

ESSENTIALS OF TOURISM

SECOND EDITION

CHRIS COOPER



ESSENTIALS OF
TOURISM

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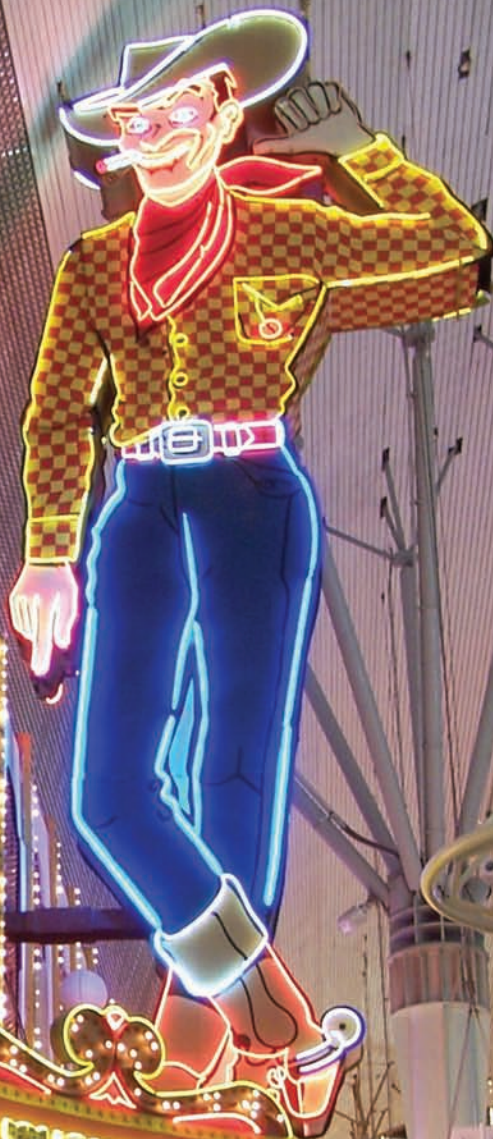
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PREFACE

This second edition of *Essentials of Tourism* sees a range of updates and new features, not least of which is a range of new, cutting edge, international case studies. The literature and supporting materials have all been brought up to date and I hope that you find this edition even better than the first. As before though, *Essentials* aims to provide the reader with a text covering, literally, the 'essentials of tourism'. The book is structured into 14 chapters to allow tutors and students to complete the teaching and learning of the 'essentials' of tourism in a course over one 14-week semester. As such the book does not assume any prior knowledge of tourism. The structure of the book was arrived at by analysing tourism curricula from leading schools around the world and then distilling those curricula into the 'essential' elements found at the core of every course. Naturally, different institutions and different parts of the world emphasise different aspects of tourism, but the 14 chapters in this book lie at the heart of tourism as it is taught internationally – it is therefore up to you, the reader, to contextualise this material within your own national systems of tourism.

The chapters fall naturally into five parts. Part 1 is designed to establish a framework for studying tourism, a way of thinking that has stood the test of time and, despite the fast moving pace of change that tourism is experiencing, provides a stable analytical framework. Part 2 focuses on the destination, arguably the most important and exciting part of the tourism system. Here we dissect the nature of the destination and examine the critical issues of the consequences of tourism for the destination and look closely at just what is involved in sustainable tourism. Part 3 looks at the tourism sector, both public and private, and analyses the key issues concerning attractions, hospitality, intermediaries, transportation and the public sector in tourism. Clearly each of these sectors is distinct, but in fact they have much in common in terms of how they are managed and their economics. Only the public sector stands out as separate here, simply because it is there to enable and guide tourism rather than to profit from it. Part 4 turns to the tourist in terms of demand and marketing, focusing in particular on the contemporary issues of the marketing's 'service dominant logic' and also how social networking is becoming popular amongst groups of like-minded tourists. Finally, we end with Part 5 examining tourism 'futures' – a term we use because there are so many possible 'futures' and it is impossible to see which one 'future' will prevail.

To aid the use of the book, each chapter has three case studies illustrating contemporary practice in tourism and drawn from destinations and issues around the globe. These cases are international in focus and are designed to highlight important issues of the day. At the end of each chapter a longer case study is provided to draw the chapter together. Each of these cases has discussion points and full sources. In addition, in each chapter we have identified a 'classic paper' – a paper that has acted as a milestone in the thinking of tourism and of the particular topic of the chapter. At the end of each chapter we have provided an annotated list of key sources and a set of discussion questions.

Finally, throughout the book hyperlinks are provided to aid you in going rapidly to the original source of the material.

Chris Cooper
Oxford
2015

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PART 1

TOURISM ESSENTIALS: AN INTRODUCTION

Tourism is both a victim and a vector of many contemporary trends in the world – climate change, for example, will impact severely upon destinations, but it can be argued that tourism is also a partial cause of climate change. In a complex world of constant and unexpected change, it is important to take a disciplined and analytical approach to the teaching and learning of tourism. This is particularly the case when tourism is the focus of so much media attention – newspaper travel supplements, TV programmes and an explosion of travel literature. Tourism, too, is a controversial activity, not just in terms of climate change, but also there are other consequences of tourism for, say, indigenous peoples. Again it is important to provide a balanced view, taking into account the evidence and the burgeoning literature. It is important, too, to recognise that as tourism matures as a subject area there are new approaches to studying and analysing tourism to complement the more traditional ways of thinking. Examples here include the *mobilities paradigm* and the *critical turn in tourism studies*, based upon taking perspectives of cultural studies, feminism, ethics, postmodernism, power/politics and world-making and applying them to tourism (Ateljevic *et al.*, 2010). This adds up to tourism as an exciting subject to study – after all, most of us have experienced tourism and can relate the material in this book to our own experiences.

In this first chapter, we set out to provide a framework for the book and a way of thinking about tourism. The chapter begins with a historical perspective on tourism before introducing the concept of a tourism system. We go on to outline the role of a tourism system in offering a way of thinking about tourism and in providing a framework of knowledge for those of you studying the subject. This framework is particularly important in the twenty-first century when the world is increasingly complex and experiencing rapid and unexpected change caused by both human and natural agents. In addition, tourism has now become a major economic sector in its own right and we use this chapter to demonstrate the scale and significance of tourism. At the same time, we identify some of the issues that are inherent both in the subject area and in the study of tourism. In particular, we emphasise the variety and scope of tourism as an activity and highlight the fact that all elements of the tourism system are interlinked, despite the fact that they have to be artificially isolated for teaching and learning purposes. Finally, we consider the difficulties involved in attempting to define tourism and provide some ideas as to how definitions are evolving.

CHAPTER 1

TOURISM ESSENTIALS

Learning Outcomes

In this chapter, we focus on the concepts, history, terminology and definitions that underpin tourism. We also provide a framework for the study of tourism to guide you through this book. The chapter is designed to provide you with:

- an awareness of the historical background to tourism;
- an understanding of the nature of the tourism system;
- an awareness of the issues associated with the academic and practical study of tourism;
- an appreciation of vexed terminology associated with tourism; and
- a knowledge of basic supply-side and demand-side definitions of tourism.



Introduction

In a world of change, one constant since 1950 has been the sustained growth and resilience of tourism both as an activity and an economic sector. This has been demonstrated despite the 'shocks' of '9/11', the Malaysian Airlines disasters and the earthquake in Nepal in 2015. Despite these more recent crises, it was the events of '9/11' that triggered changes in both consumer behaviour and the tourism sector itself; changes which impacted on travel patterns and operations around the world. Yet, even with these challenges, the World Travel and Tourism Council (WTTC) demonstrated the tremendous scale of the world's tourism sector:

- The travel and tourism industry's percentage of world gross domestic product is 9.0 per cent.
- The world travel and tourism industry supports 266 million jobs (1 in 11 of world jobs).
- The world travel and tourism industry accounts for 6 per cent of the world's exports.
- By 2015 there were over a billion international tourism trips and up to 6 billion domestic trips.

It is clear that tourism is an activity of global importance and significance and a major force in the economy of the world. It is also a sector of contrasts. It has the capacity to impact negatively upon host environments and cultures – the raw materials of many tourism products – but it can also promote peace, help alleviate poverty and spearhead both economic and social development.



As the significance and diversity of tourism as an activity has been realised, increased prominence has been given to tourism in United Nations summits such as the 'World Summit on Sustainable Development' in Johannesburg in 2003, when tourism featured for the first time. International mass tourism is at best only 50 years old, and the 'youth' of tourism as an activity – combined with the pace of growth in demand – has given tourism a Cinderella-like existence; we know it is important, but it is not taken seriously. This has created three issues for the sector:

1. As well as demonstrating sustained growth, tourism has been remarkable in its resistance to adverse economic and political conditions. Natural and man-made events, such as the deliberate crashing of the Germanwings plane in 2015, clearly demonstrate the sector's ability to regroup and place emphasis on a new vocabulary, including words like 'safety', 'security', 'risk management', 'crisis' and 'recovery'. Inevitably, though, growth is slowing as the market matures and, as the nature of the tourist and their demands change, the sector will need to be creative in supplying products to satisfy the 'new tourist'.
2. Technology increasingly pervades the tourism sector. From the use of the Internet to book travel and seek information about destinations, through to the use of mobile technology to revolutionise the way that tourism information can be delivered direct to the user *in situ* at the destination, to the innovative role that the Internet of Things and Big Data play in managing and curating the visit to destinations, tourism is ideally placed to take advantage of developments in information technology. But change has come at the price of restructuring the distribution channel in tourism and in changing the nature of jobs in the sector.
3. International organisations support tourism for its contribution to world peace, its ability to deliver on the Sustainable Development Goals – in particular poverty alleviation, the benefits of the intermingling of peoples and cultures, the economic advantages that can ensue, and the fact that tourism is a relatively 'clean' industry. But an important issue is the stubbornly negative image of tourism as a despoiler of destinations, a harbinger of climate change, and even the employment and monetary gains of tourism are seen to be illusory in many destinations. The International Labour Organization (ILO), for example, views tourism jobs as of low quality, arguing that the sector should deliver 'decent work', not just create jobs of low quality. A critical issue, therefore, for all involved in the successful future of tourism, will be to demonstrate that the tourism sector is responsible and worthy of acceptance as a global activity. The WTTC has been an influential lobbyist in this regard (see www.wttc.org). As the representative body of the major companies in the tourism sector, it has led an active campaign to promote the need for the industry to take responsibility for its actions and for close public and private sector coalitions.

All of these points connect to mean that the tourism sector must take responsibility for the consequences of tourism as an activity. This will involve engaging with the big issues of this century – ensuring that tourism whole-heartedly embraces the green economy and reduces its carbon footprint to help alleviate climate change; that tourism does not exacerbate the global issues of food and water security; and that tourism makes a real contribution to poverty alleviation. And of course, despite the relative youth of international mass tourism, other types of tourism have, in fact, a very long history, dating back thousands of years. In the following section we turn to the historical development of tourism.

The History of Tourism

Early Tourism

Most sources point to the Sumerians' development of trade around 4000 BCE as the birth of travel (Walton, 2015). Trade remained the major motivation for travel with the development of vast trading networks during the fifteenth and sixteenth centuries – the Silk Roads being a prime example. Travel was difficult and dangerous, however, and only conducted when necessary. As well as trade, military and administrative purposes were also motivations for early tourism, although religious festivals and pilgrimage were evident too. Travel for pilgrimage is evident in many Asian countries from an early period when people journeyed to the mountains and rivers to visit ancestral gods and spirits (Sofield and Li, 1998). Indeed from the time of the ancient Egyptians, pilgrimages and festivals have taken travellers across borders but tourism, as travel for pleasure, is evident in Egypt from 1500 BCE onward (Casson, 1994). Travel at this time, however, was still disjointed and a difficult undertaking on treks over long distances.

The building of roads during the Roman Empire facilitated a new, faster medium for travel. As a result, leisure travel across Europe gained popularity in Roman times, but after the collapse of the Roman Empire the roads were not maintained and travel once again became difficult and dangerous. Despite this, pilgrimages continued across Europe during the medieval period with travellers crossing regions to visit religious sites. Consequently, as the main sources of reception along the road, churches and monasteries were early sources of hospitality.

The Grand Tour

From the late fifteenth century, the sons of the upper classes were sent to tour abroad as a means of completing their education. The Grand Tour, as it became known, was seen as part of the process of induction into society, as the 'tourists' expanded their knowledge and experience. Over the course of the seventeenth and eighteenth centuries, thousands of Britons, Germans, French and Russians travelled around the continent, principally to France, Italy, Switzerland and Germany. The term 'tourist' was first coined in the late eighteenth century to describe these travellers. The eighteenth and nineteenth centuries saw travel more through the lens of scientific exploration and expedition, transforming the approach to natural history, and scientists travelled across the world. At this time, travel was still very much a privilege of the upper classes, but this soon changed.

The Nineteenth Century

Cooper (2011) states that the Industrial Revolution's impact on technology and work transformed tourism. The revolution in transportation technology opened up leisure travel to greater numbers of people and the emergence of a tourism industry made the process of travelling much more organised. The railway, in Britain and later in Europe and North America, allowed greater access to a destination at greater speed. Thomas Cook's organised trip from Leicester to Loughborough in 1841 saw the start of mass rail travel for pleasure trips. And in North America, roads and then railways were constructed to facilitate travel across the country as the population spread west over the course of the nineteenth century. Sailing ships were replaced by steamships and allowed greater access to the world, not only for trade and scientific exploration but also for leisure. Other developments of the industrial age, such as the opening of the Suez Canal in 1869, also facilitated this movement abroad.



Jet engine – the jet engine transformed travel by increasing the range and speed of flight.

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The Twentieth and Twenty-first Centuries

The relative peace in Europe in the late nineteenth century meant that these trends in tourism continued, and a growth in travel occurred up until the First World War. In the years after the war, the car emerged as the new technology to dominate tourism. The first half of the twentieth century saw the car emerge as the main form of transport and the construction of highways and motels facilitated this desire for travel. The popularity of the car for leisure travel began in the United States and moved to Europe by the 1930s, but the car remained much more dominant in the United States. The majority of car travel was domestic, challenging the dominance of the train, while the emergence of passenger air travel in the mid-twentieth century saw a dramatic shift away from surface transport for longer trips.

The aeroplane transformed the way people travelled and opened up new regions, cultures and populations to tourism. Initially used for commercial purposes, aeroplanes began taking passengers in the 1920s. Air travel for tourism took off, literally, after the Second World War. The development of the jet engine, which increased the speed and range of aircraft, made international travel more accessible and with greater affluence on both sides of the Atlantic from the 1950s onward, the tourism industry responded to demand for overseas travel by introducing cheap package holidays. This heralded the industrialisation of the industry and the onset of mass tourism in the second half of the century and into the new Millennium, and the types of tourism that we are familiar with today. It is not just the activity of tourism that has gained attention, but also in the last 50 years tourism as a subject in education has emerged. We turn to that topic in the next section.

The Subject of Tourism

As we have seen, in historical terms, tourism activity is a relatively new development and one which has only recently been considered worthy of serious business endeavour or academic study (Fidgeon, 2010). However, as we have also seen, the tourism sector is of sufficient economic importance and its impact upon economies, environments and societies is significant enough for the subject of tourism to deserve serious academic consideration. There is no doubt in our minds that tourism is a subject area or domain of study, but that at the moment it lacks the level of theoretical underpinning that would allow it to become a discipline. Nevertheless, the popularity of tourism as a subject, and the recognition of its importance by governments, has accelerated the study of tourism.

Tourism as a subject is showing signs of maturity with its growing academic community, increasing numbers of journals and textbooks – which are becoming specialised rather than all-embracing – and its measure of professional societies both internationally and within individual countries. We are also seeing a greater confidence in the approaches used to research tourism as the positivist and scientific approaches are augmented with qualitative and more experimental methods. All of these indicators point to the increasing professionalism of the tourism sector (see Airey, 2015).

Nonetheless, the relative youth of tourism as an area of study creates a range of issues not only for the sector in general but for all of us involved in teaching, researching and studying the subject:

- The subject area itself remains bedevilled by conceptual weakness and fuzziness. We are therefore faced with many questions that would be taken as common ground in other subjects (such as finding our way through the maze of terminology related to the type of tourism which is less destructive – green, alternative, responsible, sustainable, eco!). This results in a basic lack of rigour and focus leaving tourism as a subject area open to criticism by others. Franklin and Crang, for example, are unrelenting: ‘The rapid growth of tourism has led researchers to simply record and document tourism in a series of case studies, examples and industry-sponsored projects’ (2001, p. 6). This highlights the apparent conflict between ‘academic’ and ‘applied’ approaches – which is also an unresolved issue.
- The subject encompasses a number of diverse industrial sectors and academic subjects, raising the question for those studying tourism as to whether or not tourism is, in fact, too diverse and chaotic to merit separate consideration as a subject or economic sector. According to Gilbert (1990), what makes tourism difficult to define is the very broad nature of both the concept as well as the need for so many service inputs. Tourism also envelops other sectors and industries and therefore has no clear boundary, due to the expansive spread of activities it covers (Gilbert, 1990, p. 7). In reality the tourism industry consists of a mass of organisations operating in different sectors each of which supplies those activities which are termed tourism. We would argue, of course, that it should warrant a subject and sector in its own right, but that there is a need for a disciplined approach to help alleviate potential sources of confusion for students. It is therefore important in this respect to provide a framework within which to locate these subject approaches and industries, something that we do in this book.
- As if these problems were not sufficient, tourism also suffers from a particularly weak set of data sources – in terms of both comparability and quality – although the UN World Tourism Organization (UNWTO) (www.unwto.org) has made significant progress in this regard.
- Traditional approaches have tended to operationalise and reduce tourism to a set of activities or economic transactions while more recent authors have been critical of this ‘reductionism’, stressing instead postmodern frameworks which analyse the significance and meaning of tourism to individuals and therefore provide more explanation of the activity of tourism itself.