

ENGLISH
LANGUAGE AND CULTURE
Lesson 1

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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

COURSE STRUCTURE

COURSE MATERIALS / ACTIVITIES

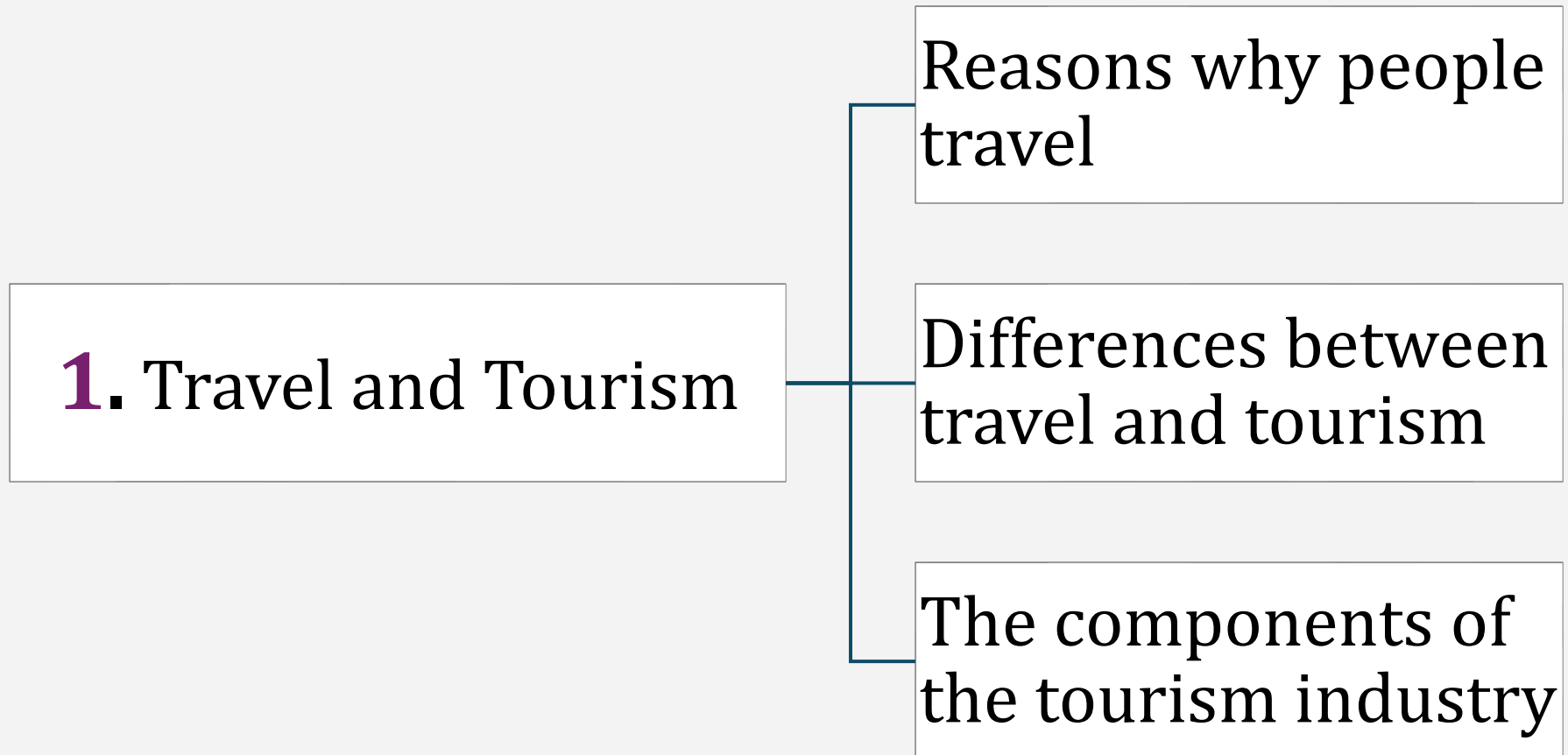
- The course focuses on enhancing students' proficiency in the language needed by those working in the tourism industry.
- Students are expected to show reading/listening skills at B2 level.
- The course will cover topics aimed at promoting (inter)cultural awareness.

Course structure

The course will be structured in 7 sections:

1. Travel and Tourism
2. Tourism in time
3. Tourist destinations
4. Tourism and culture
5. Tourism marketing
6. Tourism for SDGs
7. Tourism management

Part 1: Travel and Tourism



COURSE

MATERIALS and ACTIVITIES

COURSE MATERIALS / ACTIVITIES

- (A) PAGE S.; ***Tourism management*** (6th Edition 2019)
ROUTLEDGE, Abingdon, Oxon, OX 14 4RN; 978-1-138-39116-1
- (A) Picello R .; ***English for Cultural Tourism Management and Interpretation***; Libreria Universitaria Edizioni Padova; 2017; 978-88-6292-939-4
- (A) Strutt P.; ***English for International Tourism*** (Upper Intermediate); Pearson Harlow; 2013; 978-1-4479-2391-6

COURSE MATERIALS / ACTIVITIES

- (C) Picello R.; ***Understanding Heritage. English for Cultural Heritage, Tourism and the Visual Arts***; Libreria Universitaria Edizioni Padova; 2016; 978-88-6292-810-6
- (C) Sharpley R.; ***The Study of Tourism. Past Trends and future directions***; Routledge, Abingdon, Oxon, OX 14 4RN; 2017; 978-1-138-08115-4
- (C) Maci S.M.; ***English Tourism Discourse***; Hoepli; 2020; 978-88-203-9942-9

COURSE MATERIALS / ACTIVITIES

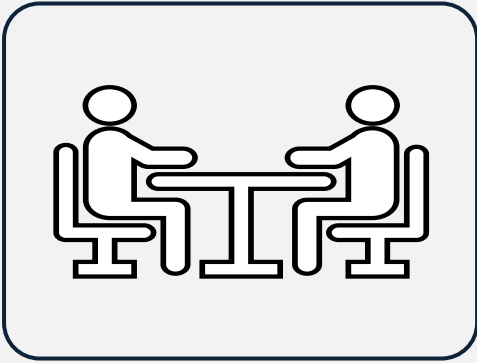
- English is the only language to be used in the course.
- Students are expected to show reading/listening skills at B2 level.
- Students are encouraged to actively engage in speaking activities and collaborative learning, therefore attendance is advised.

Meet your teacher

COURSE MATERIALS / ACTIVITIES

- LANGUAGES
- TRAVELLING
- TEACHING
- READING / BINGEWATCHING

Teacher-Students meetings

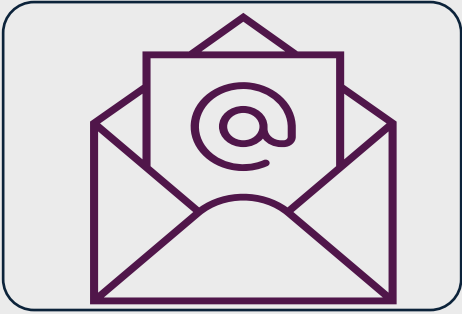


Wednesdays 5pm-6pm
live meeting in room 218



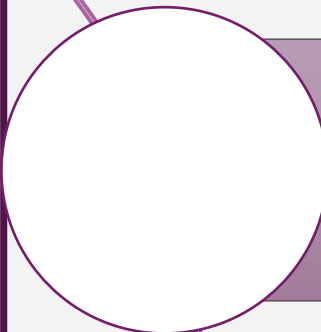
Thursdays 8,30 pm – 9.30 pm
online meeting via [Teams](#)

Contact details

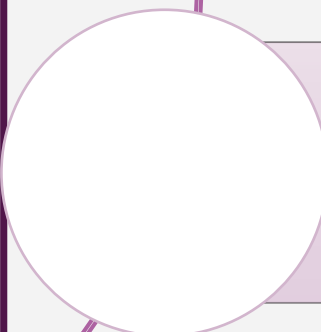


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Identify the difference between



TRAVEL



TOURISM

What does T & T mean?

TRAVEL

- The act of moving from one place to another, regardless of purpose or duration.

TOURISM

- Travel that involves visiting places for **leisure, recreation, or cultural interest**, typically for a limited time and with the purpose of coming back

<https://www.untourism.int/glossary-tourism-terms#T>

Part 1: Travel and Tourism



**Provide
definitions
for the
following**

CROSSING

EXCURSION

EXPEDITION

FLIGHT

JOURNEY

OUTING

RIDE

TOUR

TRIP

VOYAGE

Part 1: Travel and Tourism

1

Reasons why people travel: why are they important?

- The psychologists' approach and tourism industry.
- Tourists are not like any other consumer.

Part 1: Travel and Tourism

1

“There are several critical dimensions that create differences between tourist behaviour and consumer behaviour. One such major difference lies in the extended phases that surround tourist activities.” (Pearce, 2005)

Part 1: Travel and Tourism

1

Extended phases that surround tourist activities:

- an anticipation or pre-purchase stage
- an on-site experience
- a return travel component
- the extended recall and recollection stage.

Part 1: Travel and Tourism

1

The consumption of tourism is
based on the experience

A holiday is about dreams,
expectations of enjoyment and satisfaction

Part 1: Travel and Tourism



Discuss
these
questions
in pairs

When was the last time your
travelled?

How long did you go for?

Where did you go?
Was it abroad?

How did you get there?
Which means of
transportation did you take?

Who did you travel with?
Family or friends?

What did you do there?

What type of accommodation
did you stay in?

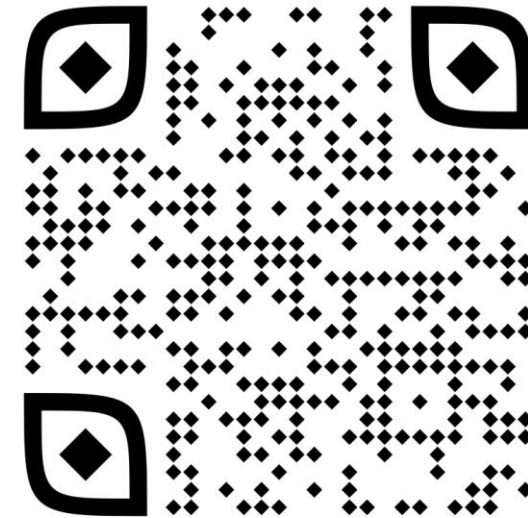
What kind of services did you
pay for?

Part 1: Travel and Tourism



Guess why the people in the picture are travelling.

- LEISURE
- BUSINESS
- VISITING FRIENDS AND RELATIVES (VFR)
- OTHER: SPORTS, ADVENTURE, EDUCATION



travellers motivations

Part 1: Travel and Tourism



Order
these
reasons
for
travelling

Achieve personal growth.

Visit unexplored territories.

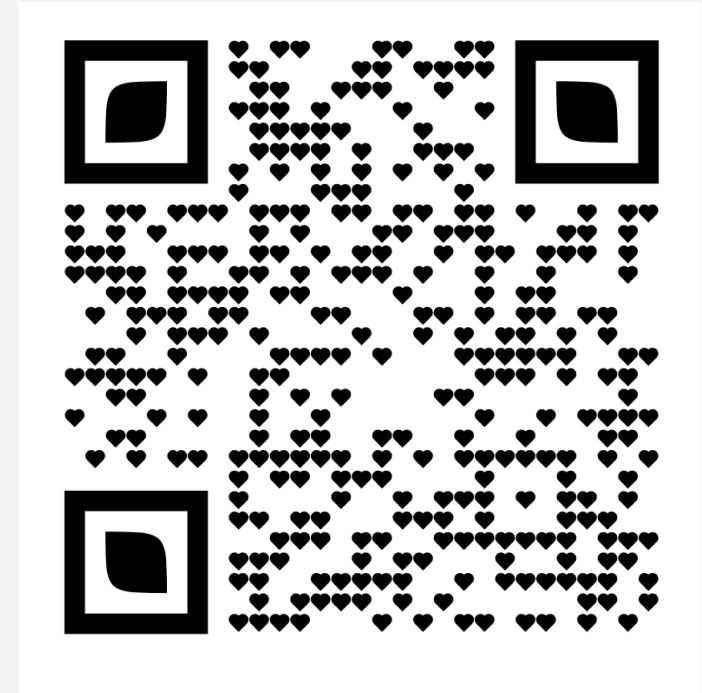
Improve your mental and physical well-being.

Become a more open-minded individual.

Part 1: Travel and Tourism



- Some more opinions for / against tourism.
- Can you relate to any of them?
- Does any of them surprise you?



Part 1: Travel and Tourism

1

Tourist behaviour is influenced by the interaction between:

- the tourist
- the choice of destination
- on-site experiences
- outcomes that impact on the tourists' enjoyment.

Part 1: Travel and Tourism

1

What is tourism demand?

- *'the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their places of work and residence'* (Mathieson and Wall 1982: 1)
- *'the relationship between individuals' motivation [to travel] and their ability to do so'* (Pearce 1995:18).

Part 1: Travel and Tourism

1

What is tourism demand?

- *'the schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during a specified period of time'* (Cooper et al. 1993: 15)

Part 1: Travel and Tourism

1

There are three principal elements to tourism demand:

- EFFECTIVE or actual demand
- SUPPRESSED (potential / deferred) demand
- NO demand

Part 1: Travel and Tourism

1

Determinants of demand:

- economic factors
- social-psychological factors
- exogenous factors



Uysal (1998)

Part 1: Travel and Tourism

1

INTRINSIC AND EXTRINSIC APPROACHES TO MOTIVATION

- **intrinsic** motivation approach = ego enhancement
(because of the personal confidence building that
travel can encourage)

Part 1: Travel and Tourism

1

INTRINSIC AND EXTRINSIC APPROACHES TO MOTIVATION

- **extrinsic** motivational approach = family, society with its norms of behaviour, peer pressure from social groups and the dominant culture affects how tourism is viewed

Part 1: Travel and Tourism

1

- e.g. the 'Overseas Experience' (the 'big OE').
- **extrinsic** function: cultural form of tourism by visiting Europe, seeing relatives and friends
- **intrinsic** function as a long-haul trip

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1

Consumer decision-making process allows researchers to describe three elements, which condition demand:

- energizers of demand
- filterers of demand
- affecters

Part 1: Travel and Tourism

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Theoretical approaches to tourist motivation

Needs-based approaches

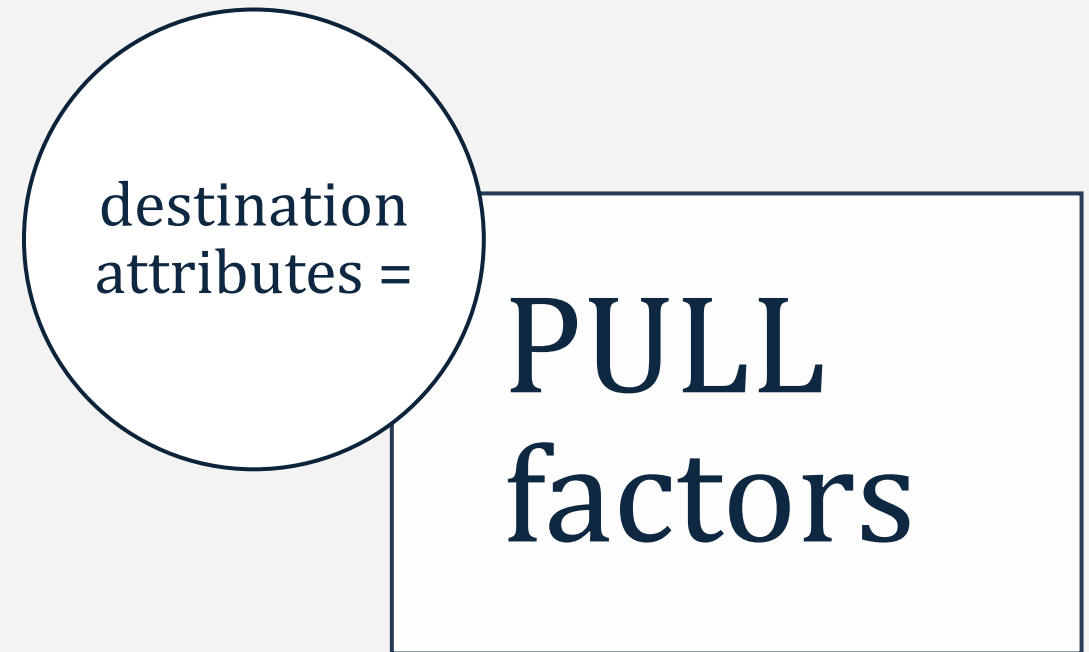
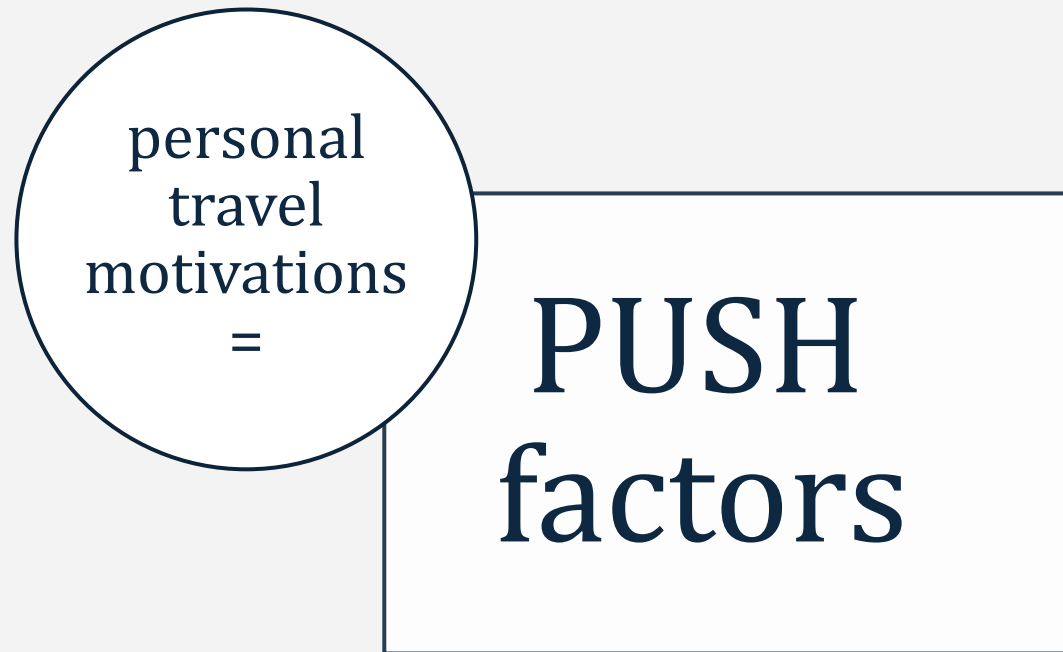
Values-based approaches

Benefits sought or realized approaches

Expectancy-based approaches

• Other approaches (Push/pull factors)

Identify push and pull factors in your experience.



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From this list, it is evident that tourism is unique in that it involves real physical escape reflected in travelling to one or more destination regions where the leisure experience transpires ... [thus] a holiday trip allows changes that are multidimensional: place, pace, faces, lifestyle, behaviour, attitude. It allows a person temporary withdrawal from many of the environments affecting day to day existence.

(Leiper 1984, cited in Pearce 1995: 19)

Part 1: Travel and Tourism

1

Studies of tourist motivation took many of Maslow's ideas forward and then applied more socio-psychological ideas in a tourism context

Dann's (1981) simplifies the principal elements of tourist motivation into a series of propositions including:

- travel as a response to what is lacking yet desired
- destination pull is in response to motivational push
- motivation may have a classified purpose
- motivation typologies
- motivation and tourist experiences.

Part 1: Travel and Tourism

1

McIntosh and Goeldner (1990) simplified further the ideas into:

- physical motivators
- cultural motivators
- interpersonal motivators
- status and prestige motivators.

Part 1: Travel and Tourism

1

Cohen (1974) used the type of experiences tourists seek to distinguish between four types of travellers:

- the organized mass tourist, on a package holiday
- the individual mass tourist
- the explorers
- the drifters

Part 1: Travel and Tourism

1

Plog (1974) psychographic types of travellers

- Psychocentrics = anxious, inhibited, less adventurous
- Allocentrics = adventurous, outgoing, seeking out new experiences

Part 1: Travel and Tourism

1

individuals have a 'career' in their travel behaviour where people

“start at different levels, they are likely to change levels during their life-cycle and they can be prevented from moving by money, health and other people. They may also retire from their travel career or not take holidays at all and therefore not be part of the system”

(Pearce 1993: 125)

Part 1: Travel and Tourism

1

The **TRAVEL CAREER LADDER** (Pearce 1993) was built on Maslow's hierarchical system and had five motivational levels:

- biological needs
- safety and security needs
- relationship development and extension needs
- special interest and self-development needs
- fulfilment or self-actualization needs.

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1

The **TRAVEL CAREER PATTERN (TCP)** (Pearce 2005) states that tourists will have different motivating patterns over their life cycle which will be impacted upon by their experience of travelling. He identifies three layers of travel motivation:

Part 1: Travel and Tourism

1

- layer 1, the common motives at the core of the TCP: novelty, escape, relaxation, enhancing and maintaining human relationships
- layer 2, motivators related to self-actualization (i.e. focused on the inner self) and a number of externally focused motives
- layer 3, an outer layer with lesser importance

Part 1: Travel and Tourism

1

- social class, employment or economic status impact upon participation in tourism
- other factors may come into play: the stage in the family life cycle
- income and class can contribute to social exclusion of those groups unable to participate in tourism
- gender and ethnicity are two other notable factors that impact upon tourism in terms of consumer behaviour

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Purchasing a holiday can take as long as a month to customers who are influenced by:

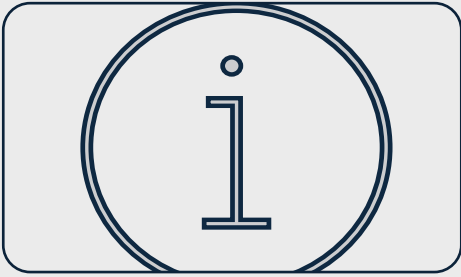
- the personality of the purchaser
- the point of purchase
- the role of the sales person
- whether the individual is a frequent or infrequent purchaser of holiday products
- prior experience.

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Taking a holiday and travelling are firmly embedded in modern society and although fashions, tastes and changes in travel habits may alter outward motivation, deep down the intrinsic motivation is a highly personal process for each and every tourist.

Traveller identity



<https://forms.gle/YFQQuc8NldKaEfQN9>