

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**PRINCIPLES OF TRANSPORT AND TOURISM  
TPM 208**

**FACULTY OF MANAGEMENT SCIENCES**

**COURSE GUIDE**

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National Open University of Nigeria 2006

First Printed

ISBN:

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Printed by .....

For

National Open University of Nigeria *Multimedia Technology in Teaching and Learning*

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## **Introduction**

The course Principles of Transport and Tourism (TPM 208) is a second semester core course which carries two credit units for second year level Transport students in the Faculty of management Sciences at the National Open University, Nigeria. This coursework will be useful in your academic pursuit and help to gain in-depth insight into principles of transport and tourism.

This course guide is built partially on prerequisite knowledge (i.e. introductory part in tourism), however, its simplicity will make the student assimilate faster and practice questions at the end of each unit will also prepare the student for the examination purposes. It suggests some general guidelines for the amount of time required of users on each unit in order to achieve the course aims and objectives successfully. It also provides users with some guidance on their tutor marked assignments (TMAs) as contained herein.

## **Course Content**

The course is made up of eighteen units (six modules) spread across fourteen lecture hours and covering areas such as Introductory aspects of tourism, demand and supply factors in tourism, tourism and public interest, pattern and implication of transport on tourism, international tourism and transport needs, e-booking and e-ticketing for transport and tourism.

## **Course Aims and Objectives**

The course attempts to explain principles of transport and tourism in relation to COVID- 19, historical development, conceptual clarification of tourism definitions, products and its significance in contemporary world. The course equally examined government and public service interest, role of transport on tourism, its international and local relevance and the use of information communication technology in propagating tourism. Also, the course is prepared in a way in which the users would easily enhance their previous knowledge. The course aims, is to help users develop critical thinking skills, learn more about transport tourism and hospitality industries.

However, the overall aims of the course will be achieved by:

- (i) Assessing conceptual clarifications of tourism definitions, types and classification.
- (ii) Examining the demand and supply factors of tourism.
- (iii) Evaluating tourism and public interest.
- (iv) Appraising pattern and implication of transport on tourism
- (v) Describing international t tourism and transport needs
- (vi) Explaining e-booking and ticketing in transport and tourism.

## **Working through the Course**

To successfully complete this course, you are required to read the study units, referenced books and other materials on the course.

Each unit contains self-assessment exercises called Student Assessment Exercises (SAE). At some points in the course, you will be required to submit assignments for assessment purposes. At the end of the course there is a final examination. This course should take about 10 weeks to complete and some components of the course are outlined under the course material subsection.

### **Course Material**

The major component of the course and what you have to do and how you should allocate your time to each unit in order to complete the course successfully on time are listed as follows:

1. Course guide
2. Study unit
3. Textbook
4. Assignment file
5. Presentation schedule

### **Study Unit**

There are eighteen (18) units in this course which should be studied carefully and diligently.

#### **Module 1: Introduction to Tourism**

Unit 1: Meaning of tourism

Unit 2: Diverse Nature of Tourism

Unit 3: Significance of Tourism

#### **Module 2: Demand and Supply Factors in Tourism**

Unit 1: Demand in Tourism

Unit 2: Supply in Tourism Demand

Unit 3: Demand versus Supply in Tourism

#### **Module 3: Tourism and Public Interest**

Unit 1: Government and Tourism

Unit 2: Public Service and Tourism

Unit 3: Examination of Community Based Tourism

#### **Module 4: Pattern and Implication of Transport on Tourism**

Unit 1: Meaning of Transportation

Unit 2: Tourism and Transport Strategy

Unit 3: Implication of Transport on Tourism

#### **Module 5: International Tourism and Transport Needs**

Unit 1: Meaning of International Tourism

Unit 2: Meaning of Local Tourism

Unit 3: Local versus International Tourism

## **Module 6: E-Booking and E-Ticketing for Transport and Tourism**

Unit 1: Information Communication Technology

Unit 2: Meaning of E-booking and Ticketing in Transport and Tourism

Unit 3: Booking and Travel Tour

### **Assignment File**

There are assignments on this course and you are expected to do all of them by following the schedule prescribed for them in terms of when to attempt them and submit same for grading by your tutor. The marks you obtain for these assignments will count toward the final mark you obtain for this course. Further information on assignments will be found in the Assignment File itself and later in this Course Guide in the section on Assessment.

There are four assignments in this course. The four course assignments will cover:

Assignment 1 - All TMAs' question in Units 1 - 3 (in Module 1)

Assignment 2 - All TMAs' question in Units 1 - 3 of Module 2

Assignment 3 - All TMAs' question in Units 1 - 3 of Module 3

Assignment 4 - All TMAs' question in Units 1 - 3 of Module 4

Assignment 5 - All TMAs' question in Units 1 - 3 of Module 5

Assignment 6 - All TMAs' question in Units 1 - 3 of Module 6

### **Presentation Schedule**

The presentation schedule included in your course materials gives you the important dates for this year for the completion of tutor-marking assignments and attending tutorials. Remember, you are required to submit all your assignments by due date. You should guide against falling behind the schedule.

### **Assessment**

There are two types of assessment of the course. First are the tutor-marked assignments; second, there is a written examination.

In attempting the assignments, you are expected to apply information, knowledge and techniques gathered during the course. The assignments must be submitted to your tutor for formal assessment in accordance with the deadlines stated in the Presentation Schedule and the Assignments File. The work you submit to your tutor for assessment will count for 30 % of your total course mark.

At the end of the course, you will need to sit for a final written examination of three hours duration. This examination will also count for 70% of your total course mark.

### **Tutor-Marked Assignments (TMAs)**

There are four tutor-marked assignments in this course. You will submit all the assignments. You are enjoined to work all the questions thoroughly. The TMAs constitute 30% of the total score.

Assignment questions for the units in this course are contained in the Assignment File. You will be able to complete your assignments from the information and materials contained in your text books, reading and study units. However, it is desirable that you demonstrate that you have read and researched more widely than the required minimum. You should use other references to have a broad viewpoint of the subject and also to give you a deeper understanding of the subject.

When you have completed each assignment, send it, together with a TMA form, to your tutor. Make sure that each assignment reaches your tutor on or before the deadline given in the Presentation File. If for any reason, you cannot complete your work on time, contact your tutor before the assignment is due to discuss the possibility of an extension. Extensions will not be granted after the due date unless there are exceptional circumstances.

### **Final Examination and Grading**

The final examination will be of three hours' duration and have a value of 70% of the total course grade. The examination will consist of questions which reflect the types of self-assessment practice exercises and tutor-marked problems you have previously encountered. All areas of the course will be assessed.

Use the time between reading the last unit, and examination to revise the entire course materials. You might find it useful to review your self-assessment exercises, tutor-marked assignments and comments on them before the examination. The final examination covers information from all parts of the course.

### **Course Marking Scheme**

The table presented below indicates the total marks (100%) allocation.

<b>Assessment</b>	<b>Marks</b>
Assignment (Best three assignments out of the four marked)	30%
Final Examination	70%
<b>Total</b>	<b>100%</b>

### **How to Get the Most from This Course**

In distance learning the study units replace the university lecturer. This is one of the great advantages of distance learning; you can read and work through specially designed study materials at your own pace and at a time and place that suit you best.

Think of it as reading the lecture instead of listening to a lecturer. In the same way that a lecturer might set you some reading to do, the study units tell you when to read your books or other material, and when to embark on discussion with your colleagues. Just as a lecturer might give you an in-class exercise, your study units provides exercises for you to do at appropriate points.

Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit and how a particular unit is integrated with the other

units and the course as a whole. Next is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. You should use these objectives to guide your study. When you have finished the unit you must go back and check whether you have achieved the objectives. If you make a habit of doing this you will significantly improve your chances of passing the course and getting the best grade.

The main body of the unit guides you through the required reading from other sources. This will usually be either from your text books or from a readings section. Self-assessments are interspersed throughout the units, and answers are given at the ends of the units. Working through these tests will help you to achieve the objectives of the unit and prepare you for the assignments and the examination. You should do each self-assessment exercises as you come to it in the study unit. Also, ensure to master some major historical dates and events during the course of studying the material.

The following is a practical strategy for working through the course. If you run into any trouble, consult your tutor. Remember that your tutor's job is to help you. When you need help, don't hesitate to call and ask your tutor to provide it.

**Read this Course Guide thoroughly.**

- ❖ Organize a study schedule. Refer to the 'Course overview' for more details. Note the time you are expected to spend on each unit and how the assignments relate to the units. Important information, e.g. details of your tutorials, and the date of the first day of the semester is available from study centre. You need to gather together all this information in one place, such as your diary or a wall calendar. Whatever method you choose to use, you should decide on and write in your own dates for working breach unit.
- ❖ Once you have created your own study schedule, do everything you can to stick to it. The major reason that students fail is that they get behind with their course work. If you get into difficulties with your schedule, please let your tutor know before it is too late for help.
- ❖ Turn to Unit 1 and read the introduction and the objectives for the unit.
- ❖ Assemble the study materials. Information about what you need for a unit is given in the 'Overview' at the beginning of each unit. You will also need both the study unit you are working on and one of your text books on your desk at the same time.
- ❖ Work through the unit. The content of the unit itself has been arranged to provide a sequence for you to follow. As you work through the unit you will be instructed to read sections from your text books or other articles. Use the unit to guide your reading.
- ❖ Up-to-date course information will be continuously delivered to you at the study centre.
- ❖ Work before the relevant due date (about 4 weeks before due dates), get the Assignment File for the next required assignment. Keep in mind that you will learn a lot by doing the assignments carefully. They have been designed to help



you meet the objectives of the course and, therefore, will help you pass the exam. Submit all assignments no later than the due date.

- ❖ Review the objectives for each study unit to confirm that you have achieved them. If you feel unsure about any of the objectives, review the study material or consult your tutor.
- ❖ When you are confident that you have achieved a unit's objectives, you can then start on the next unit. Proceed unit by unit through the course and try to pace your study so that you keep yourself on schedule.
- ❖ When you have submitted an assignment to your tutor for marking do not wait for it return before starting on the next units. Keep to your schedule. When the assignment is returned, pay particular attention to your tutor's comments, both on the tutor-marked assignment form and also written on the assignment. Consult your tutor as soon as possible if you have any questions or problems.
- ❖ After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved the unit objectives (listed at the beginning of each unit) and the course objectives (listed in this Course Guide).

### **Tutors and Tutorials**

There are some hours of tutorials (2-hours sessions) provided in support of this course. You will be notified of the dates, times and location of these tutorials. Together with the name and phone number of your tutor, as soon as you are allocated a tutorial group.

Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter, and provide assistance to you during the course. You must mail your tutor-marked assignments to your tutor well before the due date (at least two working days are required). They will be marked by your tutor and returned to you as soon as possible.

Do not hesitate to contact your tutor by telephone, e-mail, or discussion board if you need help. The following might be circumstances in which you would find help necessary. Contact your tutor if.

- You do not understand any part of the study units or the assigned readings
- You have difficulty with the self-assessment exercises
- You have a question or problem with an assignment, with your tutor's comments on an assignment or with the grading of an assignment.

You should try your best to attend the tutorials. This is the only chance to have face to face contact with your tutor and to ask questions which are answered instantly. You can raise any problem encountered in the course of your study. To gain the maximum benefit from course tutorials, prepare a question list before attending them. You will learn a lot from participating in discussions actively.

### **Summary**

This course, Principles of Transport and Tourism (TPM 208), exposes the users to the rudiments of transport and tourism such as historical development of tourism,

definitions, types and forms, significance and classification of tourism. The course also discusses tourism demand and supply definitions and factors, concepts of attractiveness and competitiveness, destination and experience, government policies in tourism marketing, public interest in tourism, and significance of public sector to tourism. Also, the course equally described mode of transportation, relationship between transport and tourism, impact of transportation on tourism, international and local tourism, climate change with respect to local and international tourism, e-booking and ticketing in tourism.

On successful completion of this course, you would have developed crucial thinking skills with the material necessary for efficient and effective discussion of economic issues and events both theoretically and practically. However, to gain a lot from the course please try to apply anything you learn in the course to term papers writing in other economic development courses. We wish you success with the course and hope that you will find it both interestingly intuitive and courteously functional.

## **MODULE ONE**

### **INTRODUCTION TO TOURISM**

Unit 1: Meaning of tourism

Unit 2: Diverse Natures of Tourism

Unit 3: Significance of Tourism

#### **UNIT 1: MEANING OF TOURISM**

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2.0 Objectives

3.0 Main Content

3.1 Tourism and Hospitality Industries in the Pandemic

3.2 Historical Development of Tourism

3.3 Definitions of Tourism

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked assignment

7.0 Reference/Further Readings

#### **1.0 Introduction**

This unit discusses tourism and hospitality industries in the pandemic, historical development of tourism and conceptual definitions of tourism. In other words two terms with three core concepts and technical definitions of tourism has been fully explored.

#### **2.0 Objectives**

At the end of this unit students should be able to:

- Understand tourism, hospitality industries and pandemic
- Describe historical development of tourism
- Define the term tourism
- Explain conceptual clarification of tourism

#### **3.0 Main Content**

##### **3.1 Tourism and Hospitality Industries in the Pandemic**

Tourism and hospitality industries are industries in the world over that not only generate employment, revenue for the country but also enable people to travel from

different geographical regions in search of relaxation, comfort, cultural and environmental exchange, holidaying etc.

Knowing that tourism involves consumption and production of leisure mobility then, any problem evolving from originating or destination region(s) will strongly have impact on the country. For instance, in the wake of the pandemic SARS Cov-2 globally referred to COVID- 19 in Wuhan province of China in December 2019, many countries placed travel restrictions to and from China.

The pandemic has impacted strongly on the demand and supply of tourism across the world and this has impacted negatively on tourism and hospitality industry globally in terms of tourists' expenditure on one hand and employment generation, economic benefits of host countries on the other hand.

The impact will take sometimes before it subsided because some countries that do not only depend on tourism as means of economic growth are currently undergoing recession, talk less of the countries that depend on tourism and hospitality industry as their main source of economic development.

More so, the discipline of tourism as a variable is a function of many variables that is tourism as a discipline has relation with many other disciplines such as Anthropology, Geography, Urban and Regional Planning, Environmental Sciences, Ecology, Economics, Architecture, Law, Psychology, Transport Studies and so on. However, the significant of mobility to tourism development is sine qua non hence, principles of tourism can be effectively achieved with the support of transportation not undermining the significance of other variables.

### **Self-Assessment Exercise:**

How did restrictions of people during the pandemic affect tourism and hospitality in world over?

## **3.2 Historical Development of Tourism**

Travel is as old as mankind on the earth. The man at the beginning of his existence roamed about the surface of the earth in the search of food, shelter, securities, and better habitat. However, in course of time, such movements were transformed into desire to travel.

About five thousand year ago, changes in climate, dwindling food and shelter conditions hostile invaders made the people leave their homes to seek refuge elsewhere like the Aryans left their homes in Central Asia due to climate changes. Perhaps, this leads to the development of commerce, trade, and industry.

During Hindu and Chinese civilization a movement of religion, education and culture began. Christian missionaries, Buddhist monks and other traveled far and wide

carrying religious messages and returned with fantastic images and opinions about alien people.

For centuries movement of people continued to grow due to the efficiency of transport and the assistance and safety which the people could travel. By the end of the 15th century, Italy had become the intellectual and cultural center of Europe. It represented the classical heritage both for the intelligentsia and the aristocracy.

During the 16th Century, travel comes to be considered as an essential part of the education of every young Englishman. Travel thus became a mean of self – development, and education in its broadest sense. The educational travel was known as ‘Grand Tour’.

The industrial revolution brought about significant changes in the pattern and structure of British society. Thus, the economy of Britain was greatly responsible for the beginning of modern tourism. It also created a large and prosperous middle class and because of great improvement in transportation systems in latter half of the 18th century and the first quarter of the 19th century, increasing number of people began to travel for pleasure.

Travel was originally inspired by the need for surviving (food, shelter, and security), the desire to expand trade and quest to conquer. As transportation system improved the curiosity for transforming the vast and virgin world into a close neighborhood created a new industry i.e. Travel and Tourism.

However, the developments of rails, roads, steamships, automobiles, and airplanes helped to spread technology across the globe. Earlier travel was a privilege only for wealthy people but with the industrial revolution, the scenario altogether changed. Transportation, as well as accommodation, became affordable to middle and working class citizens.

Essentially, with the development of jet travel, communication, new technology, tourism, and travel became the world’s largest and fastest growing industry. Travel and tourism, recently has emerged as a dominant economic force on the global scene accounting for more than 12% of total world trade and growing at the rate of 8 percent annuals.

### **Self-Assessment Exercise:**

What makes travel as old as mankind on the earth?

### **3.3 Definition of Tourism**

Tourism is one of the world’s fastest growing industries and a major foreign exchange and employment generation for many countries. It is one of the most remarkable economic and social phenomena (<https://tourismnotes.com/travel-tourism>).

Tourism can be defined as a complete range of the tourism experience from the departure to the return (TPRG, 2003; TPDS, 2007).

Tourism is a temporary movement of people to a destination outside of their residence to carryout activities during their stay in the destination, which also requires the preparation of facilities to meet their needs (Pitana and Gayatri, 2005).

An understanding of the definition of tourism is important at both a practical and a theoretical level. At a practical level it enables us to gain a better understanding of the myriad sources of tourism data and information, while at a theoretical level it illustrates the broad dimensions and character of tourism (Hall, 2005).

Tourism has pluralistic meanings (Smith, 1988). Mieczkowski (1981) and Hall and Page (1999) contend that scholars are troubled by the multitude meanings and concepts of tourism. Thus, there is no standard meaning of tourism whereby researchers can have a point of reference. Consequently, researchers are spending more time debating typologies and classification rather than exploring the actual content of tourism, leisure or recreation.

For example, Pigram (1985) argues that tourism is a component of recreation, while Murphy (1985) counter-argues that. Nonetheless Dan and Cohen (1991) note that there are also scholars who adapt a more eclectic stance, instead of being tied down by a specific theoretical approach. In this manner researchers adapt their choice of concepts and meanings according to the demands of their work.

Burkart and Medlik (1981) observed that the concept of tourism refers to the ‘broad notional frame work, which identifies the essential characteristics, and which distinguishes tourism from the similar, often related, but different phenomena’.

In the United States as well as some other countries there is also a tendency to use the term ‘travel’ as a synonym for tourism. However, it is widely acknowledged that the two terms are used in isolation or in unison to describe three core concepts

1. The movement of people;
2. A sector of the economy or an industry; and
3. A broad system of interacting relationships of people( including their need to travel outside their communities and services that attempt to respond to these needs by supplying products) (Chadwick 1994; Hall and Page 2002).

Technical definitions of tourism are used by organisations seeking to measure a specific population and there are three principal features which normally have to be defined:

1. Purpose of travel (e.g. the type of traveller be it business travel, holiday-makers, visits to friends and relatives or for other reasons such as education or health).
2. The time dimension involved in the tourism visit, which requires a minimum and a maximum period of time spent away from the home area and the time spent at the destination. Most jurisdiction utilise a minimum period of a stay of more than 24hours away from home and a maximum of less than one year
3. Those situations where tourists may ore may not be included as tourists (e.g. travel for military service, migration or travel by refugees).

The world 'tour' is derived from the Latin word torn us, meaning 'a tool for making a circle'. Tourism may be defined as the movement of the people from their normal place of residence to another place with the intention to return) for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure.

According to WTO (1993)" Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

The Rome conference on tourism in 1963 defined tourism as 'a visit to a country other than one's own or where one usually resides and works'. This definition, however, did not take into account domestic tourism, which has become an important money-spinner and job generator for the hospitality industry.

The UNWTO defines tourists as 'people who travel to and stay in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'.

According to the Tourism Society of Britain," tourism is the temporary short-period movement of people to destination outside the places where they normally live, work; and activities during their stay at these destinations." This definition includes the movement of people for all purposes.

The development of technology and transportation infrastructure, such as jumbos jets, low-cost airlines, and more accessible airports have made tourism affordable and convenient. There have been changes in lifestyle – for example, now retiree-age people sustain tourism around the year. The sale of tourism products on the internet, besides the aggressive marketing of the tour operators and travel agencies, has also contributed to the growth of tourism.

Every 27<sup>th</sup> September is celebrated as world tourism. This date was chosen as on that day in 1970 when the Statutes of UNWTO were adopted. The purpose of this day is to raise awareness of the role of tourism within the international community.

### **Self-Assessment Exercise:**

What are the arguments put forward by Mieczkowski, Hall and Page regarding tourism definitions?

### **4.0 Conclusion**

Tourism has been established as one of the world's fastest growing industries and also a major foreign exchange and employment generation for many of both developed and many countries. Despite its significance to economy growth of many countries the impact of pandemic on the industry when people are restricted to their respective geographical region is very devastating. Nevertheless, every 27<sup>th</sup> of September remains the day of nurturing consciousness of the significance of tourism within the international community.

### **5.0 Summary**

The unit examines tourism and hospitality industries in relation to pandemic with the view of establishing pandemic impact on tourism. Also, transitory historical development of tourism was explored and conceptual definitions of tourism highlighted.

### **6.0 Tutor-Marked assignment**

- (a) Explain the impact of COVID-19 on tourism and hospitality industries
- (b) Described disciplines that act as variables of tourism.
- (c) Elucidate the economy that establishes mother economy.
- (d) Define the term tourism.
- (e) What are the conceptual issues raised in the definitions of tourism?

### **7.0 Reference/Further Readings**

Burkart, A.J., and Medlik, S. (1981). *Tourism Past, Present and Future*, 2<sup>nd</sup> edn, Heinemann, London.

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## **UNIT 2: DIVERSE NATURE OF TOURISM**

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Types of Tourism
  - 3.2 Forms of Tourism
  - 3.3 Classification of Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit described types and forms of tourism with the view of examining domestic (local) and international tourism which falls under tourism types and eco-tourism, Agro-rural tourism, special interest tourism etc. which falls under forms of tourism. Also discussed is tourism classification that includes recreational, cultural, health and so on.

### **2.0 Objectives**

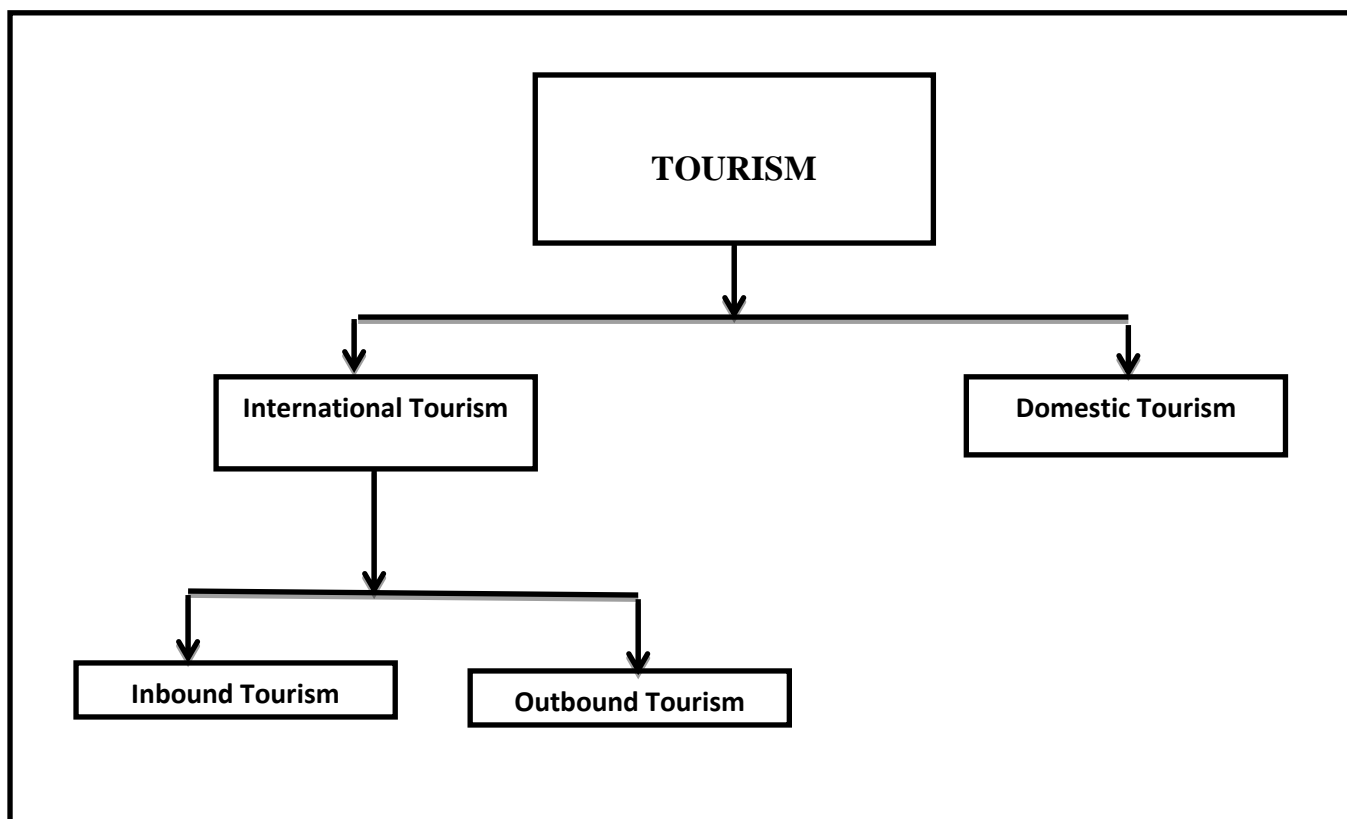
At the end of this unit students should be able to:

- Highlight different types and forms of tourism
- Explain types and forms of tourism
- List tourism classification
- Describe tourism classification

### **3.0 Main Content**

#### **3.1 Types of Tourism**

Based on the types of tourism, tourism can be categorized into international and domestic tourism as shown in the figure 1.1. As shown in figure 1.1, international tourism can further be divided into inbound tourism and outbound tourism.



**Figure 1.1: Types of Tourism**

### **International Tourism**

International tourism occurs when people visit a foreign country. However, in order to travel to a foreign country, there is the need for legal documents of which include a valid passport, visa, health documents, foreign exchange and so on. International tourism can be divided into two types of which include inbound tourism and outbound tourism.

**Inbound tourism:** This refers to tourists of outside origin entering a particular country. When people travel outside their native country to another country, then it is called inbound tourism for that country where he or she is traveling. For example when a tourist from Nigeria origin travels to Ghana then it is inbound tourism for Ghana because foreign tourist comes to Ghana.

**Outbound tourism:** This refers to tourists traveling from the country of their origin to another country. When tourists travel to foreign region then it is outbound tourism for his or her own country because he or she is going outside the country. For instance, when tourists from Nigeria travel to Ghana, then, it is outbound tourism for Nigeria and inbound tourism for Ghana.

### **Domestic Tourism**

Tourism activities performed within the country of residence are referred to as domestic tourism. That is, tourism activity of the people within their own country is known as domestic tourism. Traveling within the same country is easier because it does not require legal or formal travel documents and tedious formalities like compulsory health checks and foreign exchange. In domestic tourism, a traveler generally does not face much language problems or currency exchange issues.

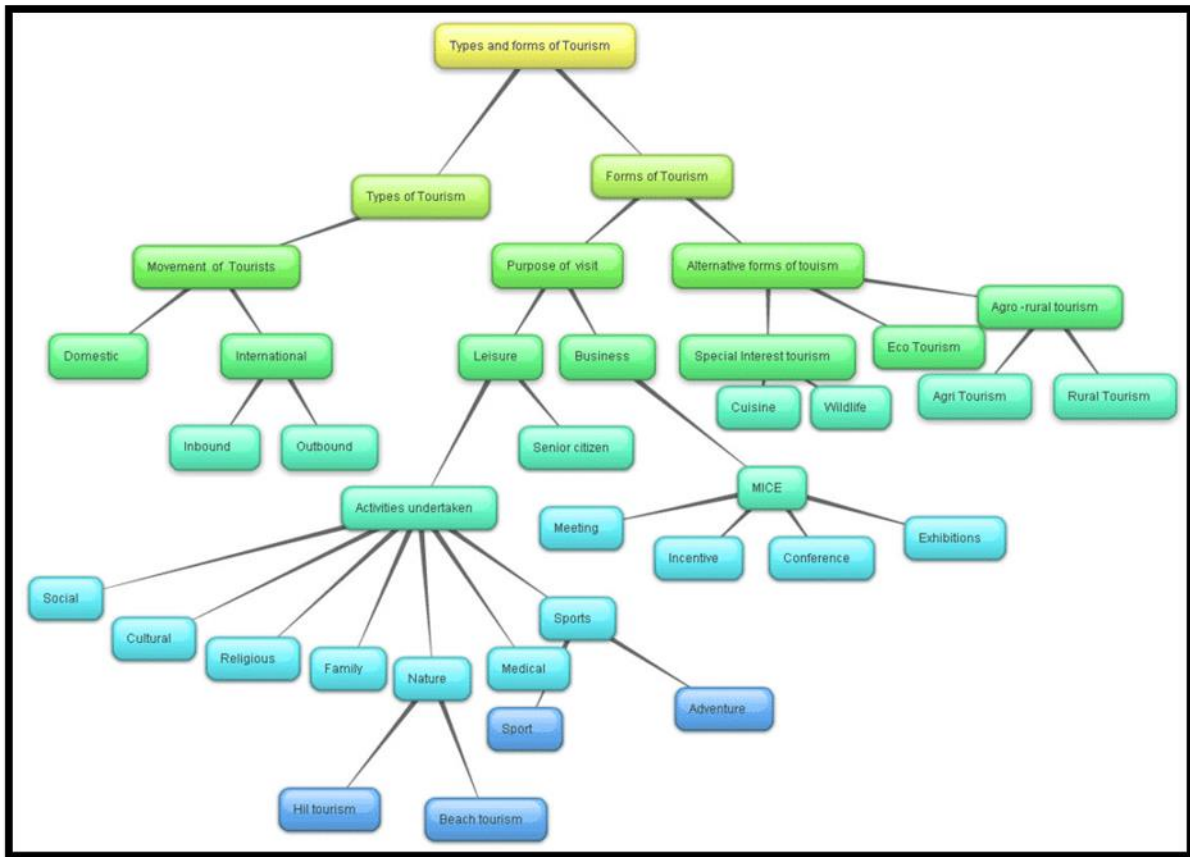
Domestic tourism also involves a person travelling away from home for recreational or business purposes and is characterized by a trip within the frontiers of a country; for example, a trip for shopping purposes travelling from Lagos to Kano, Bradford to Manchester or from New York to Miami. The trip will involve an overnight stay or otherwise it is classified as an excursion.

### **Self-Assessment Exercise:**

What constitute types of tourism?

### **3.2 Forms of Tourism**

Tourism has various forms on the basis of purpose of visit and alternative forms (Figure 1.2). These are further divided into many types according to their nature. Forms of tourism include but not limited to the following: Adventure tourism, atomic tourism, bicycle, tours, beach tourism, cultural tourism, ecotourism, geo-tourism, industrial tourism, medical tourism, religious tourism, rural tourism, sex tourism, space tourism, sports tourism, sustainable tourism, virtual tourism, war tourism, wildlife tourism and so on.



**Figure 1.2: Types and forms tourism**

Nonetheless, tourism can also be classified and the classification can be categorized into six distinct groups according to the purpose of travel and they include recreational, cultural, sport or adventure, health, convention and incentive tourism.

**Self-Assessment Exercise:**

What Constitutes forms of tourism?

**3.3 Classification of Tourism**

**Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches and so on.

**Cultural:** Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, and so on.

**Sports/Adventure:** Trips have taken by people with a view to playing golf, skiing and hiking, fall within this category.

**Health:** Under this category, people travel for medical, treatment or visit places where there are curative possibilities, for example, hot springs, spa yoga, and so on.

**Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.

**Incentive Tourism:** Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism, instead cash incentives or gifts, tourism package are given for a vacation in choice areas. In the US, incentive tourism is over 3 billion dollar business.

**Self-Assessment Exercise:**

What are the highlights of tourism classification?

#### **4.0 Conclusion**

The strength of diverse nature of tourism lies in its types, forms and classification. Thus, tourism types (local and international), forms (purpose of visit and alternative forms) and classification are fundamental to the understanding of tourism.

#### **5.0 Summary**

Unit two of this mode examines the types, forms and classification of tourism. While inbound and outbound tourism are parts of domestic and international tourism are highlighted, purposes of visit and alternatives methods of tourism are parts of forms of tourism. More so, recreational, cultural, sport, health, convention and incentive tourism as classifications of tourism were equally explored.

#### **6.0 Tutor-Marked assignment**

- (a) Describe types of tourism learnt.
- (a) Explain basic forms of tourism.
- (c) Differentiate between domestic and international tourism.
- (c) Highlight in detail classification of tourism.

#### **7.0 Reference/Further Readings**

Hall, C.M., and Jenkins, J. (2005). *Tourism: Rethinking the Social Science of Mobility*. Pearson, Prentice Hall. England.

<https://tourismnotes.com/travel-tourism/>. Tourism

## **UNIT 3: SIGNIFICANCE OF TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Benefits of Tourism
  - 3.2 Impact of Tourism
  - 3.3 Products of Tourism
- 4.0 Conclusion
- 5.0 Summary
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### **1.0 Introduction**

The unit describes the benefits, impact and products of tourism. The benefits explore tourism as one of the major revenue earning of many countries. The impact of tourism has to do with economic, social, cultural and environment factors influencing tourism while tourism products examine physical and psychological contentment of tourists while holidaying.

### **2.0 Objectives**

At the end of this unit students should be able to:

- List the benefits of tourism
- Explain the impact of tourism
- Clarify the products of tourism

### **3.0 Main Content**

#### **3.1 Benefits of Tourism**

Tourism and hospitality, which are inextricably linked to each other, are among the major revenue-earning enterprises in the world. They happen to be among the top employers too. There has been an upmarket trend in tourism over the last few decades as travel has become quite common.

People travel for business, vacation, pleasure, adventure or even medical treatments. With several business-related activities associated with tourism, the industry has a tremendous potential of generating employment as well as earning foreign exchange. There are many countries in the world, such as Mauritius, Malaysia, Singapore, Fiji, Dubai and the Caribbean, whose economies are primarily driven by tourism. Tourism can contribute to the economic growth of a country in many ways. These include employment generation, infrastructural development, foreign exchange earnings, culture propagation, and international recognition.

### **Employment Generation**

It creates a large number of jobs among direct services providers (such as hotel, restaurants, travel agencies, tour operators, guide and tour escorts, etc.) and among indirect services providers (such as suppliers to the hotels and restaurants, supplementary accommodation, etc.).

### **Infrastructure Development**

Tourism spurs infrastructure development. In order to become an important commercial or pleasure destination, any location would require all the necessary infrastructure such as good connectivity via rail, road, and air transport, adequate accommodation, restaurants, a well-developed telecommunication network, and, medical facilities, among others.

### **Foreign Exchange**

The people who travel to other countries spend a large amount of money on accommodation, transportation, sightseeing, shopping etc. Thus, an inbound tourist is an important source of foreign exchange for any country. The World Travel and Tourism Council (WTTC) predict in 1997 that the twenty-first-century economy would be dominated by three industries: telecommunications, information technology, and tourism. The travel and tourism industry has grown by 500 percent in the last 25 years.

### **Self-Assessment Exercise:**

What are the highpoints of tourism benefits?

## **3.2 Impacts of Tourism**

Establishing or developing a tourism industry involves expenditure as well as gains, costs, and benefits. If these impacts are taken into consideration from the outset of planning, strengths and opportunities can be maximized while weaknesses and threats can be minimized. Each destination will be different in terms of tourism characteristics. The costs and benefits of tourism varies in each destination and changes over time, depending on tourism and other activities in a destination's local and regional context.

### **Economic Impacts**

Tourism activities impact the country's economy as well as the local economy of the destination.

**Economics benefits:** Tourism generates local employment, directly in the tourism sector and in support and resource management sectors. Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts, and guide services. Tourism generates foreign exchange for the country and injects capital and new money into the local economy. Tourism helps to diversify the local economy. Improved tourism infrastructure and increase tax revenues from tourism.



**Economic costs:** Higher demand created by tourism activity may increase the price of land, housing and a range of commodities necessary for daily life. Demands on health services provision and police service increase during the tourist seasons at the expense of the local tax base.

### **Social Impacts**

Tourism also affects the society of the destination in good as well as bad ways. It benefits and costs the local communities.

**Social benefits:** The quality of a community can be enhanced by economic diversification through tourism. Recreational and cultural facilities created for tourism can be used by local communities as well as domestic/international visitors. Public spaces may be developed and enhanced through tourism activity. Tourism Enhances local community's esteem and provides an opportunity for greater understanding and communication among people of diverse background.

**Social costs:** Rapid tourism growth can result in the inability of local amenities and institutions to meet service demands. Without proper planning and management, litter, vandalism, and crime often accompany tourism development. Tourism can bring overcrowding and traffic congestion. Visitors bring with them material wealth and apparent freedom. The youths of the host community are particularly susceptible to the economic expectations these tourists bring and can result in complete disruption of traditional community ways of life. The community structure may change, e.g. community bonds, demographics, and institutions. The authenticity of the social and cultural environment can be changed to meet tourism demands.

### **Cultural Impacts**

Tourism activities also affect the culture of the host country. There are many positive and negative cultural impact of tourism.

**Cultural benefits:** Tourism can enhance local cultural awareness. Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings, and districts. Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.

**Cultural costs:** Youth in the community begin to emulate the speech and attire of tourists. Historic sites can be damaged through tourism development and pressures. There can be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.

### **Environmental Impacts**

Tourism impacts on the environment in positive as well as negative way. These impacts are following below.

**Environmental benefits:** Parks and nature preserves may be created and ecological preservation supported as a necessity for nature-based tourism. Improved waste management can be achieved. Increased awareness and concern for the environment can result from nature-based tourism activities and development.

**Environmental costs:** A negative change in the physical integrity of the area. Rapid development, over-development, and overcrowding can forever change the physical environment and ecosystems of an area. Also, degradation of parks has its impacts.

**Self-Assessment Exercise:**

What are the impacts of tourism?

### **3.3 Products of Tourism**

Tourism or tourist products are totality of the physical and psychological satisfaction it provides to tourists, during their ‘traveling and sojourn’ en route at the destinations. Since travel and tourism industry is an agglomeration of numerous sectors that promote travel related services. These sectors are referred to as travel vendors and their services and goods are called ‘travel products’. A tourism product includes five main components such as physical plant, services, hospitality, freedom of choice, and a sense of involvement. Thus, whatever the natural and man-made resources, services brought about the consumption of tourists is termed tourism products.

#### **Characteristics of Tourism Product**

Understanding tourism products is important, but describing the characteristics of the products is equally fundamental. Thus, the features of tourism products include intangibility, psychological, perishability, composite products, instability in demand.

**Intangible:** Tourism is an intangible product means tourism is such kind of product which cannot be touched or seen and there is no transfer of ownership, But the facilities are available for specified time and for a specified use. For e.g. a room in the hotel is available for a specified time.

**Psychological:** The main motive to purchase tourism product is to satisfy the psychological need after using the product, by getting experience while interacting with a new environment. And experiences also motivate others to purchase that product.

**Highly Perishable:** Tourism product is highly perishable in nature means one cannot store the product for a long time. Production and consumption take place while a tourist is available. If the product remains unused, the chances are lost i.e. if tourists do not purchase it.

A travel agent or tourism operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product

remains unused, the chances are lost i.e. if tourists do not visit a particular place, the opportunity at that time is lost. It is due to tourism reason that heavy discount is offered by hotels and transport generating organizations during the offseason.

**Composite Products:** Tourist product is a combination of different products. It has not a single entity in itself. In the experience of a visit to a particular place, various service providers contribute like transportation. The tourist product cannot be provided by a single enterprise, unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to the tourism experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

**Unstable Demand:** Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times there is a greater strain on services like hotel bookings, employment, and the transport system, etc.

**Self-Assessment Exercise:**

Highlight features of tourism products.

#### **4.0 Conclusion**

It can be concluded that the tourism benefits and its social, economic, cultural and environmental impacts increased awareness and concern for nature-based tourism activities and development. Also, the physical and psychological satisfaction tourism provides for tourists at destination and en route destinations promote travel related services.

#### **5.0 Summary**

In this study unit we assess the benefits, impacts and products of tourism. The unit further describes the highpoints of tourism benefits and impacts as well explain the characteristics of tourism products.

#### **6.0 Tutor-Marked assignment**

- (a) Highlight and explain the benefits of tourism.
- (b) Describe the impacts of tourism.
- (c) Define the term tourism products.
- (d) Elucidate tourism products known to you.

#### **7.0 Reference/Further Readings**

Hall, C.M., and Jenkins, J. (2005). *Tourism: Rethinking the Social Science of Mobility*. Pearson, Prentice Hall. England.

<https://tourismnotes.com/travel-tourism/>. Tourism

## **MODULE TWO**

### **DEMAND AND SUPPLY FACTORS IN TOURISM**

Unit 1: Demand in Tourism

Unit 2: Supply in Tourism Demand

Unit 3: Demand versus Supply in Tourism

#### **UNIT 1: DEMAND IN TOURISM**

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3.1 Definition of Tourism Demand

3.2 Scale and Magnitude of Tourism Demand

3.3 Types of Tourism Demand

3.4 Ways of Identifying Tourism Demand

3.5 Business Profitability and Tourism Demand

3.6 Factors Influencing Tourism Demand

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked assignment

7.0 Reference/Further Readings

#### **1.0 Introduction**

Development at a tourism destination is shaped by the demand for tourism in that country. This unit examines tourism demand definition, scale and magnitude demand, types of tourism demand, ways of identifying tourism demand, business profitability of tourism demand and factors influencing tourism demand.

#### **2.0 Objectives**

At the end of this unit students should be able to:

- Define the term tourism demand.
- Understand scale and magnitude of demand.
- Identify types of tourism demand.
- Explain ways of Identifying tourism demand.
- Clarify business profitability in tourism demand.
- Highlight factors influencing tourism demand.

### **3.0 Main Content**

#### **3.1 Definition of Tourism Demand**

Demand refers to how much (quantity) of a product or service is desired by buyers. The quantity demanded is the amount of a product people are willing to buy at a certain price. The relationship between price and quantity demanded is known as the demand relationship. Cooper (2004) defines demand as “a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time”.

Tourism demand is a broad term that covers the factors governing the level of demand, the spatial characteristics of demand, different types of demand and the motives for making such demands. Individuals called “tourists” generate tourism demands. This happens in a particular place called a "tourism destination". Tourism demand consists of travel preparation, movement, accommodation and catering, activities at the destination, purchase and personal needs, as well as recording and preserving impressions (Yoeti, 2008).

Thus, Demand for tourism is the total number of persons who travel or wish to travel and use tourist facilities and services at places away from their places of work or residence (Cooper et al. 1993).

#### **Self-Assessment Exercise:**

Explain your understanding of tourism demand.

#### **3.2 Scale and Magnitude of Tourism Demand**

The scale and the magnitude of demand differ with time and sometimes with seasons. Time demand for tourism services either advances or changes. Such changes could be due to the emergence of the so-called “new tourists” (Poon, 1994 & 1993).

These tourists want to experience something new and expect high quality service and value for their money. New tourists bring with them a different level of demand. Another important issue that has arisen is the increasing significance of tourist seasonality with regard to periods of high and low tourism demand referred to as peak and low seasons respectively.

#### **Self-Assessment Exercise:**

Highlight scale and magnitude of tourism demand.

#### **3.3 Types of Tourism Demand**

Buhalis (2004) identifies three main types of demand, namely, actual, suppressed and latent demand. Actual demand also referred to as effective demand, comes from tourists who are involved in the actual process of tourism. Suppressed demand is

created by two categories of people who are generally unable to travel due to circumstances beyond their control.

The first group includes population who would like to be involved in the tourism process but for some reason or another cannot. They may participate at a later date, thus referred to tourists with potential demand. In deferred demand, travel is postponed due to problems in the supply environment. Potential and deferred demands are difficult to measure and it is for that reason that they are rarely taken into account. The third type is latent demand. It relates to the spatial and temporal expression of demand at a specific site, for example, demand for either tourist accommodation or a tourist service at a specific destination.

**Self-Assessment Exercise:**

Assess types of tourism demand.

### **3.4 Ways of Identifying Tourism Demand**

The demand for tourism can be defined in various ways, depending on the economic, psychological, geographic and political point of view of the author. The geographic perspective defines tourism demand as the total number of persons who travel or wish to travel, and use tourist facilities and services at places away from their places of work or residence (Cooper *et al.* 1993).

Cooper *et al.* (1993) identified two types of demand curves. The first one is the direct demand curve that states that a tourism product can be ascribed to the relationship between two variables like 'price' and 'quantity'. This is a relationship in the economic demand schedule. The second one is the inverse demand curve that states that the quantity of demand for tourism drops with an increase in the price associated with tourism, and vice versa.

The nature of development at a tourist destination is shaped by the demand for tourism in that country. The demand for tourism in any country is shaped, *inter alia*, by the tourism opportunities. As mentioned, the tourism opportunities represent a mix of attractions, and for a destination to be successful, it is important to deliver a quality product and experience. In this regard, careful planning and management, based on sustainable principles, are necessary for tourism development.

**Self-Assessment Exercise:**

What are the means of detecting tourism demand?

### **3.5 Business Profitability and Tourism Demand**

Tourism demand is a key determinant of business profitability as a very important element in all of the planning activities (Song and Turner 2006). The tourism demand facilitates economic planners in minimizing the risk of making decisions on the future (Frechtling 2001). Tourism demand is led and influenced by many external factors, in particular market forces and economic factors, leading to the generation of physical

and financial flows that have strong economic, socio-cultural and environmental impacts. These include:

- (i) High tourism demand**
  - Disposable income
  - Advanced technology
  - Demographic Change
  - Time factor
- (ii) Basic Services**
  - Accommodation
  - Transport
  - Infrastructure
  - Technology
- (iii) Market segments**
- (iv) Product**
  - Marketing
  - Pricing
  - Positioning
  - Differentiation

There is a wide range of factors which can influence the demand for tourism. These factors are normally to be found within the tourist-generating countries. However, there are also pull factors which are often based on tourism attractiveness and are determined within the tourism-receiving country.

#### **Self-Assessment Exercise:**

What are the external factors affecting business profitability in tourism demand?

### **3.6 Factors Influencing Tourism Demand**

#### **Supply Factors**

Although levels of real discretionary income are the main determinants of demand for tourism, there are also supply factors which ‘pull’ tourists to specific destinations. Some of these factors include the *supply of accommodation and amenities* and the *ease of access to the destination*. These factors combined can be regarded as a measure of the attractiveness of the destination. Relative attractiveness is an important aspect of choosing a destination, but will always be constrained by the budget available to the potential tourist.

#### **Non-Economic Factors**

There are a number of non-economic factors which influence demand for international tourism. It is useful to divide these into structural and motivational factors.

#### **Structural Factors**

One of the long-term factors affecting demand is the way in which population structure changes.

**Population:** Population is the raw material of tourism. In analyzing tourism demand, absolute population numbers have very little relevance. If we look at the population sizes in the world we find, not surprisingly, that many of the poorest countries have some of the very largest populations. It is not only the size of population which is important but also the ability to afford holidays and travel. The ratio between population and the propensity to travel is quite surprising, with some of the smallest countries of the world having some of the highest propensities to travel. In Europe which has been a traditional supplier of tourists, we find that certain trends are emerging which are beginning to slow this growth. There are three trends which are important.

**Leisure time activity:** In developed countries the improvement in living standards together with the activities of trade unions has increased the average worker's entitlement to paid holidays. The increased entitlement is reflected in a number of ways. First, is by reduction in the average working week, second, by reduction in the average working year; and thirdly, by the reduction in the average working life. The latter reductions are particularly important for international tourism demand. It is a common phenomenon now for most people in developed countries to take at least two holidays a year. The concept of the second holiday is well developed, particularly through activities in the travel industry with the emergence of weekend breaks and special event packages.

### **Motivational factors**

There are a number of motivational factors which are important as determinants of demand for travel. The factors will vary according to countries but perhaps five are sufficiently important to be regarded as generally applicable – education, urbanization, marketing, the travel trade, and destination attractions.

**Education:** In most developed countries education is a compulsory requirement, at least until the age of 16. As people progress through the education system we find that growing numbers go on to secondary and tertiary levels. There is a correlation between the level of education and the income levels which are earned by groups in society.

**Urbanization:** It is noticeable that most international tourists live in urban areas. This reflects the fact that people living in urban areas tend to enjoy higher income levels than people living in rural areas. They are also more exposed to television and media information, which includes travel data. Most urban environments are well served with a network of travel agents, tour operators and transport hubs. These factors combine to influence the number of holiday trips. Many people living in urban areas experience a higher level of pressure in terms of their living environment compared with people in non-urban areas. This tendency is often seen in the choice of holiday destinations, where the urban dweller will seek holiday destinations which give them a different environment from that in which they usually live. Environmental quality and the quality of holiday experience are both becoming very important determinants of demand.



**Marketing:** One of the motivational factors in tourism is the promotion which is aimed at the potential tourist. There is a plethora of publicity material, some general and some specific, which has become a relatively well-developed art form.

**The travel trade:** The travel trade, including tour operators and travel agents collectively, exerts a considerable influence on the holiday decision. As more destinations come onto the market and holiday and travel literature proliferates, it is becoming more difficult for the independent traveller to access and understand the information available. As more potential travellers seek advice and information from the travel trade, they become open to persuasion. The travel trade can influence and often change initial perceptions of a proposed destination. This power of influence is reinforced by the customer's need for reassurance relating to his travel arrangements and choice of destination. It is this 'reassurance factor' which is often a powerful motivator in choosing a destination.

**Destination attractions:** People travel to satisfy a range of personal needs, both physical and psychological. Potential travellers can be grouped into market segments (cultural tourists, winter sports, gambling, diving, etc.), which are then targeted. The wide range of special interests has created its own markets. The individual traveller has his own motivations – the destination is developed to provide the facilities for the particular market. There are many examples: gambling facilities in Lagos and Port Harcourt; cultural tourism at the Osun Osogbo Festival. Matching markets to facilities is the purpose of tourism promotion; it is part of the process which can influence the potential tourist to choose one destination in preference to another.

**Self-Assessment Exercise:**

Highlight factors influencing tourism demand.

#### **4.0 Conclusion**

It can be concluded that demand for tourism in any country is shaped by the tourism opportunities. Tourism opportunities thus represent a mix of attractions, hence, for successful destination in tourism demand it is important to deliver a quality product based on sustainable principles necessary for tourism development.

#### **5.0 Summary**

In this study unit we discussed tourism demand that includes meaning of tourism demand by exploring seasonal variation in tourism demand; explain actual, suppressed and latent types of tourism demand; examination of demand curves, business profitability of tourism demand and factors influencing tourism demand.

#### **6.0 Tutor-Marked assignment**

- (a) Define the term demand in relation to quantity and people.
- (b) Demand for tourism is shaped by tourism opportunities. Discuss.

- (c) Describe scale, magnitude and tourism demand types.
- (d) Explain ways of identifying tourism demand.
- (e) List and explain major factors that influence tourism demand.

## **7.0 Reference/Further Readings**

Buhalis, D. (2003). E-Tourism: Information Technology for Strategic Tourism Management. Prentice Hall.

Frechtling, D.C. (2001). Forecasting Tourism Demand: Methods and Strategies. London: Butterworth-Heinemann.

## **UNIT 2: SUPPLY IN TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Definition of Tourism Supply
  - 3.2 Tourism Supply Chain
  - 3.3 Mechanism of Tourism Supply
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

Tourism supply is the provision of the key elements of tourism industry by the host government and destination leadership. In this unit, we looked at definition of tourism supply, tourism supply chain and mechanism of tourism supply.

### **2.0 Objectives**

At the end of this unit students should be able to:

- Define the term supply.
- Describe tourism supply.
- Explain tourism supply chain.
- Highlight and elucidate mechanism of tourism supply.

### **3.0 Main Content**

#### **3.1 Definition of Tourism Supply**

Supply represents how much the market can offer. The quantity supplied refers to the amount of certain goods producers are willing to supply when receiving a certain price. The correlation between price and how much of goods or service is supplied to the market is known as the supply relationship. Tourism supply can be described as the establishment of important features of the tourism industry by the host governments or destinations. Such establishment can be extended to preservation, advancement and administration of the tourism facilities and resources. Tourism resources that are necessary for tourism supply range from natural to man-made. Infrastructure required would include telecommunication, lodging and transportation. Tourism supply thus, includes natural amenities, historical, cultural, religious, infrastructure, means of access and transport facilities, superstructure, and people's way of life.

Tourism reception services include travel agencies, tourist offices, hire companies and visitor managers. An underlying feature of tourism supply that distinguishes it from other services is the way in which the mobile populations who visit destination areas consume a tourism product, service or experience. In contrast, the supply features are often fixed geographically at certain places (e.g. hotels, restaurants or visitor attractions). This means that businesses are required to sink considerable capital costs into different forms of tourism services and centres of production on the basis of the expectation that the destination will appeal to visitors and assist in the promotion of their individual product and service.

**Self-Assessment Exercise:**

What is your understanding of tourism supply?

### **3.2 Supply Chain in Tourism**

The “tourism supply chain” concept originated from economics. It has been used to explain how different businesses enter into contractual relationships to supply services, products and goods, and how these goods are assembled into products at different points in the supply chain. Tourism is well suited in the supply chain because the product, service or experience that is consumed is assembled and comprises a wide range of suppliers.

The supply of tourism products basically involves how various components of the tourist product are placed at the disposal of tourists. Tourism suppliers can be classified under **hospitality**, **transport** and **attractions** or **products**. Hospitality referred to where a tourist will look at the appropriate forms of accommodation, different types of food service provisioning, entertainment and leisure activities. The suppliers of hospitality products, such as accommodation, service, entertainment or gaming must be well located in relation to other components of tourism products. The suppliers of accommodation vary from privately owned organisations to large hotel chain groups or consortiums. The food service industry, which includes drinking places, restaurants, coffee shops and other food outlets, is strongly linked to accommodation sector. Ultimately, accommodation forms the core of the tourism supply chain where it occupies a more central position.

**Self-Assessment Exercise:**

Under what themes can tourism supplier be classified?

### **3.3 Mechanism of Tourism Supply**

Tourism supply can also be explained through the “distribution system” in tourism analysis. The distribution system makes the supply of tourism available and accessible to the demand side. Since tourism is an intangible product, information is the only thing on which potential tourists can base their decision to make their arrangements. There are four components in the tourism distribution system and they are *suppliers of tourism services*, *the distributors of information*, *travel intermediaries* and

*consumers*. Gunn and Var (2002) observed that tourism supply mechanisms can be categorized in relation to four different features of which are *natural, human, technological* and *cultural resources*.

**Natural resources:** This is built or man-made resources which constitutes fundamental measure of supply. With the contemporary rise in environmental awareness, nature conservation, eco-tourism and natural resources are being used more sustainable to ensure they continue to be of benefit in the future. Tourism supply in this regard embraces elements like the physiographic of the area, landforms, flora, fauna, water bodies, air quality and similar natural phenomena. In essence, the availability of such resources is of paramount importance to the success and continuity of tourism as a spatial industry.

**Built or man-made resources:** This involves infrastructure that includes all underground and surface development constructions such as water supply systems, sewage disposal systems, power lines, roads, communication networks and many other commercial and recreational facilities. Particularly needed by tourism is a superstructure to include facilities constructed primarily to support visitation and visitor activities. Primary examples are airports, parking lots, parks, hotels and other places of entertainment.

**Hospitality and cultural resources:** These are integral to a tourism offering. It is the people and the cultural wealth of an area that makes it possible for tourism to take place. Tourists are hosted where there is security and often comfort. The attitudes of residents to visitors need to be desirable. The friendliness, courtesy, sincere interest and willingness to serve and to be better acquainted with visitors are crucial factors in tourism supply.

**Self-Assessment Exercise:**

List the features or mechanism of tourism supply.

#### **4.0 Conclusion**

In conclusion, the supply of all assets, services and goods to be enjoyed or bought by visitors are occasioned by the journeys of visitors. Tourism supply consists of an amalgamation or mix of attractions that shapes the demand for tourism in any country. Tourism supply is a complex phenomenon because of both the nature of the product and the process of delivery.

Principally, it cannot be stored (that is it is a perishable product), it is intangible in that it cannot be examined prior to purchase, it is necessary to travel to consume it, heavy reliance is placed on both natural and human-made resources and a number of components are required, which may be separately or jointly purchased and which are consumed in sequence. It is a composite product involving transport, accommodation, catering, natural resources, entertainment, and other facilities and services, such as shops and banks, travel agents and tour operators.

## **5.0 Summary**

In this unit, tourism supply was discussed and it involves definition of tourism supply, tourism supply chain and features of tourism supply. The mechanism or features has to do with human, built and hospitality resources that involve products that cannot be stored to product that cannot be examined before purchase.

## **6.0 Tutor-Marked assignment**

- (a) Explain the term supply
- (b) Tourism supply is a complex phenomenon because of its nature of the product and the process of delivery. Discuss
- (c) Describe the words 'supply chain in tourism'
- (d) List and discuss resources involve in tourism supply.

## **7.0 Reference/Further Readings**

Gunn, C.A., and Turgut, Var. (2002). *Tourism Planning: Basics, Concepts, Cases*.  
Psychology Press.

## **UNIT 3: DEMAND VERSUS SUPPLY IN TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Demand versus Supply in Tourism
  - 3.2 Concepts of Attractiveness and Competitiveness
  - 3.3 Concepts of Destination and Experience
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

Price is a reflection of demand and supply. The unit explores demand and supply in tourism, conceptual issues such as attractiveness, competitiveness, destination and experience relating to demand and supply in tourism were equally discussed.

### **2.0 Objectives**

At the end of the unit students should be able to:

- Describe the term demand versus supply in tourism.
- Explain concepts of attractiveness and competitiveness.
- Distinguish between destination and experience concepts.

### **3.0 Main Content**

#### **3.1 Demand versus Supply in Tourism**

Tourism as a socio-economic phenomenon comprises the activities and experiences of tourists and visitors away from their home environment and serviced by the travel and tourism industry and host destination. The sum total of this activities experience and services can be seen as the tourism product.

Tourism system can be described in term of supply and demand. Tourism planning should strive for a balance between demands and supply. This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs.

Often tourists from core generating markets are identified as the **demand side**; the **supply side** includes all facilities, programmes, attraction, and land uses designed and managed for the visitors. These supply-side factors may be under the control of private enterprise, non-profit organizations, and government. New and innovative

forms of partnerships are also evolving to ensure the sustainable development and management of tourism related resources.

There are four basic laws that govern supply and demand and they include (i) if demand increases and supply remains unchanged, a shortage will result, leading to a higher equilibrium price,(ii) if demand decreases and supply remains unchanged, a surplus will result, thus leads to a lower equilibrium price, (iii) if demand remains unchanged and supply increases, a surplus will result, leading to a lower equilibrium price and (iv) if demand remains unchanged and supply decreases, a shortage will result, leading to a higher equilibrium price.

The supply and demand side can be seen to be linked by flows of resources such as capital, labor, goods and tourist expenditures into the destination, and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist generating region. In addition, some tourist expenditures may leak back into the visitors generating areas through repatriation of profits of foreign tourism investors and payment for improved goods and services provided to tourists at the destination.

In addition, there are two main factors that affect the motivation of tourists, which are namely the demand and supply of tourism itself. The suitability of demand and supply affects the realization of an optimal tourist experience, which ultimately impacts the satisfaction of tourists and their desire to return. The management of a tourist destination is said to be successful if they are able to offer tourism supply according to the tourists' demands. The expectation in this case is the tourism demand. The events and memories are strongly influenced by the availability of products (tourism supply). The experience of tourists will be optimized if the manager is able to meet the demand of tourists through the availability of tourist products. Efforts to improve the experience of tourists are strongly influenced by the availability of products and the combination of tourism activities (Dwyer and Kim, 2003).

Approach based on the concept of supply and demand is very appropriate for enhancing the competitive advantage of tourism destinations. This approach is very useful for determining the appropriate comparisons between investments to be made by managers and what customers look for in a destination. The concept of tourism supply and demand is very useful to create an environment for the development of tourism. Supply and demand refer to the ability of a destination to provide social, physical, and economic benefits to the population, as well as a satisfying experience for tourists.

**Self-Assessment Exercise:**

What are the basic laws of demand and supply?



### **3.2 Concepts of Attractiveness and Competitiveness**

All tourism products begin with an attraction, without which no further discussion is needed. An *attraction* is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience. The experience can be recreational, spiritual, or otherwise. An attraction is an outstanding example (for whatever criteria used) of a resource which includes all the elements in a particular class (Stange, Brown, Hilbruner & Hawkings, 2011).

Ultimately the market — not tourism experts or magazines — decide what is an attraction among its much wider resource class. If people spend time and money to experience a particular resource, then that resource is also an attraction.

Traditionally, people divide up attractions between cultural and natural. Cultural should, but does not always, include historical attractions as well. Public Use Planning effort of the World Heritage Center uses another categorization, perhaps more refined, consisting of four categories and this includes geophysical-landscape-aesthetic, ecological-biological, cultural-historical and cultural-historical. Attraction according to Goeldner and Ritchie (2006) is categorized into five major groups, which are cultures, nature, events, recreations, and entertainment.

The concept of supply and demand is also referred to by other researchers as the concept of attractiveness and competitiveness (Vengesai, 2003). Attractiveness focuses on the demand of tourists and the aspects that attract them to a variety of estimations (Formica, 2001), while competitiveness focuses more on the ability of a destination to provide products that can be accepted by tourists, which is often called tourism supply (Kozak and Rimmington, 1999). The concept can be seen from two different perspectives. Namely, the attractiveness is seen from the perspective of tourists, while competitiveness is seen from the perspective of the tourist destination (Buhalis, 2000). A combination of supply and demand can increase the popularity of a destination. Tourism supply, as an element of competitiveness, refers to the ability of a destination to present a more satisfying tourism experience as compared to other destinations (Hassan, 2000).

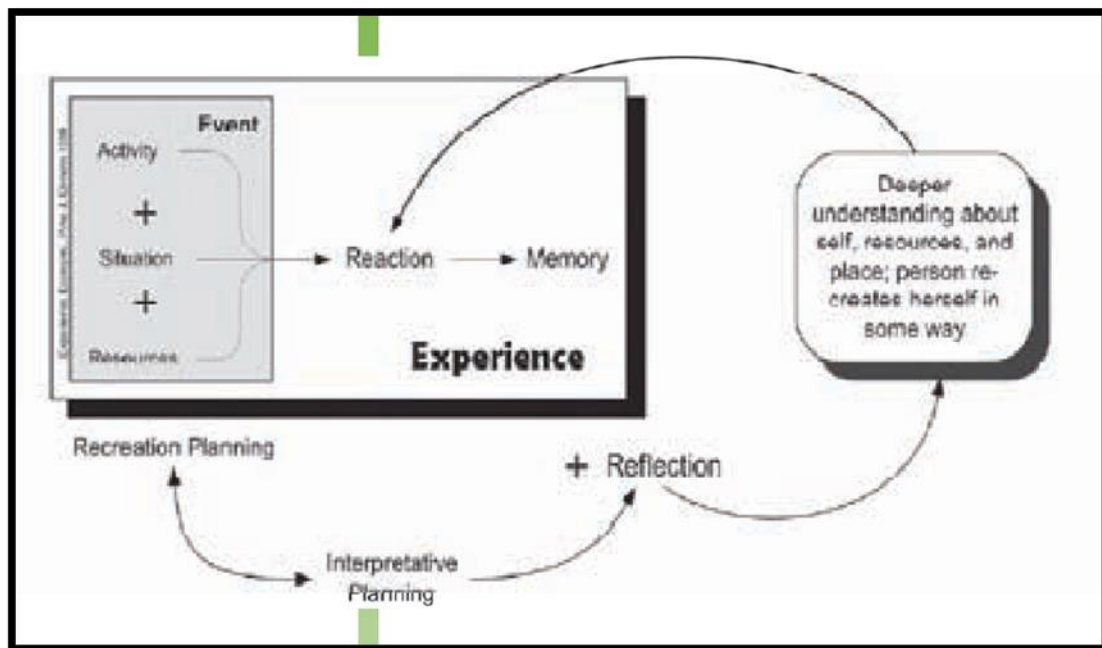
#### **Self-Assessment Exercise:**

What is attractiveness and competitiveness in tourism?

### **3.3 Concepts of Destination and Experience**

The main interesting feature of destination is attraction. Attraction is the main motivation for tourists to visit a destination and one of the reasons for selecting a destination (Crouch and Ritchie, 1999). Destination managers play an important role in terms of designing tourism attractions using their initiative and creativity. Offering more tourism attractions will result in tourists staying longer and a greater tourist experience being gained. Every single traveler has a unique and different personal experience, due to travel planning and post-trips differing greatly (Park and Santos, 2016).

Tourists' experiences are shown in the environment of the personnel, other tourists, physical environment and products or souvenirs (Mossberg, 2007). Environment as a product of experience is needed by tourists (Figure 2.1). They need a safe environment with employees focusing on customers and services, as well as closely cooperating with various parties. Each tourism product provides different experiences for each individual.



**Figure 2.1. Anatomy of an Experience (Adapted from Pine & Gilmore, 1999).**

In Figure 2.1, an experience begins as an event where a visitor experiences (activity) an attraction (resources) within a particular context or situation (high-quality rock climbing equipment with top-rated guides or with tattered ropes and a retired green beret). This event generates a reaction (“I liked it!” “I hated it!” “I’m really pretty good at rock climbing after all!”) and that reaction burns a memory upon which the visitor reflects and creates new meaning.

Ultimately the person, through this meaning-making process, both increases his or her understanding of the world and of the self as well. As the visitors’ confidence increases or decreases, as self-image transforms, in effect, they literally re- create themselves, which of course is where the word “recreation” comes from anyway. As figure 2.1 further points out, interpretive planning and recreation planning influence greatly the event or the opportunity to have an experience.

The assessment of the experience can be seen from the uniqueness of the attraction offered. Destinations with great uniqueness attract visitors, so that they want to spend more time to visit. There are different experience scales that are applicable to each destination, including hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty (Kim et al. 2012).

### **Self-Assessment Exercise:**

What is destination and experience in tourism?

## **4.0 Conclusion**

It is conventional that understanding tourism demand and supply largely depends on the acceptance of the concepts of attractiveness, competitiveness, destination, and experience which are fundamental to tourism. This is because of the influence of the concepts on tourists whose focus on demand is based on attraction of destination and ability of destination to provide products (competitiveness) acceptable to tourists give tourism supply.

## **5.0 Summary**

This unit explains demand and supply in relation to concepts and laws. Also, relationship between tourism demand and concepts of attractiveness, and tourism supply and competitiveness were explored. Similarly, destination and experience in tourism were conceptually linked to tourism demand and supply.

## **6.0 Tutor-Marked assignment**

- (a) Examine tourism demand and supply.
- (b) Describe laws of supply and demand in relation to tourism
- (c) Attractiveness and competitiveness is synonymous to tourism demand and tourism supply. Discuss.
- (d) Distinguish between destination and experience in relation to tourism demand and tourism supply.

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## **MODULE THREE**

### **TOURISM AND PUBLIC INTEREST**

Unit 1: Government and Tourism

Unit 2: Public Service and Tourism

Unit 3: Community Based Tourism

#### **UNIT 1: GOVERNMENT AND TOURISM**

##### **CONTENTS**

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 Government in Tourism

3.2 Significance of Government` in Tourism

3.3 Government Policies in Tourism

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked assignment

7.0 Reference/Further Readings

#### **1.0 Introduction**

The unit examines how governments get involve in tourism by exploring government and tourism, significance of government in tourism and government policies in tourism marketing.

#### **2.0 Objectives**

At the end of the unit students should be able to:

- Describe government involvement in tourism.
- Explain government contributions to tourism.
- Understand government policies in tourism marketing.
- Highlight objectives of public policies.

#### **3.0 Main Content**

##### **3.1 Government and Tourism**

Governments and tourism are large and complex areas to study and, in order to help in the identification, analysis and evaluation of the most significant factors. There are principles which tourism managers should follow and there are objectives which governments wish to achieve for political, economic and moral reasons. Some of the issues and problems can only be managed by governments (Elliot, 1997).

Governments and tourism are large and complex areas to study and, in order to help in the identification, analysis and evaluation of the most significant factors. It is suggested that governments have responsibilities which require them to get involved in policy areas such as tourism.

Governments have become involved in tourism mainly because of its economic importance. In periods of industrial and economic decline, world recession, massive unemployment and a growing gap between the rich and poor, tourism is one of the few growth industries; it is also able to provide the scarce foreign currency which most governments desperately need.

**Self-Assessment Exercise:**

What makes government and tourism large areas to study?

### **3.2 Significance of Government in Tourism**

Governments are in fact are in tourism in the modern world. The industry could not survive without them. It is only governments which have the power to provide the political stability, security and the legal and financial framework which tourism requires. They provide essential services and basic infrastructure.

It is only national governments which can negotiate and make agreements with other governments on issues such as immigration procedures or flying over and landing on national territory. Governments have power, but how they use this will depend upon many factors including political culture, the political and economic power holders and their perception of the tourism industry.

There are different types of government, including National or federal, state and local. These governments can either be active or passive in tourism management and in the use of their powers. Nevertheless, each of the layers of government has one role to play in the sustenance of tourism in their domain.

**Self-Assessment Exercise:**

What types of governments are involved in tourism management?

### **3.3 Government Policies in Tourism Marketing**

Government policies help make decisions, allocate resources and solve problems in society. Such policies are formalized by the development of plans, programs and agreements. In terms of tourism, public policies boost the growth of national income, generate employment, increase foreign exchange income, help channel the flow of tourists to different areas, enable spaces for tourism. (Velasco, 2005). This results in improving the quality of goods and services offered by the destination (Monfort, 2000).

The objectives and functions of public policies in tourism are related to coordination, planning, legislation, promotion, stimulation, support, and public interest (Hall, 2000). Examples of these functions and objectives are:

(i) **Economic development:** generate foreign income, balance of payments support, job creation at a national level, improve the economy and provide local employment, research and diffusion of information on future market trends, improve the image of the destination, ensure effective access to destinations.

(ii) **Competitiveness:** to ensure the viability and competitiveness of tourism destinations and businesses, to be able to continue to prosper and achieve long-term benefits (Ritchie and Crouch, 1993).

(iii) **Resident prosperity:** To maximize the contribution of tourism to the prosperity of the destinations, public policies should promote the prosperity of the destinations and focus on reducing the leaks on the local economy by working with local goods and local human resources in tourism. The links between tourism and other local activities such as agriculture, should be strengthened and tourism businesses should be encouraged to work as a network. (Fuller, Buultjens & Cummings, 2005).

(iv) **Quality jobs:** policies should seek to improve the working conditions in tourism and ensure jobs creation in the tourism sector especially for the people of the local community.

(v) **Cultural richness:** Preserve the traditions and cultural heritage of the local community. Public policies on tourism are responsible for planning, development and promotion, while tourism marketing is responsible for attracting tourists to a destination, develop goods and services to meet their needs and also is responsible for promoting the resources of a destination (Kotler, et. al, 2008).

It is through the promotion and support of tourism marketing that public policies seek to promote the attractions and advantages of a tourist destination. In addition, tourism marketing applied to the private sector, is responsible for promoting the goods and services they offer, increasing the destinations available offer. Therefore, tourism marketing should operate as a mechanism to facilitate regional development goals and streamline the provision of resources to tourism activities in order to ensure that a destination's strategic objectives are accomplished, and should also generate income according to the resources used for the production and development of tourism goods and the regeneration of these resources.

Governments can assist tourism by the provision of services; they can also control the industry and its activities in order to ensure that activities and safety standards are maintained in the public interest. These are all legitimate functions of governments which they are expected to perform for the public interest. But how these functions are performed and the success or otherwise of government depends upon the quality of its public sector management. Governments perform their functions and this includes all

managers in all governments and public organisations whose duties affect tourism in some way. The public services provided, such as immigration or clean public beaches, are part of the total tourism product and can either add or detract from its attractiveness. Thus, governments at all levels, from federal governments, state, through to local governments at the village level can all be involved in the management of tourism.

### **Self-Assessment Exercise:**

How do government policies help in tourism marketing?

## **4.0 Conclusion**

Tourism is more than an industry and an economic activity, it is universally dynamic social phenomenon touching most countries of the world and affecting their people. Therefore, governments need to perform their functions through managers and public organisations whose duties affect tourism in some way.

## **5.0 Summary**

The government is to provide clean environment which are part of the total tourism product and can either add or detract from its attractiveness. The unit examines government participation in tourism by examining the importance of the role of government and policies towards sustainable tourism.

## **6.0 Tutor-Marked assignment**

- (a) Explain government involvement in tourism.
- (b) Describe the significance of government in tourism promotion.
- (c) Government policies help make decisions, allocate resources and solve problems in society. Discuss.
- (d) List and elucidate objectives and functions of public policies in tourism that are related to coordination, planning, legislation, promotion, stimulation and support.

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## **UNIT 2: PUBLIC SERVICE AND TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Public service Interest in Tourism
  - 3.2 Significance of tourism to the Public Sector
  - 3.3 Importance of Public Sector to Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

Public service operators in tourism have various roles to play as they have many interests to protect in tourism sustainability. This unit looks at public service interest, significance of tourism to public sector and importance of public sector to the development of tourism.

### **2.0 Objectives**

At the end of the unit students should be able to:

- Describe public service interest in tourism.
- Highlight the importance of public service interest in tourism.
- Explain the significance of public service interest in tourism.
- Assess the significance public sector to tourism

### **3.0 Main Content**

#### **3.1 Public Service Interest in Tourism**

Public service operators are saddled with different responsibilities as well occupied with various interests to serve and protect. As public service, tourism managers have tried to stop sex tourism. It has, for instance, opposed the open advertising of sex tours. Some public service managers claim that many problems arise because of loopholes in the rules and regulations that guide the business of tourism.

There is, however, a limit to how rigorously controls can be enforced in a democratic country with a tradition of free enterprise, nevertheless, for public service, governments and managers have a responsibility to apply rules and regulations in the public interest. In Nigeria for instance, despite little development of the tourism industry, there are laws that govern the industry, and also, considerable amount of law and power in the hands of managers which may seldom employed due to resistance

and the lack of cooperation between and within public agencies and the political leaders.

There is no doubt that there is a tradition of venality and a lack of integrity in some public and private managers. This tradition is helped by the conflict and lack of unity within and between the two sectors. A very dynamic private sector responding to increasing demand may often exploit excessively the industry.

Governments, managers and other stakeholders also, have not been able to control the excesses of some of the forces exploiting the industry to the detriment of public interest. Many plans and policies have been produced by management but the prevailing political culture and the political and administrative system have been too weak to implement them. Hence, fragmented uncontrolled developments have been the norm.

### **Self-Assessment Exercise:**

How do private managers exploit the business of tourism?

## **3.2 Significance of Tourism to the Public Sector**

It is the industry, particularly the private sector, which plays the leading role in the development of tourism and which provides most of the investment, capital stock of accommodation, hotels and resorts, theme parks, travel agents and tour guides and most of the transportation. For the industry to develop, private managers should have initiative, ability and experience.

The industry has the knowledge of markets, of the customers and the product; it has the skills and the dynamism necessary to operate in the highly competitive market place. These same skills are necessary to deal with natural or political disasters which can hit the industry, ranging from climate change to government instability.

It is to gain these skills as much as investment that countries such as China establish joint venture hotels. The industry can market the tourism product in a foreign country or region without provoking an adverse reaction which could happen if it was marketed directly by government. Because they are not tied to a public bureaucratic system with its hierarchy and management principles, the industry has the freedom and flexibility to take risks.

Volume one of Australian Inquiry into Tourism 1987 Report describe the role of private sector as: *'to provide tourism facilities and services to the travelling public while maximising financial returns'*. This role engenders ideas and leads to the initiation of new projects in which the private sector is able to recognise the market need or niche. The private sector formulates and implements the project, and takes the financial risk. Private management provides the tourism experience and skills but also the specialized technical skills through consultants, planners, architects, engineers, designers, lawyers, project managers and builders. Governments cannot provide all of

these functions nor the whole range of other service functions involved, such as accommodation, food and beverages, transportation and retail shopping. Thus the movement towards privatization of public organisations, though desirable, there is the need to recognize public interest in the value of private sector management.

There is an exchange relationship from which government secures three types of benefits that is information *for policy design; consent for policy clearance; and cooperation for policy implementation.* Management needs information, consent, cooperation and other forms of assistance from industry. In its relations with government, tourism industry should ***respect the public interest and the political culture. There should be fair and just treatment of the community, of guests, hosts and employees. Industry should respect and preserve the natural and cultural environment and strive to make tourism and its activities beneficial to all concerned.*** The peak bodies of the tourism industry are in a much better position than public managers to monitor, control and secure compliance to principles from recalcitrant members of the industry. Industry cooperation is necessary for policy implementation.

#### **Self-Assessment Exercise:**

What do the private sectors provide for the development of tourism?

### **3.3 Importance of Public Sector to Tourism**

The industry cannot survive without the system and the infrastructure of support and security provided by the public sector. If governments can stop violence or terrorism and provide security they can boost tourism. For instance, the insecurity in many part of Nigeria may have negative, impact on the industry.

Elliot (1997) was of the opinion that between 1994 and 1995, Egypt was able to increase tourists' arrival into the country by 21.9 per cent. Within the system in particular the industry needs certainty, consistency and continuity from public management, whether it has to do with laws, taxes, immigration, transportation or attitudes.

The private sector managers need to know the public parameters in which they can take decisions. Industry needs a stable legal and financial system within which it can operate, which will give tourism activities legitimacy.

The tourism industry needs government permission and support for most of its development, such as the building of hotels or development of resorts. The tourism industry seems to be a private sector driving industry, it is essential that there is a government involvement at all levels, designed to ensure that the infrastructure in every respect is best suited to help the growth of this important industry. The marketing of tourism, especially overseas, is a good example of where government intervention is necessary. Because of the diversity and differences in the industry it is difficult to get agreement and raise funds for marketing promotion, and therefore government organization and funds are necessary.

**Self-Assessment Exercise:**

How do tourism industries survive under public sector?

**4.0 Conclusion**

Tourism is susceptible to problems and can easily be affected by changes in public policy and public perceptions. Thus, the role public sector is essential in the preservation of the industry by finding solutions to the likely problems of the industry.

**5.0 Summary**

In this unit, we established that despite the roles play by government in sustaining tourism, there are areas of invested interest by the government of which sex tourism is essential. Also, the role of private sector on tourism investment and tourism elevation of public sector are acknowledged however, provision of infrastructure where tourism thrive is equally the responsibility of the public sector.

**6.0 Tutor-Marked assignment**

- (a) Public service operators are saddled with different responsibilities as well occupied with various interests to serve and protect. Discuss.
- (b) Describe the ways tourism industry promote tourism business.
- (b) Explain how government secures three types of benefits?
- (c) Discuss the ways public sector promotes tourism industry.

**7.0 Reference/Further Readings**

Elliot, J. (1997). Tourism: politics and public sector management, Routledge, London.

## **UNIT 3: COMMUNITY BASED TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Examination of Community Based Tourism
  - 3.2 Strategic Implication of Community Based Tourism
  - 3.3 Stakeholders Involvement in Community Based Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit discusses community based tourism by examining what community based means, strategic implication of community based tourism and stakeholders' involvement in community based tourism.

### **2.0 Objectives**

At the end of the unit students should be able to:

- Describe community based tourism.
- Explain the green aspect of tourism.
- Assess government role in community based tourism.
- Describe stakeholders' involvement in community based tourism.

### **3.0 Main Content**

#### **3.1 Examination of Community Based Tourism**

Over the last half century, tourism has emerged as a worldwide economic and social phenomenon. Conceptualized some 25 years ago by Murphy (1985), increasing attention has been paid to Community Based Tourism as a potential approach to tourism development.

Community based tourism involves combination of environmental sustainability with the optimisation of well-being of local communities through their engagement or involvement in tourism at the same time providing incentives to attract tourists, both international and domestic (for example, Blackstock 2005; Murphy 1983, 1985; Okazaki 2008; Simmonds 1994).

In other words, as there was increasing awareness of the need to address the environmental consequences of tourism, sustainable tourism development emerged as

the new approach to tourism development, reflecting a more “green” consciousness that was emerging in the mid- to late-1980s (Cooper *et al.* 1994).

Essential to sustainable tourism development is a long-term perspective which embraces the environmental, economic and socio-cultural aspects of tourism development (WTO 2004). Similarly, increasing attention was paid to the notion of alternative (to mass) tourism development that focused predominantly on human and environmental concerns (Telfer 2009).

Specifically, the alternative tourism approach promotes tourism as a resource-based, grass-roots form of development, examples including agro tourism, pro-poor tourism and community based tourism. The most significant departure from more traditional approaches to tourism development was to put people at the centre of attention (Brohman 1996), thus introducing the idea of community based tourism.

**Self-Assessment Exercise:**

How do community based tourism promote the term ‘green’.

**3.2 Strategic Implication of Community Based Tourism**

The strategic implication of community based tourism is that destinations should adopt a collaborative perspective, more specifically encouraging community participation (Ashley *et al.*, 2001). However, it has been argued that many tourism policies have been developed by the central government without local involvement (Haris and Vogel 2007).

Moreover, Beeton (1998) recommends with regards to marketing the destination that managers should consider the „4Ps“, that is, product (destination and service), price, place and promotion, with a fifth factor being the people who serve tourist needs.

As community based tourism focuses principally on the involvement and participation of the destination community within the planning of tourism development, it is important to look at the role of governments in making sure that they enact rules and regulations that will protect the community and the industry at large (Pookaiyaudom, 2012).

**Self-Assessment Exercise:**

What did Beeton (1998) recommends that managers should recommends at marketing destination?

**3.3 Stakeholder Involvement in Community Based Tourism**

The principal connection between community based tourism and sustainable development are the combined policies of conserving local, cultural and heritage, the objective of maximising the positive impacts while minimising the negative impacts on the host community (Ritchie and Inkari 2006; Vargas-Sanchez *et al.* 2009) and, in

particular, the encouragement of participation between local people and stake holders in the tourism sector.

Participation of stakeholders in Community Based Tourism will impact positively on everyone involved in the tourism sector. However, the destinations are tourism goods difficult to control and also the market, due to the complexity of the different relationships in the local community and the diverse interests involved in the development and production of tourism goods.

In this sense, strategies and actions should consider the wishes and needs of all participants in the tourism sector. The marketing strategies of destinations should be used as a mechanism in coordination with planning and management rather than just a sales tool. It is necessary to create a relationship between public policies and tourism marketing in order to accomplish strategic plans and actions that will lead to increase the competitive advantages of a destination (Martinez et al., 2014).

### **Self-Assessment Exercise:**

What is the main connection between community based tourism and sustainable development?

## **4.0 Conclusion**

We conclude that there is the need to build a strong association among various stakeholders in charge of tourism in order to be able to achieve strategic plans and actions that will lead to increase the competitive advantages of various community destinations.

## **5.0 Summary**

In this unit, we explore community based tourism with the view of examining its strategic implication as well discuss the need for stakeholders participation in the industry.

## **6.0 Tutor-Marked assignment**

- (a) Explain your understanding of community based tourism.
- (b) Sustainable tourism development is about community based tourism. Discuss.
- (c) Describe the 5Ps advance in marketing destination of community based tourism.
- (d) Explain the need for stakeholders' participation in community based tourism.

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## **MODULE FOUR**

### **PATTERN AND IMPLICATIONS OF TOURISM ON TRANSPORT**

Unit 1: Meaning of Transportation

Unit 2: Tourism and Transport Strategy

Unit 3: Implication of Transport on Tourism

#### **UNIT 1: MEANING OF TRANSPORTATION**

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3.1 Definition of Transportation

3.2 Tourism and Mobility

3.3 Tourism and Accessibility

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked assignment

7.0 Reference/Further Readings

#### **1.0 Introduction**

The unit discusses the meaning of transportation by examining its definition which includes description of the major mode such as roadways, railways, waterways and airways. Also discuss is relationship between, tourism, mobility and accessibility which is very important.

#### **2.0 Objectives**

At this end of the unit students should be able to:

- Define the term transportation.
- Highlight modes of transportation.
- Describe accessibility and connectivity.
- Explain tourism in relation to transportation.

#### **3.0 Main Content**

##### **3.1 Definition of Transportation**

Transport involves movement of passengers, goods and services. A mode of transport most time regarded as a means of transportation. A mode thus includes walking, automobile, bus, train, ferry-boat, ship, aircraft, helicopter, and so on. Nevertheless, all these modes use either the road, the rail tracks, the waterways (like rivers, travel

paths in oceans), or the airways. These means of transportation play a significant role in tourism and hospitality industry.

Transportation is not only a central factor linking the demand (market or origin) and supply (production or destination) sides of the tourism industry – in terms of traveling to and from destinations – but it is also an important factor for determining the attractiveness of the destination, and thereby affects demand and supply as discussed in module two.

### **Roadways**

In this mode of transport, all vehicles use the roadways to travel from one point to another. There are various kinds of vehicles in this class. Some are motorized (like automobiles, trucks buses, etc) and others are human – or animal –powered (like cycles, bullock carts, etc). Some are private vehicles while others are meant to move either a large number of people (*public transport*) or goods over long and short distances.

### **Railways**

This mode of transport uses rail tracks to move from one point to another. Vehicles in this class consist of a long train of coaches attached to a locomotive. The coaches and the locomotive have steel wheels that run on steel rail tracks. The locomotive either uses diesel or uses electricity as fuel (locomotives which run on coal are hardly used these days). These trains are used for transporting people as well as goods.

### **Waterways**

In this form of transport all vehicles use channels in water bodies (like rivers, lakes, and oceans) to travel from one point to another. Simply stated, a channel is a chartered corridor in an expanse of water that is safe and offers a reasonably direct connection between the origin and the destination. Various kinds of vessels operate on the waterways starting from the small ferry boats to the large ocean liners. Not all channels can be used by all types of ships, for example the ocean liners generally cannot use the inland river channels.

### **Airways**

In this mode of transport, vehicles use air routes to travel from one point to another. Simply stated, air routes are chartered path in the air based on various characteristics like directness of connections, prevailing atmosphere and wind conditions, international agreements, and safety issues. Various kinds of aircraft use the airways- from small, single-engine planes to large jet aero planes.

### **Self-Assessment Exercise:**

Describe the term transportation.

### **3.2 Tourism and Accessibility**

The two most critical facets that influence successful transport-tourism relationships are accessibility and connectivity. Understanding the degree of accessibility and connectivity of a destination is important because it helps establish the role of both government and private firms in the movement of tourists.

Accessibility is simply a geographic comparative measure of various points within a network and the connections that are possible given existing transport provision. Connectivity is a similar measure, but examines the practical and technological constraints and opportunities for increased accessibility (e.g., shorter travel time or more efficient means of transport) (Lohmann and Duval, 2011).

The improvement in transportation modes plus low fares has increased the accessibility of areas once considered off-the-beaten-path. Though, access to tourism sites may vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system. However, tourism and accessibility may be linked to the level of degradation of the destination. Issues arising from this include the concept of carrying capacity, impacts per capita, and visitor advocated by the operator, the community as well as the government. Accessibility can make or break a destination.

There are two streams of argument. One involves the number of visitors and the other involves number of visitors per capita. The first contend that too much access brings in a bigger number of people that can increase the level of degradation, decrease the experience, and impact the natural state of the resources. The second argument takes into consideration the ratio of visitors to the host population and the level and type of impacts created.

On the issue of carrying capacity, Inskip (1987) acknowledges the fact those areas such as small islands, arid and coastal lands, reefs, mountains and lakes are vulnerable to tourist overuse and overdevelopment and proposes that carrying capacity should be a part of the comprehensive regional and site-specific analysis and planning process. And “it is important to distinguish between capacity based on tourist acceptability and that predicated on environmental deterioration because the two may not be the same”.

Accessibility and tourism activities have thus broken barriers and opened formerly off-the beaten-track areas to visitors through aggressive marketing of some far-off paradise with the availability of transport facilities. Advances in transportation have widely eased travel. It is attributed to the ease and accessibility of modern transport that has spurred the widespread growth of nature tourism.

#### **Self-Assessment Exercise:**

What are the arguments involve in accessibility making or marring destination?

### **3.3 Tourism and Mobility**

According to the National Research Council (2002) mobility refers to the time and costs required for travel. Based on tourism, this would imply that mobility refers to the time, resources and facilities that the tourist requires to be able to travel; that it is the circumstances affecting their ability to travel rather than the act of travel.

The mobility of visitors is a strategic question in tourist cities and regions. Providing agile, comfortable and rapid mobility is a key factor in improving tourist satisfaction and increasing the competitiveness of the destination. The accessibility and quality of the transport system also encourage tourists to visit more places in the immediate area and to enjoy more associated leisure activities. For this reason, the cities with the best quality public transport (PT) systems tend also to become more attractive for tourists.

Given the contemporary global growth of the tourism industry and the widespread movement of people and their facilitators, efforts are being increased to examine tourism within a mobility framework (Hall 2005). Under the broad umbrella of mobility, this would encompass tourism, along with the movement of people, goods, wealth, culture and information, rather than closing tourism within its own definition.

In other words, tourism has been brought under a conceptual framework of, and is increasingly being interpreted as but one, albeit highly significant dimension of temporary mobility (Hall 2005). Within mobility hierarchy, a better understanding of tourism in relation to being a social phenomenon and its relevance within modern societies is achieved.

Strengthening and providing more sustainable patterns of mobility makes it possible to reduce the environmental impact of the increase in mobility generated by tourism. A growing concern at tourist destinations is, therefore, how to foster more sustainable forms of tourist mobility.

Recent studies have highlighted the role of tourism mobility in the challenge of the global requirement for emissions reduction. This calls for action to encourage the use of public transport and also non-mechanized means of transport. The promotion of active transport modes at the destinations (i.e., walking, cycling) is one of the key actions.

#### **Self-Assessment Exercise:**

What is mobility according to National research Council 2002?

### **4.0 Conclusion**

The success of tourism cannot be completed without significant mentioning of the part play by transportation in the demand and supply of tourism. This is because tourism activities involve movement of tourists from their respective origins to destinations which is made possible with the aid of transportation means.

## **5.0 Summary**

In this unit we conclude by examining modes of transportation and its tourism association with demand and supply of tourism. Also, accessibility and mobility are transport concepts that are related with network connectivity in transportation and their significance in transport-tourism sine qua non.

## **6.0 Tutor-Marked assignment**

- (a) List and discuss mode of transportation.
- (b) Distinguish between mode and means of transportation
- (c) Assess how transportation relates to tourism demand and supply?
- (d) Explain why understanding the degree of accessibility and connectivity of a destination is important in tourism.
- (e) How does strengthening and provision of sustainable mobility impact environment?

## **7.0 Reference/Further Readings**

Hall, C.M., & Jenkins, J. (2005). *Tourism and Public Policy*. London: Routledge.

## **UNIT 2: TOURISM AND TRANSPORT STRATEGY**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Tourism and Transport Policy
  - 3.2 Transport Infrastructure
  - 3.3 Transport and Tourism Attraction
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

Transport and tourism association are very strong. This unit therefore explores tourism in relation with transport policy, transport infrastructure and transport with respect to attraction.

### **2.0 Objectives**

At the end of this unit students should be able to:

- Describe tourism and transport policy.
- Highlight the significance of transport policy in relation to tourism.
- Define the term transport infrastructure.
- Highlight three main aspect of transport different role in tourism.
- Highlight types tourist attraction based on their physical experience.
- Describe other attractive transport.

### **3.0 Main Content**

#### **3.1 Tourism and Transport Policy**

The possible interactions between transport and tourism are clear. More so, tourism as helper of transport policy enables governments to play a significant role in addressing the inter-linkages between these policy areas. For instance, efficient transport-tourism policy includes;

- i. Transport policy (e.g. airport/cruise hubs, roads, public transport) can shape access to and travel patterns within destinations, influencing visitor accessibility, mobility and satisfaction;
- ii. Transport policy can facilitate a shift to more eco-friendly transport options, enabling destinations to position themselves as sustainable;

- iii. Tourism policies can stimulate movement to and within a destination, which can in turn emphasize seasonal peaks and troughs, push transport capacity limits, and place pressure on existing infrastructure capacity;
- iv. Conversely, tourism policies can help to secure the economic viability of local transport systems.

An efficient transport policy makes it possible to better manage the increase in flows that occur during the peak tourist season. This makes it possible to mitigate the inconveniences caused to the resident population as a result of increased congestion and pressure on local transport infrastructure deriving from the increase in the number of visitors. Transport services are indispensable for the development of the tourism sector.

**Self-Assessment Exercise:**

What are significant role in addressing the inter-linkages between transport policy?

### **3.2 Transport infrastructure**

Transport infrastructure is a prerequisite for the development of transport, because traffic consists of a number of individual transports and that makes its infrastructure an integral part of tourist trips. A well-developed transport infrastructure is a necessary requirement for the development of tourism in a destination, but it is not sufficient by itself. Transport infrastructure by itself does not always mean accessibility of desired traffic destinations, since it depends on the availability or organisation of transport (Master Plan and Development Strategy of the Croatian Tourism, 2011).

Tourist travel is primarily an experience, which consists of a series of impressions. The individual loads, or in the wider sense the market, has an important role in creating those impacts. In conditions like an increasing competition in the tourism market, there is a possibility of dissatisfaction among tourists and it may distract buyers (tourists) from repurchasing the same products.

It might be easier to observe the role that transportation has in today's tourism, while having in mind the fact that the time spent in vehicles often accounts as a significant portion of the total time spent on travelling. In the past, the main goal of transport was to get to a destination as soon as possible and to forget all the discomfort we were forced to deal with while travelling. Today, transport has a completely different role - and it meaningfully follows three main aspects:

- (i) transport provides traffic accessibility of tourist destinations,
- (ii) transport provides mobility within tourist destination,
- (iii) some types of transport are a tourist attraction

Primarily, transport providing accessibility for tourist destinations is related to the main state and interstate transport infrastructure (roads and terminals), which should



enable satisfactory fulfillment of traffic demands along with public and personal transport vehicles. A destination with better connections will have better chances for the use of tourist capacities and for the overall development than the one with poor connections, considering that both have almost equally attractive tourist contents.

Transport providing in busy tourist destinations means the availability of tourist attractions and other contents required by tourists, which can create positive conditions for their visit and arouse the pleasure of staying in a certain destination. For places situated beyond the boundaries of a city and its surroundings, good traffic connection is crucial when it comes to organising a trip within acceptable time during the day, so the visitors can get back to their hotel rooms by the evening.

In some cases, the means of travelling can be so attractive that the experience of being carried by a vehicle may become the main motivation for a trip. Similarly, certain types of transport in the tourist destination may, contribute to the overall popularity of the destination owing to its attractiveness.

#### **Self-Assessment Exercise:**

What are the three main aspects of different role play by transport in tourism?

### **3.3 Transport and Tourist Attraction**

Since the beginning of tourism development, transportation has been considered part of the tourist experience. Over time, the constant search for new experiences has made certain types of transport tourist attractions and a primary motivation for a trip.

Today, there is a range of different types of transport on offer, because its attractiveness draws travellers and holiday-makers to spend considerable amounts of money on driving experience. Different modes of transport often complement some other, equally attractive transport modes, or transport may take place across an area which is very attractive, although the means used may not be that attractive itself.

Horak (2014) observed that traffic vehicles as tourist attractions can be divided according to their different physical characteristics, but the most interesting division seems to be the one based on the nature of the tourist experience it features. Therefore, transportation can be divided into:

- (i) luxury transportation,
- (ii) adventurous transportation,
- (iii) nostalgic transportation and
- (iv) other active transportation.

It should be noted that nautical tourism has a special place in transport modes through its three practical forms which are: yachting, cruising and chartering.

### **Luxury transportation**

Transport that greatly exceeds the usual standards of similar transportation services, or it is unique and expensive, so it can be afforded by a smaller number of passengers, is called the luxury transportation. The concept of luxury transportation can be summed up in a sentence which confidently advertises driving one of the most luxurious trains in the world: “*Driving in this train offers passengers the most luxurious experience of railway transport in the world, and an experience that will forever be remembered.*”

### **Nostalgic transportation**

In recent days, a large number of interesting tourist trips are taking place in those means of transport that are no longer functioning regularly because of outdated technologies. The most used are steam-driven trains and ships, as well as old sailing ships and original museum exhibits. This kind of trip is organized under the name *nostalgic trip* and is usually inexpensive. The dominant experience is the sense of nostalgia, not luxury.

### **Adventurous transportation**

Travel arrangements are prepared as anti-stress programmes for a special group of users having the affinity for a certain kind of tourism. Studies have shown that a large number of managers, entrepreneurs, brokers and other business people, who work under daily pressure and in stressful situations, are inclined to using recreational services and undergoing various anti-stress programmes. However, the strongest rehabilitation and relaxation effect is obtained by anti-stress programmes related to spending time outdoors. These types of programmes, called *Adventure tourism*, offer a combination of adventurous activities including terrain vehicle riding, raft riding and (river) boat rafting.

Rest stops are planned to be at the appropriate locations, where relaxation and sightseeing contents are available. The food is prepared on the ground, thus creating a special charm which raises the quality of tourist services to a higher level. Culinary specialties are also carefully prepared to match the content of tourism programmes. Therefore, adventurous tourism is a blend of adventure, recreation, relaxation, entertainment and culinary experience. Users travel away from everyday problems and stressful situations and prepare their bodies and psychophysical condition for further ventures.

### **Other attractive transport**

Other forms of attractive transport are:

- taxi (London)
- boats and sightseeing buses (London, Amsterdam, Paris)
- glass bottom boats for observing underwater world
- funiculars and trams
- road trains
- horse-drawn carts
- a variety of animals (camels, horses, elephants, ...)
- exotic transport vehicles (rickshaws, tooktook, ...)

Transport itself can be a tourist experience. The ability of ensuring adequate quality of standard transport services, as well as presenting attractive offers, plays an important role when it comes to tourists choosing their destination. Some of such offers may be:

- (i) offer including service facilities near the road,
- (ii) offer at airports and other passenger terminals (marine, rail and road) and within public transport, which also includes provision of various information during a trip,
- (iii) possibility of reservation,
- (iv) Sightseeing of roadside tourist attractions etc.

### **Self-Assessment Exercise:**

Highlight the range of different types of transport on offer.

## **4.0 Conclusion**

Transport policy ensures the uses of facilities are essential for the development of the tourism sector. These transport facilities enables ease movement of tourists and as well serve as experience or attraction in form of luxury, nostalgic, adventurous and others.

## **5.0 Summary**

This unit discusses linkage between transport and tourism with respect to transport policy that equally guide transport facilities which is a precondition for the expansion of transport system. Also discussed is experience which is conceptual in tourism. Mode of transport used is regarded as an experience which in itself is tourist attraction and they include luxury, nostalgic, adventurous and other attractive transportation.

## **6.0 Tutor-Marked assignment**

- (a) Discuss an efficient transport-tourism policy known to you.
- (b) Transport infrastructure is a prerequisite for the development of transport. Discuss.
- (c) List and discuss different types of transport on offer.
- (d) Describe in detail other attractive transport.

## **7.0 Reference/Further Readings**

Hall, C.M., & Jenkins, J. (2005). *Tourism and Public Policy*. London: Routledge.

## UNIT 3: IMPLICATIONS OF TRANSPORT ON TOURISM

### CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Relationship between Transport and Tourism
  - 3.2 Roles of Transportation in Tourism
  - 3.3 Impacts of Transportation on Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### 1.0 Introduction

The association between transport and tourism is of two folds – transport standpoint and tourism standpoint. This unit thus examines the association between transport and tourism, roles of transport in tourism and the effects of transportation on tourism.

### 2.0 Objectives

At the end of the unit students should be able to:

- Describe association between transport and tourism.
- Highlight the operational attributes of transport systems.
- Explain the role of transport in tourism.
- Assess the effect of transport on tourism.

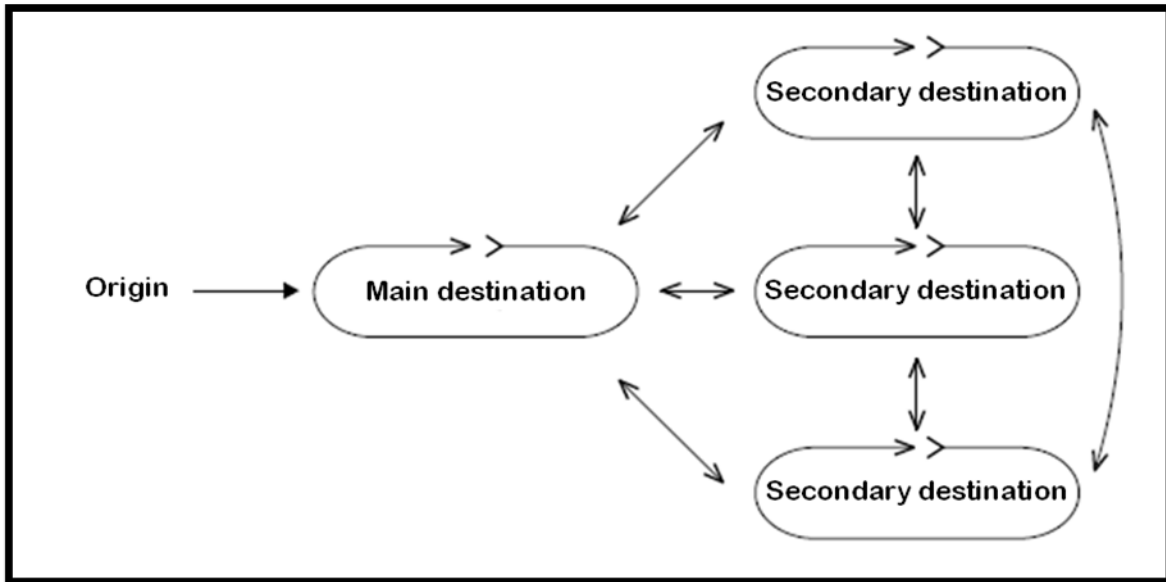
### 3.0 Main Content

#### 3.1 Relationship between Transport and Tourism

The intrinsic relationship between transport and tourism can be considered from two major methods, that is **tourism perspective** and **transport perspective**. In module one, The World Tourism Organisation defines tourists (WTO, 1995) as “people who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. From this definition it is possible to highlight that tourism will only happen when people leave their usual environment, also known as their “place of origin” or simply “origin”, making a displacement to another place, which is not part of their usual environment (work, school etc), also called a “tourist destination” or simply a “destination”.

Apart from linking the origin to the destination, means of transport are also required in order to provide accessibility within a certain destination (from the airport to the hotel,

from the hotel to a tourist attraction etc), and in the case of a multiple destination trip, to link the various destinations within the trip. The scheme on Figure 4.1 illustrates the participation of transport (1) between the origin and the destination, (2) within the various destinations visited, and (3) between the different destinations visited during a holiday trip (Lohmann and Duval, 2011).



**Figure 4.1: Transport linking to, from and within destinations, adapted from Lohmann and Duval (2011)**

From the perspective of the transport activity, tourism is a vital part of many regional and long haul transport providers. Transport operation per se also provides some characteristics and attributes that are relevant to tourists and the study of tourism as shown in table 4.1.

Table 4.1: Operational attributes of transport systems.

<b>Attribute</b>	<b>Description</b>
Comfort	Measured in many different ways, including the pitch of the seats, noise, quality of the waiting area etc.
Confiability	Ability to accomplish the contract (e.g. punctuality).
Domestic or international	Whether or not the trip involves more than one country. In most cases, international trips require more complicated arrangements to comply with the procedures of two different countries, such as immigration issues and regulations related to the provision of transport services (bilateral agreements).
Elements	<b>Power:</b> defines the mode of transport and in most instances the speed travelled <b>Terminal:</b> place of change from one mode of transport to another

		<p><b>Vehicle:</b> the carrying unit where passengers and goods will be accommodated.</p> <p><b>Way:</b> divided in natural (e.g. sea and air) or artificial (e.g. railways and highways). In some cases the vehicle is subject to traffic control.</p>
Fare		The transportation charge that can be a flat rate for any seat available or be calculated by complicated pricing strategies including revenue management where, for example, passengers flying the same flight in the same class pay completely different prices depending on how far in advanced they have booked, restrictions imposed on cancellation, length of stay in the destination (e.g. passengers staying a Saturday night are charged less as they are more likely to be on a leisure trip rather than a business traveller) etc.
Intermodality		<p>The ability to connect two or more different modes of transport. Intermodal connections exist in different ways:</p> <p><b>Physical:</b> where a terminal integrates two or more modes of transport in a way to provide passengers with the best technology to access the terminal and reach their final destination.</p> <p><b>Fare:</b> where the same fare covers two or more modes of transport (e.g. limousine offered by some airlines for passengers flying business and first classes)</p> <p><b>Operational:</b> where, for example, the timetables of two different modes of transport are coordinated to minimize connecting times.</p> <p><b>Institutional:</b> when the same organization operates two or more interconnected modes of transport.</p>
Mode		<p><b>Air:</b> it is the fastest mode of transport, linking most parts of the world.</p> <p><b>Rail:</b> dedicated ways make it a reliable and safe mode of transport, usually with a high level of comfort. High speed trains are becoming competitive with airplanes, particularly for short and medium trips (less than 1,000km)</p> <p><b>Road:</b> provides the convenience of door to door transport</p> <p><b>Water:</b> it is the slower mode of transport, but it can provide high level of comfort and amenities onboard while carrying a large number of passengers (e.g. cruise ships).</p>
Public private	or	<p>Public transport is a shared passenger transport system that can be operated and owned either by a private or public company. It is available to any member of the public, usually paying a fare to access it. Most public transport runs to a scheduled timetable.</p> <p>Private transport is the one the driver or the hirer has control over who is taken onboard and the route and destinations travelled to.</p>
Schedule charter	or	<p>Schedule transport follows a timetable and it is required to offer the service regardless of the number of passengers onboard. Charters are usually arranged with a particular customer, not having to follow a given timetable or itinerary. The term charter flight has</p>

	acquired a more specific meaning, as it can be linked to holidaymakers who are buying a flight as part of a holiday package (in some cases flying a schedule flight, but buying the ticket from the tour operator, not the airline).
Security	It is related to a few variables, including safety issues (e.g. the number of accidents or fatalities), robbery etc.
Speed	How fast a certain technology travels.

**Source: Lohmann and Duval (2011).**

Despite the fact that traffic is one of the bases of tourism, which takes place in various transport sectors that connect destinations, the connection between the development of transport and tourism is lopsided in the literature. The means of transport and transport route selection by the service user have great significance when it comes to choosing a destination.

The development of transport and growth of tourism strongly influence each other. The development of traffic enables the development of tourism by improving terms of its functionality. Modern telecommunication infrastructure and its development are also a very important factor when it comes to the development of tourism

Transportation has direct relation with tourism development. At operational level, two modes transportation; air transport and road transport play vital role for the expansion of both international and domestic tourism. In this regard, the advent of air flight has narrowed the gap between countries and made travelling from origin country to destination in other countries and made travelling from origin to destinations in other countries fast and very easy.

Transportation development has expanded the growth in tourism business due to constant improvement in transport infrastructure. Accordingly, road infrastructure enhances accessibility of tourists to destination located in different parts of a country; and sound air flight enable tourists experience a comfortable transition from the plane into the borders of the destination country and vice versa. Moreover, road transport is cheaper and for that very reason more than 70% of tourism trips in industrialized countries are by car. An international traveler use intermodal like for example air transport and road transport. Relatively, road transport is cheaper and it give visitors' access to destinations located even in remote areas (Ibrahim, 2011; WTO, 2007).

### **Self-Assessment Exercise:**

Explain the relationship of transport and tourism.

## **3.2 The Role of Transportation in Tourism**

With over one billion international tourist arrivals per year, forecast to rise to 1.5 billion per year by 2020, transport is an essential component of the tourism system. Transport connects tourism generating regions (both domestic and international) to

destinations, and facilitates the internal movement of visitors between attractions, accommodation, and commercial services.

The location, capacity, efficiency and connectivity of transport can therefore play a significant role in how a destination develops, significantly influencing the mobility of visitors and the connectivity of tourist experiences within destinations. At the same time the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, inter-modality, information for travellers and inter-operability of technologies with tourism service providers

Litman (2008) elaborated on 12 transportation factors that affect a destination's accessibility, specifically: (i) Transportation modes – quality of transportation options, such as with respect to speed, comfort, and safety; (ii) Transportation network connectivity – density of link and path connections, or directness of travel between destinations; (iii) Travel cost or affordability; (iv) Mobility – travel speed and distance, capacity, or travel time; (v) Integration of the links and modes within the transportation system; (vi) Transportation demand; (vii) User information – availability of reliable information on mobility and accessibility options; (viii) Mobility substitutes – telecommunications and delivery service substitutes for physical travel; (ix) Transportation management; (x) Land use factors; (xi) Prioritization of travel activities; and (xii) The value of inaccessibility or isolation.

Improving these accessibility factors can contribute to the economic success of a tourist destination (Currie and Falconer 2014, Celata 2007). New modes of transportation have revolutionized the tourism industry by improving distance-travel capabilities, travel speed, travel time, and comfort level. The introduction of railway laid the foundation for modern tourism, followed by the revolution of the automobile, which changed the style of regional and inter-regional tourism. Cruise ships and ferries, categorized as water transportation, have not only recovered the travel demand at the end of 20th century and into the 2000s (Davenport and Davenport 2006, Zapata-Aguirre and Brida 2008), but have also become tourist destinations in their own right and formed tourism destinations in some cases (Tang and Jang 2010, Hanh 2006).

In general, a tourist destination's accessibility can also be improved by developing the transportation infrastructure network or by improving connectivity between the network and tourist facilities. For example, the distance from a tourist's place of origin to the desired destination can be reduced by adding a direct link between two locations within the transportation network. Activities that widen links, or providing well-organized taxi connections for tourists near central bus or train stations can also improve connectivity between the transportation network and accommodations (Rietveld and Bruinsma 1998, Litman 2008).

In some exceptions, improving transportation infrastructure may reduce accessibility. For example, in congested conditions, adding a new link or improving an existing link may increase average transportation costs, due to the potential differences between users' equilibrium and the transportation system's optimum state (termed "Paradox";



Sheffi 1985). This phenomenon can be addressed by integrating management measures into well-designed networks to reduce total travel time.

#### **Self-Assessment Exercise:**

What are the factors that affect destination accessibility?

### **3.3 Impact of Transportation on Tourism**

Transport at tourist destinations is a part of the tourist experience, so it can have a positive or negative effect on the impact of tourist's stay at the destination, because it depends on the tourists and their experience. Therefore, traffic gets enormous importance in total attractiveness of individual destinations. (Kovačić, 2016).

The connection of tourism and transport does not end on the route between the residence and the tourist destination, because this relationship is much more complex and extends to transport within the tourist destination. If tourists are not satisfied with the quality of their transport, the impact on the whole journey will be surely ruined as well. Therefore, speaking of transport, there is no hope for any progress without good infrastructure or modern technologies (Kovačić, 2016).

The impact of transportation improvements on tourism may be different for different types of travelers, depending on the role of the link to the destination. For instance, the introduction of an inter-regional high speed rail line may increase inter-regional accessibility. This development will affect tourism flows from the place of origin to the destination, rather than enhance tourism flows generated at the destination itself (Pagliara et al. 2015, Gutiérrez, González, and Gómez 1996).

Cost is a major consideration determining the demand for a destination. It generally includes two elements: the cost of travel; and the cost of living and other services at the destination (Martin and Witt 1987, Martin and Witt 1988, Bimonte, Ferrini, and Grilli 2015). For tourists, the time they spend traveling represents one portion of the total cost. The time cost varies according to their value of time (Pagliara et al. 2015); i.e., travel costs include the actual amount of money they pay for the transportation service and the cost in terms of their travel time. Travel cost savings result from accessibility improvements. The enhanced quality of related tourism services – specifically, communication and information, booking procedures, restaurants, accommodation, and related transportation services etc. – can not only improve the accessibility of the destination, but can also affect tourists' preferences.

Many studies have shown the importance of travel-related services in tourism. For example, Rheims, Bazin, Beckerich, and Delaplace (2011) stated that the lack of luxury hotels at a destination poses a problem, as business travelers require this type of accommodation. They also noted that limited restaurant services on the weekends can be problematic for the tourism industry. The travel preference and all the purposes of tourism development will be gained (Gunn and Var 2002).

The role of transportation appears to open up new tourist destinations as well as makes them more accessible (Lohmann and Pearce 2012). Transportation is therefore a key component in the Resort Development Spectrum (Prideaux 2000b). Travelers benefit from better transportation accessibility because their trips become easier and more comfortable (Gunn and Var 2002). Furthermore, a good transportation system to and at destination can reduce travel costs, making the destination even more accessible due to overall cost savings (Prideaux 2000a; Masson and Petiot 2009).

Based on the demand side, which is most often determined by the number of arrivals or overall tourist expenditures (Song et al. 2009), is greatly influenced by a number of determinants, such as: (1) supply side factors, which include attractions, services, transportation, information, and promotions that enhance a destination's attractiveness; (2) tourists' incomes; (3) prices of tourism packages, including travel costs and the cost of living for tourists at the destination; (4) exchange rates, which influence international tourism in the case that a country's currency is devalued, making travel cheaper and increasing demand; (5) trade volume, meaning that the higher trade volume between countries may encourage both business and leisure travel; (6) marketing activities that provide information about a destination; and (7) other factors, i.e. political disturbances, recessions, mega-events, language similarities between origins and destinations (Uysal 1998).

Tourism is the key element in promoting national and regional economies, yet it can put pressure on existing transport services and infrastructure. Cities and regions are faced with absorbing seasonal tourist flows while delivering adequate transport network performance.

The location, capacity, efficiency and connectivity of transport can therefore play a significant role in the progress of destination. At the same time, the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, inter-modality, information for travellers and inter-operability of technologies with tourist service providers. This growth will require close coordination between the different sectors involved in tourism activities. Making public transport easier to use for tourists and encouraging them to walk or cycle more frequently can contribute to reducing negative environmental impacts and to managing seasonal peaks. However, the environmental impact of the long distance transport remains a significant challenge.

The nature of tourism has been evolving lately, moving from simply recreation to "self-fulfillment". This has an impact on the type of wanted destinations and activities, which often results in more travelling. Transport systems and services themselves can be at the heart of tourist activities. This includes sustainable tourism, based on walking and cycling. This rediscovered form of tourism is growing significantly and it is moving tourism from traditional urban locations to natural sites. The promotion of this new form of tourism requires close collaboration between local and regional authorities, in order to provide infrastructure, services and information. Ensuring good connection (information and physical connection) with traditional transport services

for intercity travel is fundamental for encouraging a sustainable and also a pleasant experience. (Transport, Trade and Tourism, International Transport Forum, 2015)

Transport and tourism are interrelated. Without a temporary change of residence there is no tourism. Well organised and arranged traffic makes an additional guarantee of tourist attractions and only a balanced development can provide quality and efficient logistic support for tourism. The main problem of transport in today's world follows the same pattern as almost any other human activity, and that is pollution. It is of crucial importance to find the solution to making travelling more environmental friendly in the future, in order to keep the air and water quality good for living (Kovačić, 2016).

#### **Self-Assessment Exercise:**

The impact of transportation improvements on tourism may be different for different types of travelers. Discuss.

### **4.0 Conclusion**

Association between transport and tourism are essential because they are interconnected. Aside linking origin with destination, accessibility to the destination is equally fundamental. Hence, without transport which involves movement origin to destinations, there exist no tourism.

### **5.0 Summary**

In this unit, intrinsic relationship between transport and tourism on two standpoints were discussed. Also examined is improving accessibility role of transport that enhances the economic development of tourist destination and location, capacity, efficiency and as well connectivity of transport that plays a significant role in the success of tourist destination.

### **6.0 Tutor-Marked assignment**

- (a) Highlight the operational attributes of transport systems.
- (b) Describe the operational attributes of transport systems.
- (c) With annotated diagram assess participation of transport between origin and destination.
- (d) Describe factors that affect destination accessibility.
- (e) Improving accessibility factors can contribute to the economic success of a tourist destination. Discuss.
- (f) Explain the elements that determine the demand for destination.
- (g) List and explain the determinants that greatly influence tourists' expenditure.

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## **MODULE FIVE**

### **INTERNATIONAL TOURISM AND TRANSPORT NEEDS**

Unit 1: Meaning of International Tourism  
Unit 2: Meaning of Local Tourism  
Unit 3: Local versus International Tourism

#### **UNIT 1: MEANING OF INTERNATIONAL TOURISM**

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    3.3 Tourism Revenue Generation in International Tourism  
    3.4 Regional Distribution and Ranking  
4.0 Conclusion  
5.0 Summary  
6.0 Tutor-Marked assignment  
7.0 Reference/Further Readings

##### **1.0 Introduction**

In module one, international and domestic (local) were discussed. In this unit, international and local tourism was examined. Also, local tourism as opposed to international tourism was also assessed.

##### **2.0 Objectives**

At the end of this unit student should be able to:

- Define the term International Tourism.
- Explain tourists' arrival in International Tourism.
- Describe revenue generation in International Tourism.
- Assess regional distribution and ranking of tourism

##### **3.0 Main Content**

###### **3.1 Definition of International Tourism**

International tourism as discussed in module one occurs when people visit a foreign country. However, in order to travel to a foreign country, there is the need for legal documents of which include a valid passport, visa, health documents, foreign

exchange and so on. International tourism as earlier discussed can be inbound and outbound.

Over the past few decades, international tourism activity has shown substantial and sustained growth in terms of both tourism revenues and number of tourists, and has left broad economic, social, cultural and environmental footprints reaching almost every part of the globe. International tourism activity generates significant economic benefits to tourists' host and home countries alike.

**Self-Assessment Exercise:**

What are the documents require for international tourism?

### **3.2 Tourists Arrival and Revenue Generation**

According to the UNWTO, the number of international tourist arrivals increased from 998 million in 2011 to 1,235 million in 2016, corresponding to an average annual growth rate of 4.4 per cent. The revenues generated by those tourists, that is, international tourism receipts, in terms of US dollar prices, increased from \$1,073 billion to \$1,220 billion in the same period, corresponding to an average annual growth rate of 2.6 per cent.

In terms of revenue generation, international tourism has turned into one of the main economic activities and an important source of foreign exchange earnings and employment in many developing countries. Therefore, in recent years, tourism development has been given much attention in the national development strategies of many developing countries, and placed on the agenda of many recent international conferences on sustainable development.

In 2016, the world tourism revenues amounted to \$3.34 billion per day or \$988 per tourist arrival. International tourism activity is also characterized by a continued increase in geographical spread and diversification of tourist destinations and products. Although the bulk of international tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourist-receiving markets is also observed in the developing regions.

**Self-Assessment Exercise:**

What is percentage increase in international tourists' arrival from 2011 to 2016?

### **3.3 Regional Distribution and Ranking**

#### **Developed Countries**

According to the UNWTO data, the two traditionally high tourist receiving regions, Europe and the Americas attracted, together, 70.7 per cent of the world's total tourist arrivals in 2011. Yet, by 2016, this share declined to 66.9 per cent in favour of the developing regions such as the Asia and Pacific. Between 2011 and 2016, the recorded decrease in the share of Europe in the world tourism receipts was the most



substantial among other regions that went down from 44.8 per cent to 36.7 per cent in favour of the developing regions in the world. (SESRIC, 2018).

The number of international tourist arrivals worldwide increased from 998 million in 2011 to 1,235 million in 2016, corresponding to an average annual growth rate of 4.4 per cent. In the same period, international tourism receipts, in current US dollar prices, increased from \$1,073 billion to \$1,220 billion, corresponding to an average annual growth rate of 2.6 percent (SESRIC, 2018).

In terms of worldwide regional distribution, Europe, the Asia & Pacific and the Americas were the top three main tourist-receiving regions in 2011. They attracted, respectively, 519.9, 221.6 and 155.7 million tourists, corresponding to 54.4, 23.2 and 16.3 per cent of the world tourism market in 2011 (SESRIC, 2018). Over the period 2011-2016, the world international tourist arrivals followed a positive and stable annual growth pattern. In the same period, growth in international tourism receipts stayed well above 2 per cent except in 2015, which was mainly due to the exchange rate fluctuations in developing countries.

#### Developing Countries

Since international tourism is characterised by a growing tendency for tourists to visit new destinations, coupled with the diversification of tourism products as well as increasing competition in international tourism markets, new destinations are steadily growing at a faster pace in many developing countries, particularly located in the Asia & Pacific region. Therefore, these regions experience a remarkable increase in their share in the world tourism market. For example, the Asia & Pacific region, mostly consisting of developing countries, experienced the highest annual growth rate of tourist arrivals measured at 6.9 percent over the period 2011-2016. It was followed by Americas and Europe with annual average growth rates of 5.1 per cent and 3.4 per cent, respectively.

#### Less Developed Countries

Africa, as a developing region, achieved a remarkable increase in international tourist arrivals with an average annual growth rate of 2.9 per cent during the period under consideration. In contrast, Middle East could not improve its overall performance significantly due to the on-going conflicts and political instability in the region. Nevertheless, the number of international tourist arrivals in this region went up from 50.3 million in 2011 to 53.6 million in 2016, corresponding to a 1.3 per cent average annual growth rate.

During the period 2011-2016, the Asia & Pacific and the Americas were the only two regions that achieved to increase their share in the world tourism market in terms of the number of tourist arrivals. The share of the Asia & Pacific region went up from 23.2 per cent in 2011 to 25.7 per cent in 2016. The share of the Americas region in world also increased slightly from 16.3 per cent in 2011 to 16.7 per cent in 2016. Despite seeing growth in terms of world tourist arrivals, a substantial decrease was observed in the share of Europe in world tourist arrivals that went down from 54.4 per

cent in 2011 to 50.2 per cent in 2016. The international tourism receipts in Europe also decreased from \$466.7 billion to \$447.4 billion in the same period. A major reason behind this picture is the on-going economic.

### **Self-Assessment Exercise:**

Which regions are high tourists receiving in the world?

## **4.0 Conclusion**

International tourism is one of the major types of tourism that requires legal mobile documents before it can be achieved by tourists. Increasing number of arrival of international tourists is significant in revenue generation of the destination country which also shows economic capability of the tourist. Nevertheless, there exist variation in the distribution and ranking of international tourism from country to country and continent to continent.

## **5.0 Summary**

The unit looked at the meaning of international tourism by showing how international tourism has grown over the years with increasing arrival and revenue generation. Europe and America attracted largest proportion but overtime but lost some proportion to Asia and the Pacific in between 2011 and 2016.

## **6.0 Tutor-Marked assignment**

- (a) Define international tourism in terms of inbound and outbound tourism.
- (b) List and explain documents required in international tourism.
- (c) What are the main economic activities of international tourism?
- (d) Which regions of the developing world have assumed increasing international tourism market?
- (e) Describe the growth in Africa and Middle East international tourists arrival.
- (f) Explain continents share in world tourism.

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## **UNIT 2: MEANING OF LOCAL TOURISM**

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- 1.0 Introduction
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  - 3.3 Inattention to Local Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit describes the meaning of local tourism by exploring its definition, looking at key aspects or concepts involve in the definition as highlighted in the literature and sa well explain the neglect of local tourism.

### **2.0 Objectives**

At the end of this unit student should be able to:

- Describe the term local tourism.
- Explain the meaning of the term residents in local tourism.
- Highlight key aspects of local tourism.
- Describe the term distance in local tourism.
- Define the neglect experience in local tourism.

### **3.0 Main Content**

#### **3.1 Definition of Local Tourism**

Local tourism also known as domestic tourism has earlier been discussed in module one and it is the tourism of residents within the economic territory of the country of reference (Hall and Lew, 2009). The term residents in tourism literature refers to host community (Chirikure et al., 2010, Saarinen, 2010, Yang, 2012); local communities (Karambakuwa et al., 2011, Dadvar-Khani, 2012); rural communities (Eusébio and Carneiro,2012); hosting communities (Lima and d'Hauteserre, 2011); community (Lepp, 2008); and lastly hosts (Holmes et al., 2010, Korstanje, 2011).

In the studies referred to above residents are providers of tourism goods and services at destinations and not consumers unto themselves. This is contrary to what Albrecht (2011), Urry (2002) and Urry and Larsen (2011) highlight when they argue that even these locals have moments to enjoy as tourists within their area whilst living their

everyday life and interacting with inbound tourists. Without setting boundaries on distance from the source, this conceptualisation can mean someone participating in an event such as carnival within their community is a tourist and correctly so during the duration of the event (Urry and Larsen, 2011).

The danger with such loose conceptualisation of a tourist is that not only would anybody be a tourist but blurs the real essence of tourism according to the UNWTO (2008). Becken (2009) also defines domestic tourism as all trips over 40 kilometres outside one's usual environment which can be day trips or overnight trips for any given travel purpose.

### **Self-Assessment Exercise:**

What was Becken (2009) definition of local tourism?

## **3.2 Key Aspects of Local Tourism**

In defining local tourism, one can deduce four (4) key points. The first has to do with 'distance', 'trips over 40km' to emphasise the second part, 'outside one's usual environment'. This means anything less than 40km is within one's usual area of residence and there is no tourism taking place. Thirdly is the time one stays at destination which can be 'day trips or overnight' and lastly for 'any travel purpose' which covers the various forms of tourism. However, Becken's view does not give prominence to the economic value of these tourists to the destination in terms of areas they visit, where they stay, where they eat, how much they spend and on what. What exactly do they contribute to the tourism economy of the destination?

Rather this definition pays attention to the traveller as the target beneficiary of tourism and this suits very well with McCabe and Diekmann (2015)'s concept of social tourism. If this view were to assume prominence in serious theorisation of tourism then its negative consequences would be the disintegration of the concept of tourism into meaningless and countless dimensions.

Quinn (2010) defines domestic tourism as the travel by residents of a country within the country, which can be same day or overnight within or outside the same state and territory but excluding travelling for work or school. Whilst Quinn's definition removes work and school as non-touristic activities, his view is not much different from Becken (2009). Of what value is this travelling to the economy of the destination? Quinn does not specify what schooling is? This definition excludes educational tourism yet it is one form of tourism which is widely accepted in the tourism industry and research (Quezada, 2004, Ritchie, 2003, Bhuiyan et al., 2010, Gogoi and Balaji, 2015). Another voice, Caletrío (2012) defines domestic tourism simply as tourism within one's country of residents. This is also too general and broad to be of value where specifics are necessary to inform planning and development. However, a conspicuous element in this myriad of divergences in the conceptualisation of domestic tourism is that the phenomenon does not involve foreigners.

### **Self-Assessment Exercise:**

What does 40km means in local tourism?

### **3.3 Inattention to Local Tourism**

The tourism sector and tourism research community focus mainly on international inbound and outbound tourism volumes and expenditures. Statistics on international tourism as reported by among others the UNWTO are more or less consistent, comprehensive and up-to-date. But international tourism is only one part and certainly in number of arrivals, domestic tourism is several times larger than international. Most US tourists never leave their country and their numbers are far bigger than for instance the Germans.

The number of domestic tourists within China exceeds that of all international inbound tourists and shows also an even larger growth. (WTTC 2006a, National Bureau of Statistics of China 2007). However, consistent data on world-wide domestic tourism are not so readily available. As an illustration: the latest UNWTO World Tourism Barometer of October 2008 is all about in- and outbound international tourism growth forecasts without even mentioning the domestic tourism component once (UNWTO 2008). Whereas international tourism movements are hard to measure, domestic tourist movements are even harder to track. Domestic tourism throughout the world is a predominant but invisible portion of total tourism activity.

The lack of commonly accepted and/or used definitions of domestic travel activity is largely responsible for this ignorance. Available domestic tourism data are mostly in the form of number of trips to destinations beyond a certain minimum distance from the normal place of residence, and involving at least one overnight stay.

Other data include same-day visitors. And in case no such data format is available researchers resort to either the number of registered guests in hotels, etc. or the ratio between the number of overnight stays and the average length of stay. The latter formats underestimate domestic tourism by excluding VFR trips (Bigano *et al.* 2004). Other data include same-day visitors. A recent UNWTO study (UNWTO-UNEP-WMO 2008) roughly estimated that in 2005 of the total number of tourists some 750 million were international and 4,000 million domestic. Of the latter almost half takes place in developing countries, the other half in developed (the IPCC OECD90) countries. This one-sided focus on international tourism may be caused by, among others, the practical fact that boundaries between countries are 'natural' points to gather detailed travel data, as are currency exchange and foreign guest in accommodations. Furthermore, tourism statistics traditionally have a strong international economics and finances objective for which only international tourism is relevant to determine trade balances and import-export flows. Besides, countries have less of an interest in counting departures than in counting arrivals, so departures are probably underreported even if there are data available.

### **Self-Assessment Exercise:**

Why the neglect of local tourism?

## **4.0 Conclusion**

In the unit, we observed that despite international tourism travels are tough to quantity, local tourist travels are even more difficult to trace. Thus, local tourism in world over is a major but indistinguishable part of the overall tourism movement.

## **5.0 Summary**

Local tourism is also known as domestic tourism has various terms ('residents', 'distance' etc.) in its definitions that are conceptual. These terms also form some of the key aspects of local tourism.

## **6.0 Tutor-Marked assignment**

- (a) Define the term local tourism in relation to domestic tourism.
- (b) Explain the conceptual term 'resident(s)' in local tourism.
- (c) Elucidate four (4) key aspects of local tourism.
- (d) Differentiate between Quinn (2010) and Caletrio (2012) definitions of local tourism.
- (e) Explain the country that its local tourists surpass international tourists.

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## **UNIT 3: LOCAL VERSUS INTERNATIONAL TOURISM**

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  - 3.4 Transport Needs of Local and International Tourism
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- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit examines proportion of local and international tourism, local as opposed to international tourism and climate change, local and international tourism.

### **2.0 Objectives**

At the end of this unit student should be able to:

- Describe the proportion of international tourism to local tourism.
- Explain the travel patterns of residence of different climatic region.
- Highlight why focus is always directed towards international tourism.
- Define climate.
- Explain the influence of climate on tourism and recreation.
- Describe climate change.
- Describe adaptation of tourists to climatic change
- Highlight impact of climatic change on local and international tourism.
- Explain transportation needs of domestic and international tourism.

### **3.0 Main Content**

#### **3.1 Proportion of Local and International Tourism**

The World Tourism Organization estimates that the scale of world local tourism far exceeds that of world international tourism; in 1995, total domestic tourist arrivals numbered about 5.6 billion, whereas total international tourist arrivals numbered 567 million - a ratio of 10:1 (World Tourism Organization, 1996a).

In some countries domestic tourism dominates often for geographical reasons. This can be attributed to the large size of their countries; residents of Canada and the U.S.

are less inclined to travel to foreign countries in favor of domestic travel. For instance, in 1994, U.S. residents made over 1.3 billion trips away from home while remaining within the U.S. borders, in contrast to the 46 million trips U.S. residents made to foreign countries (U.S. Travel Data Center, 1995). In other countries where geography is more conducive to trips outside national borders, international tourism is more important than domestic tourism.

Those who live in regions of the world outside of temperate climates have different travel patterns from those who live in tropical climates. Sometimes, a nation's resources provide ample attractions and destinations for its own citizens. The French, whose geography poses few barriers to international travel, spend perhaps ten times as many holiday nights in France as they do abroad.

The size of domestic travel notwithstanding, the global industry is increasingly driven by international travel. Most countries that allow their nationals to travel abroad generally market their countries as destinations to nationals of other countries. This policy is based on the fact that the technology which makes foreign travel possible is within reach of the masses desiring to travel, and that international tourism represents an infusion of foreign currency and improves foreign trade.

Domestic tourism accounts for 86% of total tourism (Bigano et al., 2007a). Despite its size in comparison to international tourism, there are relatively few studies that analyse domestic tourism demand (Bigano et al., 2007b). These often focus on domestic tourists of one country or in one region of a particular country (Coenen and van Eekeren, 2003, Seddighi and Schearing, 1997).

The most spectacular change is the although developed countries have been almost entirely responsible for greenhouse gas emission, developing countries are most likely to suffer the worst consequences of climate change because of lacking the economic capacity and infrastructure to cope with any increase in extreme weather events (Bell, 2004, Byravan and Chella Rajan, 2006). However, the research on climate change and tourism has overlooked domestic tourism (Bigano et al., 2007b) and the impacts of climate change on domestic tourism in developing countries.

### **Self-Assessment Exercise:**

What is the proportion of arrival of international tourist to Local tourist?

### **3.2 Reasons for Concentration in International Tourism**

On the whole the focus has been on international tourism or tourist is examined in **general not distinguishing between the two types of tourism (Bigano et al., 2007b** ; Bigano et al., (2007b) suggest three reasons why analysts have focused on international tourism rather than domestic tourism:

- i. Foreign holidays capture the imagination.

ii. International tourism brings foreign currency and foreign income to the destination country.

iii. International tourists are readily counted as they pass through transport and customs bottlenecks.

Domestic tourism has been a largely under-researched aspect of tourism economies in the developing world as well (Ghimire, 1997). According to Rogerson and Zoleka (2005), the lack of research is partly a result of the emphasis accorded by national governments and policy makers to the foreign exchange earnings derived from international tourism flows (Scheyvens, 2002).

The gap international and local tourism are linked also to the fact that domestic tourism is more difficult to track than international tourism, as it occurs within the country of residence and thus does not involve the crossing of international borders at entry points into a country where visitors are counted (Keyser, 2002).

#### **Self-Assessment Exercise:**

Highlight why focus is always directed at international tourism?

### **3.3 Climate Change and Local and International Tourism**

Climate can be described as atmospheric conditions or weather of a place for a period not less than thirty-five (35) years. Climate change is one of the major challenges of our time and adds considerable stress to our societies and to the environment. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale. Without drastic action today, adapting to these impacts in the future will be more difficult and costly.

Tourism and recreation sector is highly influenced by climate (Wall 1992, de Freitas 2003, Gomez-Martin 2005). Climate is an important factor in the destination choice of tourists (Maddison 2001, Lise and Tol 2002, Bigano et al., 2007b, Bigano et al. 2008).

The Mediterranean in particular benefits from this determinant, being close to the main holidaymakers of wealthy, but cool and rainy, Northwest Europe, and tropical islands are another example of “perfect” climate destination for a dream holiday (Bigano et al., 2008).

Climate change shifts international tourism flows towards higher altitudes and latitudes (Hamilton et al. 2005a.). The currently popular holiday destinations may become too hot, and destinations that are currently too cool would see a surge in their popularity (Hamilton et al. 2005a, Hamilton and Tol, 2007, Amelung et al. 2007). Low ski resorts and winter tourism may be particularly vulnerable (Elsasser and Bürki 2002, Scott et al. 2004, Scott and McBoyle 2007). The redistribution of tourism flows could negatively affect countries and regions that depend heavily on income from

tourism and could bring benefits to places that are currently not popular with tourists (Bigano et al., 2007b).

### **Tourists Adaptation to Climate**

Domestic tourism has been overlooked in the research on climate change and tourism (Bigano et al., 2007b). A number of studies have begun to explore the potential adaptation of tourists to a changed climate (Maddison 2001, Lise and Tol 2002, Hamilton et al. 2005a, b, Jones and Scott 2006a, b, Scott and Jones 2006) and climate-induced environmental change (Braun et al. 1999, Richardson and Loomis 2004, Scott and Jones 2005, Uyarra et al. 2005, Scott et al. 2006).

Research on tourism operators' climate adaptation in the tourism-recreation sector remains even more limited (Scott et al. 2002, 2003, 2005b, Raksakulthai 2003, Becken 2005). One exception is the winter sports tourism segment, where studies from different nations have documented existing climate adaptation practices (Elsasser and Burki 2002, Scott et al. 2003, Scott and McBoyle, 2007) and in some cases analysed the effectiveness of specific adaptations (Scott et al. 2003, 2006, Hennessy et al. 2003, Scott and Jones 2005).

### **Substitution between Domestic and International Tourism**

Bigano et al., (2007b) presented an extended version of the Hamburg Tourism Model, including substitution between domestic and international tourism, in order to study the impact of climate change on domestic and international tourism. According to their findings:

- (i) Climate change would shift patterns of tourism towards higher altitudes and
- (ii) Latitudes, same as in earlier papers (Hamilton et al., 2005a).
- (iii) Domestic tourism may double in colder countries and fall by 20% in warmer countries (relative to the baseline without climate change).
- (iv) For some countries international tourism may treble whereas for others it may cut in half.
- (v) International tourism is more important than is domestic tourism in colder places. International tourism is less important than is domestic tourism in warmer places. Therefore, climate change may double tourist expenditures in colder countries, and halve them in warmer countries
- (vi) However, in most places, the impact of climate change is small compared to the impact of population and economic growth
- (vii) Climate change has a greater impact on tourism than sea level rise does, because the latter heavily affects only a few places.

On the other hand, tourism today is deeply embedded in processes of global environmental change where natural scale and rate has dramatically increased because of human impact (Gossling & Hall, 2006). Tourism, redefining the land as a resource for leisure and recreation, has become one of the most important ways in which relations between humans and nature are today organised (Lash and Urry, 1994).

**Self-Assessment Exercise:**

Define the term climate

**3.4 Transport Needs of Local and International Tourism**

The meaning, tourism and transport strategy, and the implication of transport on tourism had been discussed extensively in module four. We can revisit the module to understand the roles that transportation plays in the development of tourism.

The concern between transport and tourism can be likened to the case of 'egg' or 'hen'. It can also be said that: 'no transport, no tourism' or 'no tourism, no transport'. This is because transport and tourism are related. The association can be explained or regarded as causal. Without transportation both domestic and international tourism cannot be achieved. Also, tourism enables the use of transportation modes.

Tourists need transport to achieve their experience, attraction and so on. Attaining various destinations by tourists can only be possible through various modes of transport (road, rail, air, water) earlier discussed in module four. Transport itself is an attraction which is tourism demand. Most tourists make their trips because of the means of transportation they are likely to use in achieving their desire. Thus, the relationship between transport and tourism is sine qua non.

**Self-Assessment Exercise:**

Why transport and tourism is be likened to egg or hen?

**4.0 Conclusion**

In the unit, it can be deduced that be local or international tourism that involve inbound and outbound travels, tourism has redefine the land as a resource for leisure and recreation, which has become one of the most important means in which associations between individuals and environment are currently ordered.

**5.0 Summary**

In this unit, the estimates of the world scale of domestic and international tourism were explored. More so, the reasons why international tourism has been in attention of many, one of which is foreign holidays capture our imagination was revealed. Adaptability to atmospheric conditions of tourists due to climatic change and the need for transportation in local and international tourism were also discussed.

**6.0 Tutor-Marked assignment**

- (a) Describe proportional arrival of Local and international tourism.
- (b) Explain the reasons international tourists are of attention.
- (c) Why is climate an important factor in tourism?
- (d) Describe climate change.

- (e) Explain potential adaptation of tourists to climate.
- (f) Highlight the need for the study of substitution between domestic and international tourism impact.
- (g) No transport, no tourism and no tourism, no transport. Discuss.

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## **MODULE SIX**

### **E-BOOKING AND E-TICKETING FOR TRANSPORT AND TOURISM**

Unit 1: Information and Communication Technology

Unit 2: Meaning of E-booking and Ticketing in Transport and Tourism

Unit 3: Booking and Travel Tour

#### **UNIT 1: INFORMATION AND COMMUNICATION TECHNOLOGY**

##### **CONTENTS**

1.0 Introduction

2.0 Objectives

3.0 Main Content

3.1 ICT, Internet and Tourism

3.2 Manual and Digital Ticketing

3.3 Online Bookers

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked assignment

7.0 Reference/Further Readings

#### **1.0 Introduction**

The unit examines information communication technology, the internet in relation to tourism as well as businesses. More so, manual and digital ticketing and online bookers were equally studied.

#### **2.0 Objectives**

At the end of this unit student should be able to:

- Define the acronym ICT.
- Describe information and communication technologies.
- Explain the word ‘internet’.
- Assess internet in relation to tourism.
- Explicate the importance of E-commerce to business.

#### **3.0 Main Content**

##### **3.1 ICT, Internet and Tourism**

Information and communications technology usually abbreviated as ICT, is often used as an extended synonym for information technology (IT), but is usually a more general term that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers, middleware as well as necessary software, storage- and audio-visual systems, which enable users to create, access, store, transmit, and manipulate information. In other

words, ICT consists of IT as well as telecommunication, broadcast media, all types of audio and video processing and transmission and network based control and monitoring functions.

The expression was first used in 1997 in a report by Dennis Stevenson to the UK government and promoted by the new National Curriculum documents for the UK in 2000. ICT can be considered to be built on the 4 C's – Computing, Communications, Content, and (the often overlooked) human Capacity. The recent World Summit on the Information Society (WSIS) focused extensively on 3 Cs, communications, content, and capacity building, and less so on computers. In truth, computing and other hardware continue to become less and less expensive, especially on a price-performance basis. When considering the use of ICT for development, conventional wisdom is that even if hardware is free (e.g., donated), communications, software, and training make ICT expensive.

The distance ticket reservation has been one of the major concerns in the National Transport Commission (NTC) and other transports commissions in new world. There is a growing demand and trend in moving to online ticket reservation systems and user's self-interaction in ticket reservation has been changing in a positive way with the introduction of these systems. With the evolution of these new coming systems it has cause the traditional ticket reservation space to be changed.

The internet has become an integral part of a modern society helping revolutionize how businesses are conducted and our personal lives as well in addition to creating more jobs and transfer of technology by teaching new skills. In the businesses arena, this is referred to E-commerce and hence information technology played a key role in the growth and improvement of the tourism industry by increasing the availability of information, the level of competition, as well as the number of travel companies and their clients around the world. E-business feature is the minimization of direct human participation in the transaction process and its main business technology is the innovative management. Tour sales and services have widely expanded as a form of e-business in recent years. Online tourism market is represented by a large number of diverse websites (Violetta, 2014).

E-commerce systems have made their own adjustments and provided the global tourism industry with new business opportunities. Representatives of the tourism business are actively using this market's potential with the development of e-commerce facilities. Development of information technology affected both the consumers and the producers of the package tours. It expanded the range of consumer choices in destinations and budget planning.

**Self-Assessment Exercise:**

Define the acronym 'ICT'.

### 3.2 Manual and Digital Ticketing

At present the current transportation system use both manual tickets and digital ticketing machine that printed tickets. Digital ticketing machine commonly practice in highway transport service, Western Province and on a limited inter movement.

These novel digital machines have the ability to store and process data and thus provide the provider with a number of significant statistics at the end of the day. For example, the quantity of tickets delivered and the amount of money collected for each trip.

Beside the fact of the technique of given out tickets to users, the transaction is done innocently in cash. As usually existing process easy to issues fake ticket and some cases balance cost amount not return to users. However the Online Reservation System (ORS) is a web based application that agrees to users to check ticket availability and buy ticket through the online payment (Fernando and Sirisuriya, 2019).

#### **Self-Assessment Exercise:**

Where does digital ticketing machine usually practice?

### 3.3 Online Bookers

Every year, millions of tourist arrivals are registered around the world. It is the use of information technology in tourist business that lets common people explores the world. Thanks to the simplification of the process of consuming the tourist product, which can come as a set of services in the way of tourist transportation, transfers, room and board arrangements, travel tours, etc. (Birzhakov, 2003).

The adoption of online service booking functionality, from booking tickets to full-scale tours, has brought about the active development of internet commerce within the tourist industry. Modern technology has turned electronic commerce into one of the major sales channels by complementing traditional “real-life” communication with the client and expanding the potential for providing personal distance services.

The use of online booking systems has made it possible for us to easily check on the availability of vacant rooms in hotels or seats on flights. It has become much easier for travel companies and travel agents to come up with a tour inclusive of the wishes of the client, receive instant confirmations, as well as stay competitive.

#### **Self-Assessment Exercise:**

Do information technology useful to common people?

## **4.0 Conclusion**

ICT have brought about changes in other areas, particularly in knowledge management and human resources development of which tourism is of no exclusion. Increasing capacity of ICT has further been empowered by the growth of a global network of computer networks known as the Internet. It has impacted the way business is conducted, facilitated learning and knowledge sharing, generated global information flows, empowered citizens and communities in ways that have redefined governance, and have created significant wealth and economic growth resulting in a global information society.

## **5.0 Summary**

In this unit the term ICT was discussed with respect to internet and tourism, manual and digital ticketing machines which help in online reservation system- a web based application and online bookers that has to do with how information communication technology has help in tourist business.

## **6.0 Tutor-Marked assignment**

- (a) Explain information and communication technology.
- (b) Describe the 4Cs of information and communication technology.
- (c) Examine internet in relation to e-commerce and tourism.
- (d) Describe manual and digital ticketing machine.
- (e) Modern technology has turned electronic commerce into one of the major sales channels. Discuss.

## **7.0 Reference/Further Readings**

Fernando, S., Jayatileke, S.B., Christine, S., Tien, P., & others. (2015). "SLCGE-

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## **UNIT 2: MEANING OF E-BOOKING AND TICKETING**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Definition of E-Booking and Ticketing
  - 3.2 Benefits of E-Booking and Ticketing
  - 3.3 Features of E-Booking and Ticketing
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit looks at meaning of e-booking and ticketing by exploring definition of e-booking and ticketing, its benefits and characteristics.

### **2.0 Objectives**

At the end of this unit student should be able to:

- Define e-booking and ticketing.
- Describe terminologies in e-booking and ticketing.
- highlight the importance e-booking and ticketing in tourism.
- Explain the characteristics of e-booking and ticketing in tourism.

### **3.0 Main Content**

#### **3.1 Definition of E-Booking and Ticketing in Tourism**

The Online Automated Reservation system for transportation is an IT-based (Online) ticketing and payment system. IT-based ticketing and payment system is synonymous to an online reservation system or computer reservations system (CRS) or central reservation system, (Eze, Okeudo and Amadi, 2012).

Online Reservation System make available a facility to provide available seats or notify alternatives services that can use, cancellation of seats and different types of request for information which need prompt and quick reservation. In that case this system facilitates to send, complete ticket reservation notification through e-mail and SMS. Kumar designed his Online Ticket Reservation System (OTRS) to reduce the possibility of users to select dissimilar option based on their service conditions. This

development is a web based application that users to check transportation access, buying and pay for transportation ticket on the web.

Online Ticket Reservation System (OTRS) web portal is fully web based, operations contribution is the benefit for proper management of schedules, tickets booking, ticket issuing, generate reports and additional business functions rated with sales of ticket. (Oloyede, Alaya and Adewole, 2014)

IT-based ticketing and payment system is a computerized system used to store and retrieve information and conduct transactions related to tour and travel. This idea of IT-based ticketing and payment system was originally designed and operated by airlines operators before its use was later extended to road transport travel agencies. Major CRS operations that book and sell tickets for multiple airlines are known as global distribution systems (GDS).

Airlines have divested most of their direct holdings to dedicated GDS companies, who make their systems accessible to consumers through Internet gateways. Modern GDSs typically allow users to book hotel rooms and rent cars as well as airline tickets. They also provide access to railway reservations in some markets although these are not always integrated with the main system.

Based on Pedone (2001), widespread use of internet has led to the emergence of a variety of electronic services, e-services. Electronic ticket, or e-ticket, is an example of such a class of e-services. E-tickets give evidence to their holders to have permission to enter a place of entertainment, use a means of transportation, or have access to some Internet services. Users can get the e-tickets by purchasing them from a web server, or simply receiving from a vendor, or from another user who previously acquired them. E-tickets can be stored in desktop computers or personal digital assistants for future use.

### **Self-Assessment Exercise:**

What can computer reservations system be likened to?

## **3.2 Benefits of E-Booking and Ticketing in Tourism**

E-Booking and ticketing are very significant in Tourism. Some of the benefits are as follows:

1. Quicker as the individual does not need to contact the airline, the bus company, and the hotel and tour providers all separately
2. Convenient as it can be done by anyone and anywhere with an internet connection
3. Customers can compare tour services, bus, flight, hotel, and rental car rates
4. Saves the time and trouble to find a suitable travel and tour agents
5. Cheaper tour, fares/flying rates as some websites give lower rates for certain packages.

6. Cheaper rates are also used to attract potential customers.

The system of electronic booking and ticketing offer an innovative, efficient and effective system to implement the advance booking and reservation policy. The system is very simple in design and to implement and requires very low system resources and the system will work in almost all configurations. It has got following features:

1. Ensure data accuracy.
2. Records are efficiently maintained by DBMS.
3. DBMS also provides security for the information.
4. Any person across the world, having internet can access this service.
5. Seat numbers are auto generated
6. Reservations can be cancelled.
7. Minimum time needed for the various processing.
8. Better Service.
9. Minimum time required.
10. This would help the corporation prepare and organize its schedules more efficiently on the basis of traffic demand.
11. Personalized services.
12. Optimization of manpower available

#### **Self-Assessment Exercise:**

List the benefits of e-booking and ticketing.

### **3.3 Features of E-Booking and Ticketing in Tourism**

The presentation is created on the interface of the system and the productions from the back end and the system interfaces be made of several windows that enable different types of users to interact with the system. This consist of some user pages, administrative pages and some respective outputs which include welcome page, home page, seat booking and payment page interfaces

1) Welcome page interface: - The welcome page interface display to get users attraction and select to possible understanding language. It explains the welcome page of a system title and languages options and attractive background.

2) Home page interface: - It explains the home page of the Online Bus Ticket Reservation System (OBTRS) and displays several menus of the application. It presents form were advanced to enable the users perform the searching tasks. User's selected start location and End location with date.

3) Seat booking interface: - It shows the seat booking interface that display several available buses according to searching details. Interface show fully descriptive information and seat arrangement diagram. User selected their seat, amount will automatically calculate and display with the seat numbers.

4) Payment page interface: - This is the medium where payment page display after complete booking seat details page. Depending upon user to enter information's into the application and selects the payment type to enter account details. After complete submission, user received bus ticket conformation message through the e-mail and SMS.

### **Self-Assessment Exercise:**

Highlight the features of e-booking and ticketing interface.

## **4.0 Conclusion**

E-booking and ticketing is very important in tourism. It involves the use of electronic ticket, or e-ticket by tourist at the origin and destination of their trips. E-tickets enable tourists' access places of showbiz, use of transportation mode, have entree to some internet facilities. It can be bought from a web server and as well save and retrieve for future use.

## **5.0 Summary**

In this unit, we delve into e-booking and ticketing by exploring central reservation system, the significant of e-booking and ticketing in tourism and characteristics of its configuration and its interaction with users.

## **6.0 Tutor-Marked assignment**

- (a) Discuss Pedone (2001) submission of internet usage.
- (b) Describe terminologies learnt in the definition of e-booking and ticketing.
- (c) Highlight the characteristics of configurations of e-booking and ticketing.
- (d) Describe the characteristics of e-booking and ticketing interface.

## **7.0 Reference/Further Readings**

Fernando, S., Jayatileke, S.B., Christine, S., Tien, P., & others. (2015). "SLCGE-

Tourism: A Computable General Equilibrium Model of the Sri Lankan Economy for Tourism Policy Analysis."

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## **UNIT 3: BOOKING AND TRAVEL TOUR**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Interface of E-Booking and Ticketing
  - 3.2 Online Booking of Travel Tour
  - 3.3 Standard Algorithm for Travel Tour Booking
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked assignment
- 7.0 Reference/Further Readings

### **1.0 Introduction**

The unit deliberates on interface of e-booking and ticketing in tourism by introducing windows that enable different types of users; explain online booking travel tours with benefits inherent in the use of computer booking system by tourists and the standard algorithm for travel agents in the booking through the use of online tour.

### **2.0 Objectives**

At the end of this unit student should be able to:

- Highlight the interface of e-booking and ticketing in tourism.
- Describe the interface of e-booking and ticketing in tourism
- Describe online booking travel tour.
- Highlight the advantages of using website in booking system.

### **3.0 Main Content**

#### **3.1 Interface of E-Booking and Ticketing in Tourism**

The presentation of e-booking and ticketing is created on the interface of the system and the productions from the back end and the system interfaces be made of several windows that enable different types of users to interact with the system.

This consist of some user pages, administrative pages and some respective outputs which include welcome page, home page, seat booking and payment page interfaces

**Welcome page interface:** - The welcome page interface display to get users attraction and select to possible understanding language. It explains the welcome page of a system title and languages options and attractive background.

**Home page interface:** - It explains the home page of the Online Bus Ticket Reservation System (OBTRS) and displays several menus of the application. It presents form were advanced to enable the users perform the searching tasks. User's selected start location and End location with date.

**Seat booking interface:** - It shows the seat booking interface that display several available buses according to searching details. Interface show fully descriptive information and seat arrangement diagram. User selected their seat, amount will automatically calculate and display with the seat numbers.

**Payment page interface:** - This is the medium where payment page display after complete booking seat details page. Depending upon user to enter information's into the application and selects the payment type to enter account details. After complete submission on the payment page interface, user received bus ticket conformation message through the e-mail and SMS.

**Self-Assessment Exercise:**

Describe the interface of e-booking and ticketing.

### **3.2 Online Booking Travel Tours**

Today, the popularity of the internet is leading to its wide use in tourist business. In addition to ordering airline and railway tickets and booking hotels all across the world, one can also pick a full-scale individual travel tour online.

Computer booking systems used in developing tourist websites are distinguished not only by swiftness of performance but the ability to handle massive amounts of information for tourists. Tourists can enjoy the following advantages of using a system of this kind:

1. There are lots of various getaway offers concentrated in one place;
2. The availability of information -24 hours a day;
3. The ease of comparing offers and picking an optimum getaway offer;
4. Accurate and swiftly updated information on the number of vacancies in resorts, hotels, tourist campsites, and sanitarium in any country or region of the world;
5. It saves you time, the tourist does not have to waste time going to the travel firm and talking to managers. It is much more pleasant to do it in the comfort of family and friends;
6. The client gets an opportunity to study additional portal sections ("customer reviews", "consultation", "forum", etc.), which can help one make up one's mind concerning one's choice, provide all the answers one may need, and dispel any doubts one may have;
7. Booking via the Internet does not obligate the client in any way. It is a flexible and convenient instrument for communication. The client can get in touch with

a travel agency manager and change the trip's time and place. Travel firms get the following advantages:

8. There is less time needed to search for a suitable offer;
9. The work of the manager gets optimized during the high tourist season;
10. The opportunity to distinguish oneself, continue to be competitive with other travel firms, look more progressive, "advanced", and dynamically developing (Violetta, 2014).

For instance, OOO Anastasia, based in the city of Sochi, provides services in the way of booking travel tours to anywhere in the world offline and online (Violetta, 2014). OOO Anastasia, as a travel agent, works with international travel companies, such as: Amigo Tours, a travel company that handles trips to the Czech Republic, Italy, France, and Austria;-Pegas Touristik, a travel company that offers tours across Turkey, Egypt, Cyprus, Thailand, India, and Spain and specializes mainly in beach leisure. DANKO Travel Company, a travel company specializing in tours across Europe.

#### **Self-Assessment Exercise:**

Where does OOO Anastasia based and what does it provides?

### **3.3 Standard Algorithm for Travel Tour Booking**

The standard algorithm for a travel agent's booking an online tour is as follows:

1. Registering the new user;
2. Choosing the tour;
3. Booking the order; at this stage, once all the fields have been properly filled in, one has to press the "Recalculate" button. The system converts the amount into rubles. Then one presses the "Book" button. After that, the system comes up with a tracking number for the order. Using this number one can easily check on the status of the order and, if necessary, edit or unbook it.
4. Checking on the status of the order. In order to check the status of the order, one has to select "View the Order" and enter its number in the window. One will be presented with the latest information. There is also a module for editing tourist information, which lets travel agents edit tourist data: "Last Name", "First Name", "Middle Name", "Passport Information", etc. If the travel agent's telephone numbers, addresses, or banking particulars have changed, one should make relevant changes in the system in a timely fashion. For that, one needs to enter the "Editing Partners" section (Violetta, 2014).

#### **Self-Assessment Exercise:**

List the standard algorithm for travel agent tour booking online.

## 4.0 Conclusion

Performance of e-booking and ticketing in tourism can be fashioned by devising several operational capabilities that will enable tourists to explore on its interface that are made up several windows through its assemblages from the back end.

## 5.0 Summary

This unit discusses booking and travel tour in tourism by exploring the interface of e-booking and ticketing, online booking of travel tour and highlighted the standard algorithm for travel tour.

## 6.0 Tutor-Marked assignment

- (a) Highlight and explain the interface of e-booking and ticketing.
- (b) Explain the benefits of website in booking system.
- (c) Describe what Amigo Tours handles.
- (d) Describe travel agent tour booking on online standard algorithm.

## 7.0 Reference/Further Readings

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