**Master Arts Management
AA 14/15**

**CONTEMPORARY TOURISM
Convenor: Roberto Formato**

Roma, 03/11/2015   Master Arts Management AA14/15   1

Agenda, 3th November 2015

9:00 - 10:20	**Brief history of tourism** **Different types of tourism**
10:30 - 12:00	**International tourism demand** **Basic definitions**
13:00 - 14:20	**Drivers of tourism demand** **Key issues for contemporary tourism**
14:40 - 16:00	**Case study – *Trekk Soft***

Introduction to tourism

BRIEF HISTORY OF TOURISM

Ancient European tourism

- **Ancient Greek**
  - Visiting religious festivals and consulting oracles
  - Olympic Games (776 b.C.)

- **Romans**
  - Tourism for pleasure
  - Created purpose-built resorts, at the coast and inland
  - Developed spas in Italy and Roman provinces

**Stabia
San Marco's Villa**

Middle Ages - Pilgrimages

- **Pilgrimages**
  - By 1300 some 300,000 people visited Rome that year alone
  - Other destinations included Jerusalem and Santiago de Compostela
  - Development of dedicated infrastructure of accommodation, eating places and even guide books

17°- 18° century – The Grand Tour

- **Educational Tourism**
  - largely the preserve of the wealthy and well-educated
  - Northern Europeans travelling to Southern Europe
  - Italy as a favorite destination in the «Grand Tour»
  - Around 20,000 young English people alone could be on the continent at any one time

Goethe's portrait, Grand Tour in Italy (1786-1788)

18° century – Rediscovery of spas

- Rediscovery of **spas**, which had been so popular with the Romans
- Bath in England and many others in France, Germany and Italy
- Many of those were old Roman resorts
- They became major centres of fashion, social activities and gambling

Bath (left)
Baden-Baden (below)

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19° century – Seaside resorts

- As a continuation of spas, to improve health rather than for pleasure (e.g. Scarborough in UK)
- Introduction of railways allowed the development of regional markets
  - Blackpool catered for Lancashire
  - Scarborough for Yorkshire
  - Margate and Brighton for London

Scarborough, UK

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…and (late 19° century) sun-seeking

- Nice and Biarritz frequented by royalty from other European countries

- Thomas Cook starts its tour operating activity
  - In 1841 local rail excursion to Leicestershire
  - Later on in Italy
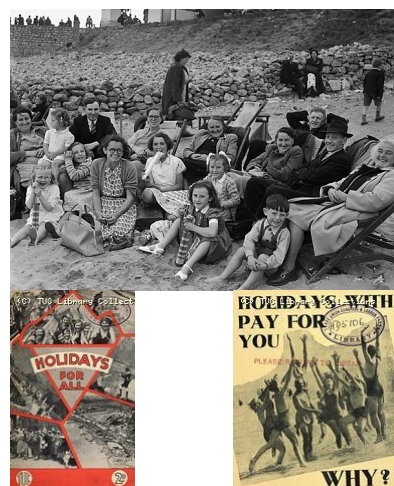 - By the end of the century, to Egypt

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In the 1930s – Leisure time increases

- Increse in leisure time

- Result of legislation on the lenght of the working week in many European countries

- E.g. Holidayd with Pay Act of 1938 in UK

- Introduction of «social tourism»

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In the 1950-60s – Mass tourism

- Annual migrations to the Mediterranean, notably Spain and Italy

- Introduction of the jet engine

- Growthg of package travel

- Governments promoting social tourism
  – France
  – Germany
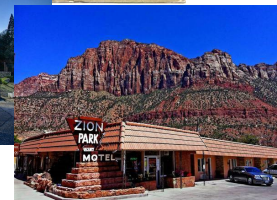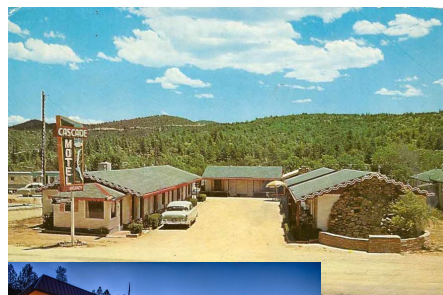 – Scandinavia

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While in North America….

- In the 20s car ownership stimulated:

  – the creation of roadside motels (such concept developed in Europe only in the 1980s)

  – the visit to remote national parks, which remained a feature of US tourism

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…and more recently…

- Development of a number of new visitor attractions:
  - **Theme parks** (starting with Disneyland in California which marked its 60° anniversary in 2015)
  - **Leisure shopping**
  - **Open air museum**, with live interpretation (e.g. Old Sturbridge Village)
  - **Waterfront redevelopment** projects (e.g. Baltimore, Boston, San Francisco)

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DIFFERENT TYPES OF TOURISM

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Types of tourism

- Visiting friends and relatives (VFR)
- Business tourism
- Religious tourism
- Health tourism
- Social tourism
- Educational tourism
- Cultural tourism
- Scenic tourism
- Hedonistic tourism
- Activity tourism
- Special interest tourism
- ………………………………….

Visiting friends and relatives (VFR)

- Stimulated by:
  - Increased leisure time
  - Improved transport systems
  - Better housing so that people can accommodate their friends and relatives more confortably in their own houses

- Has received new impetus from the growth of economic migration in recent years

- It brings little benefit for accommodation suppliers but can bring considerable new business for transport operators and travel agents

Business tourism

- One of the oldest forms of tourism
  - Visits to potential customers by «sales people»
  - Transportation of goods to the customer (e.g. the «Silk Route» which brought silk from China to Europe through Samarkand, Constantinople and Venice)
  - Participation to trade fairs

- It boomed after the World War II, as a consequence of improvements in transport technologies, rise of global economies, growth of supra-national trading blocks (e.g. EU)

- Development of new forms of business tourism (conferences, incentive travels, training course, etc.)

- Strong link with leisure tourism, because the business tourist:
  - Becomes a leisure tourist when the working day is over
  - Is often accompanied by a partner who is a full-time business tourist
  - Can be a particularly high-spending segment if travels at someone else's expense

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Religious tourism

- Visiting places of religious significance like shrines or attending religious events

- It does not only encompasses Christian pilgrimages in Europe
  - Devotion motivated trips by ancient people including Egyptians, Greeks and Jews
  - Travel for religious reasons existed in India and Asia (e.g. Zoroastrians)
  - The Islamic pilgrimage to Mecca is still perhaps the greatest single tourist flow in the world
  - Christian religious tourism peaked in the Middle Ages and later declined

- For one segment there is a strong link between religious and health tourism (e.g. visits to Lourdes)

- Religious sites and routes have also become entertainment for cultural tourists

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Health tourism

- Pioneered by the Romans (spas)

- At first it was simply about exploiting natural phenomena such as mineral springs and sea water for their medicinal benefits

- Later the resorts became centres of fashion and social activity

- It grew in the 17° and 18° century as a response to the unsanitary conditions of towns and cities, with climate playing a major role

- Although many of traditional spas went to decline, others (and new ones) have rejuvenating proposing new products:
  - Combination of lesiure facilities and entertainment (e.g. Auvergne region in France)
  - Rediscovery of sea-water bathing (thalassotherapy)
  - Health farms in Europe and USA where tourist make a short break to lose weight and improve their fitness
  - People travelling abroad for medical treatments

Social tourism

- In a number of countries tourism and holiday-taking is encompassed within the realms of welfare policy

- Holidays area subsidized in some way, by governments, trade unions or NGOs

- E.g. Germany, Spain and France
  - «Chéques-Vacances» which can be exchanged for tourism services
  - Social tourism holiday villages and centres, operated by non-profit organizations

- It includes also «accessible tourism», with regard to:
  - Tourists with disabilities
  - Single-parent families who are unable to take advantage of the usual «family offers»

- Issue of including in the mainstream tourism people from ethnic minority communities

Educational tourism

- A long history (members of Greek and Romans elites, «Grand Tour»)

- In recent years two streams are particularly relevant:
    1. **Student exchanges** (e.g. ERASMUS programme in the EU)
    2. **Special Interest Holidays**, where people travel to learn something new
        - ✓ Painting holidays
        - ✓ Cookery classes
        - ✓ Gardening-themed cruises
        - ✓ Language classes

        Particularly strong among early retired people

Cultural tourism

- Linked to previous typoligies but broader in scope
- Desire to experience other cultures and view the artifacts of previous cultures is a major tourism motivator since Greek and Roman times
- Today is extremely popular:
    - Visits to heritage attractions and destinations and attendance at traditional festivals
    - Holiday motivated by the desire to sample local food and wine
    - Watching traditional sporting events and taking part in local leisure activities
    - Visiting workplaces (farms, craft centres, factories)

- Concern is often expressed about impacts that tourists can have on the cultures they wish to experience

Scenic tourism

- It brings back to the «Romantic Movement» in the arts, when artists and writers drew inspiration from the natural environment and created popular interest in landscapes

- Scenic tourism grew dramatically last century in both Europe (particularly the Alps and the lakes region of Italy) and the USA, where the steady growth of tourism led to the creation of tyhe world's first national park in 1872

- Many seaside resorts that are now become urban areas owe their original appeal to their first visitors who were motivated by their natural scenery

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Hedonistic tourism

- A long history, dating back to Romans' resorts
- In the 19° century:
  - «Dirty weekends» made by Londoners in the Victorian era to the south coast of Brighton where they could behave in ways that were not acceptable in London
  - In Paris became the capital of hedonistic tourism, as young men from affluent families were sent to complete their «education» in brothels, risqué shows and gambling
- Since the 1960s hedonistic tourism has reached its peak with the rise of the «sea, sun, sand and sex» package holiday, being the core offer of operators such as Club 18-30 in the UK market
- Hedonistic tourism is often seen to a negative impact on the host community, involving considerable international debate about sex tourism

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Activity tourism

- A more recent development but a fast growing market

- As a consequence of:
  - Desire of new experience on the part of the ever more sophisticated tourist
  - Growing social concerns such as health and fitness

- Broad field which encompasses:
  - Transportation which requires and effort on the part of the tourist (walking, cycling, riding)
  - Participation in land-based sports such as golf
  - Water-based activities such as diving and wind-surfing

- Some forms are criticized for their impact on the physical environment (e.g. green field sites taken up by golf courses, erosion caused by walking and riding)

- On the other hand, activity tourism is often positevely view because it is seen as a phenomenon that improves people's health

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Special interest tourism

- Fast growing market linked to the sophistication of tourists

- It encompasses several niche markets which differ from activity tourism because they involve little or no physical effort:

  - Painting

  - Gastronomy (learning to cook or enjoying gourmet meals in restaurants)

  - Military history and visiting battlefields

  - Visiting gardens

  - Attending music festivals

  - ………………………………….
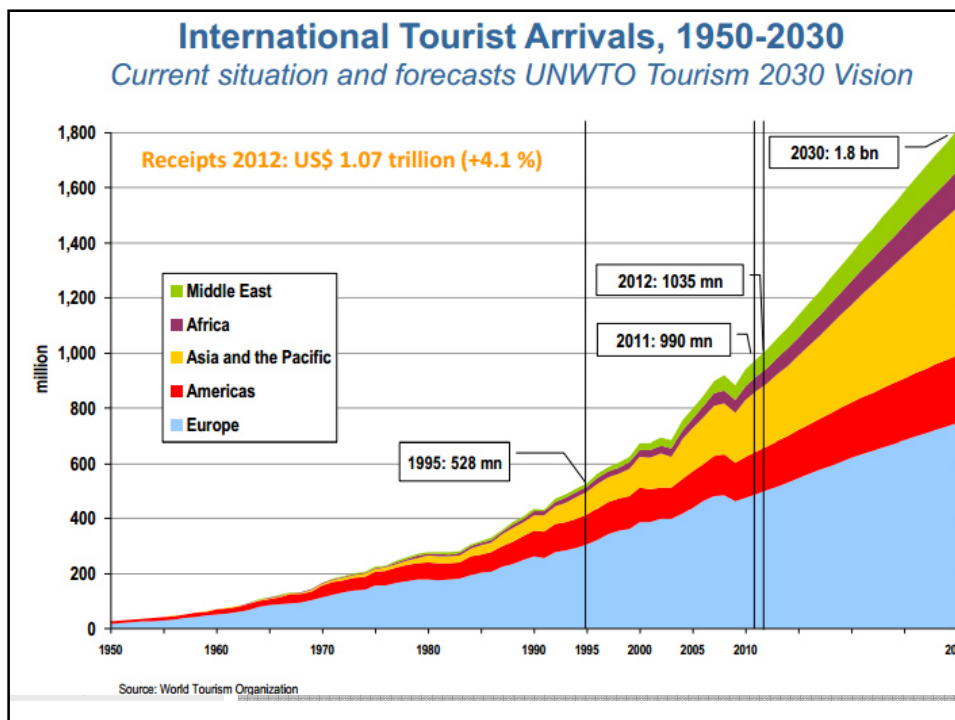
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Introduction to tourism

INTERNATIONAL TOURISM DEMAND

International Tourist Arrivals, 1950-2030
Current situation and forecasts UNWTO Tourism 2030 Vision

Receipts 2012: US$ 1.07 trillion (+4.1 %)

2030: 1.8 bn

2012: 1035 mn

2011: 990 mn

1995: 528 mn

- Middle East
- Africa
- Asia and the Pacific
- Americas
- Europe

million

Source: World Tourism Organization

The stability of tourism: tourism inertia

- Great deal of **year-to-year stability** in aggregate travel patterns

- Several reasons:
  - **Information fed back** to people in generating country from tourists who have made previous visits to the destination country
  - **Distance** (route, time and cost distance rather than absolute distance)
  - **International connectivity**
  - Some **permanent factors of attractiveness**, such as climate (sun-seeking factor fueling north-south flows from north Europe to Mediterranean and north US to southern US, Mexico and Caribbean)
  - Relative **cost of different potential destination**
  - **Events have only a short-term effect** on travel flows
  - Stability of **destination image** in generating areas
  - **National cultural traits** in generating areas with respect to factors such as risks

The «rules» of tourism

1. The distribution of travel behavior in space and time reflects an ordered adjustment to the factor of distance («**Rule of distance**»)

2. Travel and locational decisions are generally taken in order to minimize the frictional effects of distance

3. Destinations and location are variable with some destinations more accessible than others

4. There is a tendency for human activities to agglomerate to take advantage of scale economies

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Types of distance

1. **Euclidean**: direct physical distance between locations

2. **Time**: the time taken to travel between locations

3. **Economic**: monetary cost incurred in overcoming the physical distance

4. **Gravity**: because closer means less effort

5. **Network**: the distance via intermediate points, as in transport

6. **Cognitive or perceived**: judgement regarding the spatial separation of locations (mental maps)

7. **Social**: associated with differences in social classes

8. **Cultural**: related to the above but more referred to differences between cultures
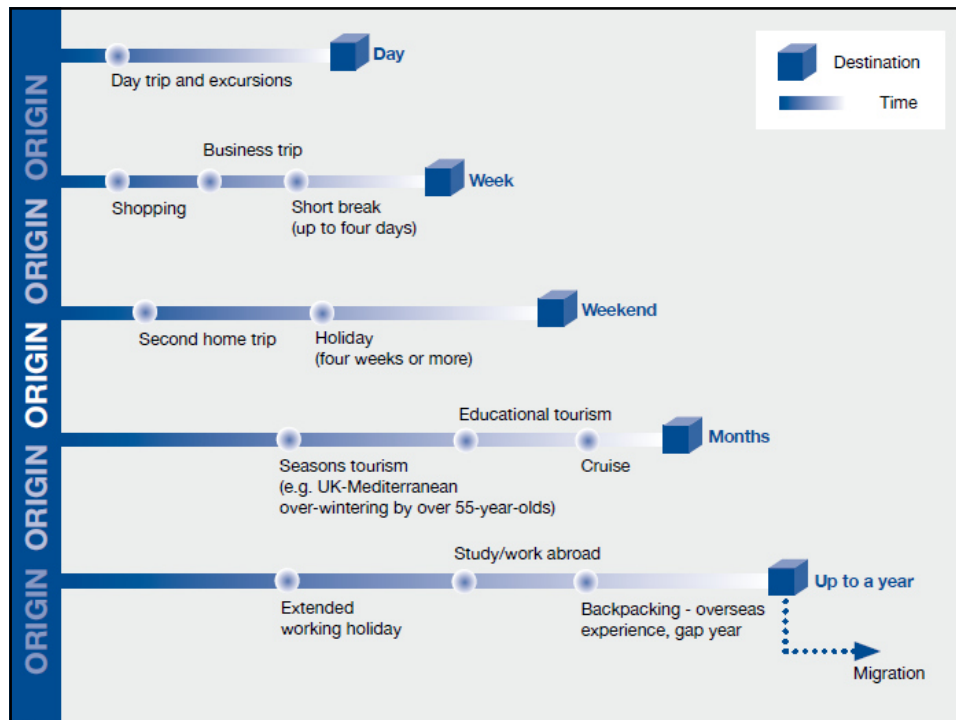
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BASIC DEFINITIONS

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Travel & Tourism

The word Travel derived from the French word *'Travail'*

• All Tourism involves Travel

• Not all Travel involves Tourism

Definition by UNWTO

"*Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes*."

Source: United Nations World Tourism Organization

Feature of tourism

- Temporary movement of people

- Takes place outside the normal place of residence and work

- Visit for purposes other than taking up permanent residence or employment

Visitor

A visitor is a traveller:

- taking a trip to a main destination outside his/her usual environment
- for less than a year
- for any main purpose (business, leisure or other personal purpose)
- other than to be employed by a resident entity in the country or place visited

Two type of visitors

a) **Tourist** (*Overnight visitor*) – A *visitor* (*domestic, inbound* or *outbound*) is classified as a *tourist*, if his/her *trip* includes an overnight stay. The purpose of whose journey can be classified under one of the following heads:

     a) Leisure (recreation, holiday, health, study, religion, sport, etc.)

     b) Business, family, mission, meeting

b) **Excursionist** (*Same day visitor*) — is a temporary visitor staying for a period of less than 24 hours in the country visited (including travelers on the cruises)

Forms of tourism

a) Domestic

b) Internal

c) International

Domestic tourism

Comprises the activities of a resident *visitor* within the country of reference, either as:

- part of a *domestic tourism trip*

- or part of an *outbound tourism trip*

Internal tourism

- Comprises *domestic tourism* plus *inbound tourism*

- That is to say, the *activities* of *resident* and *non-resident visitors* within the *country of reference* as part of *domestic* or *international tourism trips*

International tourism

Comprises *inbound tourism* plus *outbound tourism*

That is to say:

- the *activities* of *resident visitors* outside the *country of reference*, either as part of *domestic* or *outbound tourism trips* and

- the *activities* of *non-resident visitors* within the *country of reference* on *inbound tourism trips*

Leisure Tourism

" Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

Hunziker and Krapf, University of St. Gallen, 1942

Introduction to tourism

DRIVERS OF TOURISM DEMAND

Main questions

- Why do visitors travel to make a tourism experience?

- Which underlying motivations shape visitors' behaviour and how?

  ➢ *Many models available*
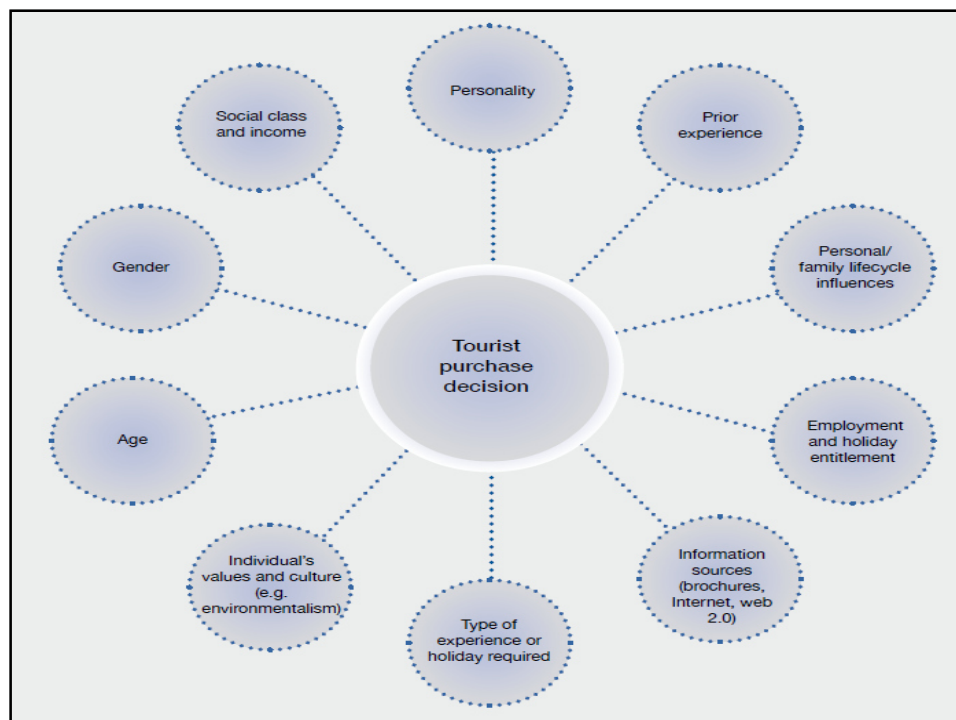
Types of motivating factors

- **MOTIVATORS**

  Those that motivate a person to take a vacation

- **DETERMINANTS**

  Those that motivate a person to take a particular vacation to a specific destination at a particular time

  (Swarbrooke and Horner, 1999)

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Motivators

Source: Swarbrooke and Horner (1999)

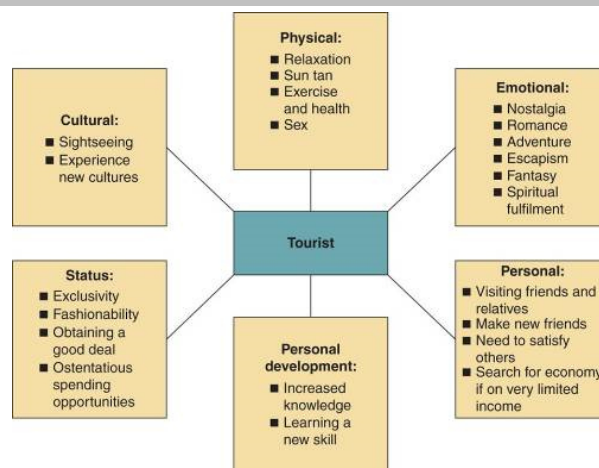IED   03/11/2015   Master Arts Management AA14/15   48

Determinants

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Circumstances:

- Health
- Disposable income
- Leisure time
- Work committments
- Family committments
- Car ownership

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Knowledge of:

- Destinations
- Availability of different tourism products
- Price differences between competing organizations

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Individual tourist

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Attitude and perceptions:

- Perception of destinations
- Political views
- Preferences for particular countries and cultures
- Fear of certain modes of travel
- How far in advance they like to plan and book a trip
- Ideas of what is *"value for money"*
- Attitude to standard tourist behaviour

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Experience of:

- Types of holiday
- Different destinations
- The products offered by different tourism organizations
- Taking a trip with particular individuals or groups
- Attempting to find discounting prices

Source: Swarbrooke and Horner (2005)

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Maslow's hierarchy of needs

Education and Cultural tours	Self-Actualization
Using platinum credit card at a resort. Staying at a five-star resort.	Esteem Needs
Visiting friends and family.	Belonging Needs
Security; medical facilities; clean, safe beaches.	Safety Needs
Food, water, shelter	Physiological Needs
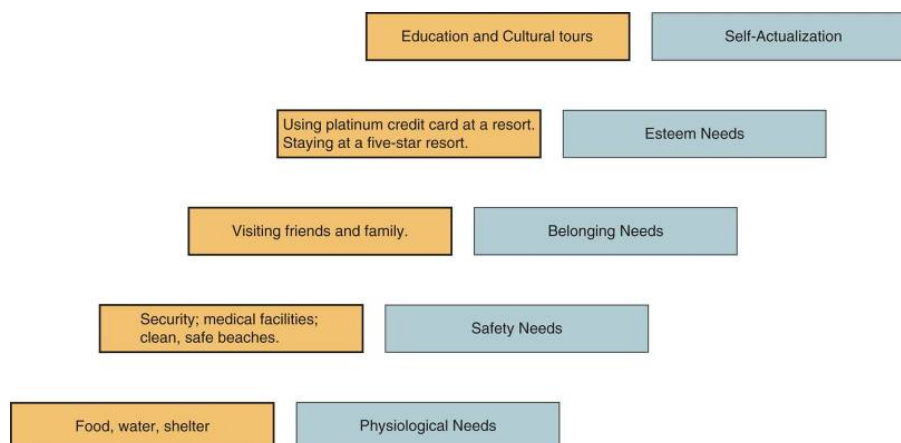
Source: Maslow (1970)

Pearce's travel career ladder

Inner Directed   Outer Directed

Fulfillment

Fulfill a Dream
Understand Myself More
Experience Inner Peace, Harmony

Self-Esteem and Development

(Self Directed)   (Other Directed)
Development of Skills   External Rewards, Prestige
Special Interests   Glamour of Traveling
Competence, Mastery   Connoisseur Self-Esteem

Relationship

(SelfDirected)   (Other Directed)
Giving Love, Affection   Receiving Affection
Maintaining relationships   To be with Group
                                  Membership
                                  Initiating relationship

Stimulation

(Self Directed)   (Other Directed)
A Concern for Own Safety   A Concern for Others Safety

Relaxation

(Self Directed)   (Other Directed)
Need for Bodily Reconstitution
Relaxation   Source: Pearce (1985)

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The push and pull model
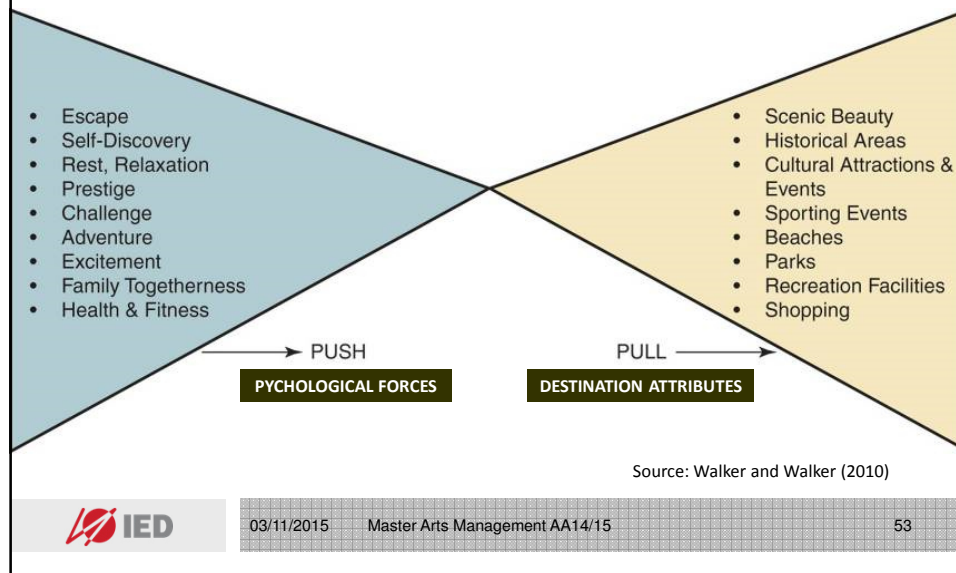
People travel because they are:

- **"Pushed"** into making travel decisions by internal, psychological forces (intangible desires to travel generated from within)

- **"Pulled"** by external forces of the destination's attributes (attractions such as Pompeii or Disneyland)
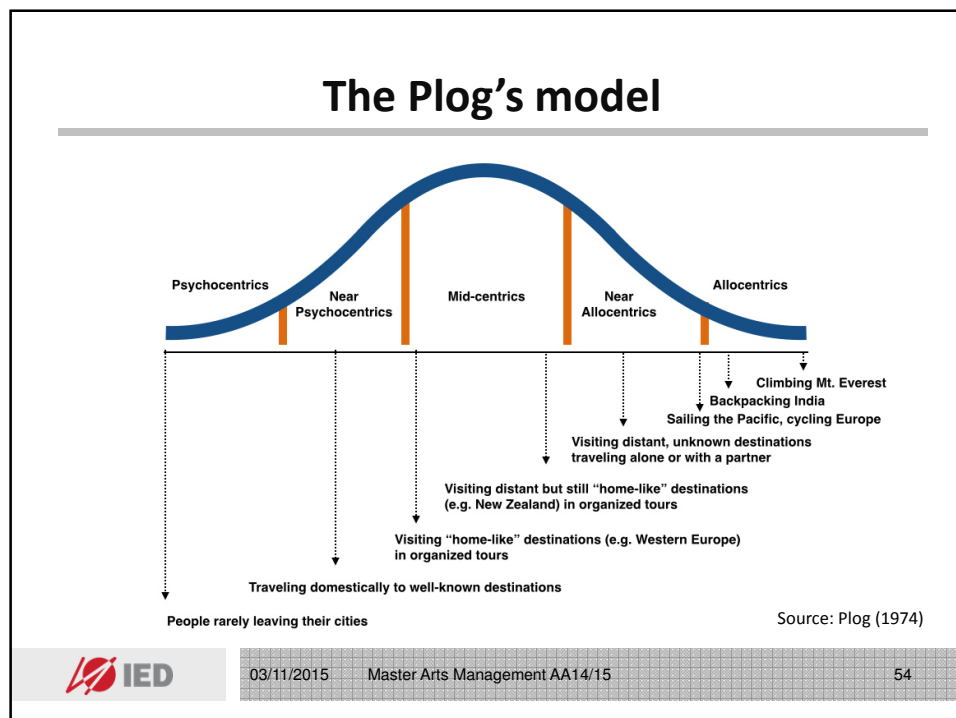
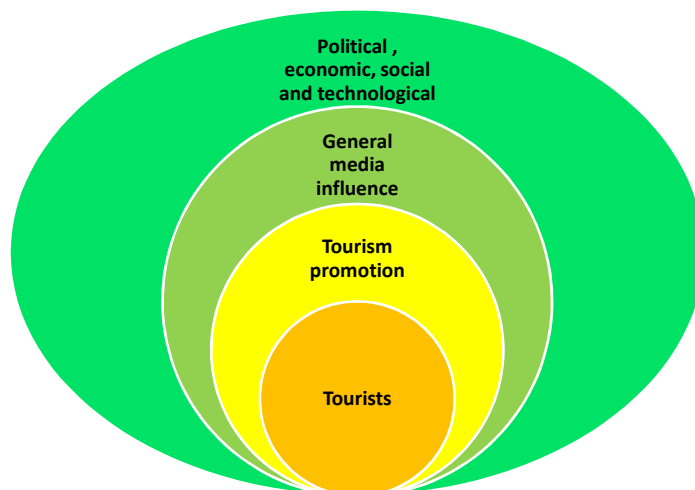IED   03/11/2015   Master Arts Management AA14/15   52

The push and pull model

- Escape
- Self-Discovery
- Rest, Relaxation
- Prestige
- Challenge
- Adventure
- Excitement
- Family Togetherness
- Health & Fitness

- Scenic Beauty
- Historical Areas
- Cultural Attractions & Events
- Sporting Events
- Beaches
- Parks
- Recreation Facilities
- Shopping

PUSH

PYCHOLOGICAL FORCES

PULL

DESTINATION ATTRIBUTES

Source: Walker and Walker (2010)

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The Plog's model

Psychocentrics   Near Psychocentrics   Mid-centrics   Near Allocentrics   Allocentrics

Climbing Mt. Everest

Backpacking India

Sailing the Pacific, cycling Europe

Visiting distant, unknown destinations traveling alone or with a partner

Visiting distant but still "home-like" destinations (e.g. New Zealand) in organized tours

Visiting "home-like" destinations (e.g. Western Europe) in organized tours

Traveling domestically to well-known destinations

People rarely leaving their cities

Source: Plog (1974)

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Relevance of different factors

Political , economic, social and technological

General media influence

Tourism promotion

Tourists

Introduction to tourism

THE CHANGING TOURISM DEMAND

New travel motivations

- Travel motivation is becoming increasingly characterised by a search for:
  - leisure
  - emotional recharge
  - authenticity
  - fullfilling experience
  - outdoor activities/adventure
  - and a general desire to participate and explore

  rather than merely relax

- In particular, there is a need to «get away from it all», and to use travel and holidays as discovery, cultures and of self

Source: UNWTO (2009). *Handbook of Destination Branding*

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Key points by UNWTO

- People in the larger, more established source markets are increasingly seeing themselves as 'travellers', rather than 'tourists'. They are looking for immersion in a culture, an understanding of the destination's human and physical environment, and personal fulfilment from their holiday experience.
- Tourism is experiential: The total experience of the holiday has become larger than the sum of its individual parts and travellers are looking for new sensations and unique experiences, even at established traditional destinations.
- Tourism is experimental: Holidaymakers seek out adventure and "freedom from the limits imposed by things familiar and owned".
- Tourism is existential: Travellers are striving for purpose and self-realisation, whether indulging in sporting challenges, learning a new skill, participating in an exciting new activity, or just searching for personal space in natural surroundings and an emotional reconnection with their own soul or with their partner.
- People are increasingly focusing on the personally regenerating, fulfilling power of a holiday, and on the opportunity to reconnect with a partner and sometimes with the family.
- People are increasingly seeking escape, authenticity, emotional recharge and exploration, rather than passive sightseeing or just relaxing on a beach.

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The change

**Sun, sea, sand**

More various types of tourism
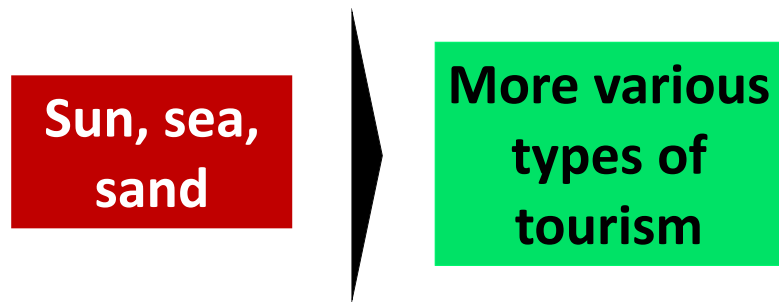
Niche market demand

- Previous motivational factors allow for:
  - the grouping of different visitors into discrete groups
  - classifying them according to market segments

- This process of «segmentation» bring to the identification of common reasons for the purchase of tourist products

- This can often **transform weaknesses in streghts**

Special interest tourism

Special interest tourism
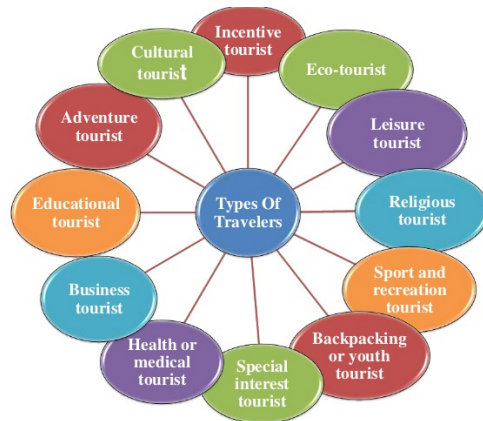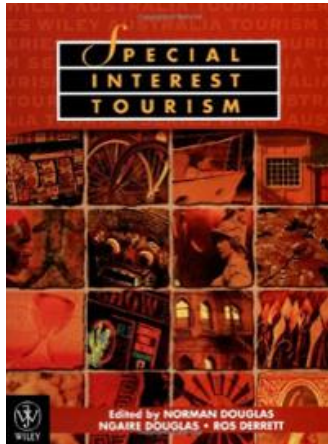
Examples

- **Remote African islands**, without tourism infrastructure and formal accommodation units attract niche markets to live with the local community and experience the living habits participating to day activities

- In **Italy** two examples:
  - An american tour operator organize visit to Italy where the son of a famous Mafia godfather, Angelo Provenzano
    - to undestand such «obscure» side of Italy http://oggimedia.it/cronaca-news-notizie-informazioni/15120.html
  - Tourists called by destinations to make holidays to help fighting pollution by cleaning beaches from plastic accumulated by the wind (e.g. «Cinque Terre»)

Introduction to tourism

KEY ISSUES FOR CONTEMPORARY TOURISM

Key issues

1. Globalisation – localisation divide
2. Rise of low cost carriers and greater accessibility
3. Aging generation and increased life expectancy
4. Changes in household composition
5. Population location and migration
6. Increased prosperity and attitudes towards work, leisure and tourism
7. Ethical values and attitudes
8. New technology
9. New business models
10. Fragmentation of tastes

1. Globalisation-localisation

International travel and tour companies that cater for a large volume of visitor movements and accommodation

Niche operators offering special products, services and experiences to individuals and groups

2. Low cost carriers and greater accessibility

- Growth of low-cost carriers and cheaper long-haul travel has made most parts of the world accessible

- Increased use of regional airports favoured has led improvements in infrastructure and increases in local tourism

- The rise of internet has enabled travellers to access information on most part of the world elecrtonically and to make independent travel arrangements (**DYNAMIC PACKAGING**)
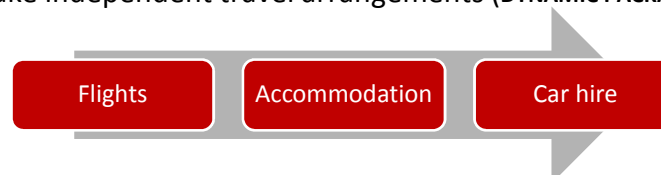
Flights   Accommodation   Car hire

3. Aging generation and increased life expectancy

- Massive growth of the **60+ generation**

- Particularly evident in **developed nations**

- Expected increase in older visitors not only to live longer but also relatively **fit with a younger outlook**

- These «young older» are becoming a **primary target** both domestically and internationally
  - More active, healthy, fashion conscious
  - More media and internet aware
  - More experienced and discerning
  - More independent
  - More interested in travel

….catering to «young old»

- Proximity of **medical facilities**

- **Accommodation and transport designed** for those with reduced mobility

- **Staff training** which meets the need of the older generation

- Consumers may be more interested in **well-being therapies and sport activities** in order to stay healthy

- Increase in **medical and therapy-related tourism**

- **Travel outside school holiday periods** and therefore help address some issues of seasonality

4. Changes in household composition

- Growing rate of **divorce**
- Increasing rate of **marriage**
- **Older parents** with younger children
- **Single parent** families
- Family groups which include **grandparents**

  …. All of which are changing the conventional model of an household and of the traditional holiday

- **Single traveller**, with young people that want to spend some time living alone or with friends before starting a family
- **Youth tourism** accounting for 20% of global market

  ….More flexible accommodation and travel arrangements are required

5. Location and migration

BRIC economies (Brazil, Russia, India, China)
- Around 5% of population have travelled overseas
- They can have a tremendous impact on international tourism

Migration
- Tourism-led migration (working in tourism-booming countries)
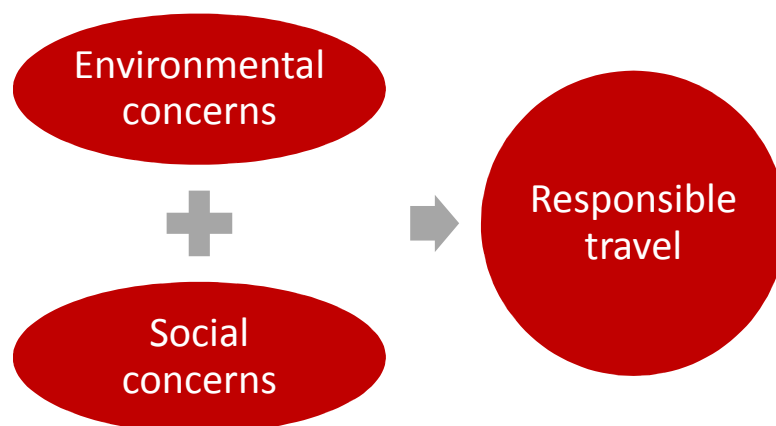- Migration-led tourism (visiting friends and relatives)

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6. Prosperity and attitudes toward work, leisure and tourism

Less full time employment and more contract work

- Shorter holidays
- Less distinction between work and leisure

Time poor / Money rich travellers

- Trend to escape from workplace stress
- Visits to spas, adventure tourism experiences, etc.

Rising demand for short breaks

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7. Ethical values and attitudes

Environmental concerns

+

Social concerns

Responsible travel

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8. New technology

- Technology **empowers the traveller**
  - **Acquisition of information** can be undertaken at every moment
  - **Travel planning and booking** have become a flexible process
  - **New social media** allow people to access information from friends and recent visitors at destinations (e.g. Trip Advisor)
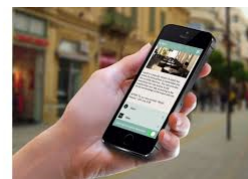
- Tourism organizations must maximise their **virtual presence** on an ongoing basis

- Need to manage tourism as an «experience» since social media encourage **post-trip reflection and evaluation**

New technologies

9. New business models

10. Fragmentation of tastes
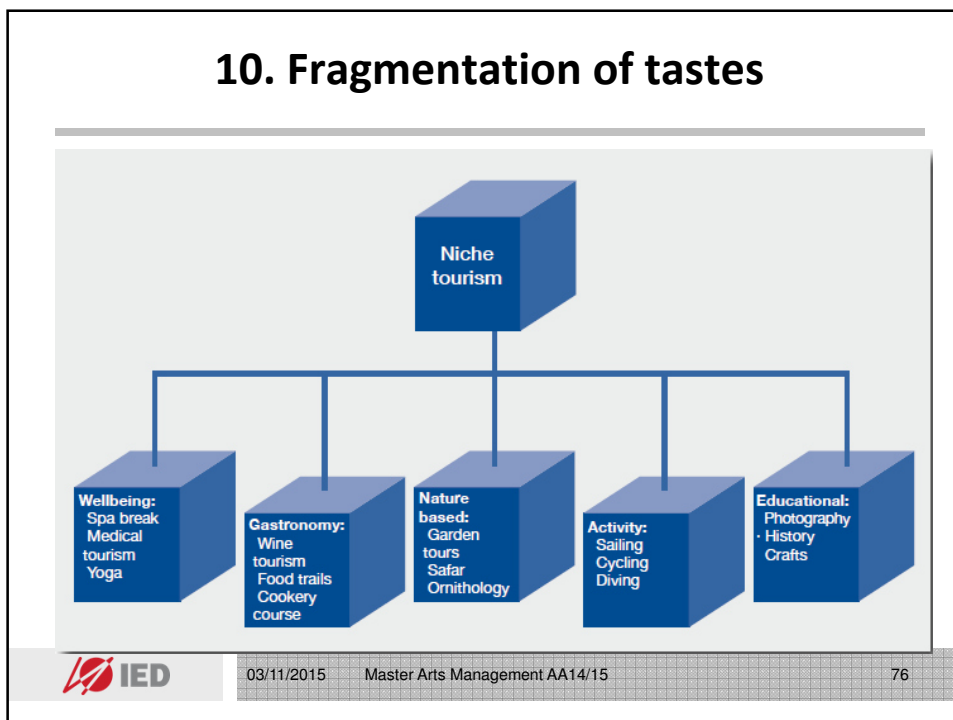
Introduction to tourism

CASE STUDY
TREKK SOFT. SELL DIRECT EVERYWHERE

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Trekk Soft. Sell direct everywhere

- Work group
- Respond to questions of page 9

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