation; planning is remedial; more promotion to offset the deteriorating reputation	Stagnation Decline

Doxey's Irritation Index

– Attitude of Local People

1. **Euphoria** — delight in contact
2. **Apathy** — increasing indifference with larger number of visitors
3. **Irritation / Annoyance** — concerns and annoyance over price rises, crime, rudeness, and cultural rules being broken
4. **Antagonism** — covert and overt aggression to visitors



Activity 8: Discussion on Negative Impacts



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News - 'The most overcrowded tourist destinations'

- Discuss the negative impacts caused by the over-development of tourism.
- ([Source: https://www.independent.co.uk/travel/news-and-advice/most-overcrowded-tourist-destinations-amsterdam-rome-venice-warsaw-dubrovnik-a8108096.html](https://www.independent.co.uk/travel/news-and-advice/most-overcrowded-tourist-destinations-amsterdam-rome-venice-warsaw-dubrovnik-a8108096.html))

Positive Environmental Impacts

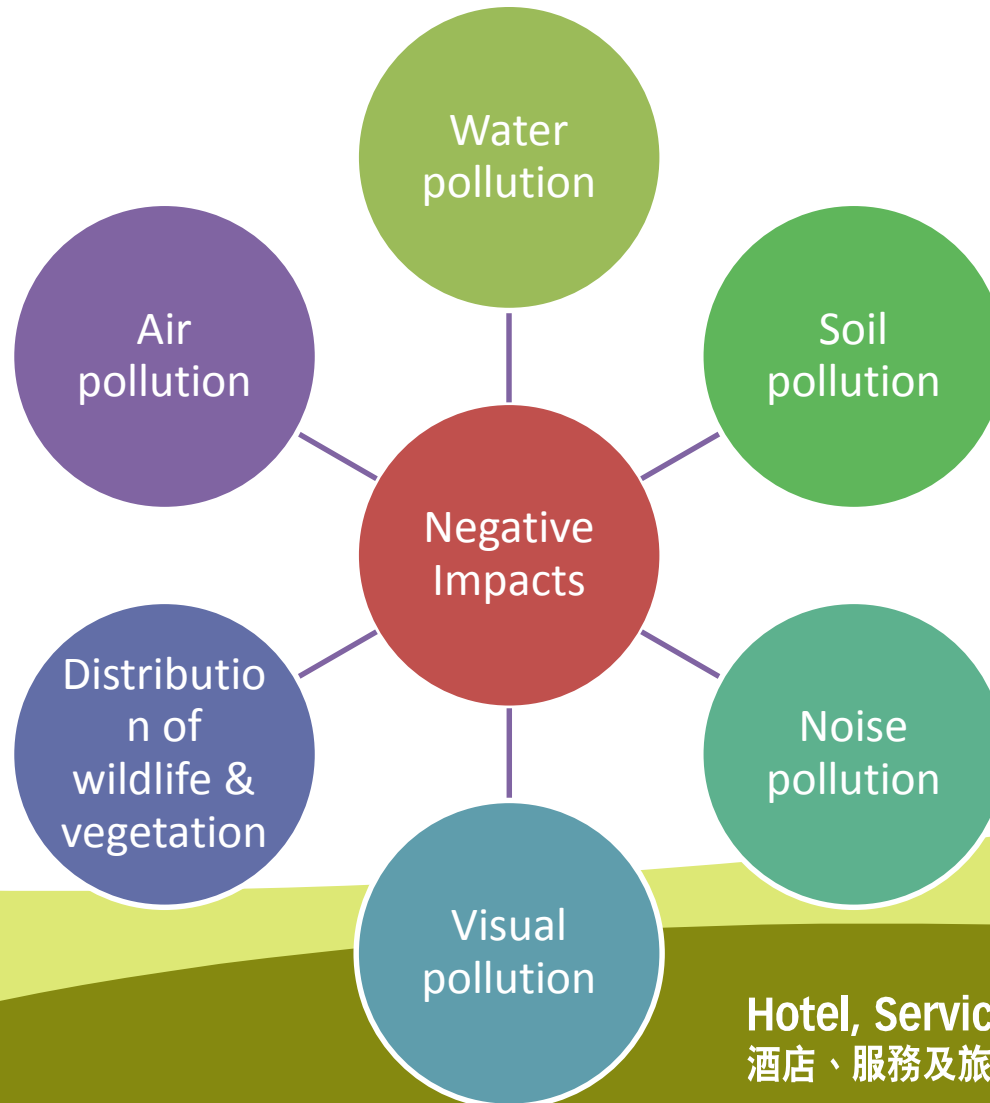
Preservation and conservation of environment

Enhancement of environment

Development of environmental awareness

Negative Environmental Impacts

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Video on Tourism Impacts



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Impact of Tourism on the Himalayas

<https://www.youtube.com/watch?v=bWXL00taMo>

Tourism Organisations

Tourism Commission



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- Vision and Strategy
 - http://www.tourism.gov.hk/english/about/abt_vision.html
- Major tourism projects
 - <http://www.tourism.gov.hk/english/current/current.html>
- Review of the Operation and Regulatory Framework of the Tourism Sector in Hong Kong
 - http://www.tourism.gov.hk/english/papers/files/consultation_paper_en.pdf
- Development blueprint for Hong Kong's Tourism Industry
 - http://www.tourism.gov.hk/popup/files/Development_Blueprint_for_Hong_Kongs_Tourism_Industry_Eng.pdf

The End

