

Kraus'

10

Recreation and Leisure in Modern Society

N I N T H E D I T I O N

Daniel D. McLean | Amy R. Hurd

Travel and Tourism

Background image © Rob Vomund/Dreamstime.com
© 2012 Jones & Bartlett Learning, LLC
www.jblearning.com

Objectives

- Define travel & tourism
- Understand the scope of tourism
- Identify & explain tourism themes
- Describe marketing advances in travel & tourism

Tourism Defined

- Tourism
 - Activities of persons traveling and staying in places outside their usual environment

Tourism Defined

- 3 elements of Tourism
 - Local commercial recreation
 - Theatres, festivals, water parks
 - Travel
 - Movement of people from place to place
 - Airlines, busses, trains
 - Hospitality
 - Vast system of accommodations, food, and beverages

Scope of Tourism

- 9.4% of the gross domestic product in the U.S. (approximately \$5.474 billion)
- Nation's second-largest employer
- personal travel and tourism accounted for \$814.9 billion in spending
- business travel accounted for another \$165.3 billion
- 57.9 million people coming into the U.S. in '08
- 27.5 million U.S. people traveling to other countries

Scope of Tourism

TABLE 10.1

VISITORS TO THE UNITED STATES

Rank	Country	2008 Arrivals	2008 Spending
1	Canada	18.9 million	\$18.7 billion
2	Mexico	13.7 million	\$9.7 billion
3	Great Britain	4.6 million	\$16.7 billion
4	Japan	3.2 million	\$14.6 billion
5	Germany	1.8 million	\$6.7 billion
6	France	1.2 million	\$4.8 billion
7	Italy	779,000	\$3.7 billion
8	Brazil	769,000	\$4.2 billion
9	South Korea	759,000	Did not make top 10 list
10	Australia	690,000	\$3.7 billion

Data from the U.S. Department of Commerce, International Trade Administration, "Top 10 International Markets: 2008 Visitation and Spending." Available at: http://tinet.ita.doc.gov/outreachpages/download_data_table/2008_Top_10_Markets.pdf. Accessed November 5, 2010.

Tourism Themes

- Cruises
 - 80+ cruise ship lines worldwide
 - 18.4 million customers in 2010 from United States
 - \$7.4 billion economic impact in US in 2010
 - Wide variety of cruise ship opportunities (ie. Themes, levels of luxury)

Tourism Themes

- Cultural & historical tourism
 - Interest in attending major performing arts festivals, visiting famous art museums, or having other kinds of aesthetic experiences
 - Interest in being exposed to new and different cultures
 - Pennsylvania Amish
 - French Canadian Gallic communities
 - Native American reservations

Tourism Themes

- Sport tourism
 - Participate
 - Sports tournaments
 - Spectator
 - Superbowl, NCAA tournament, LPGA
 - Experience
 - 1896 Olympic stadium sits in downtown Athens; Coliseum in Rome; Basketball Hall of Fame
 - Fantasy camps

Tourism Themes

- Religion-based tourism
 - Pilgrimages
 - Missionary travel
 - Conventions & crusades
 - Attractions

Tourism Themes

- Health-related tourism or Medical tourism
 - Wellness destinations such as health spas
 - Medical & surgical care

Tourism Themes

- Ecotourism and adventure travel
 - “responsible travel to natural areas that conserves the environment and improves the well-being of local people
 - Sustainable tourism
 - Volun-tourists
 - Adventure recreation
 - Space tourism

Tourism Themes

- Hedonistic forms of tourism
 - Gambling
 - Sexourism

Tourism Themes

- **Hosteling**
 - Low-cost accommodations where people rent a bed in a dormitory-style facility
 - Traditionally been places in the countryside for young hikers to stop off for the night before continuing on their trek

Tourism Themes

- Culinary Travel
 - The pursuit of unique and memorable culinary experiences of all kinds, often while traveling, but one can also be a culinary tourist at home.
 - Attending cooking schools, visiting cooking supply stores, culinary tours, attending food festivals, visiting farmers' markets, or going to wineries and distilleries

Role of the Internet

Positives

- Allows cost comparisons
- 24 hour, up to date information
- Internet specials
- Interactions with other travelers
- Visual presence
- Event listings

Negatives

- Some difficulty in navigating websites
- Lack of understanding of some features
- Lack of flexibility with travel options
- Some desire to speak with a real person