

GEOG 247 Cultural Geography

Experiencing Culture: Travel and Tourism 1

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A World to See and Experience

<https://www.youtube.com/watch?v=49c2DdJN4Uc&feature=youtu.be> 2 min world tourism promo
<http://www.nytimes.com/interactive/2016/10/21/travel/what-to-do-36-hours-in-malta.html> link to NYTimes article

Travel vs. Tourism

What's the difference?

Travel

- Destination orientation
- Purposeful
- Direct

Tourism

- Leisure pursuit
- Acquisition activity
- Meandering

Your Window Seat
to the last frontier

Learn more

Economic Importance

Tourism in the world: key figures

Tourism as an industry represents a very important part of the world's economy both as a generator of income and as a source of jobs.

- 10% GDP
- 12 MILLIONS
- US\$ 1.7 TRILLION
- 7% OF WORLD'S EXPORTS
- 30% OF SERVICES EXPORTS

INTERNATIONAL TOURIST ARRIVALS 2016

WORLD: 1,226 MILLION

UNWTO

Who is Traveling, Spending and Profiting

France, the United States, China, and Spain are the tourist's top destinations.

The United States, Spain and Thailand get the most economic benefit from tourists.

Tourists from China, the U.S. and Germany are the biggest spenders.

Top 10 Destinations

1. France
2. USA
3. China
4. Spain
5. Italy
6. UK
7. Turkey
8. Germany
9. Malaysia
10. Mexico

WORLD'S TOP TOURISM EARNERS
INTERNATIONAL TOURISM RECEIPTS: 2016

USA	206 US\$ billion
SPAIN	60 US\$ billion
THAILAND	50 US\$ billion
CHINA	44 US\$ billion
FRANCE	42 US\$ billion

WORLD'S TOP TOURISM SPENDERS
INTERNATIONAL TOURISM EXPENDITURE: 2016

CHINA	261 US\$ billion
USA	122 US\$ billion
GERMANY	81 US\$ billion
UK	64 US\$ billion
FRANCE	41 US\$ billion

Destinations

Examples from travel brochures.

I ♥ NY

Cambodia

Do you know where these places are?

Top 10 Destinations for Chinese Tourists in 2017

<http://www.businessinsider.com/the-20-most-popular-travel-destinations-in-the-world-2016-9/#20-prague-czech-republic-1>

Facebook and Tourism: People "check-in" to see what's going on

Using data mining techniques, Facebook identified the world's 25 most social cities and the top landmarks ("where to go sites") in each.

SOCIAL LANDMARKS AROUND THE WORLD

Social Landmarks according to Facebook Postings

What is Tourism?

TOURISM:

1. The temporary movement of people to destinations outside their normal places of work and residence (but not for work)
2. The activities undertaken during their stay in those destinations, and
3. The facilities created to cater to their needs; involves at least one overnight stay.

Tour: a visit to see and observe.
Touring: the act of visiting places, whether guided or not; may be direct and in-person or from afar via car, bus, train or boat.

Geography of Tourism

❖ The study of:

- **Destinations** (locations, appearances and the draw of tourist centers).
- **Place:** the individual characteristics of a destination (natural, cultural and historical).
- **Attractions and traditions** in the context of the regions in which they are found.
- Associated **transportation network** (accessibility).
- **Tourism infrastructure** (transportation, accommodations, amenities).
- **Links** with other tourist centers (networks).
- **Marketing** tourist regions for financial gain.
- **Interaction** of tourists with tour sites and local population (how is this done).
- Analysis of the **impact** tourists and their activities have on a tour site and its people (the aftereffect).

Geography and Travel

❖ The connection between **geography and travel** can be traced to ancient times, when geographers had no other way of describing and studying the world than traveling and seeing it for themselves.

- Writings of the Ancient Greeks; Roman and Chinese inventories; descriptions of Arab scholars; documented travels of merchant traders.
- *The role of tourism in academic geography and its study has grown with the industry and usually dates from the 1970s as a subfield of economic and cultural geography.*

The Connect between Tourism and Geography

Connections between geography and tourism are linked to **specific location, place, space, scale, and accessibility**, as well as the **movement of people**.


- It has an **integrative character**, containing key elements from all fields of geography -- **physical, human and regional**.
- ✓ It is **also related** to other areas of study as history, geology, biology, art, religion and economics.

❖ **Tourist region:** an area designated by a government or travel bureau as exhibiting a unique cultural or environmental characteristics; a **themed area**; a **destination**.

13

Traveling through the Centuries

- ✓ **Travel for knowledge:** The Ancients traveled to know the world.
- ✓ **Renaissance (1400s-1700s): Ages of Enlightenment and Discovery.**
- ✓ **Grand Tour** (16th cent.): the first *study abroad program* for the wealthy and their children.
- ✓ **Travel for health:** spas, mountain and seaside resorts (19th cent.).



14

Travel Advancements

- **Holidays** (from holy days) **for workers** (time off granted in UK)
- Railroads open U.S. to **speedy travel** to distant places
- **Wealthy, educated class “tours”**; Romanticism movement to appreciate nature (literature/painting late 1700s-mid1800s).
- **Vacations for middle classes** (labor wins paid vacation time for workers in early 1900s)
- **Mass tourism** after WWII; in part from soldiers' exposure to different areas of the world; expendable income and time
- **Travel democratized**; anyone can do it
- **Travel for pleasure** prevails today (as opposed to education and cultural enlightenment)

15

Human Aspects of Tourism

Travel Cycle: is there a pattern to trip planning?

1. **Select a theme and location to visit.**
 - A. Prepare for it: research and plan itinerary
 - B. Use transportation to travel away from home base.
2. **Arrive at and journey within a new place or space.**
 - A. Investigate things to see and do in the area.
 - B. Acquire mementos/souvenirs, including photographs.
 - C. Share them from afar via postcards and electronic images.
3. **Pack acquisitions and travel back to home base.**
4. **Arrive at home base.**
 - A. Use mementos (**iconic images**) to reconstruct trip (**recall**).
 - B. Share with others.

16

Modern Travel Incentives

1. **Individuals have time** (leisure time) and **money** (expendable income) to travel.
2. **Travel is easy, safe and inexpensive** (package deals reduce chance and risk; includes discounted transportation)
3. **Currencies are easily exchangeable** (international finance: credit cards, debit cards, traveler's checks, hotel vouchers).
4. **Common languages are spoken.**
5. **Legal systems** create personal safety.


17

Tourist Preferences when Traveling

MASS TOURISM	ALTERNATIVE TOURISM
Large groups Traditional Fixed program Focus on “sights” Little or no background research Desire for souvenirs Purchase items while there Engage in social activities Take photos/send postcards and images to family and friends No language preparation	Singles, families, friends Recent trend Spontaneous decisions Focus on “experience” Careful preparation/research Desire for memories/knowledge Bring items to give away Quiet, low impact Art photography and painting; share with select group of people Learn local language

18

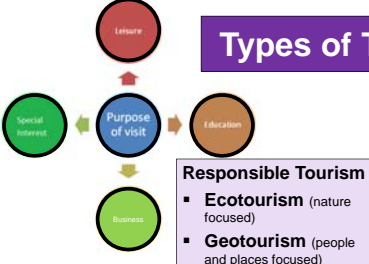
Geography Describes the Traveler's World



Geography provides criteria as to why people make decisions to travel to different places.

<p>Physical Geography: Environment can either encourage or discourage tourism activities:</p> <ul style="list-style-type: none"> ▪ Landscapes, seasons ▪ Accessibility (ease to get to) <p>Human Geography: Appeal (or lack) of a culture:</p> <ul style="list-style-type: none"> ▪ Dress, language, food, arts, crafts can influence the tourism experience; ▪ Economics and politics play a role. 	<p>Regional Geography: Physical and human geography come together:</p> <ul style="list-style-type: none"> ▪ Population centers (esp. cities) with good transportation systems create high levels of tourism. ▪ Physical characteristics as climate, time of year and proximity to large bodies of water affect decisions. ▪ Lure of regions (real or mental; physical or cultural) can play an important part in choosing a destination.
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Types of Tourism



<p>Responsible Tourism</p> <ul style="list-style-type: none"> ▪ Ecotourism (nature focused) ▪ Geotourism (people and places focused) 	<ul style="list-style-type: none"> • Agritourism • Industrial tourism • Medical tourism (transplants)
<ul style="list-style-type: none"> • Sun and sand tourism • Adventure tourism • Sport and recreation • Cruise ship tourism • Health tourism 	<ul style="list-style-type: none"> • Cultural tourism • Heritage tourism • Pilgrimage tourism • Native tourism • Art tourism • Architecture tour'm • Culinary tourism

Cultural Tourism



❖ **Cultural tourism:** Movement of persons to cultural attractions (away from their normal place of residence), with the intention to gather new information and experiences to satisfy their cultural needs.

<p>Focus is on an area's culture, specifically the lifestyle of the people in those areas, their history, art, architecture, religion, and other elements that shaped their way of life.</p>	<p>Includes "place myths": the re-creation of reality that persuade tourists that the local culture they are seeing is the real thing.</p>
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21