TOPIC 1: What is tourism?

Sustainable Tourism
Training the Trainers Programme

Ecological Tourism in Europe – E.T.E.
TOPIC 1: What is tourism?
TOPIC 1: What is tourism?

Contents

1. The development of tourism.
2. What is tourism?
3. Tourism as an industry sector.
4. Categories and types of tourism.
5. The tourism chain
6. The tourism product
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
TOPIC 1: What is tourism?

Figures and trends in tourism

★ Figures:
- Today
- Future predictions

★ Trends:
- Behavioural
- Activities
Thank you for your attention!