

ENGLISH
LANGUAGE AND CULTURE
Lesson 2

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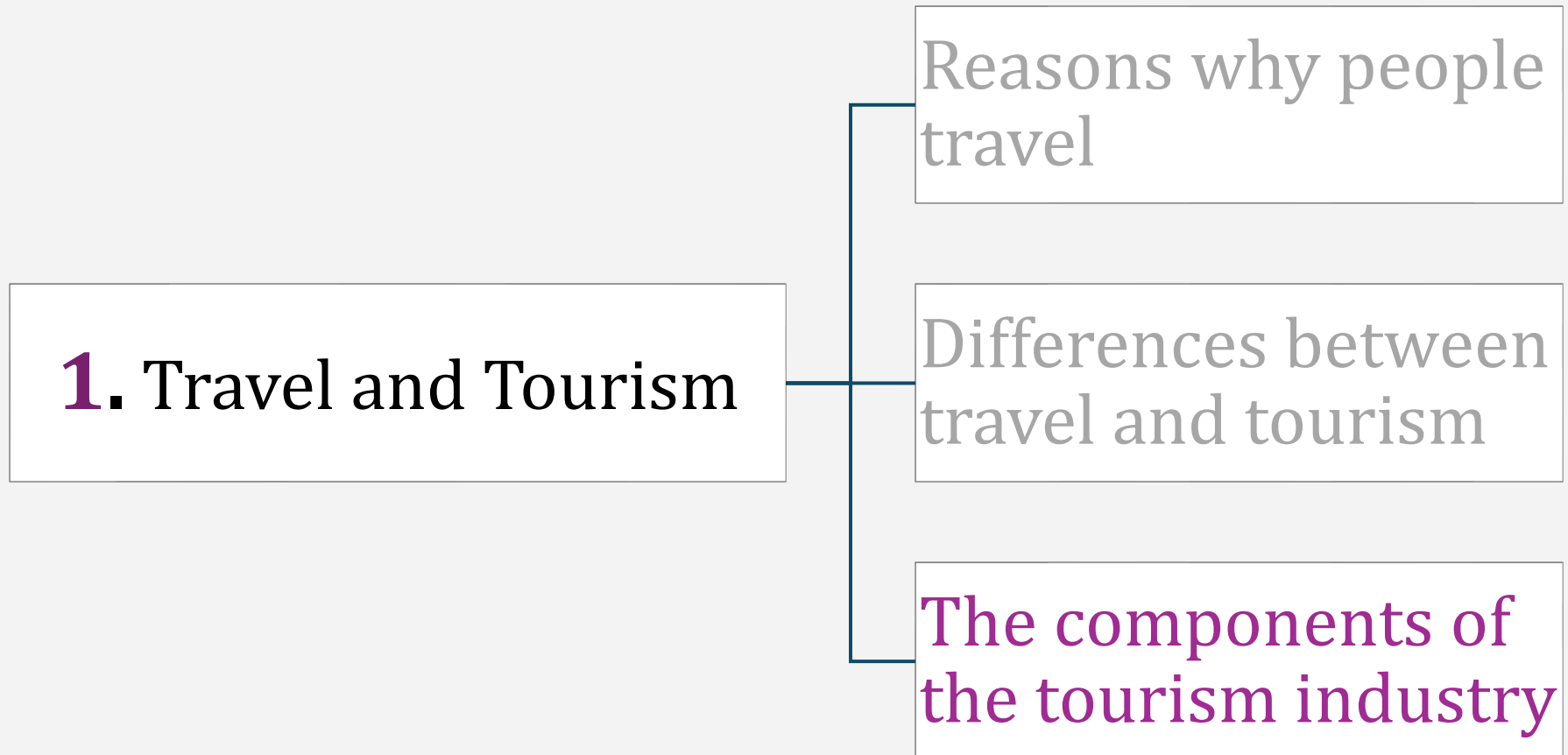
LM-49

International Tourism and Destination Management

Dipartimento di Scienze della Formazione, dei Beni Culturali e del Turismo

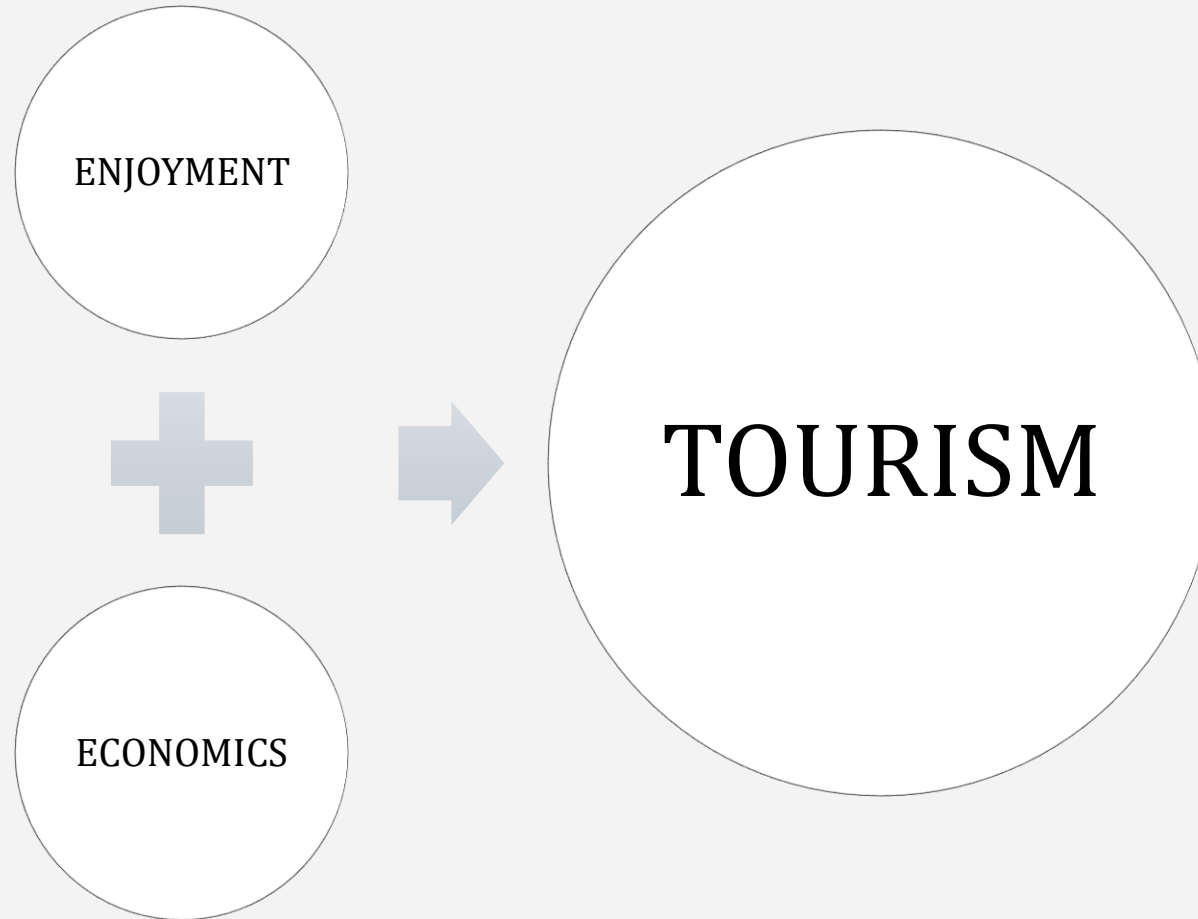
Università di Macerata

Part 1: Travel and Tourism



Travel and Tourism as an academic area

Travel and Tourism



Travel and Tourism

Understanding
tourism is
essential

- 1.employment / foreign exchange
- 2.infrastructure development
- 3.cultural exchange
- 4.sustainability challenges
- 5.societal footprint

Travel and Tourism as an academic area

- a recognised academic area
- a course of study
- a popular but relatively young subject, that remains contentious

Travel and Tourism as a subject

- disagreement about the reason for studying travel and tourism:
 - seen as a vocational subject
 - powerful reasons for studying it as an academic subject
 - often claimed to be the world's largest industry.
 - a major social phenomenon
 - significant economic, environmental and socio-cultural consequences for destinations
 - an integral part of modern life, deserving of academic study

Travel and Tourism

study of travel and tourism



the social activity of tourism



through the process of travelling and staying in destinations



collectively, *tourists spend huge sums of money*



making travel and tourism *one of the world's largest economic sectors*



for many countries, a vital industry

Travel and Tourism

The study of travel and tourism=

- how, why and where people travel as tourists
- how the travel industry can effectively and profitably cater for tourists
- how destinations can harness and manage tourism to their benefit

travel and tourism

cannot be described
as an academic
discipline

a subject area that
draws on a variety of
disciplines

Tourist motivation

a popular topic

relevant to understanding

- tourism marketing
- product development
- destination management

Travel and Tourism

Jafar Jafari (1989 Annals of Tourism Research)

- multidisciplinary understanding of travel and tourism
- four stages, or platforms, upon which the study of tourism has been based

1. *ADVOCACY* platform
2. *CAUTIONARY* platform
3. *ADAPTANCY* platform
4. *KNOWLEDGE* platform

Travel and Tourism

1. advocacy platform

- International mass tourism - early 1960s
expanding international business

2. cautionary platform

- study of the social, cultural and environmental
impacts of travel and tourism

3. adaptancy platform

- idealistic period - 1980s alternative / sustainable tourism

4. knowledge platform

- holistic studies – early 1990s

Travel and Tourism

Travel and tourism can be subdivided into a number of broad thematic areas:

1. The business of travel and tourism
2. The demand for tourism
3. Forms of travel and tourism
4. Tourism products and markets
5. Tourism, culture and heritage
6. Planning and managing travel and tourism

Travel and Tourism

Thematic area **1** “**THE BUSINESS OF TRAVEL AND TOURISM**” = the tourism industry

- different sectors of the industry (transport, tour operations, attractions or accommodation)
- functional elements of business and management (marketing, human resource management)
- legal aspects of tourism
- e-commerce or e.tourism (a relatively new sub-theme)

Travel and Tourism

Thematic area **2** “**THE DEMAND FOR TOURISM**”

- consumer behaviour of tourists, analysis of actual trends and flows in travel and tourism
- tourism demand process, tourist motivation, the psychology of travel and tourism, tourist typologies, consumer culture and changes in the nature of demand

Travel and Tourism

Thematic area **3** “**FORMS OF TRAVEL AND TOURISM**”

- specific destinational categories
- particular destinations: countryside (rural tourism), towns and cities (urban tourism), island tourism and marine tourism.

Thematic area **4** “**TOURISM PRODUCTS AND MARKETS**”

- ‘the holiday’.
- non-leisure purposes
- increasing variety of travel and tourism experiences

Travel and Tourism

Thematic area **5** “**TOURISM, CULTURE AND HERITAGE**”

- a dominant theme in the study of travel and tourism
- the consequences of tourism development on destination cultures
- culture and heritage as a tourism product
- travel and tourism as a modern cultural phenomenon.

Travel and Tourism

Thematic area **6** “**PLANNING AND MANAGING TRAVEL AND TOURISM**”

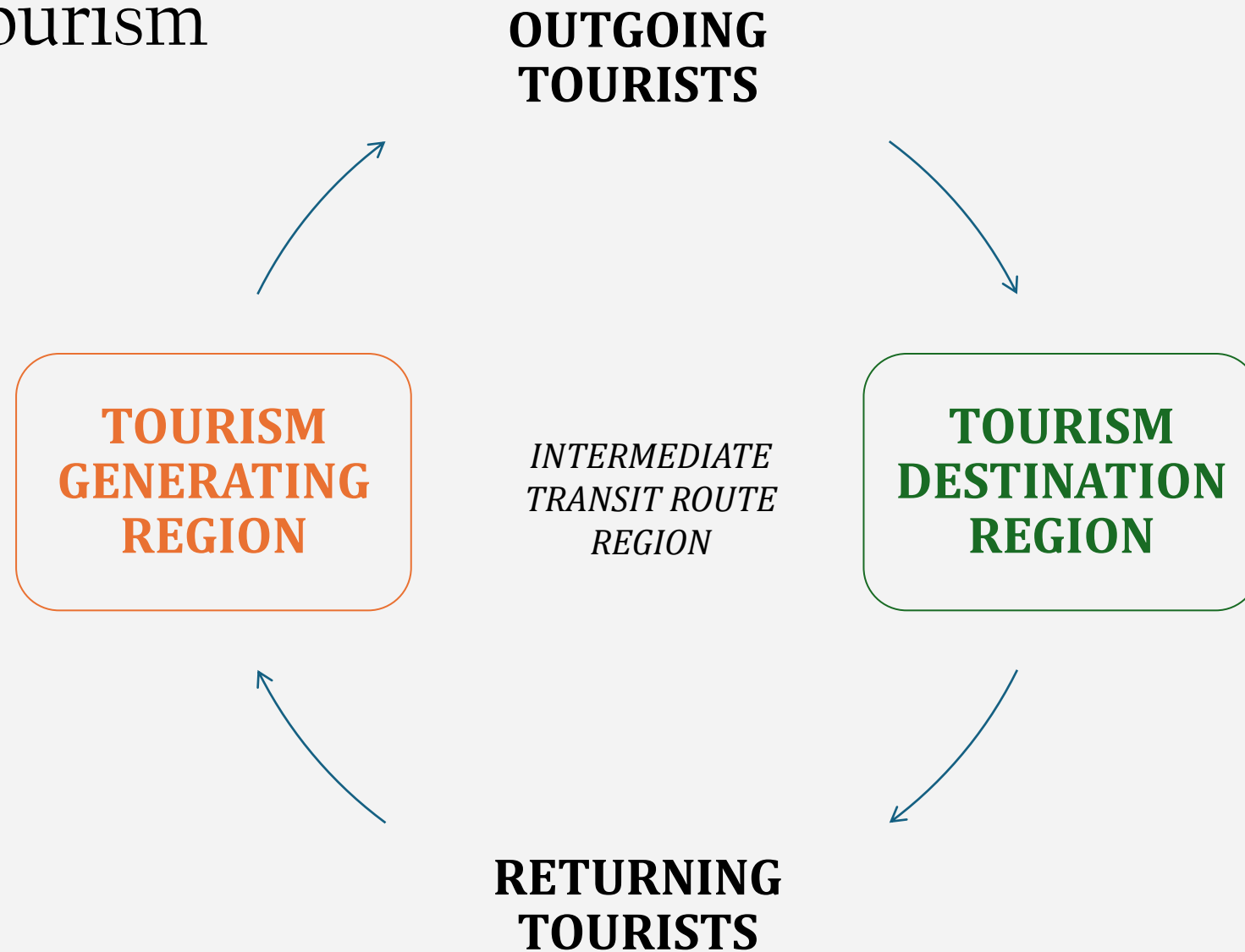
- effective planning and management of tourism, which includes
 - tourism policy and planning,
 - tourism impacts,
 - tourism and regional/national development,
 - destination or resort management,
 - tourism development models
 - visitor management

Travel and Tourism

Given the variety of disciplinary perspectives and the vast array of topics included in travel and tourism courses, how can a common thread be found or an overall picture of the subject developed?

Travel and Tourism

Neil Leiper
(1970s)
model of the
***'TOURISM
SYSTEM'***



Travel and Tourism

- A. What is the travel and tourism industry?
- B. What are the constituent sectors or elements of the industry?
- C. How are these sectors related?
- D. What is the 'product' of the travel and tourism industry?

Travel and Tourism

A. What is the travel and tourism industry?

all the individuals, businesses and organisations that, collectively, provide the products, services and overall experiences that tourists 'consume' or enjoy

It facilitates people's participation in tourism.

Travel and Tourism

A. What is the travel and tourism industry?

- highly diverse
- most businesses are SMEs
- highly fragmented
- private-sector dominated
- difficult, if not impossible, to manage or control

Argument: can it actually be described as an industry?

Travel and Tourism

A. What is the travel and tourism industry?

- many sectors of travel and tourism are industries in their own right.
- some tourism products and services are provided by businesses that are not travel and tourism organisations.
- many organisations are in the public/ voluntary sectors
- no management structure or trade body for the 'industry' as a whole.

Travel and tourism is a *PRODUCTION SYSTEM*

Its characteristics vary according to particular destinations/markets

Travel and Tourism

B. What are the constituent sectors or elements of the industry?

most visible sectors are hotels, transport operators, travel retailers and attractions

organisations from the public and voluntary sectors (at the global, regional, national and local levels) different degree of power

Travel and Tourism

B. What are the constituent sectors or elements of the industry?

categories of businesses within the travel and tourism industry/production system:

1. PRINCIPALS
2. INTERMEDIARIES
3. PRIVATE SECTOR SUPPORT
4. PUBLIC SECTOR SUPPORT
5. SECTORAL ORGANISATIONS
6. TOURISM ORGANISATIONS
7. DESTINATION ORGANISATIONS



T&T industry

Travel and Tourism

C. How are the sectors related?

Chain of distribution:

- producers/principals – intermediaries – customers
- producers/principals (websites/GDS) – retail outlets / customers

Travel and Tourism

C. How are the sectors related?

Chain of distribution:

- online sales (e.tailing) online businesses (dot.coms) - customers (create their own package holiday)
- principals - links to other products

Travel and Tourism

D. What is the 'product' of the travel and tourism industry?

1. The 'total' tourism product, a collection of tangible and intangible components (V.Middleton)
2. Tourists as both consumers and producers, tourism is a service

The tourism 'product' is, in fact, a ***TOURISM EXPERIENCE***

Travel and Tourism

D. What is the 'product' of the travel and tourism industry?

As with most service products, the tourism product is characterised by:

1. PERISHABILITY –
2. HETEROGENEITY/VARIABILITY
3. INSEPARABILITY
4. INTANGIBILITY

In addition to these generic service characteristics, travel and tourism products in particular are also characterised by:

- 1 High fixed costs/low variable costs
- 2 Fixed supply capacity
- 3 Complementarity

Travel and Tourism

T&T is not an industry in the traditional sense of the word but a ***production system***

T&T system produces **interim outputs**
(potential services)



Such outputs become tourist **experiences** at the
point of consumption



The nature of such experiences is infinitely variable

Travel and Tourism as a production system

Travel and Tourism

1980s: few in the industry, /within governments were aware of the importance of the T&T importance

1990: WTTC (World Travel & Tourism Council) was established

1991: first AGM in Washington

Travel and Tourism

WTTC core values and purpose

- Governments recognising Travel & Tourism as a top priority
- Business balancing economics with people, culture and environment
- A shared pursuit of long-term growth and prosperity

Travel and Tourism

2008-2009 GLOBAL ECONOMIC CRISIS



Travel and Tourism

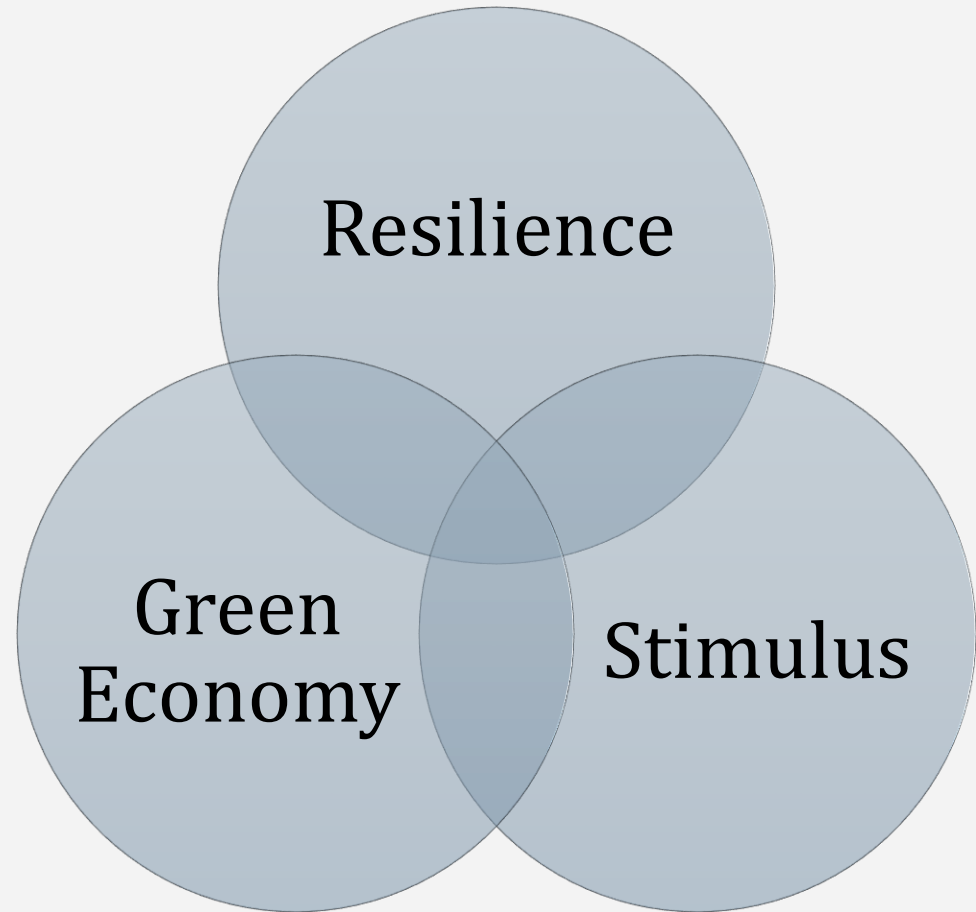
Roadmap for Recovery developed by UN Tourism

October 2009

strategic guidelines

to support the global
economy and the tourism
sector

based on three interlocking
action areas:



Travel and Tourism

Roadmap for Recovery developed by UN Tourism action interlocking areas:

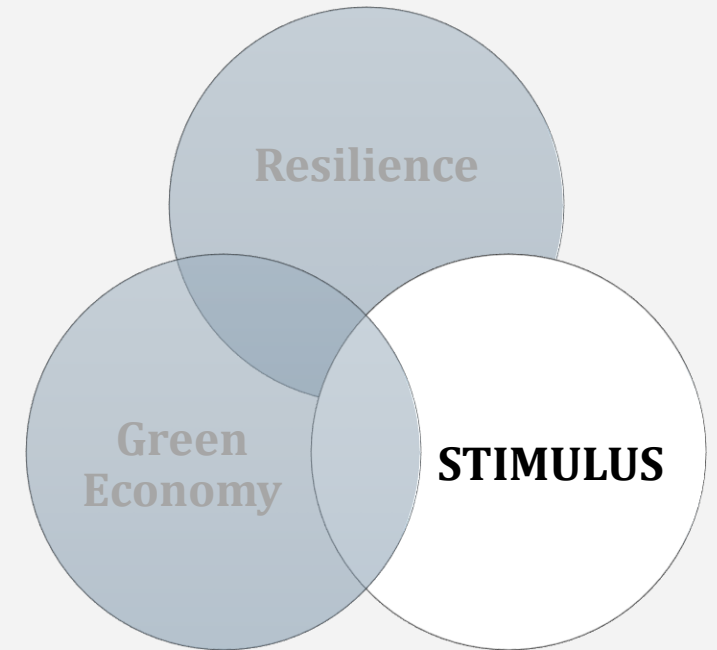
- Focus on Job Retention and Sector Support
- Understand the Market and Respond Rapidly
- Boost Partnerships and 'Coopetition'
- Advance Innovation and Technology
- Strengthen Regional and Interregional Support



Travel and Tourism

Roadmap for Recovery developed by UN Tourism action interlocking areas:

- Create New Jobs – particularly in SME's
- Review Tax and Visa Barriers to Growth
- Improve Tourism Promotion and Capitalize on Major Events
- Include Tourism in Aid for Trade and Development Support



Travel and Tourism

Roadmap for Recovery developed by UN Tourism action interlocking areas:

- Develop Green Jobs and Skills Training
- Respond Effectively to Climate Change
- Profile Tourism in all Green Economy Strategies
- Encourage Green Tourism Infrastructure Investment
- Promote a Green Tourism Culture in Suppliers, Consumers and Communities



Travel and Tourism

- **2019**: one of the world's largest sectors, accounting for
 - 7% of global trade
 - 10.6% of all jobs (334 million)
 - creating one in 4 jobs
 - 10.4% of global GDP
- **2020**: one of the sectors most affected by the Covid-19 pandemic
 - 5.5% of global GDP = reduce global GDP by 1.5% to 2.8%
 - total jobs declined from 334 to 272 million (62 million of job losses all around the world)

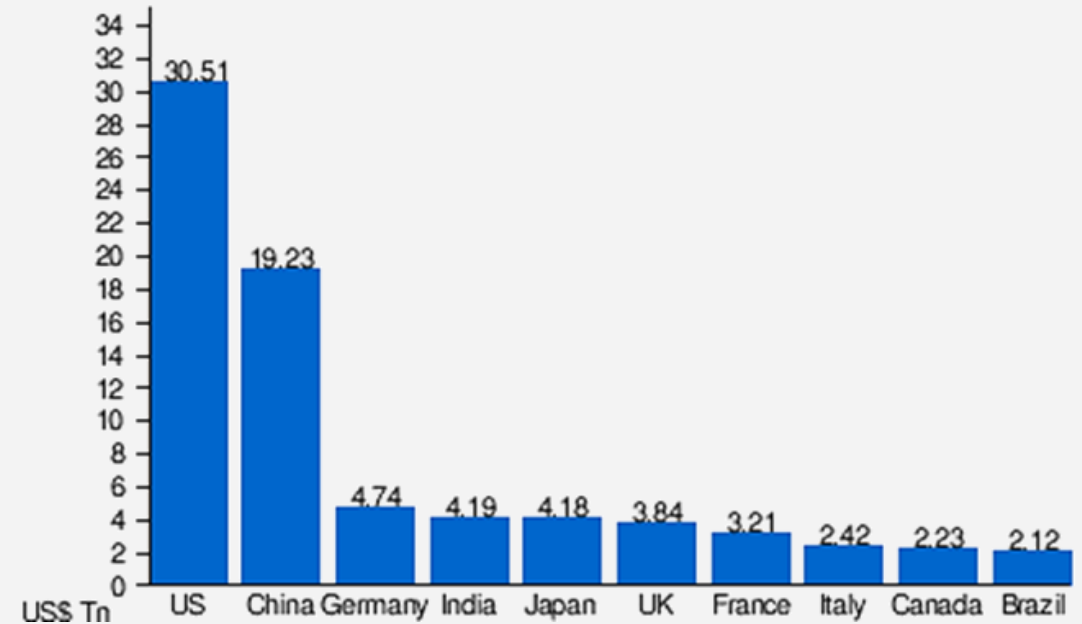
Travel and Tourism



<https://youtu.be/mpJ9LCGK4HE?si=dMJwFdRiAy9azeIz>

Travel and Tourism

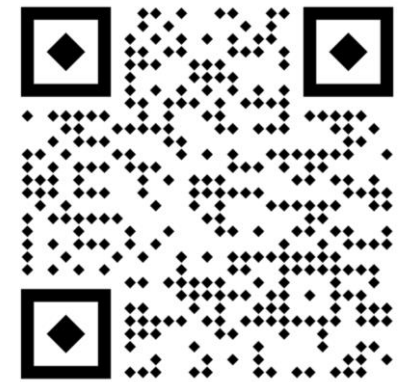
- T20
- TDGDP
- G20 economies
 - 85% GDP
 - 75% global trade
 - 2/3 world population.
- G20 in 2024
 - 68% international tourists
 - 71% tourism exports



[UN Tourism Data Dashboard | Key Indicators](#)

Travel and Tourism

- **Five Priorities for Tourism's Restart**
 - Mitigate socio-economic impacts on livelihoods
 - Boost competitiveness and build resilience
 - Advance innovation and digital transformation of tourism
 - Foster sustainability and green growth
 - Coordination and partnerships to restart and transform sector towards achieving SDGs



UN_covid19_tourism

Travel and Tourism



Reviving tourism industry post-COVID-19: A resilience-based framework

Travel and Tourism industry components

The components of Travel and Tourism can be broadly divided into key areas:

**LODGING AND
CATERING**

TRANSPORT

**ANCILLARY
SERVICES**

**TOURIST
ATTRACTIONS**

**INFORMATION
AND GUIDING**

**TRAVEL
AGENTS**

**TOUR
OPERATORS**

Travel and Tourism (CLITT)

The main actors involved in the T&T industry are:

1 ACCOMMODATION PROVIDERS

an essential part of tourism

2 CATERING PROVIDERS

a key facility

a tourist attraction themselves

Travel and Tourism (CLITT)

The main actors involved in the T&T industry are:

3 TRANSPORT PROVIDERS

all methods of transportation including air, land and water travel

4 ANCILLARY SERVICE PROVIDERS

Tour agents/guided tours

Currency exchange

Car hire/bicycle hire

Travel and Tourism (CLITT)

The main actors involved in the T&T industry are:

5 TOURIST ATTRACTIONS

natural

built (Man-Made)

events

6 TOURIST INFORMATION AND GUIDING SERVICES

services provided by Tourist Boards and Tourist Information Centres (TIC)

Travel and Tourism (CLITT)

The main actors involved in the T&T industry are:

7 TRAVEL AGENTS

intermediaries

provide information

8 TOUR OPERATORS

create holiday packages