

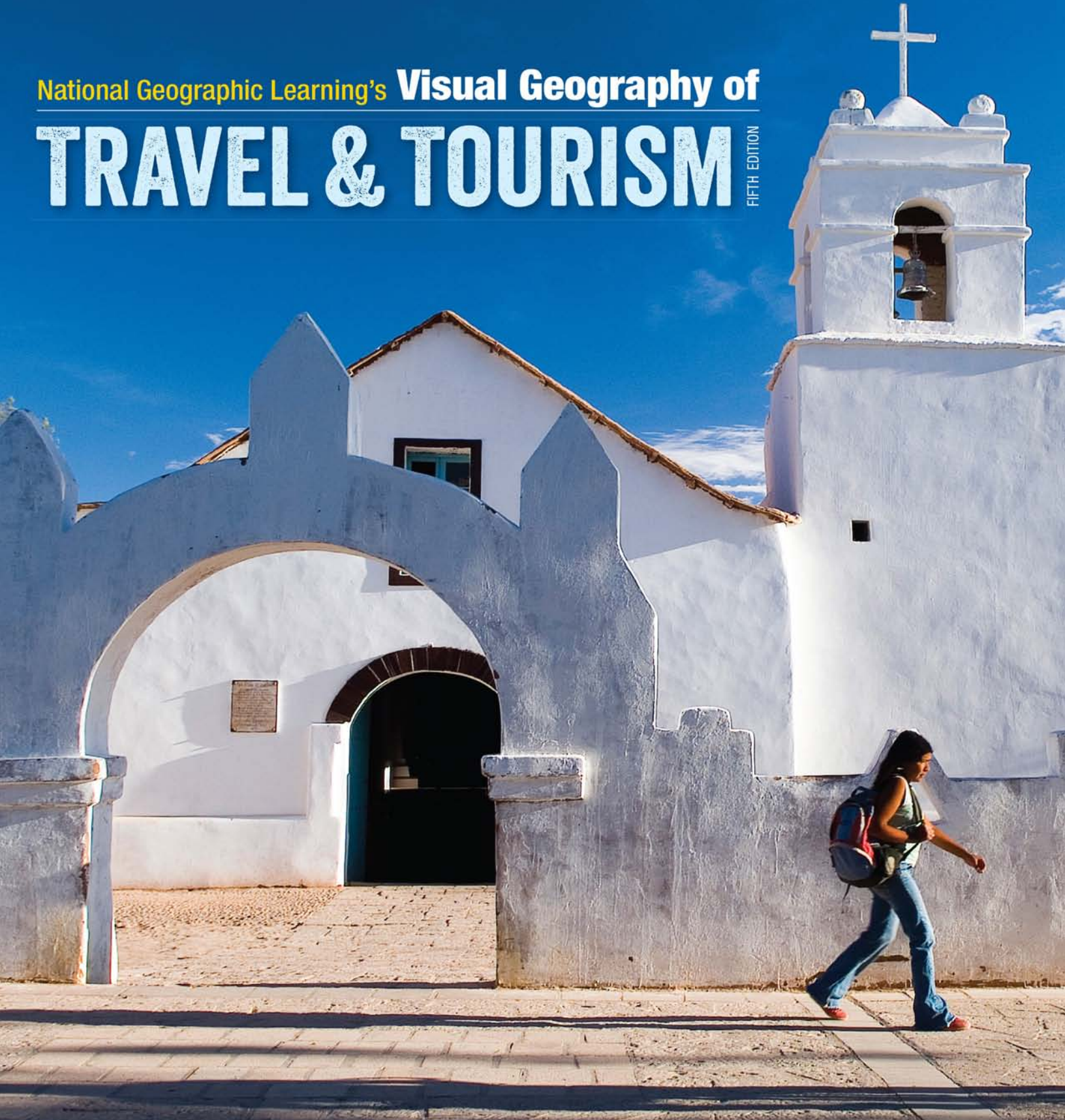
NATIONAL
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National Geographic Learning's **Visual Geography of**

TRAVEL & TOURISM

FIFTH EDITION



Jan van Harssel Richard Jackson Lloyd Hudman



NATIONAL GEOGRAPHIC LEARNING'S

Visual Geography of Travel and Tourism

FIFTH EDITION

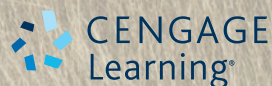


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Visual Geography of Travel and Tourism

FIFTH EDITION

Jan van Harssel
Richard Jackson
Lloyd Hudman



Australia • Brazil • Japan • Korea • Mexico • Singapore • Spain • United Kingdom • United States

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**National Geographic Learning's Visual
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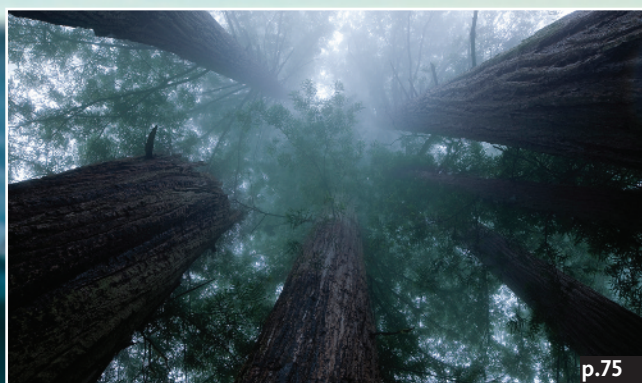
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Tourism is one of the leading export industries in the world. In 2012 the world recorded over 1 billion international travelers, a doubling in two decades. For some countries and regions, it is the primary economic activity.

The traditional areas of tourist destinations, such as beaches, theme parks, winter ski areas, and cultural attractions, continue to attract millions of visitors. At the same time, new areas or nontraditional destinations are becoming important. One growth area is destinations practicing sustainable tourism and ecotourism.

The primary factor that attracts tourists is geography. Whether it is the combination of climate and landforms as in sea and ski areas, such as the Alps or the Mediterranean, or cultural-historical geography as in Paris or China, the geographic factors that give character to a place are what attracts tourists.

Visitors are attracted to destinations that express a *sense of place*. If the geography of the earth was uniform, there would be no incentive to travel. Since each place on the face of the earth is different from all others, however, people will always have a desire to see what other places with varied cultural landscapes are like.

This text is designed to provide students, tourism professionals, and other interested readers a working knowledge of the geography of the world as it relates to tourism. The text provides a basic and current geographic overview of the world and each major geographic region to provide insights about geographic characteristics and relationships that compose the setting for tourism in a specific region.

Features

The text also introduces and describes the major attractions in each area. The intention of this introduction is not to provide an encyclopedic or exhaustive listing, but to give an overview of the character of a tourist destination region. By understanding the major attractions of a destination, readers will be able to develop their own mental map of destinations, a mental map sufficient to become familiar with the travel regions of interest to them.

Readers will develop an understanding of the relationship between geography and tourism, including a comprehensive understanding of, and familiarity with, the character of the major regions of the world. Otherwise, after all, the only thing strange in a strange place is the stranger who visits it.

The key terms and words listed at the beginning of each section are terms and words important to understanding that region. While some are explained in the context of the chapter, others are used in a sentence assuming the reader understands the word. If the reader is unfamiliar with the word, all terms and words listed are defined in the glossary.

Maps and descriptions of physical geography combine with vivid photos, as well as cultural and travel information, to convey the unique features of each area and encourage a deeper understanding of attractions and seasonality.

Major geographic characteristics, major tourism characteristics, major climate characteristics, and major tourist destinations are also listed at the beginning of each section, introducing the reader to concise key facts about each region of the world.

All regions or countries have a brief overview of the political, cultural, physical, and tourism characteristics of the region or country. Cultural capsules provide tips about actions that are acceptable and others to avoid. Information is also provided for each country on entry requirements, population, currency, capital, languages, religions, national holidays, and Internet TLDs. While it is difficult to provide geographic depth, readers should be able to obtain their own perception of each tourist destination region in terms of its geographic and tourism characteristics and related attractions.

The text also provides a basic understanding of world travel patterns, including annual arrival numbers and seasonality of travel to a particular region. The regional patterns

illustrate how travel and tourism themselves contribute to the geography of each region. The general patterns of world and regional travel change only slowly, barring dramatic events such as wars, terrorism, and environmental disasters. Updated statistics from the World Bank are featured throughout this edition.

Review questions at the end of each chapter help the reader reflect upon and digest the information in the chapter.

What's New About this Edition

Now produced in partnership with the National Geographic Society, the fifth edition features the Society's maps, country flags, and descriptions from *National Geographic's Atlas of the World*, and articles from *National Geographic Magazine* and *National Geographic Traveler*.

Thoroughly revised to present an accurate, current view of our dynamic world, the text includes updated statistical, political, entry documentation, population, and government information for tourist destinations around the globe.

This exciting new edition includes:

- A new, full-color design that brings destinations to life via engaging photographs, detailed maps, and illustrations ideal for today's visual learners
- Up-to-date, colorful National Geographic maps of each continent and all important tourism regions
- "Preserving the Future" boxes in each section that put the focus on sustainability, featuring National Geographic articles about environmental issues and efforts within the region
- "Insider Info" and "Through the Visitor's Eyes" boxes in each section featuring National Geographic articles about the region
- "City Highlights" boxes in each section featuring National Geographic articles focusing on a single city within the region
- Internet TLD information for all destination countries

For the Instructor

Instructor Companion Site: Everything you need for your course in one place! This collection of book-specific lecture and class tools is available online via www.cengage.com/login. Access and download PowerPoint presentations and a revised Instructor's Manual with National Geographic web links and activities, test samples, a midterm test, a final exam, and more.

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Jan van Harssel

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The cover photo was taken in San Pedro de Atacama, Chile.

The geographic locations of the photographs at the beginning of each part and chapter are as follows:

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Part 1: Northeastland, Svalbard, Norway.

Part 2: Snake River, Wyoming, United States.

Part 3: Muskwa-Kechika Management Area, British Columbia, Canada.

Part 4: Santa Catalina Cuilotepec, Puebla State, Mexico.

Part 5: Negril Beach, Jamaica, West Indies.

Part 6: Machu Picchu, Peru.

Part 7: Bergen, Norway.

Part 8: Red Square, Moscow, Russia.

Part 9: Petra, Jordan.

Part 10: Tsavo East National Park, Kenya.

Part 11: The Great Wall, China.

Part 12: One Tree Island, Queensland, Australia.

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Chapter 2: Acadia National Park, Maine.

Chapter 3: American side of the Horseshoe Falls, Niagara Falls, New York.

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- Chapter 12: Costa Rica.
- Chapter 13: San Juan, Puerto Rico.
- Chapter 14: Magens Bay, St. Thomas, Virgin Islands.
- Chapter 15: Emerald Pool, Dominica.
- Chapter 16: Foul Bay, Barbados.
- Chapter 17: Hawksbill turtle in the Bahamas.
- Chapter 18: Isla del Sol, Lake Titicaca, Bolivia.
- Chapter 19: Mt. Fitz Roy, Patagonia, Argentina.
- Chapter 20: Aerial view of rainforest at the Araguaia River, border of the states of Mato Grosso and Goias, Brazil.
- Chapter 21: Provence, France.
- Chapter 22: The Northern Lights over Landmannarlaugar, Iceland.
- Chapter 23: Azure Window, Malta.
- Chapter 24: City center, Solny Square tenements (rynek), Wroclaw Poland.
- Chapter 25: Tree of desires on Olkhon Island, Lake Baikal, Russia.
- Chapter 26: Camel beside Sary-Beles mountains, Kyrgyzstan.
- Chapter 27: The Dome of the Rock, Jerusalem, Israel.
- Chapter 28: Burj Al Arab hotel, Dubai, United Arab Emirates.
- Chapter 29: Pyramids at Giza, Egypt.
- Chapter 30: The Mosque of Divinity, Dakar, Senegal.
- Chapter 31: Zebra herd on the savannah in the Serengeti, Tanzania.
- Chapter 32: Boulders Beach Nature Reserve near Cape Town, South Africa.
- Chapter 33: Western lowland gorilla, a species that lives in central Africa (especially the forests of the Republic of Congo).
- Chapter 34: Kiyomizu-dera temple pagoda, Kyoto, Japan.
- Chapter 35: Details of design of royal Lotus Mahal, Queens' Palace, Hampi, Karnataka, India.
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- Chapter 37: Tropical landscape in Vietnam.
- Chapter 38: Island of Tahiti as viewed from Moorea.
- Chapter 39: Tropical island in Fiji.
- Chapter 40: Red rocks in the Northern Territory, Australia.

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Lloyd Hudman was a professor at Brigham Young University where he taught for over twenty-five years. He traveled extensively and led university study-abroad programs to London, Madrid, Europe, and the Middle East.

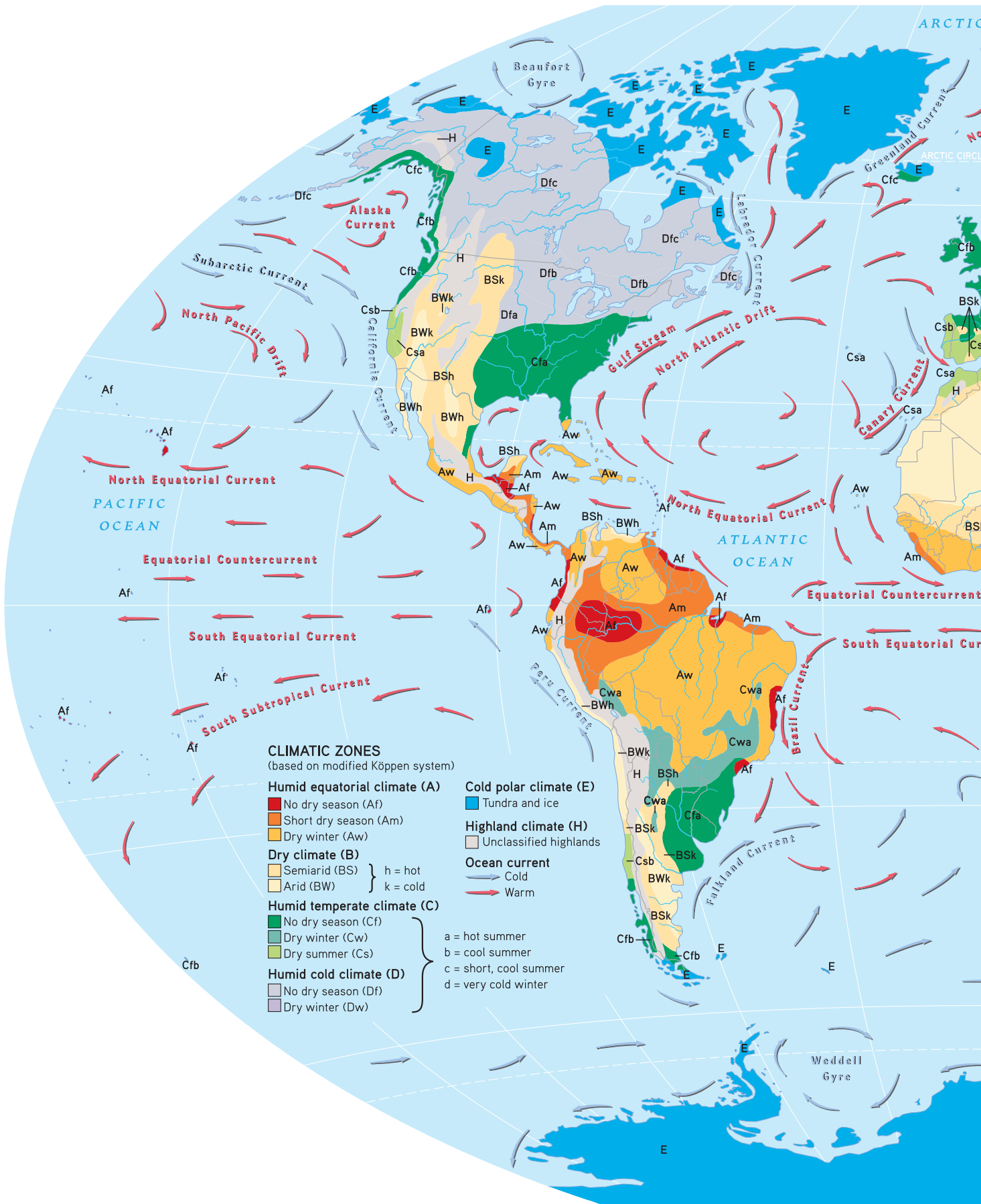


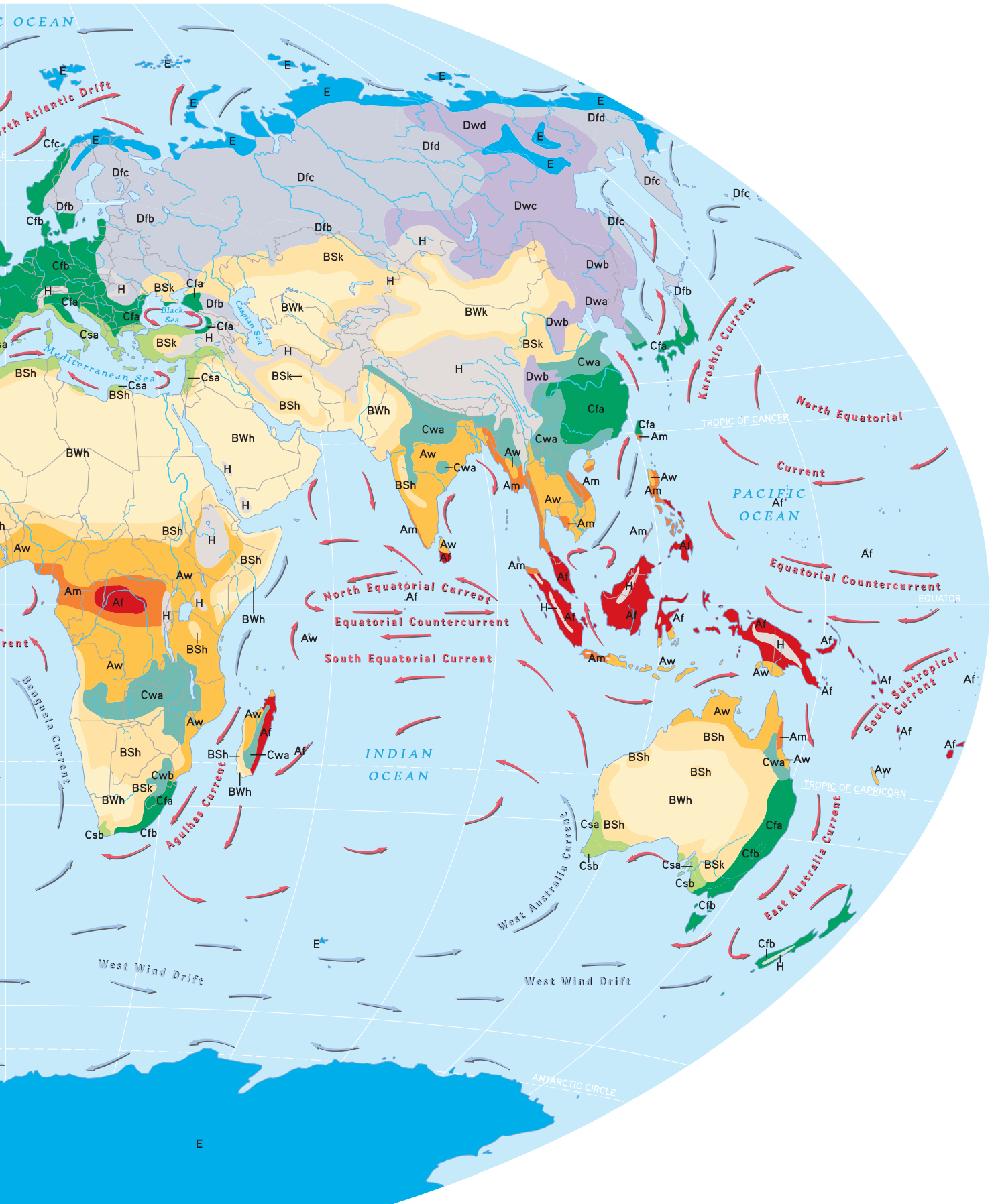
Jan van Harsseel, lead author on the 5th edition of this book, is pictured at the National Geographic Society Headquarters in Washington, D.C.



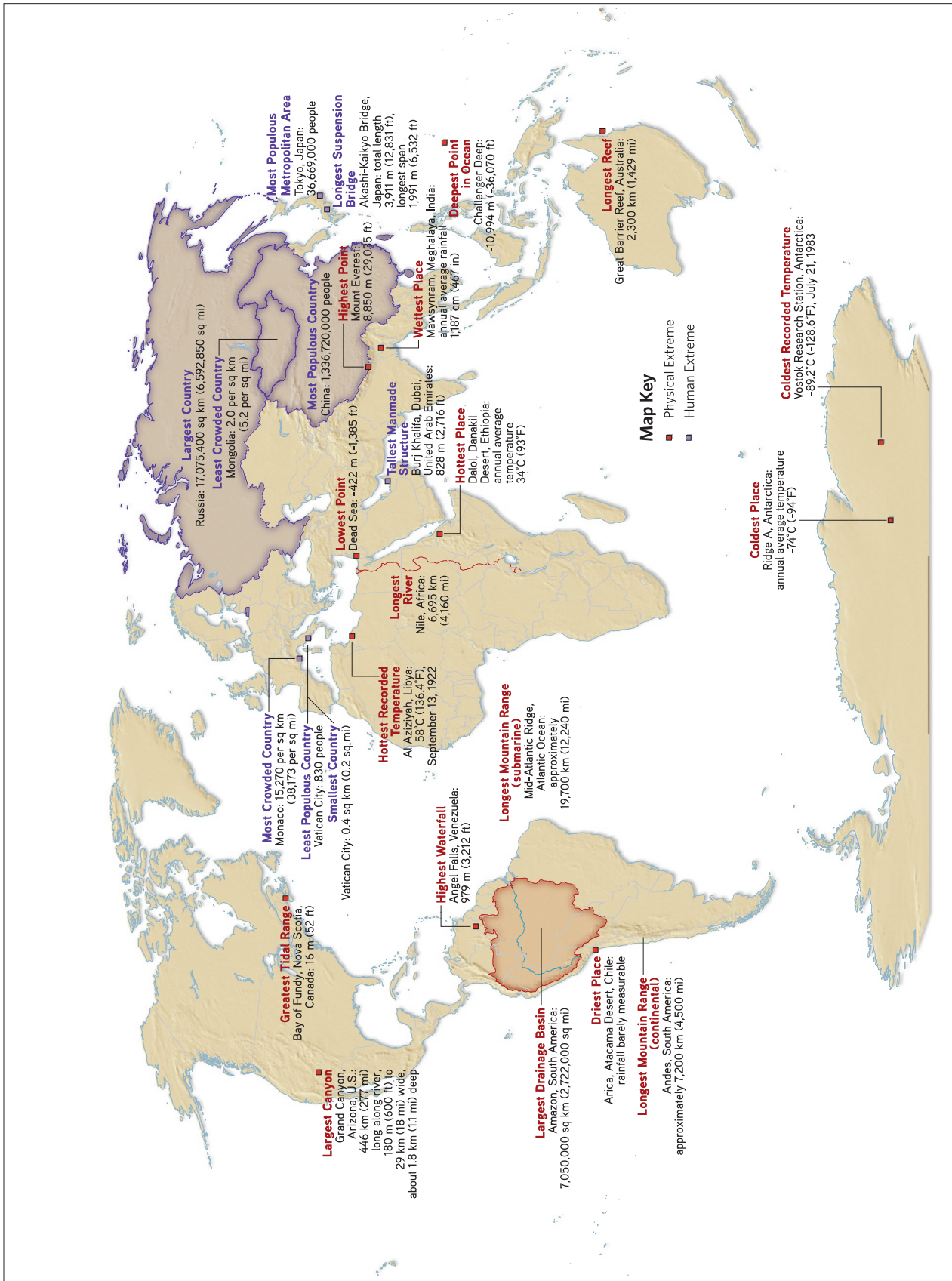


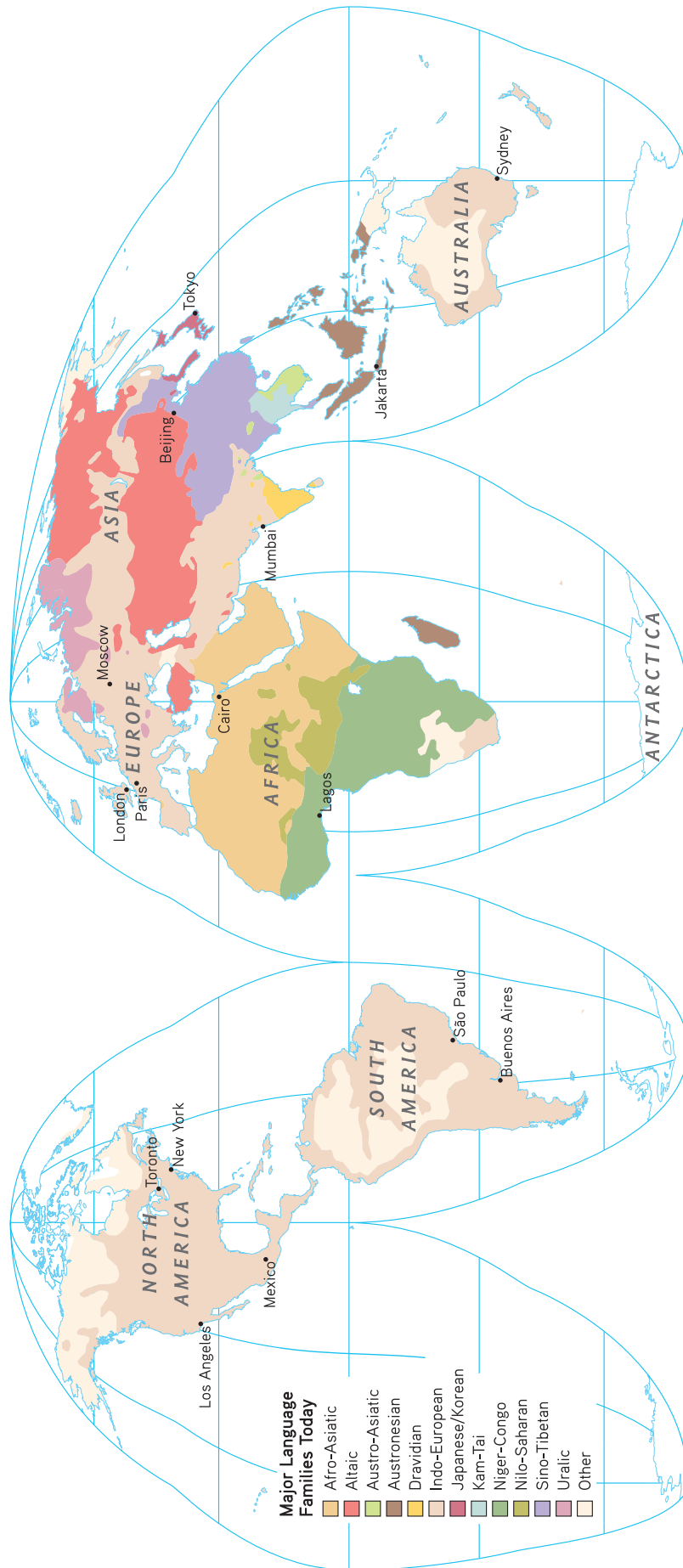






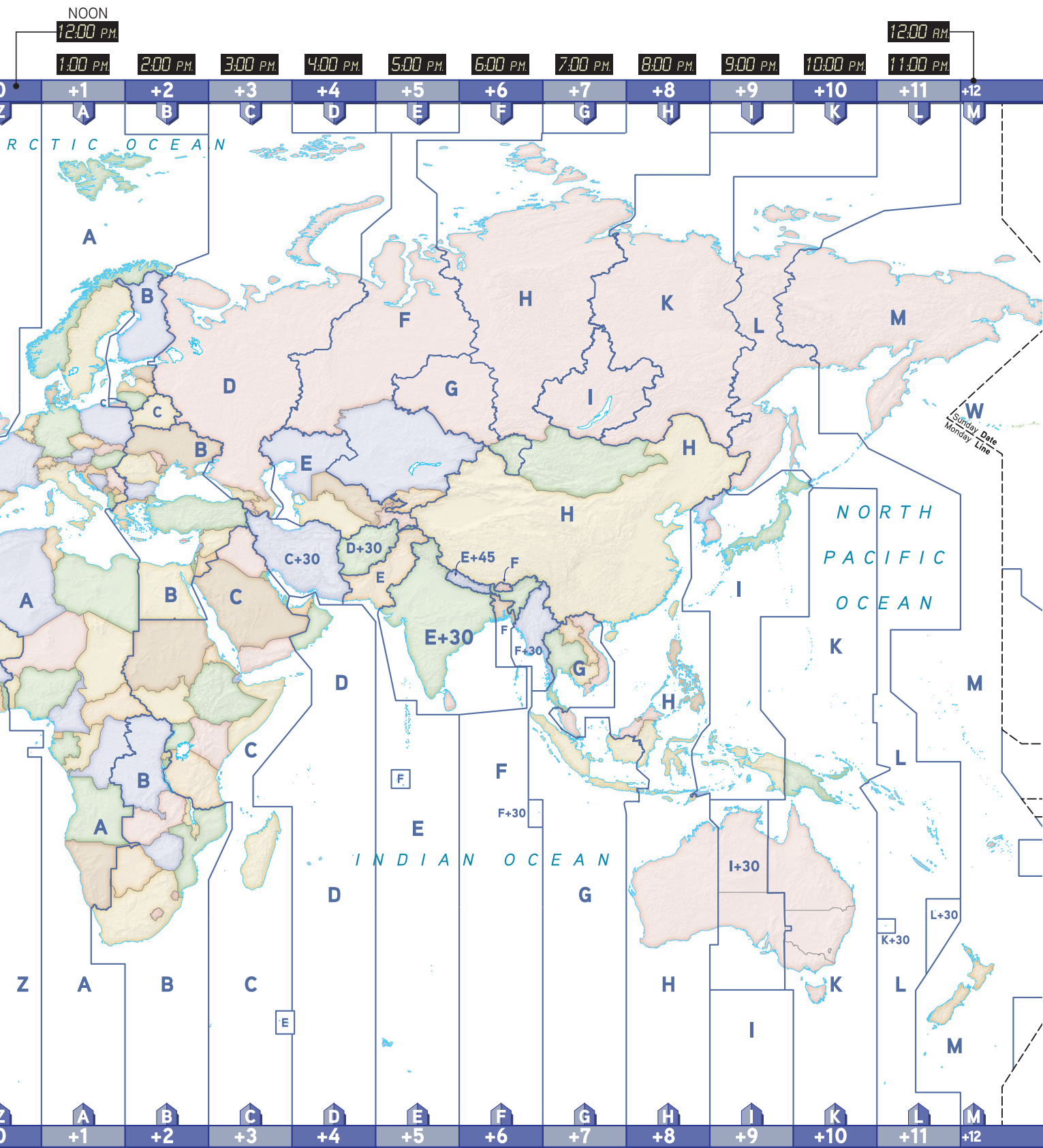
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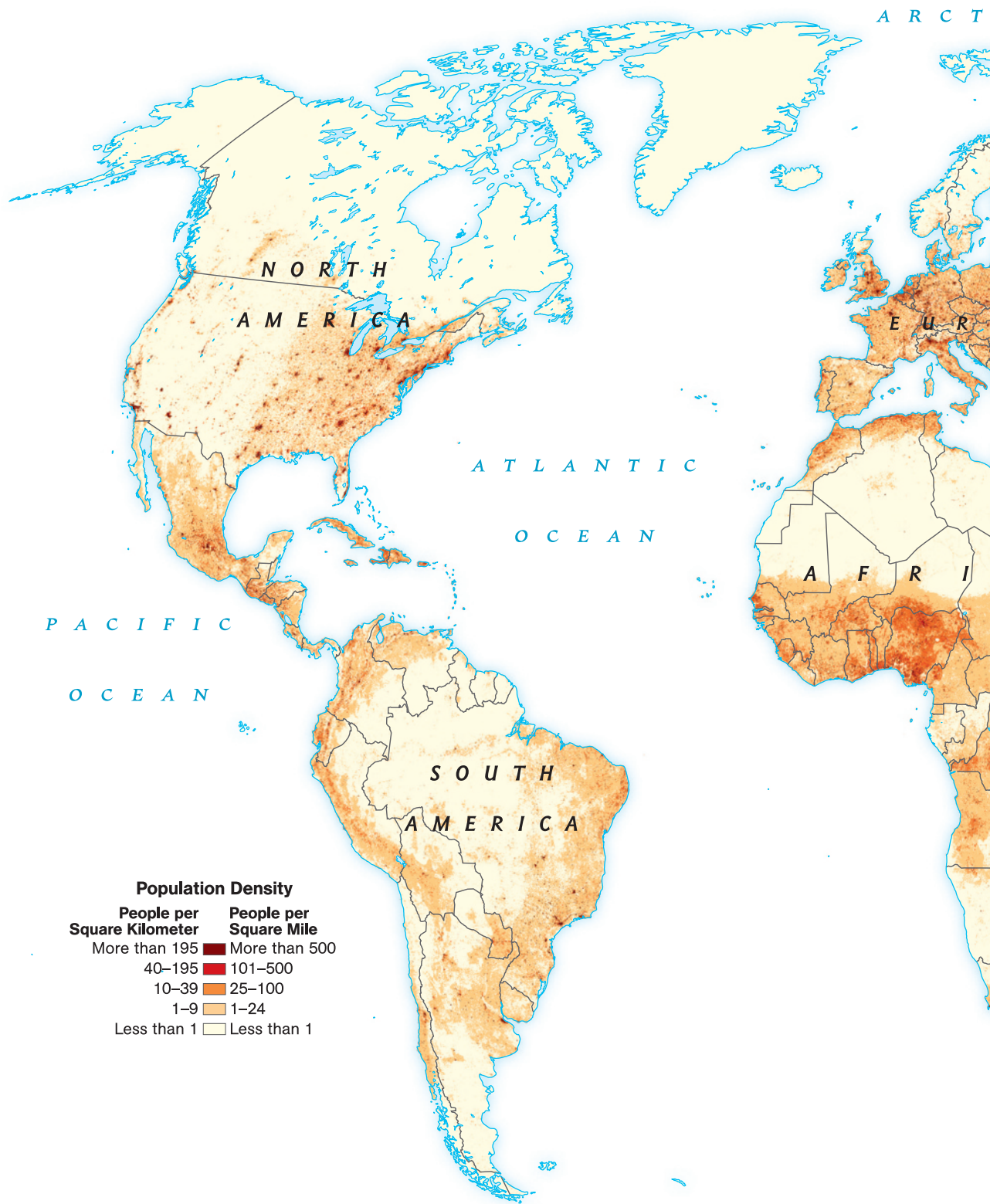




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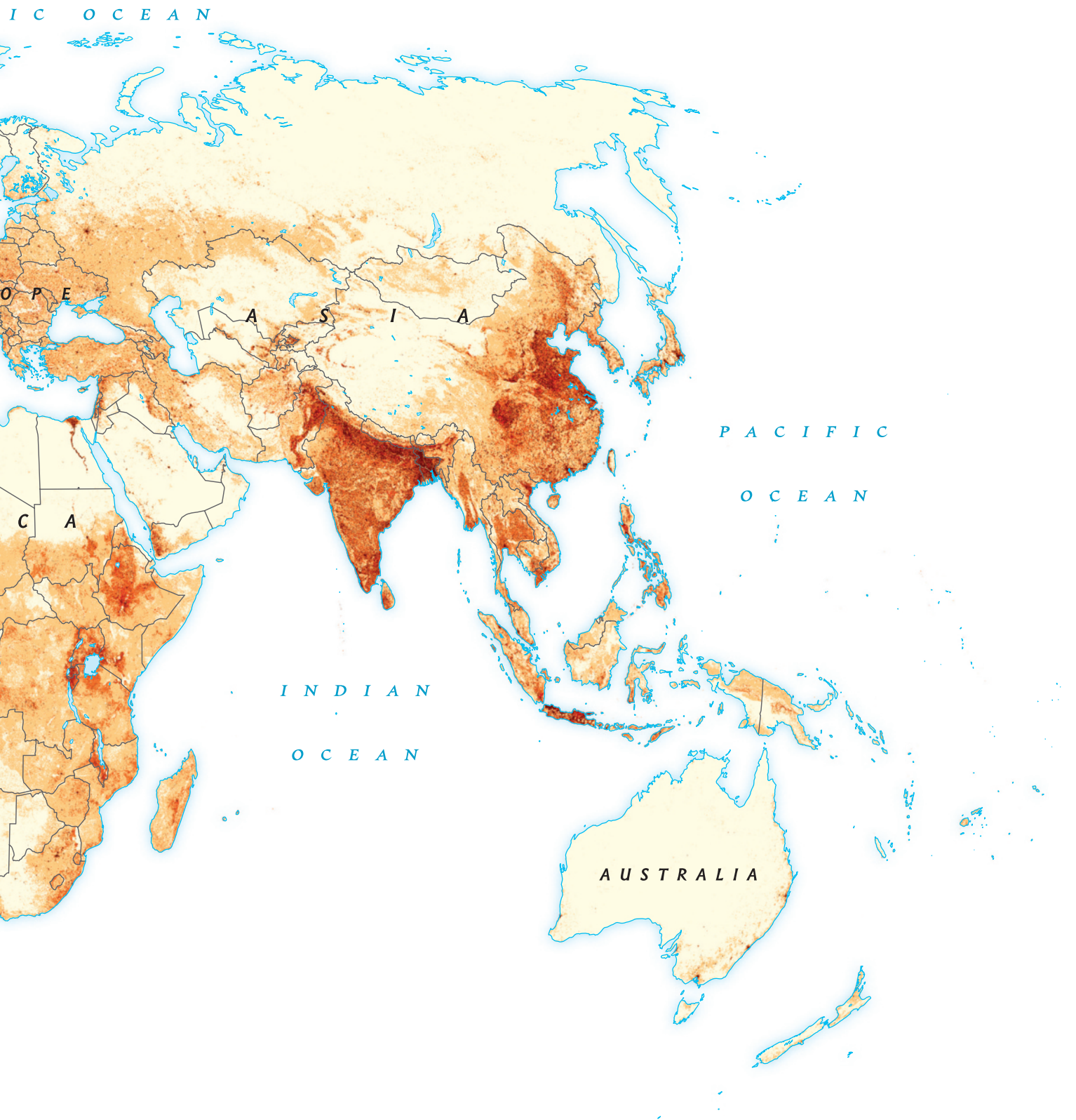


Miller Cylindrical Projection



Population Density

People per Square Kilometer	People per Square Mile
More than 195	More than 500
40-195	101-500
10-39	25-100
1-9	1-24
Less than 1	Less than 1



part 1: GEOGRAPHY AND TOURISM





KEY TERMS AND WORDS

Absolute Location	International Date Line
Accessibility	Intervening Opportunity
Balance of Payments	Landforms
Carrying Capacity	Language
Climate	Latitude
Complementarity	Location
Cultural Geography	Longitude
Destination Countries	Meridians
Economic Development	Parallels
Ecotourism	Perception
Environment	Place
Geographic Location	Pollution
Geography	Preexisting Forms
Geography Information Systems	Prime Meridian
Global Interdependence	Relative Location
Global Positioning Systems	Site
Greenwich	Situation
Hemisphere	Spatial interaction
Impact	Time Zones
Infrastructure	Transferability
Invisible Trade	Transportation

chapter 1: GEOGRAPHY AND TOURISM: THE ATTRACTION OF PLACE





Figure 1.1 Coast of Nassau, Bahamas. © Hisham Ibrahim/Getty Images.

For my part I travel not to go anywhere, but to go. I travel for travel's sake. The great affair is to move.

Robert Louis Stevenson

Introduction

People have always traveled. Curiosity, a basic characteristic of humans, has led people of all eras to explore new environments, seek new places, discover the unknown, search for different and strange places, and enjoy other experiences. This suggests that one place is different from another place, or there would be no curiosity about other places. The *National Geographic* and *National Geographic Traveler* magazines, for example, are considered two of the truly fine magazines in the world today. Their primary goal is to illustrate the differences that characterize the world's variety of places and their popularity reflects people's curiosity about other places and cultures.

While people have always traveled, tourism as we know it today is a recent phenomenon. It has only been since World War II that tourism, particularly international tourism, has developed as a major activity in the world. Early travel and early tourism were reserved for the rich or the very brave. One important impetus for tourism was that World War II brought many

people in contact with other people and places. People became more interested in the world. They realized that the events in one part of the world have an important impact on residents in another part of the world.

Growth and change in modes of **transportation** have also encouraged travel. Replacement of transatlantic ships by airplanes introduced the jet age in 1958. Fast, cheap, frequent, and affordable transportation has made world travel a possibility for millions of people.

There are well-developed links between tourism and geography, in that the uniqueness of a place (whether it be an Indian periodic market, a tremendous waterfall, a snowy mountain village, or a resort on a sunny, sandy coast) (Figure 1.1) is the result of the geographic relationships at that place. Successful tourism professionals turn *places* into *destinations*. Through product development, interpretation, and marketing campaigns, places turn into destinations as they earn a reputation, as they get an image, as reasons are created to visit a place, and as they become accessible. **Geography** is the study of the earth as the home of humans. It is concerned with the combination of factors that makes each individual place on the face of the earth somehow unique. Study of geography represents an attempt to gain an understanding of what makes each place unique. Uniqueness results from the combination of the natural (or physical) setting of **climate**, **landforms**, and resources, and the cultural



Figure 1.2 Rio de Janeiro, Brazil. © Eduardo Garcia/Getty Images.

phenomena created by the residents of that place such as buildings, economy, dress styles, religion, and political or other cultural features (Figure 1.2). The combination of physical and cultural factors that make each place different is the stimulus for human curiosity about other places, which causes the growth and development of tourism.

The process of tourism itself also contributes to the uniqueness of place. Every place on the earth's surface changes over time. Changes in economy, political organizations, culture, population, and the physical **environment** constantly alter the texture and fabric of the complex mosaic that makes up a place. The impact of large numbers of visitors from another place for even a short period of time will affect the visited place, changing its uniqueness, and creating a new and different cultural, political, economic, and physical landscape. Thus, geography and tourism are interrelated in two ways. First, the uniqueness of place creates an attraction. Second, tourism is an agent of change, becoming an element in the uniqueness of place and an important variable in geographic studies.

Elements of Geography

Location

A fundamental aspect of geography that directly affects tourism is the need for measuring and

indicating exact locations on the earth. The grid of lines on a map represents the fundamental tool for describing location. The parallel lines extending east and west measure **latitude** north and south of the equator. Latitude is an indicator of how far north or south of the equator a given point is situated. Latitude is measured in degrees of arc from the equator (0 degrees) toward either pole, where the value reaches 90 degrees. All points north of the equator are in the Northern **Hemisphere** and are designated as north latitude. All points south of the equator are in the Southern Hemisphere and are designated as south latitude. These parallel lines (latitudes) are intersected by lines, called **meridians**, extending north and south. Meridians are not parallel, because each of them originates and terminates at the poles; therefore, they converge toward the poles and are most widely separated at the equator. Meridians measure **longitude**. One meridian was chosen as the base point of reference, or the **prime meridian**. The prime meridian was established as the longitude of the Royal Observatory at **Greenwich** near London by the British (Figure 1.3). The British also developed the first accurate system for measuring longitude. Longitude is a measure of a point eastward or westward with respect to the prime meridian of Greenwich. Since the earth is circular, it has 360 degrees of longitude.

Themes of Geography

Any place can be identified by its latitude and longitude. For example, 40 degrees north latitude, 116 degrees east longitude identifies Beijing, China. The degrees are further subdivided into minutes and seconds for greater accuracy. Therefore, any location may be stated in degrees, minutes, and seconds east or west longitude and north or south latitude. This method makes it possible to identify a location to within a few feet as experienced with GIS (**Geographic Information Systems**) and GPS (**Global Positioning Systems**) technologies.

The world can be divided into hemispheres (halves) in two ways: northern-southern and eastern-western. The Northern-Southern Hemisphere divides the world at the equator, with all **parallels** of north latitude in the Northern Hemisphere and all parallels of south latitude in the Southern Hemisphere. The eastern-western division originates from Greenwich. The Eastern Hemisphere includes all meridians of east longitude from 0 degrees to 180 degrees, while the Western Hemisphere includes all meridians of west longitude.

Time

World time is understood in relation to longitudinal location. East of Greenwich 180 degrees and west of Greenwich 180 degrees are, of course, the same thing. Here, another meridian separates east and west, marking the change in time from one day to another because of the rotation of the earth. The meridian marking the change of date at 180 degrees is called the **International Date Line**. Traveling eastward from one **time zone** to another, clocks are advanced one hour in each time zone, until reaching the line of 180 degrees of longitude, where the day changes to the preceding day. Traveling westward, the opposite occurs; at 180 degrees west longitude, the date changes to the next day.

The surface of the earth is divided into twenty-four time zones. The time of the initial, or zero, zone begins at the prime meridian at Greenwich (London). Each succeeding zone is 15 degrees farther from Greenwich. Also, each zone is designated by a number representing the hours (1 or 2) by which the zone differs from Greenwich. Therefore, if it is 12:00 N. (noon) in London, it is 5 hours (five hours earlier) in New York. When it is 12:00 N. in London, the time in New York is 7:00 A.M. It will be five more hours before the sun is at the midday location in New York. At the same 12:00 N. time in London, it is -3 hours (three hours later) in Moscow. It is 3 P.M. there when it is noon in London.

Because of the International Date Line, if it were Wednesday in Los Angeles, California, it would be Thursday in Sydney, Australia. Travelers flying from Sydney to Los Angeles find they arrive in Los Angeles the same day at an earlier local time than when they departed from Sydney (Sydney time) even after a thirteen-hour flight. Going in the opposite direction, passengers who leave on Friday would arrive on Sunday "losing" Saturday altogether.

Absolute Location

Location of places on earth is of special concern to geographers, since location is one of the central elements that contributes to the uniqueness of place. The most obvious aspect is **absolute location** (Where is it?). Absolute location (also referred to as **site**) identifies each location as a precise point on the earth's surface through use of the mathematical grid system that is measured in latitude and longitude. This locational system is used in orientation and measurement of distance. Absolute location does not change over time.

Relative Location

Relative location (also referred to as **situation**) examines the location of places with respect to other places to understand interdependence at local, regional, national, and global scales. The relationship or **spatial interaction** between a place and the rest of the world depends on its relative location, its distance from other places, its **accessibility** or isolation, and its potential for contact. Places that have both a desired characteristic, such as a warm winter climate or access to good ocean beaches (known as **sun-sea-sand**), and important cultural attractions near large population centers are conducive to interaction with other places and development as a tourist center. Countries that have a poor location relative to the wealthy industrialized nations of Europe and North America, such as the interior of Africa, or are isolated by either physical or cultural phenomena, have few tourists even though they may have attractive physical or cultural relationships.

Location has been important in all forms of **economic development** for the various nations of the world. Nations that have excellent connectivity and site characteristics, such as educated citizens and a good resource base, have developed a high standard of living. Countries that have a poor relative location from the rest of the world are apt to have a lower standard of living. Locations that are isolated by mountains, deserts, or cultural phenomena such as **language** have failed to benefit from the technological advances taking place in other areas of the world.

Countries such as Chad, Rwanda, and Burundi, which are located in the interior of Africa and are separated from contact with industrial Europe by physical distance, climate, landform, and culture, lack adequate transportation facilities to assist them in economic development in general or tourism development specifically. Changes in situational and environmental circumstances can cause relative location to change over time, resulting in new or lost tourism development opportunities.

Geographic Location

Geographic location is the combination of absolute location and relative location. Site (absolute location) is a description of the internal characteristics of a **place**, as opposed to situation (relative location), which looks at the external relationships of a place. Site also includes the absolute mathematical location of a place and the qualities or attributes at that place. Site features include the number of people living at that place, their ethnic character, their income, and other attributes of their culture. Site also includes the physical characteristics such as landforms, climates, or resources. The word *place* is general and can refer to the site characteristics of a small area, town, city, county, state, region, or country.

The development of tourism at any specific geographic location depends on its site, its situation (reflecting the ease—usually expressed in time and money—with which a potential tourist can travel to that place), and its relationship to other attractions. More people visit Paris than Oslo because Paris is more accessible and because of the nature and extent of attractions in each city and in surrounding areas. Paris has a central location that facilitates visits to other European attractions such as London, while Oslo has a peripheral location in Europe. Isolated from the main populated and urban areas of Europe, Oslo is less accessible and has fewer attractions for tourists than Paris.

Another important element in the movement of visitors from one place to another is the **perception** by the potential tourist of other places. People have a tendency to react to the world not as it is, but as they think it is. In other words, the perceived and actual character may not be the same. Perception is formed in a cultural context of human behavior with a background steeped in the traditions, values, and goals of a person or group. The perception of an area can either enhance or deter tourism to that place. Travel advertisements may use the public perception of a place if it is positive, or attempt to create programs to change the perception of the place if it is negative. For example, New York City is perceived by many as an unsafe place to visit. This negative view of the city carried over to the state. Realizing this perception, the state adopted the slogan “I Love New York.” (This was the origin of all the “I Love...” slogans that are expressed throughout the country.) The idea was to create positive images in the minds of potential tourists, with the hope that they would consider New York as a vacation destination. Tourism to New York increased following the introduction of this program, even flourished after the “rehabilitation” of Times Square, reflecting the success of these and other initiatives to develop a more favorable perception of the city, its people, and its attractions.

Place and Space: The Why of Geography

All places on earth have distinctive tangible and intangible characteristics that give them meaning and character and distinguish them from other places. Geographers generally describe places by their physical or human characteristics. The physical characteristics are derived from the geological, hydrological, atmospheric, and biological processes that produce landforms, water bodies, climate, soils, natural vegetation, and animal life. Human ideas and actions shape the character of places. Places vary in their population composition as well as in their settlement patterns, architecture, kinds of economic and recreational activities, transportation, communication networks, ideologies, languages, and forms of economic, social, and political organization. The nature of the physical environment in each place on the surface of the earth affects the ability of humans to live there and influences travel to each place. Three elements of the physical character of place important for tourism are climate, vegetation, and landforms (Figure 1.3). A second component that makes a place unique is related to the differences among the people who occupy the earth. Each place has unique cultural and human characteristics that make it different from other places. These differences are referred to as the **cultural geography** of a place. The cultural geography that is associated with a place reflects both human changes in the physical environment and the cultural variables (language, religion, race, politics, and economy) that differ from place to place. Much of the difference in places results from variations in culture. Culture is acquired behavior, the way of life held in common by a group of people. It is learned and provides people with similarities in speech, behavior, ideology, livelihood, technology, and language. Culture includes a sense of belonging to a distinct group of people. Cultural landscapes are a combination of the modification of the physical characteristics and the human features existing in a particular place. There are many elements of culture; they all either enhance or deter tourism. Language, food, clothing, political systems, religion, and architectural styles are the elements that affect cultural landscapes.

Movement within Places

Human beings are spread unevenly across the face of the earth. Some live on farms or in the country; others live in towns, villages, and cities. Yet, these people interact with each other; they travel from one place to another; they communicate with each other; and they rely upon products, information, and ideas that come

from beyond their immediate environment. Increasing interaction among people at the beginning of the twenty-first century is leading to **global interdependence**.

The most visible evidence of global interdependence and the interaction of places are the means of transportation and communication that now link every part of the world. People now interact with other places almost every day of their lives. This may involve nothing more than a Georgian eating apples grown in the state of Washington that have been shipped to Atlanta by rail or truck. On a larger scale, international trade demonstrates that no country is self-sufficient. Such interaction will continue to change as transportation and communication technologies change. An understanding of the changing technologies will help us to understand the changes taking place in the world in the future.

The uniqueness of place reflects the interaction of the physical and cultural elements at that place in addition to the degree and type of interaction with other places. Geographers are interested in spatial interaction, and tourism is one element in that interaction that affects the character of place. Three terms are important in understanding the interaction between places: **complementarity**, **intervening opportunity**, and **transferability** (accessibility).

Complementarity

The fact that places are different does not automatically ensure interaction between places. There must be a complementary relationship between two places. Northern Europe is a wealthy (by world standards) area with a damp, cool climate. Its inhabitants like to spend some time in the sunny, warm, sun-sea-sand environment offered by the Mediterranean nations of southern Europe. Thus, a complementary relationship generates interaction in the form of tourism as well as trade in agricultural products; for example, one may grow grapes and other potatoes, and then the two may trade. The two regions are complementary.

Intervening Opportunity

Intervening opportunity refers to the substitution of one place for another, as when growth of a suburban mall leads suburban residents to shop at it instead of going downtown. The mall becomes an intervening opportunity. In tourism, intervening opportunities are common as a nearer or less expensive (in terms of time or money) place is substituted for another. Residents of the western United States might like a Pacific tropical



Figure 1.3 Danxia landform in Zhangye, Gansu of China. © az700/www.Shutterstock.com.