



Sustainable Tourism

Lecture:

**Demand Patterns /
Travel Trends and
Influences
PAST AND PRESENT.**

Lecture Objectives

- ▶ To Review the Historical Developments of Tourism
- ▶ To Outline the Demand for Tourism - PAST AND PRESENT.
- ▶ To Identify Current Tourists' Drives and Motivations for Tourism.
- ▶ To Probe the ideas behind "Exploration and its consequences.

Historical Development of Tourism

► <https://www.youtube.com/watch?v=83IVP1LxesU>



TOURISM DEMAND

THE DESIRE FOR
TRAVEL.
WHERE DID THIS
COME FROM?

How Did Tourism Begin... ?

- ▶ *Most sources point to the Sumerians' development of trade around 4000 bc as the birth of travel (Goeldner and Ritchie, 2009).*
- ▶ Vast trading networks during the fifteenth and sixteenth centuries.
- ▶ Travel was difficult and conducted only when necessary.
- ▶ Religious festivals and pilgrimage also added to the travel concept.
- ▶ Travel for pilgrimage is evident in many Asian countries from an early period when people journeyed to the mountains and rivers to visit ancestral gods and spirits (Sofield and Li, 1998).
- ▶ From the time of the ancient Egyptians, pilgrimages and festivals have taken travellers across borders, but tourism, as travel for pleasure, is evident in Egypt from 1500 bc onward (Casson, 1994).

Early Tourism

- ▶ Transport... The building of roads during the Roman Empire made travel faster.
- ▶ Travel across Europe gained popularity in Roman times.
- ▶ Churches and monasteries were early sources of hospitality.
- ▶ Fifteenth century, Upper Class sons sent abroad for education - The Grand Tour.
- ▶ **The Grand Tour**, as it became known, was seen as part of the process of induction into society, as the 'tourists' expanded their knowledge and experience.
- ▶ Over the course of the Seventeenth and Eighteenth centuries, thousands of Britons, Germans, French and Russians travelled around the continent, principally to France, Italy, Switzerland and Germany.



The term 'Tourist' was first coined in the late Eighteenth Century to describe these travellers



The Nineteenth Century

- ▶ Cooper (2011) states that the Industrial Revolution's impact on Technology and Work *Transformed Tourism*.
- ▶ The revolution in Transportation Technology opened up leisure travel to greater numbers.
- ▶ The *Railway* allowed greater access to a destination at greater speed.
- ▶ *Sailing ships* were replaced by *steamships*.
- ▶ Thomas Cook's organised trip from Leicester to Loughborough in 1841 saw the start of Mass Rail Travel for pleasure trips.
- ▶ In North America, roads and then railways were constructed to facilitate travel across the country as the population spread west over the course of the nineteenth century.



The Twentieth Century

- ▶ The first half of the Twentieth Century saw the *Car* emerge as the main form of transport and the construction of highways and motels facilitated this desire for travel.
- ▶ The majority of car travel was domestic, challenging the dominance of the train, while the emergence of passenger air travel and ships in the mid-twentieth century saw a dramatic shift away from surface transport for longer trips.



Air Transport

- ▶ The airplane transformed the way people travelled and opened up new regions, cultures and populations to tourism.
- ▶ Initially used for commercial purposes, airplanes began taking passengers in the 1920s.
- ▶ Air travel for tourism took off after the Second World War.
- ▶ The development of the jet engine increased the speed and range of aircraft,
- ▶ This made international travel more accessible and, with greater affluence on both sides of the Atlantic from the 1950s onward, the tourism industry responded to demand for overseas travel by introducing cheap package holidays.
- ▶ This heralded the industrialisation of the industry and the onset of Mass Tourism in the second half of the century and into the new Millennium.



The Subject of Tourism

- ▶ In a world of change, Tourism since the 1950's has witnessed sustained growth and resilience both as an activity and an economic sector.
- ▶ *What events do you recall that have impacted tourism growth and why ?*
- ▶ *NB: Despite this significant growth - there have been many instabilities that have faced the industry - - nevertheless Tourism has remained resilient.*

Resilience



► ISSUES - INSTABILITIES EG: 9-11 / War / Terrorism / Tsunamis / Hurricanes / Forest Fires

- Tourism is resilient and an activity of global importance and significance.
- It is major force in the economy of the world.
- Ever Changing to meet the ever changing needs of today's Global economy.
- EG: 19 hour flight

<https://www.youtube.com/watch?v=1SGcu4gpV-Q>

NB: Could some of these innovative new tourism forms / products be detrimental to the ENVIRONMENT - -Prioritising the needs of the tourist over the Planet?!

In Summary....

- ▶ In historical terms, Tourism Activity is a relatively new development and one which has only recently been considered worthy of serious business endeavour or academic study.
- ▶ The Tourism Sector is of sufficient economic importance and its impact upon **Economies, Environments** and **Societies** is significant enough for the subject of Tourism to deserve serious academic consideration.
- ▶ The Popularity of Tourism as a subject, and the recognition of its importance by governments, has accelerated the study of Tourism.
- ▶ **NB: There are considerations by Countries for both its POSITIVES + NEGATIVES!**

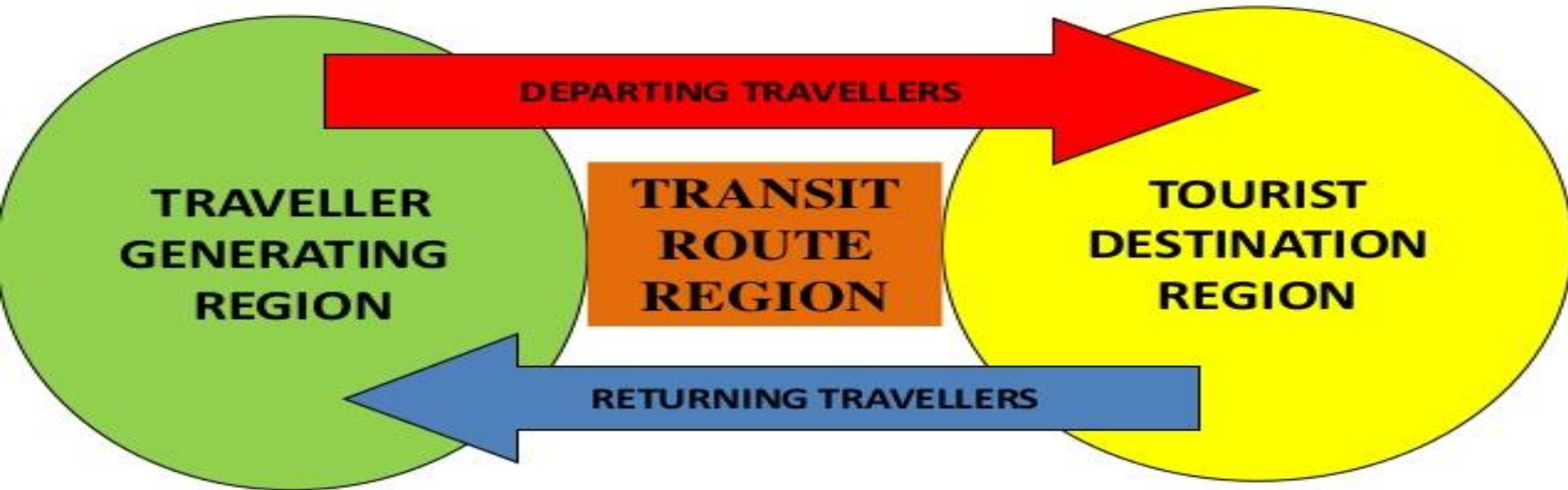


The Tourism sector - Leiper Model

- ▶ The model demonstrates a highly important principle of tourism studies: That all the Elements of Tourism are Related and Interact.
- ▶ **Travel Agents and Tour Operators are mostly found in the traveller-generating region.**
- ▶ **Attractions and the Hospitality Industry are found in the destination region.**
- ▶ **The Transport Industry is largely represented in the transit route region.**
- ▶ We are studying a system of customers and suppliers who demand and supply tourism products and services.
- ▶ The major advantages of Leiper's model are its general applicability and simplicity which provide a useful 'way of thinking' about tourism.

THE TOURISM SYSTEM

“One of the leading models of tourism Attraction systems was created by Leiper in 1990”



Tourist Drive & Motivation



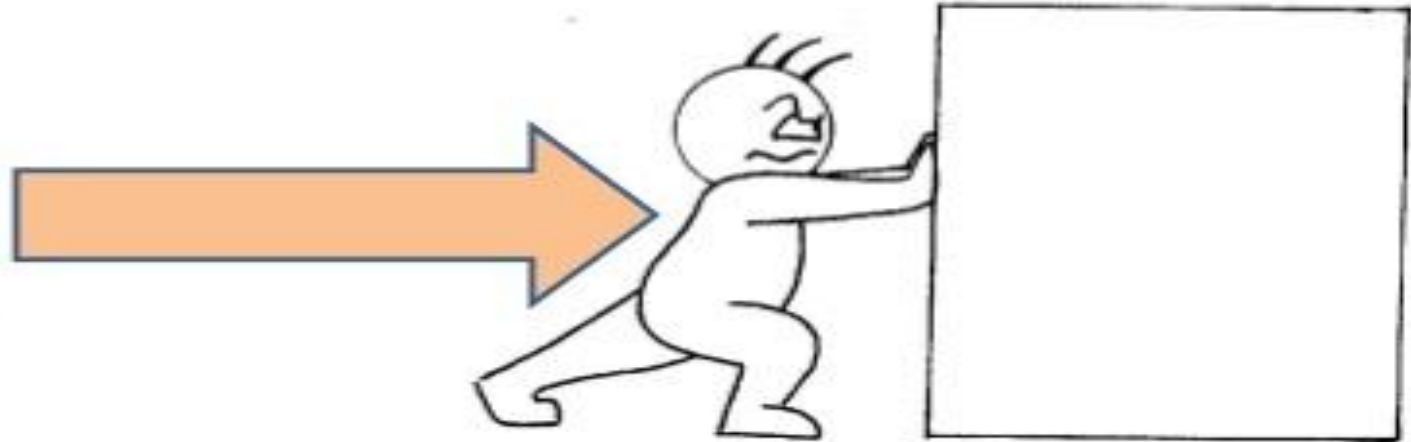
- ▶ Due to the size / Scale and Extent of the industry ,this is creating an INTENT by the tourist . We have much available to us and therefore we want to experience this (*possibly at any cost!!*).
- ▶ In terms of global tourism figures today, it would appear that we have an insatiable need to travel (*Tourism + Leisure*) .
- ▶ We are exposed to many aesthetic Destination Images across the globe -- therefore is this DESIRE Tourist led or Industry (Marketing) led?? THOUGHTS???
- ▶ PUSH AND PULL FACTORS
- ▶ TRAVEL TO DESTINATION = HOMEOSTASIS?!

Tourist Expectations.

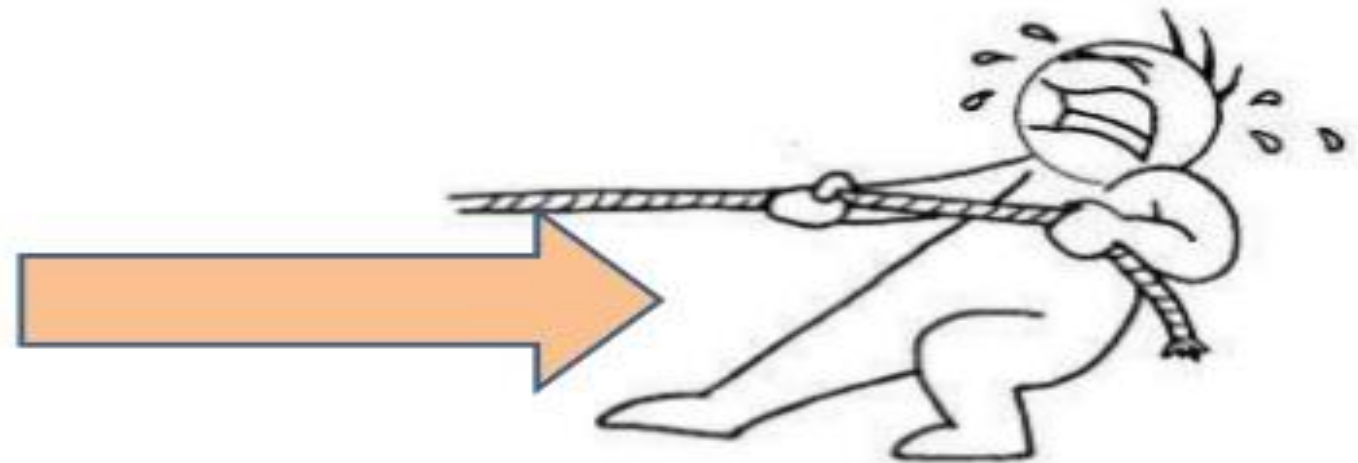
- ▶ Due to Societal Exposure - -it is argued that tourists feel that they have a RIGHT to travel (at any cost).....
- ▶ IDEA OF ENTITLEMENT! (RICHER SOCIETIES - - - KEEPING UP WITH THE JONES' / FOMO ????)
- ▶ EXPECTATIONS! REACHING SELF ACTUALISATION (Reaching goals / dreams / Bucket Lists?)
- ▶ POSSIBLY more so SELF GRATIFICATION (Self Absorbed Greed!?)
- ▶ Desire to have expectations EXCEEDED as opposed to just MET
- ▶ **MASLOW VRS FREUD?**
- ▶ WE WANT MORE AND MORE AND OFTEN WANT TO BE THE FIRST TO EXPERIENCE - - - Is this any different to past generations?? SAME DRIVES AND MOTIVATIONS? If this is the case , what is the problem with this?

PUSH & PULL FACTORS

Push Factor : factors which encourage individuals to move away from their home setting through Tourism



Pull Factor: those attributes of a different place which attract or 'pull' them towards it.



Push and Pull Factors

- ▶ **Push Factors** are mainly concerned with the stage of economic development in the ***Generating Area*** and will include such factors as levels of *Affluence*, *Mobility*, and *Holiday Entitlement*.
- ▶ An Advanced stage of Economic Development will give the population the means to engage in Tourism whilst an unfavourable climate will also provide a strong impetus to travel.
- ▶ **Pull Factors** include ***Accessibility*** and the ***Attractions*** and ***Amenities*** of the destination area. The relative cost of the visit is also important, as is the effectiveness of marketing and promotion by the destination.

A hand-drawn diagram on a light-colored background. At the top, a thick dark arrow points to the left. Below the arrow, the word 'PUSH' is written in large, bold, dark letters. Below 'PUSH', the word 'PULL' is written in large, bold, dark letters. A thick dark horizontal line is drawn below 'PULL'.

Tourist Flows - Motivation

- ▶ Tourist flows are complex and are influenced by a wide variety of interrelated variables. Williams and Zelinsky (1970) attempted to explain the tourist flow and selected 14 countries that had relatively stable tourist flows over several years and which accounted for the bulk of the world's tourist traffic.

They identified the following factors:

- ▶ *Distances* between countries (the greater the distance, the smaller the volume of flow)
- ▶ *International Connectivity* (shared business or cultural ties between countries)
- ▶ *The General Attractiveness* of one country over another.



Consequences of EXPLORATION? SUSTAINABILITY / CONSERVATION!?

- ▶ OR IS IT SIMPLY A QUESTION OF SEEKING OUT THE UNIQUE - -- EXPLORING / DISCOVERING?
- ▶ WHAT CONSEQUENCES DOES THE IDEA OF EXPLORATION HAVE - - EXPOSING NEW GROUND - to what COST?....
- ▶ ALLOCENTRIC NATURES! ISSUES?????



EXPLORING NEW GROUND - AT WHAT COST FOR THE ENVIRONMENT BUT ALSO TO THE INDIVIDUAL?!

Rise in British Tourists to Iran

- ▶ <https://youtu.be/XzehIALYJQI>
- ▶ <https://www.youtube.com/watch?v=RoGmscPR76w>



Is Mass Tourism Destroying Cities

► <https://www.youtube.com/watch?v=Vyt1HdR4uLw>



Travel trends

Published by UNWTO
United Nations World Travel
Organisation

About UNWTO

- ▶ The **United Nations World Tourism Organization (UNWTO)** is the United Nations agency responsible for the promotion of Responsible, Sustainable and universally Accessible Tourism.
- ▶ It is the leading **International Organisation** in the field of tourism, which promotes Tourism as a driver of ***Economic Growth, Inclusive Development*** and ***Environmental Sustainability***.
- ▶ It encourages the implementation of the **Global Code of Ethics for Tourism** to maximise the contribution of Tourism to Socio-Economic Development, while minimizing its possible **Negative Impacts**.
- ▶ They are committed to promoting Tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards Reducing Poverty and Fostering Sustainable Development.

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UNWTO Global Code of
Ethics for Tourism

- ▶ UNWTO generates Market Knowledge, Promotes Competitive and Sustainable Tourism Policies and Instruments.
- ▶ Fosters Tourism Education and Training, and works to make Tourism an Effective Tool for Development through Technical Assistance projects in over 100 countries around the world.
- ▶ UNWTO's membership includes 157 countries, 6 territories and over 500 affiliate members representing the

Private Sector, Educational institutions, Tourism Associations and Local Tourism Authorities.

- ▶ The headquarters are located in Madrid.

