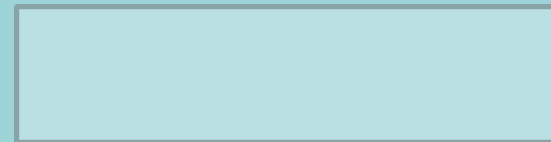




Global Tourism & Destination Management:

TOURISM INDUSTRY CHALLENGES

Lecture



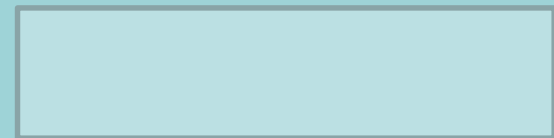
Evolutionary theories of destination development

Source: Based on information derived from WTO (www.wto.org).

Theorist	Driver	Resort discovered by:	Succeeded by:	Need for response by destination
Thurot (1973)	Class succession	The rich	Upper middle class; middle class; mass tourism	Changing types of hotels
Plog (1974)	Personality type	The allocentric tourists (the adventurous, outgoing, self-confident independent traveller)	Midcentric tourist (part- allocentric; part psychocentric ; they constitute the <i>majority</i> of tourists); then psychocentric tourists (the timid tourist who prefers 'abroad' to be like 'home')	Changing types of attractions

Question:

- What are the key differences between 'old' and 'new' tourists?



Poon's new tourists *Source: Poon (1993).*

Old tourists

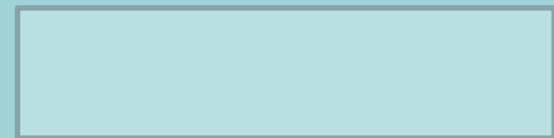
- Search for the sun
- Follow the masses
- Here today, gone tomorrow
- Just to show that you had been
- Having
- Superiority
- Like attractions
- Precautious
- Eat in hotel dining room
- Homogenous

New tourists

- Experience something different
- Want to be in charge
- See and enjoy but do not destroy
- Just for the fun of it
- Being
- Understanding
- Like sports
- Adventurous
- Try out local fare
- Hybrid

Question:

- To address the 'NEW TOURIST'.....What 'types' of innovative NICHE TOURISM forms have developed in recent times.
- Please list and discuss.....

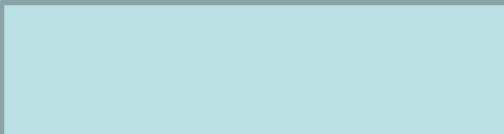


Niche tourism

Source: Based on Novelli (2005).

Special interest tourism	Tradition and culture-based tourism	Activity-based tourism	The future of niche tourism
Dark tourism	Cultural heritage tourism	Adventure tourism	Ethical tourism
Gastronomic tourism	Research tourism	Small ship cruising	Space tourism
Genealogy tourism	Tourism in peripheral regions	Sport tourism	Virtual tourism
Geotourism	Tribal tourism	Volunteer tourism	
Photographic tourism		Wildlife tourism	
Transport tourism			
Youth tourism			

Note: Some of these niches are discussed at length in other chapters, notably Chapter 14, Sports tourism, and Chapter 23, The management of heritage and cultural tourism.

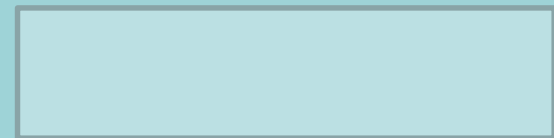


Categories of visitor attractions – comprehensive Source: Adapted from Dewhurst (1996).

Attraction category	Attraction types	Constituent attractions
Historico-cultural	Religious sites	Abbeys, cathedrals, chapels, priories
	Museums and galleries	Art galleries, open air museums, traditional museums, science centres
	Historic sites	Castles, landmarks, monuments, palaces
	Interpretative heritage sites	Interpretative centres, heritage sites
	Multi-faceted historic sites	Castles, docklands, historic houses, palaces
Environmental	Animal attractions	Safari parks, wildlife parks, zoos, rare-breed farms, nature centres, aquaria
	Parks and gardens	Botanic gardens, outdoor activity parks, public parks
	Country parks	Country parks, reservoirs
Entertainment	Leisure and recreation complexes	Leisure centres, leisure pools, recreation centres, water parks
	Amusement parks	Pleasure beaches, pleasure parks
	Theme parks	Indoor parks, outdoor parks, beach resorts
	Themed retail outlets	Antique centres, garden centres, retail and leisure parks
	Workplace industrial visit centres	Craft workshops, factory shops
Miscellaneous other		Arboretums, piers, themed transport

Question:

- Consider the current and future challenges for the tourism industry
- Of the above, consider which are within and out of our control to manage.



Cooper's future trends and issues

Source: Based on Cooper (2005a and 2005b).

Trends and issues beyond our control

Demographic and social trends

Political drivers: General Agreement on Trades and Tariffs (GATT); trade blocs; globalisation; redrawing of the political map

Safety, security and risk

Climate change

Human resources for tourism (education and training)

Trends and issues within our control

The new tourist

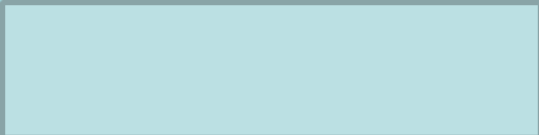
Need for effective segmentation

Need for better planned and managed destinations

Socioculturally and environmentally **sustainable tourism**

Organisations establishing guidelines for sustainability and acting collaboratively

New and changing forms of tourism products

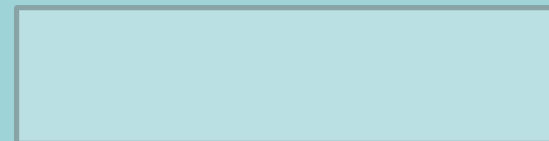


Challenges! Challenges!

- **Changing labour conditions**
- **Escalating business costs**
- **Rising energy costs**
- **Increased renovation and construction costs**
- **Effects of and scares about natural disasters**
- **Effects of and scares related to safety – eg;
Terrorism**

More Challenges!

- Increased consumer expectations
- Accelerated change and merging of technologies
- Increasing consolidation of brands and companies
- **BREXIT!!!!!!**



Business/Industry Challenges

- Keep the consumers returning
- Keep pace with technology
- Educate those responsible in the organization
- Maintain profitability in times of industry downsizing
- **BREXIT!!!!!!**



Challenges! Challenges!

- **Customers**

- Globalization
- Off-shoring
- Wellness and healthy dining
- Inflation

- **Programs**

- New competition
- Partnering with national brands

- **Sustainability**

- Locally grown products
- Energy conservation

- **Clients**

- Want to reduce suppliers
- Changing management contracts

- **Workforce**

- Finding qualified employees
- “Give back to the industry”

