



Sustainable Tourism Training the Trainers Programme





TOPIC 1:
What is tourism?

Contents

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The development of tourism

- ★ Rapid increase in travel since the 1950s
 - Rapid development
 - Mass tourism

- ★ International travellers x3 since 1980s
- ★ Increased tourism → increased impacts
- ★ Increased awareness

What is Tourism?

- ★ “...activities of persons travelling to and staying in places outside their usual environment ...
- ★ ...not more than one consecutive year ...
- ★ ...for leisure, business and other purposes.
- ★ ...displacement...” (WTO).

★ not all forms of travel are tourism!!!

What is tourism? – useful terminology

- ★ Length of tourism:
 - Day trippers/tourists
 - Short break
 - Overnight visitor

- ★ Territorial definitions:
 - Inbound tourism
 - Outbound tourism
 - Domestic Tourism
 - International Tourism

Tourism as an industry sector

- ★ Bound to a territory/ certain resources
- ★ Service industry
 - Dependency on human resources
 - High roll over rate
 - Fluctuation in tourism management quality
- ★ Product fluctuation (quality & quantity)

Categories and types of tourism

★ Different ways to categorise tourism:

- length of journey
- reason for travel
- holiday organisation
- activities/interests (see below).
- distance to the destination
- etc.

Categories and types of tourism (2)

- ★ Some tourism types:
 - recreational tourism, sports tourism
 - relaxation tourism
 - educational, sight-seeing tourism
 - adventure tourism
 - visiting relatives/friends,
 - wellness tourism.
 - nature based tourism

The tourism chain

- ★ complex system of activities and services
- ★ interconnecting
- ★ different phases
 - different activities
 - different players.
- ★ understanding the system is important

The tourism chain (2)

- ★ Preparation
- ★ Journey
- ★ Stay
- ★ Journey home
- ★ Activities after return home

Figures and trends in tourism

★ Figures:

- Today
- Future predictions

★ Trends:

- Behavioural
- Activities

Thank-you for your attention!