INTRODUCTION in WORLD TOURISM
1. What is Tourism, Tourist and Excursionist
2. Tourism Economic Importance
3. Code of Ethics for Tourist
At the end of the lesson, the students should be able to:
1. Define tourism, tourist and excursionist
2. Identify economic importance of Tourism
3. Enumerate and discuss the Code of Ethics for Tourist
WHAT IS TOURISM?
Tourism

• A composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are travelling away from home.
Tourism

• Is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travelers.
Tourism: World Tourism Organization

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.
Travelling for predominantly recreational or leisure purposes or the provision of services to support this leisure travel.
What is a tourist?

“People who travel to and stay in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited"
What is an excursionist?

An excursionist is a person who spends less than twenty-four hours at a destination and when he/she needs to sleep goes back to his/her town, hotel or residence that is different from the visited destination.
Tell whether the statement is a characteristic of a tourist or not.

1. A family from Manila visiting Biliran for the weekend.
   Answer: Tourist

2. A man from Belfast attending a weekend business conference in Galway.
   Ans. Tourist
3. An Irish couple going to live in New York.
   Ans. Not Tourist

4. A group of school children on a day trip to the Hill of Tara.
   Ans. Not Tourist

5. A boy swimming in his local swimming pool on the weekend.
   Answer: not tourist
6. A Hollywood director flying to Ireland to spend six months making a film.
   Answer: tourist

7. A woman from Cork flying to London for the day for a business meeting.
   Answer: not tourist

8. A Dublin teenager on a foreign exchange trip to France.
   Answer: tourist
9. A group of people from Wicklow on a pilgrimage to Fatima.
   Answer: tourist

10. An Irish girl visiting her sister who lives in Frankfurt.
    Answer: tourist
Four Perspective of Tourism

- **The tourist.** The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
The business providing tourist goods and services. Businesspeople see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.
• The government of the host community area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from the business.
• **The host community.** Local people usually see tourism as a cultural and employment factor. Of importance to this group, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.
Components of Tourism and Tourism Management:

1. **Tourists** - The very heart of the tourism phenomenon model and the travel experiences that he/she seeks when visiting a tourism destination.
Components of Tourism and Tourism Management:

2. Natural Resources and Environment - A fundamental dimension of the model, the very basis of much tourism.
A. Physiography - the nature and appearance of its landscape.
Component of Natural Resources and Environment:

B. Climate – the kind of weather it has over a period of years. Example: the conditions of heat and cold, moisture and dryness, and wind.
C. People – Two very important categories of individuals:

1. Those who belong to the destination (its residents).

2. Those who are current or potential visitors to the destinations (the tourism market).
Components of Tourism and Tourism Management:

3. **Built Environment** - Another dimension of tourism phenomenon that has been created by man. This includes:

A. Culture – is relatively a very permanent characteristic of a destination, and one that cannot and should not be changed simply to enhance tourism development.
B. Infrastructure – Examples are roads, sewage systems, communication networks, and many commercial facilities (supermarkets and retail stores). This has been put in place to meet the needs of the local residents. This also can be important to visitors.
C. Tourism Superstructure – includes those facilities that have been developed especially to respond to the demands of visitors. Examples: Hotels, restaurants, conference centers, car rentals, and major attractions. The characteristics of components of the superstructure are essentially determined by visitor wishes rather than residents desires.
D. Technology– is one of the most recent, and still increasingly influential, dimensions of the built environment that is shaping the nature of both tourism products/services and travel experiences. Considered as one of the most distinctive and most powerful characteristic of the built environment. Examples: Jet air craft, telecommunications technology, computer technology,
E. Information—recent addition to the built environment. The success of a destination is determined by its ability to assemble, interpret, and utilize information in an effective manner.
F. Governance– a dimension of tourism that often receives inadequate attention. The system of governance surrounding tourism (the legal, political, and fiscal systems regulating its functioning) has a profound impact on the ability of a destination to compete in the international marketplace and subsequently plays a major role in determining the profitability of individual firms.
4. **Operating Sectors of the Tourism Industry** - represent what many of the general public perceive as tourism.

A. Transportation sector—comprising of airlines, bus companies, and so on, tends to typify the movement of people and travel.
B. Accommodation sector— which includes many well-known brands such as Hilton, Marriott, Howard Johnson, Best Western and so on.

C. Food services sector – contains a broad spectrum of brands and logos that have become part of everyday life in many communities. Examples: McDonalds, Pizza Hut, Burger King, KFC.
D. Attractions sector–well-known icons in the tourism industry. Examples: the undisputed leader of the attraction world, Disneyland/Walt Disney World. Louvre museum in Paris, France; the Hermitage in St. Petersburg, Russia; Marineland and Knott’s Berry Farm in the United States; the pyramids in Egypt; Stonehenge in the United Kingdom; Acropolis in Athens, Greece; and Niagara Falls, Canada.
E. Events sector– Its icons include the Oktoberfest in Munich, Germany; Calgary Stampede in Canada; the Mardi Gras of New Orleans and Rio de Janeiro, Brazil; The Boston Marathon; and the Super Bowl in the United States; as well as transient events as World Cup Soccer and the International Summer and Winter Olympic Games.
F. Adventure and outdoor recreation sector– It include golfing, skiing, snowboarding, white water rafting, parasailing, hang gliding, mountain biking, and mountaineering. Most of these activities are characterized by both an element of thrill seeking and an element of being outdoors. A closely related desire for closeness to nature has given rise to the phenomenon of ecotourism—a travel activity in natural setting.
H. Trade sector and tourism services—Less glamorous but still essential to the success and well-being of the tourism industry. The travel trade is composed of the retail travel agent and the wholesale tour operator. Both of these entities are critical linking experience suppliers and the tourist.
5. *Spirit of Hospitality* - The challenge facing destinations is to deliver their experiences in a way that enables the visitors to believe they are welcome, that they truly are guests. Tourists naturally recognize that they are transient visitors, destinations must first train industry personnel to treat the tourist with fairness, respect, and a level of politeness.
Second, the destination must encourage its permanent residents to behave as friendly hosts to visitors who are in unfamiliar surroundings. They should convey a friendly attitude and when required, offer basic information and a helpful hand. These gestures will do much to foster a destination spirit of hospitality that will, in turn, greatly enhance the perceived value of all the other aspects of the visitation experience.
6. Planning, Development, Promotion, and Catalyst Organizations (PDPCO)- It is the visionaries, policy makers, strategic planners, and individuals and groups who “make the right things happen” that are increasingly a determinant of successful tourism. In effect, in tourism it is as critical that we “do the right things” as that we “do things right.”
This means simply that policy makers need to ensure that their destination offers the kinds of travel experiences that are most appropriate to the visitor, always keeping in mind any limitations imposed by the resources of the destination.
One dimension of Figure 1.2 that is essential to note is the “wavy line” that forms the interface between the public and private sectors at all levels. This line is intended to convey the importance of integrated or collaborative planning and development efforts.
8. The Processes, Activities, and Outcomes of Tourism - For successful tourism, the Destination Management Organization (DMO) in collaboration with all stakeholders must define the tourism philosophy of the destination and formulate a supportive policy, vision, and strategy. These in turn, provide direction and guidance for the detailed planning and development initiatives that will determine the nature and quality of the experiences.
the destination is capable of offering. The availability of these “experience offerings” must be made known to potential visitors through effective marketing. Successful marketing attracts a broad range of visitors whose behaviors provide them with enjoyment and memorable experiences. These behaviors can give rise to both positive and negative impacts. The positive impacts pertain largely to the economic benefits.
The negative impacts largely concern the ecological, social, cultural and commemorative integrity of the destination. The success of marketing efforts requires two subsequent activities. First is systematic monitoring of the levels and quality of visitation as well as visitor satisfaction regarding experiences and the destination.
Second is a comprehensive program of stewardship to ensure that the success of tourism does not destroy the natural resources on which tourism depends so heavily. The final activity that is essential to long-term success of tourism is an ongoing process of evaluation.
9. **Careers in Tourism** - These functions range from relatively simple jobs to highly sophisticated and demanding tasks.
• Airlines
• Bus Companies
• Cruise Companies
• Railroads
• Rental Car Companies
• Hotels, Motels, and Resorts
• Travel Agencies
• Tour Companies
• Food Service
• Tourism Education
• Tourism Research
• Travel Communications
• Recreation and Leisure
• Attractions
• Festivals and Events
• Sports Tourism
• Tourist Offices and Information Centers
• Convention and Visitors Bureaus
• Meeting Planners
• Gaming
Economic Importance of Tourism

1. Multiplier Effect
The more tourist dollars entering a local economy, the greater the economic benefit.
2. Employment Opportunities

Tourism is a labour intensive industry and creates many job opportunities, especially for young people and part-time and full-time workers.
3. Opportunities for Business

Tourism creates opportunities for the establishment of new products, facilities and services and expansion of existing businesses which would not otherwise be justified solely on the resident population.
4. Improved Transport Services

Tourism can stimulate the establishment of new and improved transport services to and within a regional area.
Code of Ethics for tourist
1. Travel in a spirit of humility and with a genuine desire to learn more about the people of your host country.
2. Be sensitively aware of the feelings of other people, preventing what might be offensive behaviour on your part. This applies very much to photography.
3. Cultivate the habit of listening and observing, rather than merely hearing and seeing.
4. Realize 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’s 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 so do not expect special privileges.
8. Do not make promises to people in your host country unless you are certain you can carry them through.
9. Spend time reflecting on your daily experiences in an attempt to deepen your understanding.