



Global Tourism & Destination Management

Lecture – Tourism Industry and Issues and Impacts.

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

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

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

Cooper's future trends and issues

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

Trends and issues beyond our control	Trends and issues within our control
Demographic and social trends	The new tourist
Political drivers: General Agreement on Trades and Tariffs (GATT); trade blocs; globalisation; redrawing of the political map	Need for effective segmentation
Safety, security and risk	Need for better planned and managed destinations
Climate change	Socioculturally and environmentally sustainable tourism
Human resources for tourism (education and training)	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!

- **On-going concerns about safety and security**
- **Increased consumer expectations**
- **Accelerated change and merging of technologies**
- **Increasing consolidation of brands and companies**

Business/Industry Challenges

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

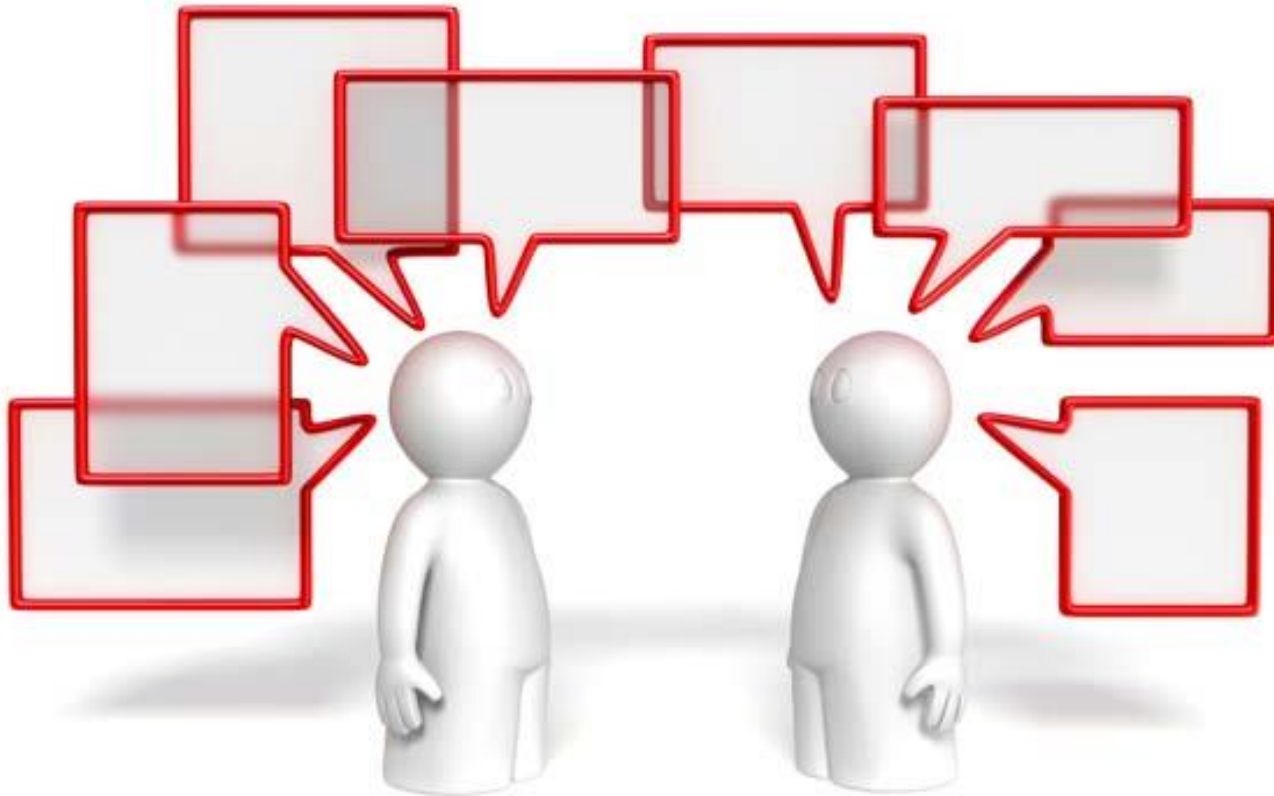


Challenges! Challenges!

- **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”



Impacts



Social & Cultural

Positive

- Shared experience
- Revitalizing traditions
- Increase participation
- Introduce new ideas
- Cultural diversity

Negative

- Community alienation
- Manipulation
- Negative image
- Bad behaviour
- Social dislocation



Major influences on the sociocultural impacts of tourism

Source: Based on Mason (2003).

-
- Who the tourists are (what is their origin? Are they domestic or international visitors? Are they from developed or developing countries?)
 - In what type of activities are the tourists engaged? Are these passive/active? Are these consumptive of resources? Is there a high level/low level of interaction with the host population?
 - What is the scale of tourism? How many tourists are involved?
 - Where is tourism taking place? Is it in a rural/urban location, a coastal/inland location, a developed/developing country?
 - What infrastructure (e.g. roads, sewerage systems, electricity supply) exists for tourism?
 - What is the length of time that tourism has been established? (This is likely to influence the infrastructure.)
 - The seasonality of tourism (time of year? importance of rainy/dry seasons)
-

Physical & Environmental

Positive

- Showcasing
- Models of Best Practice
- Environmental Impact
- Infrastructure Legacy
- Transport
- Improved Communications
- Urban Renewal

Negative

- Environmental damage
- Destruction of heritage
- Noise disturbance
- Traffic congestion

Political

Positive

- International Prestige
- Improved Profile
- Investment
- Social Cohesion

Negative

- Destination Failure
- Misallocation of funds
- Propagandizing
- Loss of ownership



Human

Positive

- Engage community
- Volunteers
- Skills
- Experience
- Employment

Negative

- Lack of legacy
- Outsourcing
- Poor training
- Lack of Leadership



Economic

Positive

- Creation of employment
- Regeneration / Diversification
- Attraction of investment
- Enhancing the local economy
- Economic Collaboration/sponsors
- Multiplier effect

Negative

- Basic impact on scales of employment
 - Minimal aesthetic improvement to infrastructure
 - Over-reliance / Dependency on sponsors
 - Leakages
 - Economy stagnation.
- 

Economic Impacts of Destinations

- Can be used to estimate benefit/cost of public investment
- Can be instrumental in gaining public support
- Can be used to gain corporate investment
- Can be combined with other studies to measure the economic impact of tourist activities within the community

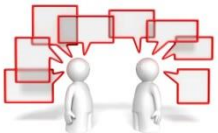
Measuring the Economic Impact of Community Events

- Three components make up an economic impact
 - Direct Impact
 - Indirect Impact
 - Induced Impact



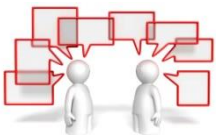
Direct Impacts

- Purchases directly linked to the destination
 - Local purchases
 - Patrons' purchases at destination or within host community
 - Vendors' purchases while at destination
 - All purchases must be directly attributable to the destination and remain within the region



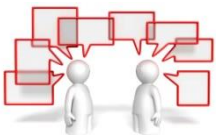
Indirect Impacts

- Secondary effects that are derived from the **direct impacts**
- Direct expenditures lead local suppliers to purchase more inputs. Some of these purchases are local.
- These secondary purchases by local businesses represent the **indirect impacts**



Induced Impacts

- Secondary effects that are derived from the **direct** and **indirect impacts**
- Local business owners, suppliers, and employees spend the additional income that they earn. Some of these purchases are local.
- The secondary purchases from additional revenues represent the **induced impacts**



IMPACTS - Caveat :

- For various reasons, oftentimes the negative impacts of tourism outweigh the positives.
- The danger of this is that it could lead to the deterioration of the tourism product and worst case scenario the eventual eradication of the industry.

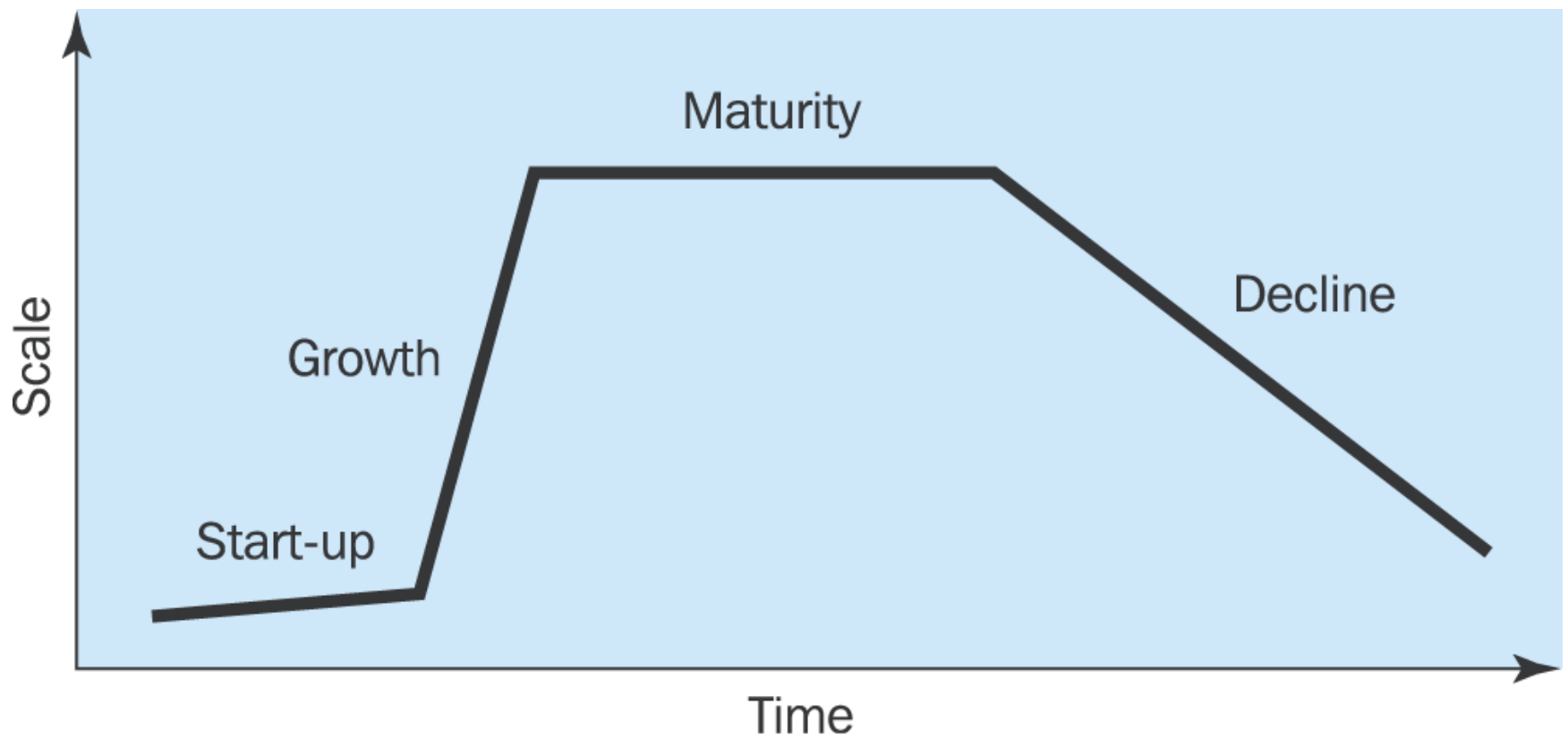


Figure 1.2 Butler's evolutionary lifecycle

Source: Based on Butler (1980).

FOCUS: Safety and Security Impacts of Tourism

In recent years, travel related issues specifically linked to safety and security have had a significant impact on tourism stability.

Past / Present cases to demonstrate this include;

- 1) Cyprus = 1974 – ‘Tug of War’ feuding between Greece and Turkey led to the extinction of tourism in Northern Cyprus (Famagusta - Varosha). Loss of a tourism industry totalling over 10k bed spaces per season – highly profitable.

(Lockhart, 1990 – Geography Association Journal)



2) Yugoslavia = 1991 – Yugoslavian war led to a 75% decline in tourism – this related to a reduction in tourism spend of 77%.

(Conference of Tourism Economics, 2004)

3) UK = 2000 - Foot and Mouth Outbreak. Loss of tourism earnings circa £3bn / 25% fall in farm based / rural based holidays (BBC News 2001)

4) New York = 9/11 2001 – Terrorism attacks led to i) a fall in hotel occupancy of 40% - 3k staff laid off, ii) down turn in air passengers by 50%, iii) USA airlines cut staff by 20k with knock on effects with BA and Canada Airlines cutting 5k staff (Travel Conference 2002)

5) BALI = 2002 - 40% drop in visitors between 2002-2003. Serious issue as circa 70% of the island's economic activity was tourism related! (BBC online news 2002)

6) West Africa - Ebola Outbreak = 2014 – Safari holidays seen decline in numbers up to 70%. Concern as tourism accounts to up to 10% of Sub Saharan GDP – Tourism Industry is worth \$170B p/year. Prior to Ebola outbreak African tourism was growing on average 6% p/year. (The Economist 2014)

7) **COVID 19** (2020) !!!!!!!



Global Methods to Address Safety and Security Concerns: (Terrorism)

- Anti Terror Strategies – Audits / Controls...
 - Incident Impact Analysis Strategies.
 - Global Anti Terrorism Groups.
 - Defence Organisations.
 - WTO Campaigns.
 - Risk Management Actions.
 - Travel / Air Marshalls.
 - Crisis Management Companies Developed.
 - Behaviour Detection Officers
 - Prohibited Travel Items.
 - Advanced X-ray / Screening Devices.
 - Exclusion Zones.
 - Increased Travel Costs – Premiums / Taxes / Fees
- USA CASE: US Transportation Security Administration (TSA)
 - Aviation and Transportation Security Act 2001

Recent 'SAFETY' Global Issues Affecting Travel and Tourism : 2020!!

