

# Tourism and Hospitality Management



**Lucius Walker**

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Edited by  
**Lucius Walker**

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**Permissions**

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# Preface

Tourism is a major contributor to economies across the globe. It is a distinguished business sector in the modern times. This book unfolds some innovative aspects of tourism and hospitality. It will present in detail the varied forms of tourism classified on the different basis such as art and culture, religion, etc. This textbook will provide incredible insights into the hotel and hospitality industry as well. The contents of this book will help the readers develop an all-inclusive understanding of the subject.

A foreword of all chapters of the book is provided below:

**Chapter 1** - Tourism is a vast field of study. It encompasses multiple aspects ranging from taking care of a guest's needs to the creation of events and plans for the guest's amusement. This chapter on tourism offers incredible insights into tourism while keeping in mind the complex subject matter; **Chapter 2** - In the past decade the tourism sector has progressed exponentially. This has resulted in the forms of tourism becoming more diverse. This chapter elucidates the various branches of tourism such as business tourism, international tourism, ecotourism, adventure travel, space tourism, etc. that form an integral part of the broader subject matter; **Chapter 3** - A region's culture can be consumed in a variety of ways; a primary manner in which it is done is through its food and beverages. This provides great financial assistance to local economies as well as comfort and satisfaction to the customer. The major categories of tourism based on food and drink such as culinary tourism and enotourism are discussed in great detail in the chapter; **Chapter 4** - Culture has a significant role to play within tourism where certain locations are more famous for the various aspects of culture that can be found there. Journeys are planned on the basis of material culture such as music, languages and literature. This chapter demarcates the various forms of art and culture based tourism; **Chapter 5** - Recent advances in facilities as well as the increase in the number of tourists have led to many innovations in the field of adventure and outdoor tourism. Now, activities such as scuba diving, coral reef tourism and shark tourism have re-defined the way certain regions are enjoyed. The chapter serves as a source to understand major concepts regarding water related tourism; **Chapter 6** - Customers seeking specific experiences through their travels opt for extremely focused forms of tourism. This created a niche in the market and resulted in an altogether new branch of tourism known as niche tourism. Some of the topics discussed in this chapter are slum tourism, war tourism and wildlife tourism. The topics discussed in the chapter are of great importance to enhance the existing knowledge on tourism and hospitality; **Chapter 7** - A popular component of the tourism industry is historical tourism, where tourists learn about the history of a region through its monuments, manuscripts and other artifacts. A few branches of historical tourism that this chapter touches upon are archaeological tourism, atomic tourism and genealogy tourism; **Chapter 8** - Pilgrimage to places that are holy to one's religion is not a new concept as people have travelled for spiritual satisfaction

for many years. This can be referred to as religious tourism and people of numerous faiths practice this form of tourism. The aspects elucidated in this chapter are of vital importance, and provide a better understanding of religious tourism; **Chapter 9**-In certain situations travel is necessary due to medical reasons such as the availability of medical infrastructure and care in certain regions. The chapter covers topics related to medical based tourism such as tourism to obtain medical surgery, dental tourism, fertility tourism and wellness tourism; **Chapter 10**-The sectors of tourism and hospitality are extremely beneficial to the economy as they generate a lot of revenue. Simultaneously, it has to be regulated in order to make it sustainable and feasible for possibilities in the future. This chapter explores the organizations in place that govern tourist activity and how regions have benefited in the past few years due to tourist activity; **Chapter 11**-Alongside tourism, hospitality has been defined as services that cater to the customer's needs through built infrastructure and entertainment. Hospitality plays a major role in the tourism industry of any country. This chapter introduces some of the crucial theories and principles related to the hospitality industry; **Chapter 12**-Hotels provide the most basic services for tourists such as food and lodging. This factor has resulted in an increase in the development and variety of the hotel industry in the last few decades. The chapter strategically encompasses and incorporates the major components and key concepts of tourism through the hotel industry, providing a complete understanding of a variety of hotels such as resorts, eco hotels, boutique hotels, etc; **Chapter 13**-Travel is an important social custom that leads to cultural and personal growth. Its forms vary according to the destination as well as personal choices, such as the mode of travel. This chapter is a compilation of the various aspects of travel such as pilgrimage and travel behavior that form an integral part of the broader subject matter; **Chapter 14**-Due to the increasing significance of tourism in the past few years, various mediators of tourism have come into play. These have become a significant profession within the industry. This chapter discusses the various mediators of tourism and their roles within the larger industry.

At the end, I would like to thank all the people associated with this book for devoting their precious time and providing their valuable contributions to this book. I would also like to express my gratitude to my fellow colleagues who encouraged me throughout the process.

**Editor**

# Introduction to Tourism

Tourism is a vast field of study. It encompasses multiple aspects ranging from taking care of a guest's needs to the creation of events and plans for the guest's amusement. This chapter on tourism offers incredible insights into tourism while keeping in mind the complex subject matter.

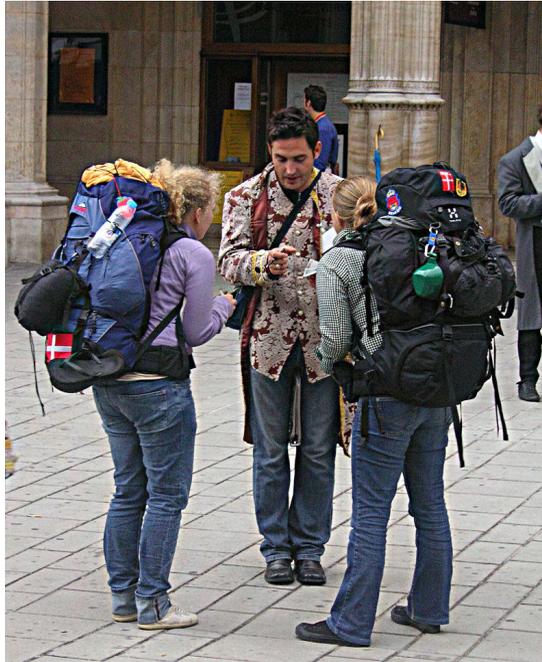


A tourist taking photographs and video at an archaeological site

Tourism is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a

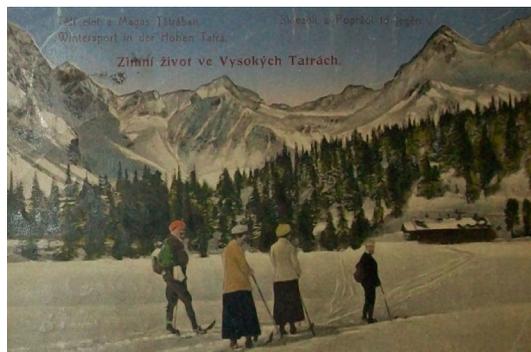
major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.



Backpacking tourists in Vienna

Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus, but slowly recovered. International tourism receipts (the travel item in the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging markets such as Russia and Brazil had significantly increased their spending over the previous decade.

## Etymology



1922 postcard of tourists in the High Tatras, Slovakia.

The word *tourist* was used by 1772 and *tourism* by 1811. It is formed from the word *tour*, which is derived from Old English *turian*, from Old French *torner*, from Latin *tornare*; ‘to turn on a lathe,’ which is itself from Ancient Greek *tornos*; ‘lathe’.

## Significance of Tourism



Strandkorb chairs on Usedom Island, Germany. Not only does the service sector grow thanks to tourism, but also local manufacturers (like those producing the strandkorb), retailers, the real estate sector and the general image of a location can benefit a lot.

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.”

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world’s trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

## Definitions

In 1936, the League of Nations defined a *foreign tourist* as “someone traveling abroad for at least twenty-four hours”. Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

In 1941, Hunziker and Krapf defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” In 1976, the Tourism Society of England’s definition was: “Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.” In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home.

In 1994, the United Nations identified three forms of tourism in its *Recommendations on Tourism Statistics*:

- Domestic tourism, involving residents of the given country traveling only within this country
- Inbound tourism, involving non-residents traveling in the given country
- Outbound tourism, involving residents traveling in another country

The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms *tourism* and *tourist* are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited. By contrast, *traveler* is often used as a sign of distinction. The sociology of tourism has studied the cultural values underpinning these distinctions and their implications for class relations.

## World Tourism Statistics and Rankings

### Total Volume of Cross-Border Tourist Travel

International tourist arrivals reached 1.035 billion in 2012, up from over 996 million in 2011, and 952 million in 2010. In 2011 and 2012, international travel demand continued to recover from the losses resulting from the late-2000s recession, where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2% for the year, compared to a 7% increase in 2007. The negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists arrivals, and a 5.7% decline in international tourism receipts.

## World's Top Tourism Destinations

The World Tourism Organization reports the following ten destinations as the most visited in terms of the number of international travellers in 2014.

Rank	Country	UNWTO Region	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2013 to 2014) (%)	Change (2012 to 2013) (%)
1	 France	Europe	83.7 million	83.6 million	▲0.1	▲1.0
2	 United States	North America	74.8 million	70.0 million	▲6.8	▲4.0
3	 Spain	Europe	65.0 million	60.7 million	▲7.1	▲4.6
4	 China	Asia	55.6 million	55.7 million	▼0.1	▼2.5
5	 Italy	Europe	48.6 million	47.7 million	▲1.8	▲1.9
6	 Turkey	Europe	39.8 million	37.8 million	▲5.3	▲4.9
7	 Germany	Europe	33.0 million	31.5 million	▲4.6	▲2.1
8	 United Kingdom	Europe	32.6 million	31.1 million	▲5.0	▲4.1
9	 Russia	Europe	29.8 million	28.4 million	▲5.3	▲8.2
10	 Mexico	North America	29.1 million	24.2 million	▲20.5	▲2.2

## International Tourism Receipts

International tourism receipts grew to US\$1.2 trillion in 2014, corresponding to an increase in real terms of 3.7% from 2013. The World Tourism Organization reports the following entities as the top twelve tourism earners for the year 2014:

Rank	Country/Area	UNWTO Region	International tourism receipts (2014)	International tourism receipts (2013)	Change (2013 to 2014) (%)	Change (2012 to 2013) (%)
1	 United States	North America	\$177.2 billion	\$172.9 billion	▲2.5	▲7.0
2	 Spain	Europe	\$65.2 billion	\$62.6 billion	▲4.2	▲7.6
3	 China	Asia	\$56.9 billion	\$51.7 billion	▲10.2	▲3.3
4	 France	Europe	\$55.4 billion	\$56.7 billion	▼2.3	▲5.6
—	 Macau	Asia	\$50.8 billion	\$51.8 billion	▼1.9	▲18.1
5	 Italy	Europe	\$45.5 billion	\$43.9 billion	▲3.7	▲6.6
6	 United Kingdom	Europe	\$45.3 billion	\$41.0 billion	▲10.3	▲12.1
7	 Germany	Europe	\$43.3 billion	\$41.3 billion	▲5.0	▲8.2
8	 Thailand	Asia	\$38.4 billion	\$41.8 billion	▼8.0	▲23.4

—	 Hong Kong	Asia	\$38.4 billion	\$38.9 billion	▼1.4	▲17.7
9	 Australia	Oceania	\$32.0 billion	\$31.2 billion	▲1.8	▼0.5
10	 Turkey	Europe	\$29.5 billion	\$27.9 billion	▲3.7	▲4.1

## International Tourism Expenditure

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2014.

Rank	Country	UNWTO Region	International tourism expenditure (2014)	International tourism expenditure (2013)	Market Share (%)	Change (2013 to 2014) (%)
1	 China	Asia	\$164.9 billion	\$128.6 billion	13.2	▲27.1
2	 United States	North America	\$110.8 billion	\$104.1 billion	8.9	▲6.4
3	 Germany	Europe	\$92.2 billion	\$91.4 billion	7.4	▲0.9
4	 United Kingdom	Europe	\$57.6 billion	\$52.7 billion	4.6	▲3.8
5	 Russia	Europe	\$50.4 billion	\$53.5 billion	4.0	▼13.7
6	 France	Europe	\$47.8 billion	\$42.9 billion	3.8	▲11.3
7	 Canada	North America	\$33.8 billion	\$35.2 billion	2.7	▲3.3
8	 Italy	Europe	\$28.8 billion	\$27.0 billion	2.3	▲6.9
9	 Australia	Oceania	\$26.3 billion	\$28.6 billion	2.1	▼1.7
10	 Brazil	South America	\$25.6 billion	\$25.0 billion	2.1	▲11.7

## MasterCard Global Destination Cities Index

Based upon air traffic, the MasterCard Global Destination Cities Index reports the following cities as the top ten most popular destinations of international tourism worldwide in 2015.

Rank	City	Country	International tourist arrivals
1	London	 United Kingdom	18.82 million
2	Bangkok	 Thailand	18.24 million
3	Paris	 France	16.06 million
4	Dubai	 United Arab Emirates	14.26 million
5	Istanbul	 Turkey	12.56 million
6	New York City	 United States	12.27 million
7	Singapore	 Singapore	11.88 million

8	Kuala Lumpur	 Malaysia	11.12 million
9	Seoul	 South Korea	10.35 million
10	Hong Kong	 China	8.66 million

MasterCard reports the following cities as the top ten biggest earners on international tourism worldwide in 2015.

Rank	City	Country	International tourists spending
1	London	 United Kingdom	\$20.2 billion
2	New York City	 United States	\$17.3 billion
3	Paris	 France	\$16.6 billion
4	Seoul	 South Korea	\$15.2 billion
5	Singapore	 Singapore	\$14.6 billion
6	Barcelona	 Spain	\$13.8 billion
7	Bangkok	 Thailand	\$12.3 billion
8	Kuala Lumpur	 Malaysia	\$12.0 billion
9	Dubai	 United Arab Emirates	\$11.6 billion
10	Istanbul	 Turkey	\$9.3 billion

## Euromonitor International Top City Destinations Ranking

Euromonitor International released its rankings of the most visited cities in the world based upon international tourists in January 2015:

Rank	City	Country	International tourist arrivals
1	Hong Kong	 China	25.58 million
2	Singapore	 Singapore	22.45 million
3	Bangkok	 Thailand	17.46 million
4	London	 United Kingdom	16.78 million
5	Paris	 France	15.20 million
6	Macau	 China	14.26 million
7	New York City	 United States	11.85 million
8	Shenzhen	 China	11.70 million
9	Kuala Lumpur	 Malaysia	11.18 million
10	Antalya	 Turkey	11.12 million

## History

A Japanese tourist consulting a tour guide and a guide book from Akizato Ritō's *Miyako meisho zue* (1787)

## Antiquity



A Japanese tourist consulting a tour guide and a guide book from Akizato Ritō's *Miyako meisho zue* (1787)

Travel outside a person's local area for leisure was largely confined to wealthy classes, who at times travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines. As early as Shulgi, however, kings praised themselves for protecting roads and building waystations for travelers. During the Roman Republic, spas and coastal resorts such as Baiae were popular among the rich. Pausanias wrote his *Description of Greece* in the 2nd century AD. In ancient China, nobles sometimes made a point of visiting Mount Tai and, on occasion, all five Sacred Mountains.

## Middle Ages

By the Middle Ages, Christianity, Buddhism, and Islam all had traditions of pilgrimage that motivated even the lower classes to undertake distant journeys for health or spiritual improvement, seeing the sights along the way. The Islamic *hajj* is still central to its faith and Chaucer's *Canterbury Tales* and Wu Cheng'en's *Journey to the West* remain classics of English and Chinese literature.

The 10th- to 13th-century Song dynasty also saw secular travel writers such as Su Shi (11th century) and Fan Chengda (12th century) become popular in China. Under the Ming, Xu Xiake continued the practice. In medieval Italy, Francesco Petrararch also wrote an allegorical account of his 1336 ascent of Mount Ventoux that praised the act of traveling and criticized *frigida incuriositas* (“cold lack curiosity”). The Burgundian poet Michault Taillevent (fr) later composed his own horrified recollections of a 1430 trip through the Jura Mountains.

## Grand Tour



Portrait of Douglas, 8th Duke of Hamilton, on his Grand Tour with his physician Dr John Moore and the latter's son John. Painted by Jean Preudhomme in 1774.

Modern tourism can be traced to what was known as the Grand Tour, which was a traditional trip around Europe, (especially Germany and Italy), undertaken by mainly upper-class European young men of means, mainly from Western and Northern European countries. The custom flourished from about 1660 until the advent of large-scale rail transit in the 1840s, and was associated with a standard itinerary. It served as an educational opportunity and rite of passage. Though primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of Protestant Northern European nations on the Continent, and from the second half of the 18th century some South American, US, and other overseas youth joined in. The tradition was extended to include more of the middle class after rail and steamship travel made the journey less of a burden, and Thomas Cook made the “Cook’s Tour” a byword.

The Grand Tour became a real status symbol for upper class students in the 18th and

19th centuries. In this period, Johann Joachim Winckelmann's theories about the supremacy of classic culture became very popular and appreciated in the European academic world. Artists, writers and travellers (such as Goethe) affirmed the supremacy of classic art of which Italy, France and Greece provide excellent examples. For these reasons, the Grand Tour's main destinations were to those centres, where upper-class students could find rare examples of classic art and history.

*The New York Times* recently described the Grand Tour in this way:

Three hundred years ago, wealthy young Englishmen began taking a post-Oxbridge trek through France and Italy in search of art, culture and the roots of Western civilization. With nearly unlimited funds, aristocratic connections and months (or years) to roam, they commissioned paintings, perfected their language skills and mingled with the upper crust of the Continent.

— *Gross, Matt., Lessons From the Frugal Grand Tour.*” *New York Times* 5 September 2008.

The primary value of the Grand Tour, it was believed, laid in the exposure both to the cultural legacy of classical antiquity and the Renaissance, and to the aristocratic and fashionably polite society of the European continent.

## Emergence of Leisure Travel



*Englishman in the Campagna* by Carl Spitzweg (c. 1845)

Leisure travel was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. Cox & Kings was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the

long esplanade along the seafront is known to this day as the *Promenade des Anglais*; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the *Hotel Bristol*, *Hotel Carlton*, or *Hotel Majestic* – reflecting the dominance of English customers.



Panels from the Thomas Cook Building in Leicester, displaying excursions offered by Thomas Cook



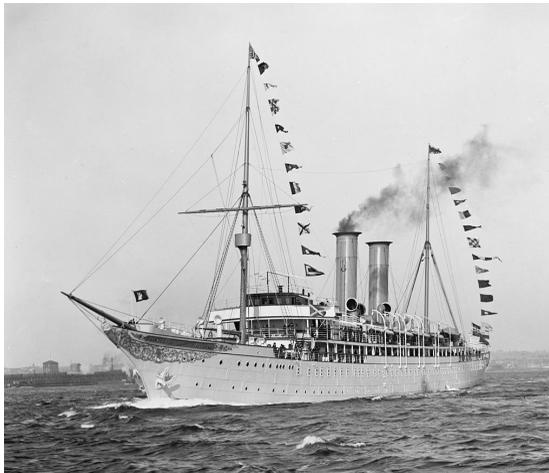
Leicester railway station - built in 1894 to replace, largely on the same site, Campbell Street station, the origin for many of Cook's early tours.

A pioneer of the travel agency business, Thomas Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth. With the opening of the extended Midland Counties Railway, he arranged to take a group of 540 temperance campaigners from Leicester Campbell Street station to a rally in Loughborough, eleven miles away. On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food for this train journey. Cook was paid a share of the fares actually charged to the passengers, as the railway tickets, being legal contracts between company and passenger, could not have been issued at his own price. This was the first privately chartered excursion train to be advertised to the general public; Cook himself acknowledging that there had been previous, unadvertised, private excursion trains. During the following three summers he planned and conducted outings for temperance societies and Sunday-school children. In 1844 the Midland Counties Railway Company agreed to make a permanent arrangement with him provided he found the passengers. This success led him to start his own

business running rail excursions for pleasure, taking a percentage of the railway tickets.

Four years later, he planned his first excursion abroad, when he took a group from Leicester to Calais to coincide with the Paris Exhibition. The following year he started his 'grand circular tours' of Europe. During the 1860s he took parties to Switzerland, Italy, Egypt and the United States. Cook established 'inclusive independent travel', whereby the traveller went independently but his agency charged for travel, food and accommodation for a fixed period over any chosen route. Such was his success that the Scottish railway companies withdrew their support between 1862 and 1863 to try the excursion business for themselves.

## Cruise Shipping



Prinzessin Victoria Luise, the first cruise ship of the world, launched in June 1900 in Hamburg (Germany)

Leisure cruise ships were introduced by the *Peninsular & Oriental Steam Navigation Company* (P&O) in 1844, sailing from Southampton to destinations such as Gibraltar, Malta and Athens. In 1891, German businessman Albert Ballin sailed the ship *Augusta Victoria* from Hamburg into the Mediterranean Sea. In 1900, one of the first purpose-built cruise ship was *Prinzessin Victoria Luise*, built in Hamburg. Cruising is a popular form of water tourism.

## Modern Day Tourism

Many leisure-oriented tourists travel to seaside resorts at their nearest coast or further apart. Coastal areas in the tropics are popular both in the summer and winter.

## Winter Tourism

St. Moritz, Switzerland became the cradle of the developing winter tourism in the 1860s; hotel manager Johannes Badrutt invited some summer guests from England

to return in the winter to see the snowy landscape, thereby inaugurating a popular trend. It was, however, only in the 1970s when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in winter, up to one third of all guests (depending on the location) consist of non-skiers.

Major ski resorts are located mostly in the various European countries (e.g. Andorra, Austria, Armenia, Bulgaria, Bosnia-Herzegovina, Croatia, Czech Republic, Cyprus, Finland, France, Germany, Iceland, Italy, Norway, Latvia, Lithuania, Poland, Romania, Serbia, Sweden, Slovakia, Slovenia, Spain, Switzerland, Turkey), Canada, the United States (e.g. Colorado, California, Utah, Montana, Wyoming, New York, New Jersey, Michigan, Vermont, New Hampshire) Lebanon, New Zealand, Japan, South Korea, Chile, and Argentina.

## Mass Tourism



*Reisepläne (Travel plans)* by Adolph Menzel (1875)

Mass tourism developed with improvements in technology, which allowed the transport of large numbers of people in a short period of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

In Continental Europe, early seaside resorts include: Heiligendamm, founded in 1793 at the Baltic Sea, being the first seaside resort; Ostend, popularised by the people of Brussels; Boulogne-sur-Mer and Deauville for the Parisians; Taormina in Sicily.

In the United States, the first seaside resorts in the European style were at Atlantic City, New Jersey and Long Island, New York.

## Niche Tourism

Niche tourism refers to the numerous specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

- Agritourism
- Astronomy tourism
- Birth tourism
- Culinary tourism
- Cultural tourism
- Extreme tourism
- Geotourism
- Heritage tourism
- LGBT tourism
- Medical tourism
- Nautical tourism
- Pop-culture tourism
- Religious tourism
- Sex tourism
- Slum tourism
- Virtual tourism
- War tourism
- Wellness tourism
- Wildlife tourism

Other terms used for niche or specialty travel forms include the term “destination” in the descriptions, such as destination weddings, and terms such as location vacation.

## Recent Developments



A destination hotel in Germany: *Yacht Harbour Residence* in Rostock, Mecklenburg.

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays, or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines, and more accessible airports have made many types of tourism more affordable. The WHO estimated in 2009 that there are around half a million people on board aircraft at any given time. There have also been changes in lifestyle, for example some retirement-age people sustain year round tourism. This is facilitated by internet sales of tourist services. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on 26 December 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost including many tourists. This, together with the vast clean-up operations, stopped or severely hampered tourism in the area for a time.

Individual low-price or even zero-price overnight stays have become more popular in the 2000s, especially with a strong growth in the hostel market and services like Couch-Surfing and airbnb being established. There has also been examples of jurisdictions wherein a significant portion of GDP is being spent on altering the primary sources of revenue towards tourism, as has occurred for instance in Dubai.

## Sustainable Tourism

“Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.” (World Tourism Organization)

Sustainable development implies “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (World Commission on Environment and Development, 1987)

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of ‘mass tourism’. Murphy (1985) advocates the use of an ‘ecological approach’,

to consider both 'plants' and 'people' when implementing the sustainable tourism development process. This is in contrast to the 'boosterism' and 'economic' approaches to tourism planning, neither of which consider the detrimental ecological or sociological impacts of tourism development to a destination.

However, Butler questions the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the long term." Thus 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

### Ecotourism

Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low-impact and (often) small-scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. *Take only memories and leave only footprints* is a very common slogan in protected areas. Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmentally responsible adopting a sustainable behavior.

### Pro-Poor Tourism

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

### Recession Tourism

Recession tourism is a travel trend which evolved by way of the world economic crisis. Recession tourism is defined by low-cost and high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further. This concept is not widely used in tourism research. It is related to the short-lived phenomenon that is more widely known as staycation.

## Medical Tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as “medical tourism”.

## Educational Tourism

Educational tourism is developed because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of classroom environment. Educational tourism describes the event in which people travel across international borders to acquire intellectual services. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, study tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program. The motivations for this type of tourism activity includes cultural altruism, language learning desire, image of host country, Job prospects, political instability, quality, reputation, language of instruction, safety and level of discrimination

## Creative Tourism



Friendship Force visitors from Indonesia meet their hosts in Hartwell, Georgia, USA.

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism. They have defined “creative tourism” as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences.

Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.



Greg Richards - Conferencia Turismo Creativo

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, Austria, France, the Bahamas, Jamaica, Spain, Italy and New Zealand.

The growing interest of tourists in this new way to discover a culture regards particularly the operators and branding managers, attentive to the possibility of attracting a quality tourism, highlighting the intangible heritage (craft workshops, cooking classes, etc.) and optimizing the use of existing infrastructure (for example, through the rent of halls and auditorium).

## Experiential Tourism

Experiential travel (or “immersion travel”) is one of the major market trends in the modern tourism industry. It is an approach to travelling which focuses on experiencing

a country, city or particular place by connecting to its history, people, food and culture.

The term “Experiential Travel” is already mentioned in publications from 1985 - however it was discovered as a meaningful market trend much later.

## Dark Tourism

One emerging area of special interest has been identified by Lennon and Foley (2000) as “dark” tourism. This type of tourism involves visits to “dark” sites, such as battle-grounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Philip Stone argues that dark tourism is a way of imagining the own death through the real death of others’. Erik H Cohen introduces the term *populo* sites to evidence the educational character of dark tourism. *Populo* sites transmits the story of victimized population to visitors. Based on a study at Yad Vashem, the Shoah (Holocaust) memorial museum in Jerusalem, a new term—in *populo*—is proposed to describe dark tourism sites at a population and spiritual center of the people to whom a tragedy befell. Learning about the Shoah in Jerusalem offers a different but equally authentic encounter with the subject as visits to sites in Europe. It is argued that a dichotomy between ‘authentic’ sites at the location of a tragedy and ‘created’ sites elsewhere is insufficient. Participants’ evaluations of seminars for European teachers at Yad Vashem indicate that the location is an important aspect of a meaningful encounter with the subject. Implications for other cases of dark tourism at in *populo* locations are discussed. In this vein, Peter Tarlow defines dark tourism as the tendency to visit places where tragedies, or historically noteworthy death happened, which continues to impressing our lives. This issue cannot be understood without the figure of trauma. Following this, Maximiliano Korstanje explains that tourism serves as an scape-goat mechanism used in order for society does not collapse. This is the reason why tourists look for something special, something new beyond their nearest residential home. The quest for “Otherness” leads not only to maximize pleasure but also provides a pedagogical message to the us. In context of disasters and tragedies, dark tourism may revitalize the lost trust giving a positive value that helps community in the process of recovery. Tourism is in fact an instrument of resiliency that paves the ways for the society to be united.

## Social Tourism

Social tourism is the extension of the benefits of tourism to disadvantaged people who otherwise could not afford to travel for their education of recreation. It includes youth hostels and low-priced holiday accommodation run by church and voluntary organisations, trade unions, or in Communist times publicly owned enterprises. In May 1959, at the second Congress of Social Tourism in Austria, Walter Hunziker proposed the fol-

lowing definition: “Social tourism is a type of tourism practiced by low income groups, and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services”.

## Doom Tourism



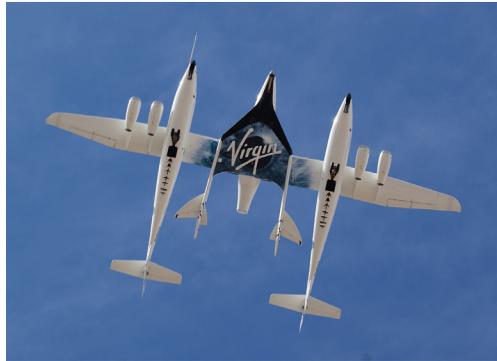
Perito Moreno Glacier, Patagonia, Argentina.

Also known as “Tourism of Doom,” or “Last Chance Tourism” this emerging trend involves traveling to places that are environmentally or otherwise threatened (such as the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, or the coral of the Great Barrier Reef) before it is too late. Identified by travel trade magazine *Travel Age West* editor-in-chief Kenneth Shapiro in 2007 and later explored in *The New York Times*, this type of tourism is believed to be on the rise. Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, overpopulation or climate change. Others worry that travel to many of these threatened locations increases an individual’s carbon footprint and only hastens problems threatened locations are already facing.

## Growth

The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.), including small-scale operators, can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.

It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future.



SpaceShipTwo is a major project in space tourism.

## Space Tourism

There has been a limited amount of orbital space tourism, with only the Russian Space Agency providing transport to date. A 2010 report into space tourism anticipated that it could become a billion dollar market by 2030.

## Sports Tourism

Since the late 1980s, sports tourism has become increasingly popular. Events such as rugby, Olympics, Commonwealth games, Asian Games and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.



Tourism Police of Colombia at the Chicamocha National Park, Santander.

The focus on sport and spreading knowledge on the subject, especially more so recently, lead to the increase in the sport tourism. Most notably, the international event such as the Olympics caused a shift in focus in the audience who now realize the variety of sports that exist in the world. In the United States, one of the most popular sports that usually are focused on was Football. This popularity was increased through major events like the World Cups. In Asian countries, the numerous football events also increased the popularity of football. But, it was the Olympics that brought together the different sports that lead to the increase in sport tourism. The drastic interest increase in sports in general and not just one sport caught the attention of travel companies, who then began to sell flights in packages. Due to the low number of people who actually purchase these packages than predicted, the cost of these packages plummeted initially. As the number start to rise slightly the packages increased to regain the lost profits. With the certain economic state, the number of purchases decreased once again. The fluctuation in the number of packages sold was solely dependent on the economic situation, therefore, most travel companies were forced to set aside the plan to execute the marketing of any new package features.

## Latest Trends

As a result of the late-2000s recession, international arrivals suffered a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7% during the first eight months of 2008. This slowdown on international tourism demand was also reflected in the air transport industry, with a negative growth in September 2008 and a 3.3% growth in passenger traffic through September. The hotel industry also reported a slowdown, with room occupancy declining. In 2009 worldwide tourism arrivals decreased by 3.8%. By the first quarter of 2009, real travel demand in the United States had fallen 6% over six quarters. While this is considerably milder than what occurred after the 9/11 attacks, the decline was at twice the rate as real GDP has fallen.

However, evidence suggests that tourism as a global phenomenon shows no signs of substantially abating in the long term. It has been suggested that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. For many people vacations and travel are increasingly being viewed as a necessity rather than a luxury, and this is reflected in tourist numbers recovering some 6.6% globally over 2009, with growth up to 8% in emerging economies.

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# Varied Types of Tourism

In the past decade the tourism sector has progressed exponentially. This has resulted in the forms of tourism becoming more diverse. This chapter elucidates the various branches of tourism such as business tourism, international tourism, ecotourism, adventure travel, space tourism, etc. that form an integral part of the broader subject matter.

## Business Tourism

Business tourism or business travel is a more limited and focused subset of regular tourism. During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home.

Some definitions of tourism tend to exclude business travel. However, the World Tourism Organization (WTO) defines tourists as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Primary business tourism activities include meetings, and attending conferences and exhibitions. Despite the term business in business tourism, when individuals from government or non-profit organizations engage in similar activities, this is still categorized as business tourism (travel).

### Significance

Historically, business tourism, is in the form of traveling to, spending money and staying abroad, away for some time, has a history as long as that of international trade. In late 20th century, business tourism is seen as a major industry.

According to the 1998 data from the British Tourist Authority and National Tourist Boards, business tourism accounted for about 14% of all trips to or within UK, and 15% of the tourist market within UK. A 2005 estimate suggested that those numbers for UK may be closer to 30%. Sharma (2004) cited a WTO estimated that business tourism accounts for 30% of international tourism, through its importance varies significantly between different countries.

### Characteristics

Compared to regular tourism, business ones involves a smaller section of the popula-

tion, with different motivations, and additional freedom-of-choice limiting constraints imposed through the business aspects. Destinations of business tourism are much more likely to be areas significantly developed for business purposes (cities, industrial regions, etc.). An average business tourist is more wealthy than an average leisure tourist, and is expected to spend more money.

Business tourism can be divided into primary and secondary activities. Primary ones are business (work) related, and included activities such as consultations, inspections, and attending meetings. Secondary ones are related to tourism (leisure) and include activities such as dining out, recreation, shopping, sightseeing, meeting others for leisure activities, and so on. While the primary ones are seen as more important, the secondary ones are nonetheless often described as “substantial”.

Business tourism can involve individual and small group travel, and destinations can include small to larger meetings, including conventions and conferences, trade fairs, and exhibitions. In the United States, about half of business tourism involves attending a large meeting of such kind.

Most tourist facilities such as airports, restaurants and hotels are shared between leisure and business tourists, through a seasonal difference is often apparent (for example, business tourism may use those facilities during times less attractive for leisure tourists, such as when the weather conditions are less attractive).

Business tourism can be divided into:

- traditional business traveling, or meetings - intended for face-to-face meetings with business partners in different locations
- incentive trips - a job perk, aimed at motivating employees (for example, approximately a third of UK companies use this strategy to motivate workers)
- conference and exhibition traveling - intended for attending large scale meetings. In an estimated number of 14,000 conferences worldwide (for 1994), primary destinations are Paris, London, Madrid, Geneva, Brussels, Washington, New York, Sydney and Singapore

The words meetings, incentive, conferences and exhibition in the context of business tourism are abbreviated as MICE.

## International Tourism

International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity. The World Tourism Organization defines tourists as people “traveling to and staying in places outside their usual environ-

ment for not more than one consecutive year for leisure, business and other purposes”. The World Health Organization (WHO) estimates that up to 500,000 people are in flight at any one time.



Modern aviation has made it possible to travel long distances quickly.

As a result of the late-2000s recession, international travel demand suffered a strong slowdown from the second half of 2008 through the end of 2009. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists arrivals, and a 5.7% decline in international tourism receipts. In 2010, international tourism reached US\$919B, growing 6.5% over 2009, corresponding to an increase in real terms of 4.7%. In 2010, there were over 940 million international tourist arrivals worldwide.

## Rural Tourism

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many rural villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

### Benefits

Rural tourism allows the creation of a replacement source of income in the non-agri-

cultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts.

## Relevance in Developing Nations

Rural tourism is particularly relevant in developing nations where farmland has become fragmented due to population growth. The wealth that rural tourism can provide to poor households creates great prospects for development.

## Relevance in Developed Nations

Rural tourism exists in developed nations in the form of providing accommodation in a scenic location, ideal for rest and relaxation. There are many scenic towns that have become quaint spots for vacationers.

## United States: Niche Tourism in Rural Areas

Many niche tourism programs are located in rural areas. From wine tours and eco-tourism, to agritourism and seasonal events, tourism can be a viable economic component in rural community development. According to the USDA, Cooperative State, Education and Extension Service, "Tourism is becoming increasingly important to the U.S. economy. A conservative estimate from the Federal Reserve Board in Kansas, based on 2000 data, shows that basic travel and tourism industries accounted for 3.6 percent of all U.S. employment. Even more telling, data from the Travel Industry Association of America indicate that 1 out of every 18 people in the U.S. has a job directly resulting from travel expenditures."

The publication *Promoting Tourism in Rural America* explains the need for planning and marketing rural communities, as well as weighing the pros and cons of the impacts of tourism. Local citizen participation is helpful and should be included in starting any kind of a tourism program. Being prepared when planning tourism can assist in a successful program that enhances the community.

## Rural Tourism is Subdivided Into

- Agricultural tourism
- Tourism stays.
- Experiences and Experiential Tourism.
- Food Routes
- Sports Tourism.

- Community Ecotourism
- Ethno-tourism
- Rural tourism and aging: Search the participation of older persons in the generation and implementation of tourism activities in rural areas characterized by aging population

## Community Ecotourism

The International Ecotourism Society (TIES) defines ecotourism as “responsible travel to natural areas that conserves the environment and improves the well-being of local people.” TIES is an example of a nonprofit organization dedicated to assisting companies in developing ecotourism practices and promoting sustainable community development. Ecotourism provides an alternative form of travel to mass tourism. Mass tourism is the idea of visiting a place with minimal responsibility to the local community and environment. Tourism, the world’s largest industry of more than 10% of total employment and 11% of global GDP, is also a quickly growing industry as “total tourist trips are predicted to increase to 1.6 billion by 2020”. In order to accommodate these rising needs in the tourism industry, there must be a shift within this industry. One in particular is the need to protect the environment and respect the local culture.

The ecotourism principles do just that, as they are the following:

- To minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefit for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries’ political, environmental, and social climate.

According to the World Tourism Organization, ecotourism is growing three times faster than the tourism industry. This implies the already changing phenomenon occurring in traveling. Similarly, the World Conservation Union goes one step further in defining ecotourism to include enjoying and appreciating nature, have low negative visitor impact, and providing socio-economic involvement to the local populations. As ecotourism is growing, it is also focusing on especially vulnerable locations to climate change. In a neoliberalism theory, ecotourism is a win-win for both the host and tourist. This is because there is an effort for conservation when jobs are available outside of activities such as logging that harm the environment and the intrinsic value of the environment is taken into consideration. Additionally, ecotourism enhances social capital for both the host and tourist when engaging in social interaction and learning about other cultures.

However, because ecotourism is most popular in vulnerable environments, it may unintentionally exploit the community causing a serious social justice issue. The idea of community ecotourism is placing the tourism activities in the hands of the local community. It addresses the needs of the tourism businesses to minimize negative impacts and maximize positive impacts in all three parts of the community – social, economic, and environmental. Community ecotourism resolves one issue with ecotourism in particular, the input of the community hosting the tourism. Governments and outside agencies have pushed communities into hosting tourists which can sometimes cause more harm if the community is not prepared without relevant knowledge, leadership, or capacity. An example of such occurrence is in Montego Bay in which international organizations brought tourists to already westernized sites, which harmed this degraded environment. Another example is the case of Papua New Guinea's Crater Mountain. Setting aside their ethnic tension, the clans planned a tourist lodge for two years that the government denied in five minutes. The lack of collusion among the local clans and the government created tension and failure for all parties. With community ecotourism, the community itself primarily sees the venture to success and receives the economic benefit, rather than government or third party organizations.

As a whole, the rise in demand of tourism to exotic places as they become more accessible provides an opportunity for vulnerable and economically impoverished communities. In traditional tourism, these communities are often exploited and their resources depleted. It also includes the social inequities when considering the power in the host-guest relationship. Community ecotourism empowers the relationship of the host and guest so that both can learn from a different culture and how to maneuver such differences. When addressed properly, equitable relationships blossom in the national and global sphere. Unlike traditional tourism, this alternative tourism experience enables people to engage positively in the community's way of life and learn how they interact with the environment. Community ecotourism can act as a solution to social justice issues that arise with the tourism industry in respect to the economy, environment, and culture.

### **Benefits of Community Ecotourism**

Generally, success is the benefits outweighing the costs. A more concrete measure of success for ecotourism is ensuring that the tourism industry operates within the location's capacity to handle such activities in the three areas of ecotourism – economy, environment, and culture. One such form of capacity is economic capacity so that the tourism industry does not displace sustainable local economic activity already in place. Additionally, there is an environmental carrying capacity, the limit at which the environment is not degraded from tourism. This is especially important as many ecotourism locations are in locations vulnerable to climate change, such as along the coast. There is also the idea of cultural capacity in which the tourism industry remains authentic and can maintain local practices. With addressing these three capacity measures, many problems mass tourism places on the host community are resolved.

## Economic

In contrast with traditional tourism, community ecotourism is often a tool for economic development to promote both capital inflow and employment opportunities to the community. Thus, it is often targeting more impoverished areas where implemented. It encourages entrepreneurship for local members to organize the community in implementing and running successful community-based ecotourism enterprises. Both financial and social capital is placed in the indigenous community, driving further enhancements of the community ecotourism program. This capital inflow can then be used to help the development of infrastructure, education, and health practices. Community-based ecotourism places an emphasis on local businesses and reinforces supporting local endeavors. Not only does the capital increase, the intrinsic value of the environment increases. In Zanzibar, the idea of ecotourism has enabled entrepreneurs to give tours of their home villages and use the revenue to support themselves as well as give back to the community. It has also helped development in conservational ways including increasing investment in solar energy. As a whole, community-based ecotourism can overall increase the economic value of a previously impoverished area through providing dignified jobs and capital into the local economy.

## Environmental

Along with economic value, community ecotourism enhances the value of the environment for both the host and the traveler. As a result, community ecotourism becomes an incentive for conservation. For the community, their environment becomes a showcase to the tourist and brings a greater desire to maintain it. In mass tourism, the average tourist holds little responsibility in the impact they have on the environment and often depletes resources. Community ecotourism gives the tourist a greater stake in conservation efforts because of their involvement in the local culture. Community ecotourism becomes a potential solution to bring social justice to those suffering from side effects of mass tourism in locations most vulnerable to climate change. The Galapagos Islands was one of the initial ecotourism destinations. As the programs have continued to evolve in combatting ecotourism issues, specifically with maintaining cultural capacity, one of the main findings from community ecotourism are the programs associated with environmental conservation. When visiting national parks, guides must be with the tourists to ensure they stay on the paths and do not harm the environment during nature walks. One in particular sets tourists on projects to help with environmental restoration, economic development projects, and biodiversity conservation. These “travel philanthropists” are more involved tourists who want to appreciate the natural beauty of the destination from a completely different viewpoint. The ecotourism model on a community-based level enables conservation efforts to come from both the tourist and the community to maximize results.

## Sociocultural

The sociocultural aspect of ecotourism is that the local tourist becomes more engaged in the community and their culture. This can be from learning a religious tradition or supporting a local handicraft. Tourism can at times force more injustices on the host community. It inculcates a sense of inequality in the relationships if the tourist feels they have superior knowledge. Community-based ecotourism places more responsibility on the tourist to learn from the other culture. For example, in South Africa, community ecotourism has been especially beneficial after the apartheid because of a renewed attention towards local cultures that are selling traditional handicrafts and showing cultural tours. The community-based ecotourist is often more interested in engaging with the local community. This can also entail building relationships and decreasing the social gap. Specifically, engagement in nationalism, socioeconomic conditions, and similar age groups can help narrow the social gap and decrease stereotypes. This leads to a more positive cultural understanding on both sides. This effect can even go beyond the tourist's journey. After visiting such communities and learning about their livelihood, studies have found that people gain a newfound activism to contribute back to the community. This socio-cultural connection with the community can in return bring about greater resources to this community to help promote education, conservation, disease prevention, and other needs. It is through the sociocultural aspect that enhances the tourist's engagement with the economy and environment to maximize the overall community-based ecotourism experience.

## Criticisms

While under the neoliberalism theory, ecotourism is an overall winning situation, there are many issues associated with ecotourism when poorly implemented. Community ecotourism is a solution to many of the flaws detailed.

## Inherently Flawed

Compared to responsible tourism and voluntourism, there is an added importance on respect for the environment and being environmentally sustainable while traveling. By definition, travel inherently harms the environment by getting to the location, using more resources than the location is used to, and producing more waste than normal. It adds an overall stress to areas most vulnerable to global warming, such as coastlines. One tourism spot that has struggled to implement community ecotourism is Tanzania. Tanzania practices a kind of ecotourism that focuses exclusively on the environment, also called nature tourism. In Tanzania's Ngorongoro Conservation Area, tourists come to look exclusively at the nature bringing primarily economic benefit with arguably negative impact on sociocultural and environmental factors. As a result, the environmental capacity is exhausted and little attention is paid to the culture and environment. It has created a situation in which the environment is now degraded because of tourism and the economic returns are going to organizations outside of the local economy. Commu-

nity-based ecotourism helps address this flaw through working more small-scale to not expend more resources than available.

## Greenwashing

Greenwashing is the idea of using an environmentally friendly label on low impact conservation efforts. These certifications are often marketing tactics that can actually promote low impact projects in which the costs can be greater than the benefit. This idea is common with certain lodging as people look for green marketing to attempt to have an ecotourism experience with minimal responsibilities as a tourist. Cox offers that small-scale, privatized ecotourism enterprises, such as community ecotourism, can avoid such downfalls of green washing. With community ecotourism, the host community has a greater involvement in trying to protect their environment to eliminate any harmful behavior to the environment. However, these low impact campaigns can cause harm to already vulnerable communities, amplifying the institutionalized poverty found in many of these locations. Effective community ecotourism must allow the community to define their environmental needs.

## Economic Downfalls

While seen as a driver in the industry, economic returns may not be as high as anticipated. Community ecotourism tends to be more small-scale and does not attract a higher income population. As a result, community ecotourism brings more backpackers and low-income travelers who wish to travel cheaply and thus do not support the local economy. It could in turn result in haggling throughout the journey to receive the lowest prices. When issues like this arise, it may cost more for the community to host tourists than the return it brings, especially when taking into account environmental and social costs. The important part for community ecotourism is to ensure that tourists are leaving an overall positive impact on the community and that capital is reinvested into the community. So, community ecotourism in practice can do more damage both to the environment and local economy while having no positive impact on the people when not properly practiced.

Furthermore, the challenge of community ecotourism is that it is balancing market objectives with both social and environmental aims, whereas competitors that offer more luxuries have primarily financial objectives. In order to lead community ecotourism to success, there must be a clear sense of leadership and direction for the long-term impact of this organization in the local community. When looking at what makes a successful responsible tourism enterprise, research has found the focus on strong leadership, clear market orientation, and organizational culture to be essential. In community ecotourism, this requires appointing a leader or board that can focus on meeting the triple bottom line. Community ecotourism can redefine the tourism industry as sustainable travel continues to have high consumer demand and thwart the harms associated with mass tourism.

## Authenticity

Finally, in terms of the sociocultural aspect of community-based ecotourism, it is essential for the community to be respected for their own cultures. At times, the growing demand of tourists can cause tourist sites to adapt to the demands and expectations of the tourist. Instead of showcasing the culture, the community may have a show of what the tourist would expect the culture to be. Community-based ecotourism often eliminates this concern as well when they are responsible for showcasing their own lifestyle to the tourist.

## Case Studies

### Cambodia

One example in particular is southwestern Cambodia, which successfully runs community-based ecotourism to address such issues. First, this program targets villages of low GDP for ecotourism to help provide jobs and education for these communities. The local people in the villages determine the tourism activities available with an emphasis on showing their local culture. In fact, Reimer and Walter have found that in Cambodia, populations have limited their logging and other harmful practices because ecotourism has given a more successful industry and greater awareness to the intrinsic value of the environment. By placing ecotourism in the hands of the local, the least amount of harm is assessed. However, it may limit financial trajectory because of mismanagement or lack of attraction. These concerns with ecotourism can be mitigated through education and careful implementation.

### Costa Rica

Costa Rica is known for its biodiversity with having 5% of the world's biodiversity on its 0.035% of earth's surface. In 2007, the government announced that it would support four types of tourism, ecotourism, adventure tourism, beach tourism, and rural community based tourism. A specific part of Costa Rica that has benefited from community-based ecotourism is Tortuguero, a turtle-nesting area surrounded by a national park with an impoverished community. Nearly the entire population of Tortuguero is working in the tourism industry, as community-based ecotourism is breeding entrepreneurs. Economically, the largest issue of Tortuguero is to maintain the community-based aspect of the tourism as they continue to resist institutionalization from the outside. Environmentally, conservation has been seen as a priority in order to motivate the ecotourism industry. However, because Tortuguero is only accessible by boat, there has been an increase in noise and pollution. Additionally, beach paths had to be inputted to avoid disturbing nesting turtles. In terms of the sociocultural aspect, training and education of the local community has become a priority to ensure their ability to continue as a community-based endeavor. The community has learned to become more organized and work together to build conservation efforts to support their community. There are now nonprofit

organizations in Costa Rica that will train local small businesses to successfully run community ecotourism enterprises.

## Future Implications

Community ecotourism becomes an issue of social justice. The communities that are becoming popular tourist sites are impoverished and are using ecotourism as a tool for economic development. These communities, especially when looking at indigenous tourism, are often lacking voices in the greater political sphere and faced with limited resources. On top of that, they tend to be especially vulnerable to climate change. This brings greater attention to the need of conservation efforts. Through success of community ecotourism, the community can have a larger voice as they show successful development and become a greater participating member in the global sphere.

As the tourism industry continues to grow, it is imperative to continue developing more sustainable avenues to participate in such endeavors. One way is making travelers aware of the potential harm their activities may have on the host culture. A continuing theme is the importance of dialogue and defining the ideals for each party. While stakeholders want the same idea of economic improvement, environmental sustainability, and cross-cultural relationships, the end goals are often defined differently. Opening a reflexive dialogue that is understandable to all is essential. Overall, the success of smaller enterprises that have thrived under strong leadership and community efforts will help tourism be a tool for economic development. Community ecotourism also opens the discussion for the purpose of land usage and the difference of preservation now over usage in the future. Community ecotourism highlights the importance of seeing the community's usage of the land. It can bring a common goal for science and local populations alike. Community ecotourism offers an opportunity for the tourism industry to succeed in conservation efforts while enhancing tourism efforts through a grassroots network effort.

## Agritourism



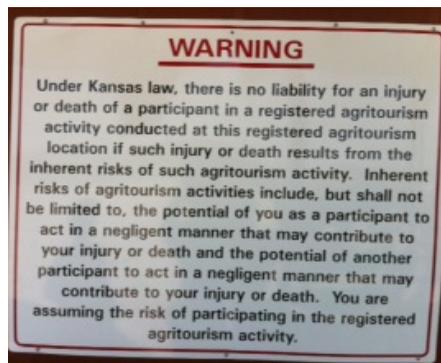
A lodging cottage in a rural area of Lithuania



Rural building in Covasna, Romania



An herb farm in southern Indiana, United States



Sign disclaiming legal responsibility at a Kansas agritourism business

Agritourism or agrotourism, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agritourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy. Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, slopping hogs, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm.

Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world, including Australia, Canada, the United States, and the Philippines. Other terms associated with agritourism are “agritainment”, “value added products”,

“farm direct marketing” and “sustainable agriculture”.

## Public Awareness

People have become more interested in how their food is produced. They want to meet farmers and processors and talk with them about what goes into food production. For many people who visit farms, especially children, the visit marks the first time they see the source of their food, be it a dairy cow, an ear of corn growing in a field, or an apple they can pick right off a tree.

Farmers and ranchers use this interest to develop traffic at their farm or ranch, and interest in the quality of their products, as well as awareness of their products.

## Safety

While revenue and education are often primary drivers for farmers to diversify their operations and invite guests onto their property, safety isn't always a top priority. Accidents involving tractors, wagon rides, trips, falls, and traffic occur at agritourism operations on a regular basis.

## Agritourism by Country

### Switzerland

- Jucker Farm in Seegräben, canton of Zürich

### Italy

The country-hotel scene has come on apace since 1960, when the Michelin guide to Italy listed not a single establishment in the Chianti area. But even after the boom in rural accommodation in the 1970s, 1980s and 1990s, the choice was still limited, by and large, to basic agriturismo farm-holiday places or rather stuffy country-house hotels. The past few years have seen the arrival of a handful of stylish luxury spa resorts, and some welcome mid-range options where guests benefit from a hands-on, personal approach. These mini-resorts—which include La Bandita (Tuscany), Prati Palai (Veneto - Lake Garda) and Hotelito Lupaia (Tuscany)—are proof that, even in Italy, it is possible to run a classy rural retreat and charge less than £250 a night for a standard double in mid-season.

Since 1985 agritourism in Italy is formally regulated by a state law, emended in 2006. The law states basic requirements to claim the title of “agriturismo”, and delegates single regions to further regulate the matter.

Italian agritourism attract visitors from all around the globe. In particular, given the luxury nature of rural tourism, international flows are demand-driven.

## India

Since 2004 Agriculture Tourism is operational, it started in Baramati Agri Tourism Center under the guidance of Pandurang Taware who is known as Father of Agri Tourism Concept in India. He received the National Tourism Award from the President Of India, for the most innovative Tourism Product. Agri Tourism India (ATDC) is pioneer in the development and marketing of agri tourism concept in India. ATDC, as of 2014, has 218 affiliated farmers and operates agri tourism center in their respective villages in the state of Maharashtra.

## Turkey

In the province of Hatay, The village of Vakifli has a small eco and cultural tourism industry, as it is often touted as the last rural Armenian village in Turkey. The small village has a guest house where visitors can buy organic produce and see the life of the village. There is potential for ecotourism in the Aegean area of Western turkey as well, and is a growing industry there.

## United States

Agritourism is widespread in the United States. Agritourists can choose from a wide range of activities that include picking fruits and vegetables, riding horses, tasting honey, learning about wine and cheesemaking, or shopping in farm gift shops and farm stands for local and regional produce or hand-crafted gifts.

According to the USDA Cooperative State, Education and Extension Service, “Tourism is becoming increasingly important to the U.S. economy. A conservative estimate from the Federal Reserve Board in Kansas, based on 2000 data, shows that basic travel and tourism industries accounted for 3.6 percent of all U.S. employment. Even more telling, data from the Travel Industry Association of America indicate that 1 out of every 18 people in the U.S. has a job directly resulting from travel expenditures”.

Through the Small Farm Center at the University of California, “Agricultural tourism or agritourism, is one alternative for improving the incomes and potential economic viability of small farms and rural communities. Some forms of agritourism enterprises are well developed in California, including fairs and festivals. Other possibilities still offer potential for development”. The UC Small Farm Center has developed a California Agritourism Database that “provides visitors and potential entrepreneurs with information about existing agritourism locations throughout the state”.

The publication *Promoting Tourism in Rural America* explains the need for planning and marketing a rural community and weighing the pros and cons of tourism. According to the publication, local citizen participation is helpful and should be included in starting any kind of a tourism program. Citizen participation in planning tourism can contribute to building a successful program that enhances the community. Additional

websites that promote and publicize agritourism in the United States include Rural Bounty, founded by agritourism consultant Jane Eckert, Farm Stay U.S., a nationwide directory of farm stays, and The Farm Stay Project, a blog that profiles farm stays and tracks agritourism news.

## Dude Ranches

Dude (or guest) ranches offer tourists the chance to work on cattle ranches, and sometimes participate in cattle drives. The fact sheet, *Promoting the Farm and Ranch Recreation Business*, gives farmers and ranchers information on marketing and developing strategies to win tourism dollars. Dude ranches are common in the United States and Australian Outback.

## Ecotourism



Llano del Muerto waterfall in El Salvador

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Since the 1980s ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism.

Generally, ecotourism deals with living parts of the natural environments. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

Responsible ecotourism programs include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities. For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

The term 'ecotourism', like 'sustainable tourism', is considered by many to be an oxymoron. Like most forms of tourism, ecotourism generally depends on air transportation, which contributes to global climate change. Additionally, "the overall effect of sustainable tourism is negative, where, like ecotourism, philanthropic aspirations mask hard-nosed immediate self-interest." Ecotourist is different from a Tourist in the sense that, he or she is mindful of his environment, in most cases contributing to the sustainability of such surroundings.

## Criteria



Seal watching near Malusi Islands in Estonia.

Eco tourism is a responsible tourism which conserves the environment and sustains the well being of local people

- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people

- Respects local culture
- Supports human rights and democratic movements such as:
  - conservation of biological diversity and cultural diversity through ecosystem protection
  - promotion of sustainable use of biodiversity, by providing jobs to local populations
  - sharing of all socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of ecotourism enterprises
  - tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern.
  - minimization of tourism's own environmental impact
  - affordability and lack of waste in the form of luxury
  - local culture, flora and fauna being the main attractions
  - local people benefit from this form of tourism economically, often more than mass tourism

The International Ecotourism Society defines ecotourism as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”.

Ecotourism Society Pakistan (ESP) explains, “Ecotourism is a travel activity that ensures direct financial support to local people where tourism activities are being generated and enjoyed. It teaches travelers to respect local cultures of destinations where travelers are visiting. It supports small stakeholders to ensure that money must not go out from the local economies. It discourages mass tourism, mass constructions of hotels, tourism resorts and mass activities in fragile areas”.

For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but is a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and territories such as Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity.

Ecotourism is often misinterpreted as any form of tourism that involves nature. In reality, the latter activities often consist of placing a hotel in a splendid landscape, to the detriment of the ecosystem. According to them ecotourism must above all sensitize people to the beauty and the fragility of nature. They condemn some operators

as greenwashing their operations: using the labels of “green” and “eco-friendly”, while behaving in environmentally irresponsible ways.

Although academics disagree about who can be classified as an ecotourist and there is little statistical data, some estimate that more than five million ecotourists—the majority of the ecotourist population—come from the United States, with many others from Western Europe, Canada and Australia.

Currently, there are various moves to create national and international ecotourism accreditation programs, although the process is also controversial. National ecotourism certification programs have been put in place in countries such as Costa Rica, Australia, Kenya, Estonia, and Sweden.

### Terminology and History



An elephant safari through the Jaldapara National Park in West Bengal, India



A hanging bridge in ecotourism area of Thenmala, Kerala in India - India's first planned ecotourism destination

Ecotourism is a late 20th-century neologism compounded from eco- and tourism. According to the *Oxford English Dictionary*, *ecotour* was first recorded in 1973 and *ecotourism*, “probably after *ecotour*”, in 1982.

- *ecotour, n.* ... A tour of or visit to an area of ecological interest, usually with an educational element; (in later use also) a similar tour or visit designed to have as little detrimental effect on the ecology as possible or undertaken with the specific aim of helping conservation efforts.
- *ecotourism, n.* ... Tourism to areas of ecological interest (typically exotic and often threatened natural environments), esp. to support conservation efforts and observe wildlife; spec. access to an endangered environment controlled so as to have the least possible adverse effect.

One source claims the terms were used earlier. Claus-Dieter (Nick) Hetzer, an academic and adventurer from Forum International in Berkeley, CA, supposedly coined *ecotourism* in 1965 and ran the first *ecotours* in the Yucatán during the early 1970s.

## Improving Sustainability

### Regulation and Accreditation

Because the regulation of ecotourism may be poorly implemented or nonexistent, ecologically destructive greenwashed operations like underwater hotels, helicopter tours, and wildlife theme parks can be categorized as ecotourism along with canoeing, camping, photography, and wildlife observation. The failure to acknowledge responsible, low-impact ecotourism puts legitimate ecotourism companies at a competitive disadvantage.

Many environmentalists have argued for a global standard of accreditation, differentiating ecotourism companies based on their level of environmental commitment. A national or international regulatory board would enforce accreditation procedures, with representation from various groups including governments, hotels, tour operators, travel agents, guides, airlines, local authorities, conservation organizations, and non-governmental organizations. The decisions of the board would be sanctioned by governments, so that non-compliant companies would be legally required to disassociate themselves from the use of the ecotourism brand.

Crinion suggests a Green Stars System, based on criteria including a management plan, benefit for the local community, small group interaction, education value and staff training. Ecotourists who consider their choices would be confident of a genuine ecotourism experience when they see the higher star rating.

In addition, environmental impact assessments could be used as a form of accreditation. Feasibility is evaluated from a scientific basis, and recommendations could be

made to optimally plan infrastructure, set tourist capacity, and manage the ecology. This form of accreditation is more sensitive to site specific conditions.

Some countries have their own certification programs for ecotourism. Costa Rica, for example, runs the Certification of Sustainable Tourism (CST) program, which is intended to balance the effect that business has on the local environment. The CST program focuses on a company's interaction with natural and cultural resources, the improvement of quality of life within local communities, and the economic contribution to other programs of national development. CST uses a rating system that categorizes a company based upon how sustainable its operations are. CST evaluates the interaction between the company and the surrounding habitat; the management policies and operation systems within the company; how the company encourages its clients to become an active contributor towards sustainable policies; and the interaction between the company and local communities/the overall population. Based upon these criteria, the company is evaluated for the strength of its sustainability. The measurement index goes from 0 to 5, with 0 being the worst and 5 being the best.

## **Guidelines and Education**

An environmental protection strategy must address the issue of ecotourists removed from the cause-and-effect of their actions on the environment. More initiatives should be carried out to improve their awareness, sensitize them to environmental issues, and care about the places they visit.

Tour guides are an obvious and direct medium to communicate awareness. With the confidence of ecotourists and intimate knowledge of the environment, they can actively discuss conservation issues. A tour guide training program in Costa Rica's Tortuguero National Park has helped mitigate negative environmental impacts by providing information and regulating tourists on the parks' beaches used by nesting endangered sea turtles.

## **Small Scale, Slow Growth and Local Control**

The underdevelopment theory of tourism describes a new form of imperialism by multinational corporations that control ecotourism resources. These corporations finance and profit from the development of large scale ecotourism that causes excessive environmental degradation, loss of traditional culture and way of life, and exploitation of local labor. In Zimbabwe and Nepal's Annapurna region, where underdevelopment is taking place, more than 90 percent of ecotourism revenues are expatriated to the parent countries, and less than 5 percent go into local communities.

The lack of sustainability highlights the need for small scale, slow growth, and locally based ecotourism. Local peoples have a vested interest in the well being of their community, and are therefore more accountable to environmental protection than multinational corporations. The lack of control, westernization, adverse impacts to the envi-

ronment, loss of culture and traditions outweigh the benefits of establishing large scale ecotourism.

The increased contributions of communities to locally managed ecotourism create viable economic opportunities, including high level management positions, and reduce environmental issues associated with poverty and unemployment. Because the ecotourism experience is marketed to a different lifestyle from large scale ecotourism, the development of facilities and infrastructure does not need to conform to corporate Western tourism standards, and can be much simpler and less expensive. There is a greater multiplier effect on the economy, because local products, materials, and labor are used. Profits accrue locally and import leakages are reduced. The Great Barrier Reef Park in Australia reported over half of a billion dollars of indirect income in the area and added thousands of indirect jobs between 2004 and 2005. However, even this form of tourism may require foreign investment for promotion or start up. When such investments are required, it is crucial for communities to find a company or non-governmental organization that reflects the philosophy of ecotourism; sensitive to their concerns and willing to cooperate at the expense of profit. The basic assumption of the multiplier effect is that the economy starts off with unused resources, for example, that many workers are cyclically unemployed and much of industrial capacity is sitting idle or incompletely utilized. By increasing demand in the economy it is then possible to boost production. If the economy was already at full employment, with only structural, frictional, or other supply-side types of unemployment, any attempt to boost demand would only lead to inflation. For various laissez-faire schools of economics which embrace Say's Law and deny the possibility of Keynesian inefficiency and under-employment of resources, therefore, the multiplier concept is irrelevant or wrong-headed.

As an example, consider the government increasing its expenditure on roads by \$1 million, without a corresponding increase in taxation. This sum would go to the road builders, who would hire more workers and distribute the money as wages and profits. The households receiving these incomes will save part of the money and spend the rest on consumer goods. These expenditures in turn will generate more jobs, wages, and profits, and so on with the income and spending circulating around the economy.

The multiplier effect arises because of the induced increases in consumer spending which occur due to the increased incomes — and because of the feedback into increasing business revenues, jobs, and income again. This process does not lead to an economic explosion not only because of the supply-side barriers at potential output (full employment) but because at each “round”, the increase in consumer spending is less than the increase in consumer incomes. That is, the marginal propensity to consume (mpc) is less than one, so that each round some extra income goes into saving, leaking out of the cumulative process. Each increase in spending is thus smaller than that of the previous round, preventing an explosion.

## Efforts to Preserve Ecosystems at Risk

Some of the world's most exceptional biodiversity is located in the Galapagos Islands. These islands were designated a UNESCO World Heritage site in 1979, then added to UNESCO's List of World Heritage in Danger in 2007. IGTOA is a non-profit dedicated to preserving this unique living laboratory against the challenges of invasive species, human impact, and tourism. For travelers who want to be mindful of the environment and the impact of tourism, it is recommended to utilize an operator that is endorsed by a reputable ecotourism organization. In the case of the Galapagos, IGTOA has a list of the world's premiere Galapagos Islands tour companies dedicated to the lasting protection and preservation of the destination.

## Natural Resource Management

Natural resource management can be utilized as a specialized tool for the development of ecotourism. There are several places throughout the world where the amount of natural resources are abundant. But, with human encroachment and habitats these resources are depleting. Without knowing the proper utilization of certain resources they are destroyed and floral and faunal species are becoming extinct. Ecotourism programmes can be introduced for the conservation of these resources. Several plans and proper management programmes can be introduced so that these resources remain untouched. Several organizations, NGO's, scientists are working on this field.

Natural resources of hill areas like Kurseong in West Bengal are plenty in number with various flora and fauna, but tourism for business purpose poised the situation. Researcher from Jadavpur University presently are working in this area for the development of ecotourism which can be utilized as a tool for natural resource management.

In Southeast Asia government and nongovernmental organizations are working together with academics and industry operators to spread the economic benefits of tourism into the kampungs and villages of the region. A recently formed alliance, the South-East Asian Tourism Organisation (SEATO), is bringing together these diverse players to allay resource management concerns.

A 2002 summit held in Quebec led to the 2008 Global Sustainable Tourism Criteria, a collaborative effort between the UN Foundation and other advocacy groups. The criteria, which are voluntary, involve the following standards: "effective sustainability planning, maximum social and economic benefits for local communities, minimum negative impacts on cultural heritage, and minimum negative impacts on the environment."

## Criticism

### Definition

In the continuum of tourism activities that stretch from conventional tourism to ec-

otourism proper, there has been a lot of contention to the limit at which biodiversity preservation, local social-economic benefits, and environmental impact can be considered “ecotourism”. For this reason, environmentalists, special interest groups, and governments define ecotourism differently. Environmental organizations have generally insisted that ecotourism is nature-based, sustainably managed, conservation supporting, and environmentally educated. The tourist industry and governments, however, focus more on the product aspect, treating ecotourism as equivalent to any sort of tourism based in nature. As a further complication, many terms are used under the rubric of ecotourism. Nature tourism, low impact tourism, green tourism, bio-tourism, ecologically responsible tourism, and others have been used in literature and marketing, although they are not necessary synonymous with ecotourism.

The problems associated with defining ecotourism have often led to confusion among tourists and academics. Definitional problems are also subject of considerable public controversy and concern because of green washing, a trend towards the commercialization of tourism schemes disguised as sustainable, nature based, and environmentally friendly ecotourism. According to McLaren, these schemes are environmentally destructive, economically exploitative, and culturally insensitive at its worst. They are also morally disconcerting because they mislead tourists and manipulate their concerns for the environment. The development and success of such large scale, energy intensive, and ecologically unsustainable schemes are a testament to the tremendous profits associated with being labeled as ecotourism.

### Negative Impact

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10–15% worldwide. One definition of ecotourism is “the practice of low-impact, educational, ecologically and culturally sensitive travel that benefits local communities and host countries”. Many of the ecotourism projects are not meeting these standards. Even if some of the guidelines are being executed, the local communities are still facing other negative impacts. South Africa is one of the countries that are reaping significant economic benefits from ecotourism, but negative effects—including forcing people to leave their homes, gross violations of fundamental rights, and environmental hazards—far outweigh the medium-term economic benefits (Miller, 2007). A tremendous amount of money is being spent and human resources continue to be used for ecotourism despite unsuccessful outcomes, and even more money is put into public relation campaigns to dilute the effects of criticism. Ecotourism channels resources away from other projects that could contribute more sustainable and realistic solutions to pressing social and environmental problems. “The money tourism can generate often ties parks and managements to eco-tourism”. But there is a tension in this relationship because ecotourism often causes conflict and changes in land-use rights, fails to deliver promises of community-level benefits, damages environments, and has plenty of other social impacts. Indeed, many argue repeatedly that ecotourism is nei-

ther ecologically nor socially beneficial, yet it persists as a strategy for conservation and development. While several studies are being done on ways to improve the ecotourism structure, some argue that these examples provide rationale for stopping it altogether. However, there are some positive examples, among them the Kavango-Zambezi Trans-frontier Conservation Area (KAZA) and the Virunga National Park, as judged by WWF.

The ecotourism system exercises tremendous financial and political influence. The evidence above shows that a strong case exists for restraining such activities in certain locations. Funding could be used for field studies aimed at finding alternative solutions to tourism and the diverse problems Africa faces in result of urbanization, industrialization, and the over exploitation of agriculture. At the local level, ecotourism has become a source of conflict over control of land, resources, and tourism profits. In this case, ecotourism has harmed the environment and local people, and has led to conflicts over profit distribution. In a perfect world more efforts would be made towards educating tourists of the environmental and social effects of their travels. Very few regulations or laws stand in place as boundaries for the investors in ecotourism. These should be implemented to prohibit the promotion of unsustainable ecotourism projects and materials which project false images of destinations, demeaning local and indigenous culture.

Though conservation efforts in East Africa are indisputably serving the interests of tourism in the region it is important to make the distinction between conservation acts and the tourism industry. Eastern African communities are not the only of developing regions to experience economic and social harms from conservation efforts. Conservation in the Northwest Yunnan Region of China has similarly brought drastic changes to traditional land use in the region. Prior to logging restrictions imposed by the Chinese Government the industry made up 80 percent of the regions revenue. Following a complete ban on commercial logging the indigenous people of the Yunnan region now see little opportunity for economic development. Ecotourism may provide solutions to the economic hardships suffered from the loss of industry to conservation in the Yunnan in the same way that it may serve to remedy the difficulties faced by the Maasai. As stated, the ecotourism structure must be improved to direct more money into host communities by reducing leakages for the industry to be successful in alleviating poverty in developing regions, but it provides a promising opportunity.

## **Direct Environmental Impacts**

Ecotourism operations occasionally fail to live up to conservation ideals. It is sometimes overlooked that ecotourism is a highly consumer-centered activity, and that environmental conservation is a means to further economic growth.

Although ecotourism is intended for small groups, even a modest increase in population, however temporary, puts extra pressure on the local environment and necessitates the development of additional infrastructure and amenities. The construction of water treatment plants, sanitation facilities, and lodges come with the exploitation of

non-renewable energy sources and the utilization of already limited local resources. The conversion of natural land to such tourist infrastructure is implicated in deforestation and habitat deterioration of butterflies in Mexico and squirrel monkeys in Costa Rica. In other cases, the environment suffers because local communities are unable to meet the infrastructure demands of ecotourism. The lack of adequate sanitation facilities in many East African parks results in the disposal of campsite sewage in rivers, contaminating the wildlife, livestock, and people who draw drinking water from it.

Aside from environmental degradation with tourist infrastructure, population pressures from ecotourism also leaves behind garbage and pollution associated with the Western lifestyle. Although ecotourists claim to be educationally sophisticated and environmentally concerned, they rarely understand the ecological consequences of their visits and how their day-to-day activities append physical impacts on the environment. As one scientist observes, they “rarely acknowledge how the meals they eat, the toilets they flush, the water they drink, and so on, are all part of broader regional economic and ecological systems they are helping to reconfigure with their very activities.” Nor do ecotourists recognize the great consumption of non-renewable energy required to arrive at their destination, which is typically more remote than conventional tourism destinations. For instance, an exotic journey to a place 10,000 kilometers away consumes about 700 liters of fuel per person.

Ecotourism activities are, in and of themselves, issues in environmental impact because they may disturb fauna and flora. Ecotourists believe that because they are only taking pictures and leaving footprints, they keep ecotourism sites pristine, but even harmless-sounding activities such as nature hikes can be ecologically destructive. In the Annapurna Circuit in Nepal, ecotourists have worn down the marked trails and created alternate routes, contributing to soil impaction, erosion, and plant damage. Where the ecotourism activity involves wildlife viewing, it can scare away animals, disrupt their feeding and nesting sites, or acclimate them to the presence of people. In Kenya, wildlife-observer disruption drives cheetahs off their reserves, increasing the risk of inbreeding and further endangering the species.

## Environmental Hazards

The industrialization, urbanization, and unsustainable agriculture practices of human society are considered to be having a serious effect on the environment. Ecotourism is now also considered to be playing a role in this depletion. While the term ecotourism may sound relatively benign, one of its most serious impacts is its consumption of virgin territories. These invasions often include deforestation, disruption of ecological life systems and various forms of pollution, all of which contribute to environmental degradation. The number of motor vehicles crossing the park increases as tour drivers search for rare species. The number of roads has disrupted the grass cover which has serious effects on plant and animal species. These areas also have a higher rate of disturbances and invasive species because of all the traffic moving off the beaten path into new un-

discovered areas. Ecotourism also has an effect on species through the value placed on them. “Certain species have gone from being little known or valued by local people to being highly valued commodities. The commodification of plants may erase their social value and lead to overproduction within protected areas. Local people and their images can also be turned into commodities”. Kamuaru brings up a relatively obvious contradiction, any commercial venture into unspoiled, pristine land with or without the “eco” prefix as a contradiction in terms. To generate revenue you have to have a high number of traffic, tourists, which inevitably means a higher pressure on the environment.

## Local People

Most forms of ecotourism are owned by foreign investors and corporations that provide few benefits to local communities. An overwhelming majority of profits are put into the pockets of investors instead of reinvestment into the local economy or environmental protection. The limited numbers of local people who are employed in the economy enter at its lowest level, and are unable to live in tourist areas because of meager wages and a two market system.

In some cases, the resentment by local people results in environmental degradation. As a highly publicized case, the Maasai nomads in Kenya killed wildlife in national parks but are now helping the national park to save the wildlife to show aversion to unfair compensation terms and displacement from traditional lands. The lack of economic opportunities for local people also constrains them to degrade the environment as a means of sustenance. The presence of affluent ecotourists encourage the development of destructive markets in wildlife souvenirs, such as the sale of coral trinkets on tropical islands and animal products in Asia, contributing to illegal harvesting and poaching from the environment. In Suriname, sea turtle reserves use a very large portion of their budget to guard against these destructive activities.

## Displacement of People

One of the most powerful examples of communities being moved in order to create a park is the story of the Maasai. About 70% of national parks and game reserves in East Africa are on Maasai land. The first undesirable impact of tourism was that of the extent of land lost from the Maasai culture. Local and national governments took advantage of the Maasai’s ignorance on the situation and robbed them of huge chunks of grazing land, putting to risk their only socio-economic livelihood. In Kenya the Maasai also have not gained any economic benefits. Despite the loss of their land, employment favours better educated workers. Furthermore, the investors in this area are not local and have not put profits back into local economy. In some cases game reserves can be created without informing or consulting local people, who come to find out about the situation when an eviction notice is delivered. Another source of resentment is the manipulation of the local people by their government. “Eco-tourism works to create simplistic images of local people and their uses and understandings of their surroundings. Through the lens of

these simplified images, officials direct policies and projects towards the local people and the local people are blamed if the projects fail” (West, 2006). Clearly tourism as a trade is not empowering the local people who make it rich and satisfying. Instead ecotourism exploits and depletes, particularly in African Maasai tribes. It has to be reoriented if it is to be useful to local communities and to become sustainable.

## Threats to Indigenous Cultures

Ecotourism often claims that it preserves and “enhances” local cultures. However, evidence shows that with the establishment of protected areas local people have illegally lost their homes, and most often with no compensation. Pushing people onto marginal lands with harsh climates, poor soils, lack of water, and infested with livestock and disease does little to enhance livelihoods even when a proportion of ecotourism profits are directed back into the community. The establishment of parks can create harsh survival realities and deprive the people of their traditional use of land and natural resources. Ethnic groups are increasingly being seen as a “backdrop” to the scenery and wildlife. The local people struggle for cultural survival and freedom of cultural expression while being “observed” by tourists. Local indigenous people also have strong resentment towards the change, “Tourism has been allowed to develop with virtually no controls. Too many lodges have been built, too much firewood is being used and no limits are being placed on tourism vehicles. They regularly drive off-track and harass the wildlife. Their vehicle tracks criss-cross the entire Masai Mara. Inevitably the bush is becoming eroded and degraded”.

## Mismanagement

While governments are typically entrusted with the administration and enforcement of environmental protection, they often lack the commitment or capability to manage ecotourism sites effectively. The regulations for environmental protection may be vaguely defined, costly to implement, hard to enforce, and uncertain in effectiveness. Government regulatory agencies, as political bodies, are susceptible to making decisions that spend budget on politically beneficial but environmentally unproductive projects. Because of prestige and conspicuousness, the construction of an attractive visitor’s center at an ecotourism site may take precedence over more pressing environmental concerns like acquiring habitat, protecting endemic species, and removing invasive ones. Finally, influential groups can pressure and sway the interests of the government to their favor. The government and its regulators can become vested in the benefits of the ecotourism industry which they are supposed to regulate, causing restrictive environmental regulations and enforcement to become more lenient.

Management of ecotourism sites by private ecotourism companies offers an alternative to the cost of regulation and deficiency of government agencies. It is believed that these companies have a self-interest in limited environmental degradation, because tourists will pay more for pristine environments, which translates to higher profit. However, theory indicates that this practice is not economically feasible and will fail to manage the environment.

The model of monopolistic competition states that distinctiveness will entail profits, but profits will promote imitation. A company that protects its ecotourism sites is able to charge a premium for the novel experience and pristine environment. But when other companies view the success of this approach, they also enter the market with similar practices, increasing competition and reducing demand. Eventually, the demand will be reduced until the economic profit is zero. A cost-benefit analysis shows that the company bears the cost of environmental protection without receiving the gains. Without economic incentive, the whole premise of self-interest through environmental protection is quashed; instead, ecotourism companies will minimize environment related expenses and maximize tourism demand.

The tragedy of the commons offers another model for economic unsustainability from environmental protection, in ecotourism sites utilized by many companies. Although there is a communal incentive to protect the environment, maximizing the benefits in the long run, a company will conclude that it is in their best interest to utilize the ecotourism site beyond its sustainable level. By increasing the number of ecotourists, for instance, a company gains all the economic benefit while paying only a part of the environmental cost. In the same way, a company recognizes that there is no incentive to actively protect the environment; they bear all the costs, while the benefits are shared by all other companies. The result, again, is mismanagement.

Taken together, the mobility of foreign investment and lack of economic incentive for environmental protection means that ecotourism companies are disposed to establishing themselves in new sites once their existing one is sufficiently degraded.

## Case Studies

The purpose of ecotourism is to engage tourists in low impact, non-consumptive and locally oriented environments in order to maintain species and habitats — especially in underdeveloped regions. While some ecotourism projects, including some found in the United States, can support such claims, many projects have failed to address some of the fundamental issues that nations face in the first place. Consequently, ecotourism may not generate the very benefits it is intended to provide to these regions and their people, and in some cases leaving economies in a state worse than before.

The following case studies illustrate the rising complexity of ecotourism and its impacts, both positive and negative, on the environment and economies of various regions in the world.

- Ecotourism in Costa Rica
- Ecotourism in Jordan
- Ecotourism in South Africa
- Ecotourism in the United States

## Farm Stay

A farm stay (or farmstay) is any type of accommodation on a working farm. Some farm stays may be interactive. Some are family-focused, offering children opportunities to feed animals, collect eggs and learn how a farm functions. Others don't allow children and instead offer a peaceful retreat for adults. For the accommodations, guests normally pay rates similar to area bed & breakfasts or vacation rentals, although pricing varies considerably. The term "farm stay" can also describe a work exchange agreement, where the guest works a set number of hours per week in exchange for free or affordable accommodation.

Possible farm stay accommodations include

- Cabins
- Cottages
- Converted barns/outbuildings
- Farmhouse guest rooms
- Platform tents
- Tent camping
- Yurts

Farm stays can be described as agritourism (a farmer opening his/her farm to tourists for any reason, including farm stands and u-pick), ecotourism (Responsible travel to natural areas that conserves the environment and improves the well-being of local people), and geotourism (tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents).

### Background

Farm stays have been a growing trend in Europe at least since the 1980s, particularly in Italy, where they are called *agriturismo*. Farm stays are now growing in popularity in other parts of the world as well, especially Australia, Asia, and North America. Reasons for this increasing popularity include farmers' desire for more diverse and dependable income streams and consumers' interest for and to reconnect with rural heritage and the origin of their food supply. Members or shareholders of a CSA program or vacationers can use a farm stay to further develop an understanding of the work involved with the supply of their food.

## Geotourism



Geological sustainable tourism aims to conserve and promote a place as a geosite, such as the Iguazu Falls in South America



Jeita Grotto, Lebanon

Geotourism deals with the natural and built environments.

Geotourism was first defined (Hose, 1995) in England. There are two viewpoints of geotourism:

1. Purely geological and geomorphologically-focused Sustainable Tourism as abiotic nature based tourism. This is the definition followed in most of the world.
2. Geographically Sustainable Tourism, the most common definition in the USA. This emphasises preservation of the geographical sense of a place in general, beyond simple geological and geomorphological features, as a new charter & concept in the sustainable tourism.

## Definitions of Modern Geotourism



Geopark of Paleorrota, in Brazil.

Key definitions in the geological sense ((abiotic nature based tourism))include:

1. "...part of the tourist's activity in which they have the geological patrimony as their main attraction. Their objective is to search for the protected patrimony through the conservation of their resources and of the tourist's Environmental Awareness. For that, the use of the interpretation of the patrimony makes it accessible to the lay public, promoting its popularization and the development of the Earth sciences" .
2. "Geotourism is a knowledge -based tourism, an interdisciplinary integration of the tourism industry with conservation and interpretation of abiotic nature attributes, besides considering related cultural issues, within the geosites for the general public" .
3. "A form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of Earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centers" .
4. "The provision of interpretative and service facilities for geosites and geomorphosites and their encompassing topography, together with their associated in-situ and ex-situ artefacts, to constituency-build for their conservation by generating appreciation, learning and research by and for current and future generations" .

## Geotourism(Abiotic Nature Based Tourism), A New Approach

Geotourism adds to ecotourism's principal focus on plants (flora) and animals (fauna) by adding a third dimension of the abiotic environment. Thus it is growing around the world through the growth of geoparks as well as independently in many natural and urban areas where tourism's focus is on the geological environment.

Most of the world defines geotourism as purely the study of geological and geomorphological features.

“Looking at the environment in a simplistic manner, we see that it is made up of Abiotic, Biotic and Cultural(ABC) attributes. Starting with the ‘C’ or cultural component first, we note that of three features it is this one which is generally the most known and interpreted, that is, through information about the built or cultural environment either in the past (historical accounts) or present (community customs and culture).The ‘B’ or biotic features of fauna (animals) and flora (plants) has seen a large focus of interpretation and understanding through ecotourism. But it is the first attribute of the ‘A’ or abiotic features including rocks, landforms and processes that has received the least attention in tourism, and consequently is the least known and understood.This then is the real power of geotourism, in that it puts the tourist spotlight firmly on geology, and brings it to the forefront of our understanding through tourism”.

What is a GEOSITE? A geosite is a location that has a particular geological or geomorphological significance. As well as its inherent geological characteristics it may also have cultural or heritage significance.

## National Geographic ‘Geographical Tourism Program’

The geographical-character definition of G.S.T(geographical sustainable tourism) was heavily influenced by the National Geographic Society, which defines G.S.T as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. The concept of Geographical sustainable tourism with coining of the word geotourism, was introduced publicly in the USA in a 2002 report by the Travel Industry Association of America (as of 2009 this organization adapted name to U.S. Travel Association) and National Geographic Traveler magazine. National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term in 1997 in response to requests for a term and concept more encompassing than *ecotourism* and *sustainable tourism*.

So National Geographic ‘s Geographical sustainable tourism(G.S.T program) is “best practice” tourism that sustains, or even enhances, the geographical character of a place, such as its culture, environment, heritage, and the well-being of its residents.

National Geographic ‘s Geotourism program incorporates sustainability principles, but in addition to the do-no-harm ethic focuses on the place as a whole. The idea of en-

hancement allows for development based on character of place, rather than standardized international branding, and generic architecture, food, and so on.

### **National Geographic G.S.T(Geographical Sustainable Tourism) Charter**

National Geographic Society has also drawn up a “G.S.T Charter” based on 13 principles:

1. *Integrity of place:* Enhance geographical character by developing and improving it in ways distinctive to the local, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.
2. *International codes:* Adhere to the principles embodied in the World Tourism Organization’s Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council on Monuments and Sites (ICOMOS).
3. *Market selectivity:* Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.
4. *Market diversity:* Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of the geotourism market and so maximize economic resiliency over both the short and long term.
5. *Tourist satisfaction:* Ensure that satisfied, excited geotourists bring new vacation stories home and encourage friends to experience the same thing, thus providing continuing demand for the destination.
6. *Community involvement:* Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area’s nature, history and culture, including food and drink, artisanry, performance arts, etc.
7. *Community benefit:* Encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.
8. *Protection and enhancement of destination appeal:* Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use

persuasion, incentives, and legal enforcement as needed.

9. *Land use:* Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on coasts and islands, so as to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Encourage major self-contained tourism attractions, such as large-scale theme parks and convention centers unrelated to character of place, to be sited in needier locations with no significant ecological, scenic, or cultural assets.
10. *Conservation of resources:* Encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.
11. *Planning:* Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts in-migration of workers, develop new communities that themselves constitute a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the destination.
12. *Interactive interpretation:* Engage both visitors and hosts in learning about the place. Encourage residents to promote the natural and cultural heritage of their communities so tourists gain a richer experience and residents develop pride in their locales.
13. *Evaluation:* Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results.

## Success and Efforts in Service to Achieving Geographical Sustainable Tourism Status

Success models: Northeast Kingdom in Vermont, Crown of the Continent in Canada and Montana and Appalachian Range were the first 3 US destinations to actively enroll the program with measured success. In Process: Lake Tahoe's 1960's tourism brand presents a daunting challenge to becoming a G.S.T destination. Sustainable Tahoe is the one organization to provide a tangible demonstration of how geographical sustainable tourism can create long term economic regional prosperity, that includes 100 feet of lake water clarity: Sierra Nevada College in Incline Village NV (North Lake Tahoe) was the first west coast college to offer a geographical sustainable tourism class as part of their Interdisciplinary Studies.

## Geographical Sustainable Tourism(G.S.T) as a Science

Missouri State University's Bachelor of Science in Geography features a concentration in Geographical tourism--the first degree of its kind in the Western Hemisphere, and is one of only three such degrees offered worldwide. Missouri State's (Geographically Sustainable Tourism) degree (G.S.T Bachelor degree) is the first to be associated with a department of geography.

### Sustainable Tourism

Responsible tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives). There is now broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate.

Without travel there is no tourism, so the concept of sustainable tourism is tightly linked to a concept of sustainable mobility. Two relevant considerations are tourism's reliance on fossil fuels and tourism's effect on climate change. 72 percent of tourism's CO<sub>2</sub> come from transportation, 24 percent from accommodations, and 4 percent from local activities. Aviation accounts for 55% of those transportation CO<sub>2</sub> emissions (or 40% of tourism's total). However, when considering the impact of all greenhouse gas emissions from tourism and that aviation emissions are made at high altitude where their effect on climate is amplified, aviation alone accounts for 75% of tourism's climate impact.

The International Air Transport Association (IATA) considers an annual increase in aviation fuel efficiency of 2 percent per year through 2050 to be realistic. However, both Airbus and Boeing expect the passenger-kilometers of air transport to increase by about 5 percent yearly through at least 2020, overwhelming any efficiency gains. By 2050, with other economic sectors having greatly reduced their CO<sub>2</sub> emissions, tourism is likely to be generating 40 percent of global carbon emissions. The main cause is an increase in the average distance travelled by tourists, which for many years has been increasing at a faster rate than the number of trips taken. "Sustainable transportation is now established as the critical issue confronting a global tourism industry that is palpably unsustainable, and aviation lies at the heart of this issue (Gossling et al., 2010)."

### Social & Economic Aspects

Global economists forecast continuing international tourism growth, the amount de-

pending on the location. As one of the world's largest and fastest growing industries, this continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Sustainable tourists can reduce the impact of tourism in many ways:

- informing themselves of the culture, politics, and economy of the communities visited
- anticipating and respecting local cultures, expectations and assumptions
- supporting the integrity of local cultures by favoring businesses which conserve cultural heritage and traditional values
- supporting local economies by purchasing local goods and participating with small, local businesses
- conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources

Increasingly, destinations and tourism operations are endorsing and following “responsible tourism” as a pathway towards sustainable tourism. Responsible tourism and sustainable tourism have an identical goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism, individuals, organizations and businesses are asked to take responsibility for their actions and the impacts of their actions. This shift in emphasis has taken place because some stakeholders feel that insufficient progress towards realizing sustainable tourism has been made since the Earth Summit in Rio. This is partly because everyone has been expecting others to behave in a sustainable manner. The emphasis on responsibility in responsible tourism means that everyone involved in tourism – government, product owners and operators, transport operators, community services, NGOs and Community-based organization (CBOs), tourists, local communities, industry associations – are responsible for achieving the goals of responsible tourism.

## Stakeholders

Stakeholders of sustainable tourism play a role in continuing this form of tourism. This can include organizations as well as individuals, to be specific, ECOFIN. “A stakeholder in the tourism industry is deemed to be anyone who is impacted on by development positively or negatively, and as a result it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which tourism develops.

The Global Sustainable Tourism Council (GSTC) serves as the international body for fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel. It has a number of programmes including the setting of international standards for accreditation agencies (the organisations that would inspect a tourism product, and certify them as a sustainable company).

## Governments

The values and ulterior motives of governments often need to be taken into account when assessing the motives for sustainable tourism. One important factor to consider in any ecologically sensitive or remote area or an area new to tourism is that of carrying capacity. This is the capacity of tourists or visitors an area can sustainably tolerate without damaging the environment or culture of the surrounding area. This can be altered and revised in time and with changing perceptions and values. For example, originally the sustainable carrying capacity of the Galapagos Islands was set at 12,000 visitors per annum but was later changed by the Ecuadorian government to 50,000 for economic reasons and objectives.

## Non-Governmental Organizations

Non-governmental organizations are one of the stakeholders in advocating sustainable tourism. Their roles can range from spearheading sustainable tourism practices to simply doing research. University research teams and scientists can be tapped to aid in the process of planning. Such solicitation of research can be observed in the planning of Cát Bà National Park in Vietnam.

Dive resort operators in Bunaken National Park, Indonesia, play a crucial role by developing exclusive zones for diving and fishing respectively, such that both tourists and locals can benefit from the venture.

Large conventions, meetings and other major organized events drive the travel, tourism and hospitality industry. Cities and convention centers compete to attract such commerce, commerce which has heavy impacts on resource use and the environment. Major sporting events, such as the Olympic Games, present special problems regarding environmental burdens and degradation. But burdens imposed by the regular convention industry can be vastly more significant.

Green conventions and events are a new but growing sector and marketing point within the convention and hospitality industry. More environmentally aware organizations, corporations and government agencies are now seeking more sustainable event practices, greener hotels, restaurants and convention venues, and more energy efficient or climate neutral travel and ground transportation. However, the convention trip not taken can be the most sustainable option: “With most international conferences having

hundreds if not thousands of participants, and the bulk of these usually traveling by plane, conference travel is an area where significant reductions in air-travel-related GHG emissions could be made. ... This does not mean non-attendance” (Reay, 2004), since modern Internet communications are now ubiquitous and remote audio/visual participation. For example, by 2003 Access Grid technology had already successfully hosted several international conferences,. A particular example is the large American Geophysical Union’s annual meeting, which has used livestreaming several years. This provides live streams and recordings of keynotes, named lectures and oral sessions, and provides opportunities to submit questions and interact with authors and peers. Following the live-stream, the recording of each session is posted on-line within 24 hours.

Some convention centers have begun to take direct action in reducing the impact of the conventions they host. One example is the Moscone Center in San Francisco, which has a very aggressive recycling program, a large solar power system, and other programs aimed at reducing impact and increasing efficiency.

## **Local Communities**

Local communities benefit from sustainable tourism through economic development, job creation, and infrastructure development. Tourism revenues bring economic growth and prosperity to attractive tourist destinations which can raise the standard of living in destination communities. Sustainable tourism operators commit themselves to creating jobs for local community members. Increase in tourism revenue to an area acts as a driver for the development of increased infrastructure. As tourist demands increase in a destination, a more robust infrastructure is needed to support the needs of both the tourism industry and the local community.

## **Sustainable Tourism in Developing Nations**

### **Expansion of Tourism in the LEDC’s**

The renewed emphasis on outward-orientated growth which accompanied the rise in neoliberal development strategies in the 1990s in the south also focused attention on international tourism as an import potential growth sector for many countries, particularly in LEDC’s as many of the world’s most beautiful and ‘untouched’ places are located in the Third World.

Prior to the 1960s studies tended to assume that the extension of the tourism industry to LEDC’s was a good thing. In the 1970s this changed as academics started to take a much more negative view on tourism’s consequences, particularly criticising the industry as an effective contributor towards development. International tourism is a volatile industry with visitors quick to abandon destinations that were formerly popular because of threats to health or security.

## Problems with Sustainable Tourism in the Third World

### Displacement and Resettlement

One common issue with tourism in a place where there was none prior to First World companies arriving is that of the displacement and resettlement of local communities. The Maasai tribes in Tanzania have been a victim of this problem. After the second World War First World conservationists with the intent of making such areas accessible to tourists as well as preserving the areas natural beauty and ecology moved into the areas where the Maasai tribes lived. This was often achieved through the setting up of national parks and conservation areas (Monbiot 1994; Olerokonga, 1992:7).

It has been claimed that Maasai activities did not threaten the wildlife and the First World knowledge was blurred by 'colonial disdain' and misunderstandings of savannah wildlife Monbiot 1994. As the Maasai have been displaced the area within the Ngorongoro Conservation Area (NCA) has been modified to allow easier access for tourists by actions such as building campsites, tracks and the removal of stone objects such as stones for souvenirs Olerokonga, 1992:7).

This kind of 'sustainable tourism' is viewed by many as an oxymoron and that many things done in the name of sustainability are actually masking the desire to allow extra profits Monbiot 1994. There is often alienation of local populations from the tourists Olerokonga, 1992:7).

### Environmental Impacts

"The environmental sustainability focuses on the overall viability and health of ecological systems. Natural resource degradation, pollution, and loss of biodiversity are detrimental because they increase vulnerability, undermine system health, and reduce resilience. This aspect of sustainability has been the most often discussed through the literature by numerous authors such as Hall, C. M. & Lew A.A. (1998), Hall, D. (2000), Weaver (2006), and many others."

### Coastal Tourism

Many coastal areas are experiencing particular pressure from growth in lifestyles and growing numbers of tourists. Coastal environments are limited in extent consisting of only a narrow strip along the edge of the ocean. Coastal areas are often the first environments to experience the detrimental impacts of tourism. A detailed study of the impact on coastal areas, with reference to western India can be an example.

The inevitable change is on the horizon as holiday destinations put more effort into sustainable tourism. Planning and management controls can reduce the impact on coastal environments and ensure that investment into tourism products supports sustainable coastal tourism.

Some of the recent studies have led to some interesting conceptual models applicable for coastal tourism. The ‘inverted funnel model’ and the ‘embedded model’ (Staju Jacob, 2008) can be good metaphors for understanding the interplay of different stake-holders like government, local community, tourists and business community in developing tourist destinations.

## Mountain Tourism

Mount Everest attracts many tourist climbers wanting to summit the peak of the highest mountain in the world each year. Everest is a UNESCO World Heritage site. Over the years, carelessness and excessive consumption of resources by mountaineers, as well as overgrazing by livestock, have damaged the habitats of snow leopards, lesser pandas, Tibetan bears, and scores of bird species. To counteract past abuses, various reforestation programs have been carried out by local communities and the Nepalese government.

Expeditions have removed supplies and equipment left by climbers on Everest’s slopes, including hundreds of oxygen containers. A large quantity of the litter of past climbers—tons of items such as tents, cans, crampons, and human waste—has been hauled down from the mountain and recycled or discarded. However, the bodies of most of the more than 260 climbers who have died on Everest (notably on its upper slopes) have not been removed, as they are unreachable or—for those that are accessible—their weight makes carrying them down extremely difficult. Notable in the cleanup endeavour have been the efforts of the Eco Everest Expeditions, the first of which was organized in 2008 to commemorate the death that January of Everest-climbing pioneer Sir Edmund Hillary. Those expeditions also have publicized ecological issues (in particular, concerns about the effects of climate change in the region through observations that the Khumbu Icefall has been melting).

## Sustainable Tourism as Part of a Development Strategy

Third World countries are especially interested in international tourism, and many believe it brings countries a large selection of economic benefits including employment opportunities, small business development, and increased in payments of foreign exchange. Many assume that more money is gained through developing luxury goods and services in spite of the fact that this increases a countries dependency on imported products, foreign investments and expatriate skills. This classic ‘trickle down’ financial strategy rarely makes its way down to benefit people at a grassroots level.

It has been said that the economic benefits of large-scale tourism are not doubted but that the backpacker or budget traveller sector is often neglected as a potential growth sector by Third World governments. This sector brings significant non-economic benefits which could help to empower and educate the communities involved in this sector. “Aiming ‘low’ builds upon the skills of the local population, promotes self-reliance, and

develops the confidence of community members in dealing with outsiders, all signs of empowerment” and all of which aid in the overall development of a nation.

## Improvements to Sustainable Tourism in the Third World

### Management of Sustainable Tourism

There has been the promotion of sustainable tourism practices surrounding the management of tourist locations by locals or the community. This form of tourism is based on the premise that the people living next to a resource are the ones best suited to protecting it. This means that the tourism activities and businesses are developed and operated by local community members, and certainly with their consent and support. Sustainable tourism typically involves the conservation of resources that are capitalized upon for tourism purposes. Locals run the businesses and are responsible for promoting the conservation messages to protect their environment.

Community-based sustainable tourism (CBST) associates the success of the sustainability of the ecotourism location to the management practices of the communities who are directly or indirectly dependent on the location for their livelihoods. A salient feature of CBST is that local knowledge is usually utilised alongside wide general frameworks of ecotourism business models. This allows the participation of locals at the management level and typically allows a more intimate understanding of the environment.

The use of local knowledge also means an easier entry level into a tourism industry for locals whose jobs or livelihoods are affected by the use of their environment as tourism locations. Environmentally sustainable development crucially depends on the presence of local support for a project. It has also been noted that in order for success projects must provide direct benefits for the local community.

However, recent research has found that economic linkages generated by CBST may only be sporadic, and that the linkages with agriculture are negatively affected by seasonality and by the small scale of the cultivated areas. This means that CBST may only have small-scale positive effects for these communities.

It has also been said that partnerships between governments and tourism agencies with smaller communities is not particularly effective because of the disparity in aims between the two groups, i.e. true sustainability versus mass tourism for maximum profit. In Honduras such a divergence can be demonstrated where consultants from the World Bank and officials from the Institute of tourism wanted to set up a selection of 5-star hotels near various ecotourism destinations. But another operating approach in the region by USAID and APROCOH (an ecotourism association) promotes community-based efforts which has trained many local Hondurans. Mader concluded that the grassroot organisations were more successful in Honduras.

## Confusion Surrounding Governmental Management of Sustainable Tourism

There has been some discussion regarding the role of inter-governmental organisations and the development of sustainable tourism practices in the third world. In Mowforth and Munt's book 'Tourism and Sustainability: New Tourism in the Third World', they criticised a document that was written by the World Travel and Tourism Council (WTTC), the World Tourism Organisation and the Earth Council, which was included in Agenda 21. It was entitled 'Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development'. Mowforth and Munt commented on the language used to describe the environment and local culture in such documents because the preservation of the environment and local culture are the two main objectives when practising sustainable tourism. They pointed out that some of the key words used were 'core asset', 'core product', 'product quality' and 'preserve'. They argued that the treatment of the environment as a marketable product was clear and that such documents provide a good list of advice for Third World governments regarding sustainable tourism but do not actually provide the resources to incorporate them into the development of their tourism industries.

It is arguments such as these that postulate that there is a gap between the advice given by non-governmental or inter-governmental organisations to Third World governments and what can actually be brought to realisation. These arguments try and persuade readers that documents like the one released by the WTTC that the development of sustainable tourism actually 'bypasses the interests of local people'.

## Responsible Tourism

Responsible tourism is regarded as a behaviour. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business, locals at a destination or any other tourism stakeholder. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become 'better' as a result of the responsible tourism approach.

Within the notion of betterment resides the acknowledgement that conflicting interests need to be balanced. However, the objective is to create better places for people to live in and to visit. Importantly, there is no blueprint for responsible tourism: what is deemed responsible may differ depending on places and cultures. Responsible Tourism is an aspiration that can be realized in different ways in different originating markets and in the diverse destinations of the world (Goodwin, 2002).

Focusing in particular on businesses, according to the Cape Town Declaration on Responsible Tourism, it will have the following characteristics:

- minimises negative economic, environmental, and social impacts
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for people with disabilities and
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

Sustainable tourism is where tourists can enjoy their holiday and at the same time respect the culture of people and also respect the environment. It also means that local people (such as the Masaai) get a fair say about tourism and also receive some money from the profit which the game reserve make. The environment is being damaged quite a lot by tourists and part of Sustainable tourism is to make sure that the damaging does not carry on.

There are many private companies who are working into embracing the principles and aspects of Responsible Tourism, some for the purpose of Corporate Social Responsibility activities, and others such as SustainableVisit, responsibletravel.com, FairTravelR, and WorldHotel-Link, which was originally a project of the International Finance Corporation, have built their entire business model around responsible tourism, local capacity building and increasing market access for small and medium tourism enterprises.

## Humane Tourism

Humane tourism is part of the movement of responsible tourism. The idea is to empower local communities through travel related businesses around the world, first and foremost in developing countries. The idea of humane travel or humane tourism is to connect travelers from Europe, North America, Australia and New Zealand seeking new adventures and authentic experiences directly, to local businesses in the specific locations they wish to visit – thus, giving economic advantages to local businesses and giving travelers authentic and truly unique travel experiences. Humane travel or humane tourism focuses on the people, the local community. The idea is to enable travelers to experience the world through the eyes of its local people while contributing directly to those people, ensuring that tourist dollars benefit the local community directly.

Humane tourism is about giving opportunity to the local people, empower them, enable them to enjoy the fruits of tourism directly. The Internet is changing tourism. More and more travelers are planning their travels and vacations via the net. The Internet enables people to cut off commissions. The traveler can search for new destinations to visit, talk or read about other people experience, and buy the services directly. The Internet platform can encourage local people to start new businesses and that already existing small businesses will begin to promote themselves through the net and receive the economic advantages of this directly in their communities. The world is now in a new tourism age, with globalization and the Internet playing a key role.

The new travelers have traveled the world, they have seen the classic sites. Staying at a Western hotel is not attractive enough, and they are excited by the prospect of experiencing the authentic local way of life: to go fishing with a local fisherman, to eat the fish with his family, to sleep in a typical village house. These tourists or travelers, are happy to know that while doing so they promote the economic well-being of those same people they spend time with.

Humane tourism is part of Responsible tourism. The concept of Responsible Tourism originated in the work of Jost Krippendorf in *The Holiday Makers* called for “rebellious tourists and rebellious locals” to create new forms of tourism. His vision was “to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants – travelers, the host population and the tourist business, without causing intolerable ecological and social damage.” As one can see he already talked, back in the 80s about benefits for the host population and used the term human tourism. Humane travel focuses on that host local population.

The South African national tourism policy (1996) used the term “responsible tourism” and mentioned the well-being of the local community as a main factor.

The Cape Town Declaration on Responsible Tourism in Destinations, agreed in 2002, that Responsible Tourism is about “making better places for people to live in and better places for people to visit.” The declaration focused on “places” but did mention the local population.

From the Rio summit or earth summit on 1992 until the UN Commission on Sustainable Development in 1999, the main focus of the tourism industry was the earth, the planet, the places, “green” or “eco” tourism. Now there is a trend to include the local population. This trend or branch of responsible tourism is called humane tourism or humane travel.

## **Responsible Hospitality**

As with the view of responsible tourism, responsible hospitality is essentially about creating better places for people to live in, and better places for people to visit. This does not mean all forms of hospitality are also forms of tourism although hospitality is the

largest sector of the tourism industry. As such we should not be surprised at overlaps between responsible hospitality and responsible tourism. In the instance where place of permanent residence is also the place where the hospitality service is consumed, if for example a meal is consumed in a local restaurant, this does not obviate the requirement to improve the place of residence. As such, the essence of Responsible Hospitality is not contingent upon touristic forms of hospitality.

While Friedman (1962) famously argued that, admittedly within legal parameters, the sole responsibility of business was to generate profit for shareholders the idea that businesses' responsibility extends beyond this has existed for decades and is most frequently encountered in the concept of corporate social responsibility. There are numerous ways businesses can and do engage in activities that are not intended to benefit shareholders and management, at least not in the short term. However, often acts of corporate social responsibility are undertaken because of the perceived benefit to business. Usually in hospitality this relates to the cost reductions associated with improved energy efficiency but may also relate to, for example, the rise in ethical consumerism and the view that being seen to be a responsible business is beneficial to revenue growth.

As per the Cape Town Declaration on Responsible Tourism, responsible hospitality is culturally sensitive. Instead of then calling for the unachievable, responsible hospitality simply makes the case for more responsible forms of hospitality, hospitality that benefits locals first, and visitors second. Certainly, all forms of hospitality can be improved and managed so that negative impacts are minimized whilst striving for a maximization of positive impacts on the environment.

## International Volunteering

International volunteering is when an individual volunteers their time to work for organisations or cause outside of their home country. In most cases, volunteers work in developing countries on international development programmes with local partners that address basic needs such as education, health and sanitation. Trends show that international volunteering has become increasingly popular across many countries over the past few decades.

### History

Formal overseas volunteering can be traced back over one hundred years to when the British Red Cross set up the *Voluntary Aid Detachment* (VAD) scheme in 1909. The VAD volunteers, as well as volunteers from many other national Red Cross organisations, worked in battlefields across Europe and the Middle East during World War I to treat soldiers and civilians regardless of the side they fought for.



Eleanor Roosevelt and President John F. Kennedy discuss the Peace Corps, 1961.

Up to the mid-20th century overseas volunteering projects were mainly undertaken by people with direct connections to a particular cause and were considered more as short term in nature. The more formal inception of international volunteering organisations can be linked to organisations such as Australian Volunteers International (formerly the *Volunteer Graduate Scheme*) which formed in 1951, International Voluntary Services in 1953 in the USA, and Voluntary Services Overseas (VSO) in 1958 the United Kingdom. These services and that of the U.S. Peace Corps, established in 1961 during the Kennedy administration, paved the way for broader recognition of overseas volunteering in later years. During the 1960s and 1970s a movement of volunteerism and study abroad programs became popular among university students and graduates and the United Nations launched the UN Volunteers programme for young professionals to take part in a long-term (2 year plus) overseas programme.

In recent years the accessibility of international volunteering has increased significantly with many smaller charities connecting volunteers with non-governmental organisations in developing countries. Travel companies have also increasingly been offering paid volunteering opportunities, this growth coincided with the increasing number of young people taking gap years and has been termed *volunteer tourism* and *volun-tourism* to denote shorter-term voluntary work that is not necessarily the sole purpose of the trip. However, many opportunities medium- and long-term opportunities for skilled international volunteers remain, for example, the publicised role of volunteers in addressing the Ebola virus epidemic in West Africa.

## Volunteer Base

International volunteering and briefer *voluntourism* appeals to a broad cross-section of society, but the majority of volunteers are in their twenties and thirties, potentially due to perceptions of volunteering abroad being a more risky activity. The average age of VSO volunteers however is 38 showing a broad range of participation across age groups. Many participants use these trips to boost their resumes, travel with friends, and as a way to gain world experience and see new countries. Recently there has also been an increase in baby boomer volunteers. One possible explanation for the increase is that baby boomers are transitioning into a new stage of life and their focus may shift toward finding activities that give their life new meaning. Shorter-term voluntourism is therefore appealing to some, as it is targeted at travellers who want to make a positive change in the world, while still providing a touristic experience. People generally volunteer in order to increase their international awareness, to contextualize poverty and its effects, as an education opportunity, and to help people while having a morally rewarding experience. Many believe that the trip will change the way they think when they return home. However, others are just looking to give to others and do not believe that their experience will cause them to think twice about their lives back home.

## Critiques and Challenges

### Outcomes of International Volunteering

Measuring the outcomes of international volunteering is an ongoing challenge. Sometimes the costs invested in these partnerships are high. The intangible nature of impact and outcomes is hard to measure and research has been proposed in this area. Similarly, how to measure the success of a volunteer and the supporting organisation's performance is complicated. To allow volunteers to integrate properly into the community, it is essential that volunteers have some useful skills and are reasonably well-informed and trained before the placement.

### Costs Associated with International Volunteering

Related to the impact of international volunteering, cost associated with having an international volunteer has been cited as another area of concern especially costs for air tickets, allowances, insurance, training and logistics. Local staff would not require such costs, and the local organisations could put these funds into more important issues; however many volunteers pay these expenses personally.

Volunteers are far cheaper than other forms of long-term technical assistance because they live and work under local conditions. Expatriates who work in the same capacity can be paid multiple times more than any allowances volunteers receive (if any). The cost-benefit of international volunteers is hard to quantify, though studies have highlighted improvements in well-being and inter-cultural understanding in communities

and schools as a result of international exchanges and volunteers.

## Integration in the Workplace



An international volunteer provides technical assistance in Southern India.

A consideration is that volunteers may dominate the workplace, undermine local management and work culture especially in small organisations. This is due to volunteers often being considered more highly educated than local staff, even if they do not have direct experience. Coming from a different culture can also lead to volunteers imposing their values on organisations.

Indeed, volunteers can have a strong influence on organisations especially those who deal with governance and management. However, volunteers are often trained to respect the working culture and ethics. Also, since they report directly to local organisations, they can have their contracts terminated if they break any local regulations which further minimises the fear of domination.

## Skills, Experience and Understanding of Local Context

International volunteers come from outside the host community can lack an understanding of the local context and sometimes may not have the correct skill-set to achieve their project goal. There is often a vetting or selection process for volunteers before they are recruited to serve in developing countries, however, this vetting has at times been found wanting. However, most international volunteers today receive significant training before and often during their placement which can address this deficit.



A group of European Voluntary Service volunteers during training.

## Motivations of Volunteers

People volunteer for many reasons but seldom does anyone volunteer strictly for monetary reasons as very few organisations offer a stipend for volunteering. More compelling motives include experience of another culture, meeting new people or the advancement of one's career prospects. Such motivations are common among younger volunteers who are looking for experience or direction in their careers.

A common motivation is to “make a difference” and to “achieve something positive for others” who are less fortunate than the volunteer. Many volunteers tend to concur that there are disadvantaged people in their home countries, but the scale of disadvantage outside their home countries is just too much. Volunteering at home may elicit images of helping the less fortunate, or campaigning with a local pressure group. Volunteering abroad has tended to be associated with international development and bridging the divide between the rich and poor worlds. Volunteering abroad often seems a more worthy contribution in this context to the volunteers than work in their own country. This perspective is particularly true of volunteers who are older and looking for something more value-based as they near the end of their professional careers or after their children have left home.

## Neo-colonialism

There have been allegations from some quarters of neo-colonial advances disguised as an effort to tackle poverty as some volunteer organisations are connected to national governments e.g. the Peace Corps was set up by the American government. Despite this challenge, most volunteer organisations are non-governmental (NGOs) and are not influenced by government policies. The present structures of international volunteering

are also often aimed at impacts on a local, community scale which is sharply in contrast with the macro-political government strategies of the colonial era.

## Adventure Travel



An outdoor travel and adventure outfitter in Ottawa, Canada



Trekking in Quebrada de las Conchas, Cafayate, Salta Province, Argentina

Adventure travel is a type of tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical ex-

ertion. Adventure tourism has grown in recent decades, as tourists seek different kinds of vacations, but measurement of market size and growth is hampered by the lack of a clear operational definition. According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity that includes the following three components: a physical activity, a cultural exchange and connection with nature.

Adventure tourists may be motivated to achieve mental states characterized as rush or flow, resulting from stepping outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts, that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, canoeing, rafting, kayaking, zip-lining, paragliding, sandboarding, caving and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.

Access to inexpensive consumer technology, with respect to Global Positioning Systems, flashpacking, social networking and photography, have increased the worldwide interest in adventure travel. The interest in independent adventure travel has also increased as more specialist travel websites emerge offering previously niche locations and sports.

## **Types of Adventure Travel**

### **Accessible Tourism**

There is a trend for developing tourism specifically for the disabled. Adventure travel for the disabled has become a \$13 billion USD a year industry in North America. Some adventure travel destinations offer diverse programs and job opportunities developed specifically for the disabled.

### **Cultural Tourism**

Cultural tourism is the act of travelling to a place to see that location's culture, including the lifestyle of the people in that area, the history of those people, their art, architecture, religions, and other factors that shaped their way of life.

### **Disaster Tourism**

Disaster tourism is the act of traveling to a disaster area as a matter of curiosity. The behavior can be a nuisance if it hinders rescue, relief, and recovery operations. If not done because of pure curiosity, it can be cataloged as disaster learning.

### **Ecotourism**

Ecotourism is now defined as "responsible travel to natural areas that conserves the en-

vironment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Education is meant to be inclusive of both staff and guests.

### **Ethno Tourism**

Ethno tourism refers to visiting a foreign location for the sake of observing the indigenous members of its society for the sake of non-scientific gain. Some extreme forms of this include attempting to make first contact with tribes that are protected from outside visitors.

Two controversial issues associated with ethno tourism include bringing natives into contact with diseases they do not have immunities for, and the possible degradation or destruction of a unique culture and/or language.

### **Extreme Tourism**

Extreme tourism involves travel to dangerous (*extreme*) locations or participation in dangerous events or activities. This form of tourism can overlap with extreme sport.

### **Ghetto Tourism**

Ghetto tourism includes all forms of entertainment — “gangsta rap,” video games, movies, TV, and other forms that allow consumers to traffic in the inner city without leaving home.

### **Jungle Tourism**

Jungle tourism is a rising subcategory of adventure travel defined by active multifaceted physical means of travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of region, culture and activity. According to the Glossary of Tourism Terms, jungle tours have become a major component of green tourism in tropical destinations and are a relatively recent phenomenon of Western international tourism.

### **Overland Travel**

Overland travel or overlanding refers to an “overland journey” - perhaps originating with Marco Polo’s first overland expedition in the 13th century from Venice to the Mongolian court of Kublai Khan. Today overlanding is a form of extended adventure holiday, embarking on a long journey, often in a group. Overland companies provide a converted truck or a bus plus a tour leader, and the group travels together overland for a period of weeks or months.

Since the 1960s overlanding has been a popular means of travel between destinations across Africa, Europe, Asia (particularly India), the Americas and Australia. The “Hippie trail” of the 60s and 70s saw thousands of young westerners travelling through the Middle East to India and Nepal. Many of the older traditional routes are still active,

along with newer routes like Iceland to South Africa overland and Central Asian post soviet states.

## Urban Exploration

Urban exploration (often shortened as urbex or UE) is the examination of the normally unseen or off-limits parts of urban areas or industrial facilities. Urban exploration is also commonly referred to as infiltration, although some people consider infiltration to be more closely associated with the exploration of active or inhabited sites. It may also be referred to as “draining” (when exploring drains) “urban spelunking”, “urban caving”, or “building hacking”.

The nature of this activity presents various risks, including both physical danger and the possibility of arrest and punishment. Many, but not all, of the activities associated with urban exploration could be considered trespassing or other violations of local or regional laws.

## Bicycle Touring

Bicycle touring means self-contained cycling trips for pleasure, adventure and autonomy rather than sport, commuting or exercise. Touring can range from single to multi-day trips, even years. Tours may be planned by the participant or organised by a holiday business, a club, or a charity as a fund-raising venture.



Expedition type bicycle touring Cordillera del Paine

## Origins



Touring the countryside, 1887

Woman in bicycle clothes and buttoned on skirt that also can be used as raincoat

Historian James McGurn speaks of bets being taken in London in the 19th century for riders of hobby-horses – machines pushed by the feet rather than pedaled – outspeeding stagecoaches. “One practitioner beat a four-horse coach to Brighton by half an hour,” he says. “There are various accounts of 15 to 17-year-olds *draisienne*-touring around France in the 1820s. On 17 February 1869 John Mayall, Charles Spencer and Rowley Turner rode from Trafalgar Square, London, to Brighton in 15 hours for 53 miles. *The Times*, which had sent a reporter to follow them in a coach and pair, reported an “Extraordinary Velocipede Feat.” Three riders set off from Liverpool to London, a journey of three days and so more akin to modern cycle-touring, in March that same year. A newspaper report said:

Their bicycles caused no little astonishment on the way, and the remarks passed by the natives were almost amusing. At some of the villages the boys clustered round the

machines, and, where they could, caught hold of them and ran behind until they were tired out. Many enquiries were made as to the name of 'them queer horses', some called them 'whirligigs', 'menageries' and 'valparaisons'. Between Wolverhampton and Birmingham, attempts were made to upset the riders by throwing stones.

Enthusiasm extended to other countries. The *New York Times* spoke of "quantities of velocipedes flying like shuttles hither and thither". But while British interest had less frenzy than in the United States, it lasted longer.

The expansion from a machine that had to be pushed, or propelled through pedals on a small front wheel, made longer distances feasible. A rider calling himself "A Light Dragoon" told in 1870 or 1871 of a ride from Lewes to Salisbury, across southern England. The title of his book, *Wheels and Woes*, suggests a less than event-free ride but McGurn says "it seems to have been a delightful adventure, despite bad road surfaces, dust and lack of signposts.

Journeys grew more adventurous. Thomas Stevens, a writer for the *San Francisco Chronicle*, set off around the world April 22, 1884 on a 50-inch Columbia with a money belt, a revolver, two shirts and a rain cape, spending two years on the road and writing articles which became a two-volume 1,021-page book. John Foster Fraser and two friends set off round the world on safety bicycles in July 1896. He, Edward Lunn and F. H. Lowe rode 19,237 miles, through 17 countries, in two years and two months. By 1878, recreational cycling was enough established in Britain to lead to formation of the Bicycle Touring Club, later renamed Cyclists' Touring Club. It is the oldest national tourism organisation in the world. Members, like those of other clubs, often rode in uniform. The CTC appointed an official tailor. The uniform was a dark green Devonshire serge jacket, knickerbockers and a "Stanley helmet with a small peak". The colour changed to grey when green proved impractical because it showed the dirt. Groups often rode with a bugler at their head to sound changes of direction or to bring the group to a halt. Confusion could be caused when groups met and mistook each other's signals.

Membership of the CTC inspired the Frenchman, Paul de Vivie (b. April 29, 1853), to found what became the Fédération Française de Cyclotourisme, the world's largest cycling association, and to coin the French word *cyclo-tourisme*. The League of American Wheelmen in the U.S. was founded in Newport, Rhode Island on May 30, 1880. It shared an interest in leisure cycling with the administration of cycle racing. Membership peaked at 103,000 in 1898. The primary national bicycle-touring organization in the U.S. is now Adventure Cycling Association. Adventure Cycling, then called Bikecentennial, organised a mass ride in 1976 from one side of the country to the other to mark the nation's 200th anniversary. The Bikecentennial route is still in use as the TransAmerica Bicycle Trail.

## Social Significance



H. G. Wells in 1908 at the door of his house at Sandgate

The first cyclists, often aristocratic or rich, flirted with the bicycle and then abandoned it for the new motor car. It was the lower middle class which profited from cycling and the liberation that it brought. *The Cyclist* of 13 August 1892 said: “The two sections of the community which form the majority of ‘wheelmen’ are the great clerk class and the great shop assistant class.” H. G. Wells described this aspirant class liberated through cycling. Three of his heroes – in *The History of Mr Polly*, *Kipps* and *The Wheels of Chance* – buy bicycles. The first two work in drapery shops. The third, Hoopdriver, goes on a cycling holiday. The authors Roderick Watson and Martin Gray say:

Hoopdriver is certainly liberated by his machine. It affords him not only a country holiday, in itself a remarkable event which he enjoys immensely, however ignorant of the countryside he may be, but also a brush with a society girl, riding on pneumatics and wearing some kind of Rational Dress.

The book suggests the new social mobility created by the bike, which breaks the boundaries of Hoopdriver’s world literally and figuratively. Hoopdriver sets off in a spirit of freedom, finally away from his job:

Only those who toil six long days out of the seven, and all the year round, save for one brief glorious fortnight or ten days in the summer time, know the exquisite sensations of the First Holiday Morning. All the dreary, uninteresting routine drops from you suddenly, your chains fall about your feet...There were thrushes in the Richmond Road,

and a lark on Putney Heath. The freshness of dew was in the air; dew or the relics of an overnight shower glittered on the leaves and grass...He wheeled his machine up Putney Hill, and his heart sang within him.

Wells puts Hoopdriver in a new brown cycling suit to show the importance of the venture and the freedom on which he is embarking. Hoopdriver finds the bicycle raises his social standing, at least in his imagination, and he calls to himself as he rides that he's "a bloomin' dook " The New Woman that he pursues wears Rational Dress of a sort that scandalised society but made cycling much easier. The Rational Dress Society was founded in 1881 in London. It said:

The Rational Dress Society protests... against crinolines or crinolettes of any kind as ugly and deforming... [It] requires all to be dressed healthily, comfortably, and beautifully, to seek what conduces to birth, comfort and beauty in our dress as a duty to ourselves and each other.

Both Hoopdriver and the Young Lady in Grey, as he refers to her, are escaping social restraints through bicycle touring. Hoopdriver falls in love and rescues her from a lover who says marrying him is the only way that she, having left alone for a cycling holiday, can save her reputation. She lowers her social status; he raises his. McGurn says: "The shift in social perspectives, as exemplified by Wells' cyclists, led Galsworthy to claim, at a later date, that the bicycle had "been responsible for more movement in manners and morals than anything since Charles the Second."

## Development

The bicycle gained from the outdoor movement of the 1930s. The Cyclists' Touring Club advertised a week's all-in tour, staying at hotels recommended by cyclists, for £3 10s. The youth hostel movement started in Germany and spread abroad and a cycling holiday staying at hostels in the 1930s could be had for £2. Roderick Watson and Martin Gray estimate there were ten million bicycles in Britain to one million cars.

A decline set in across Europe, particularly in Britain, when millions of servicemen returned from World War II having learned to drive. Trips away were now, for the increasing number who had one, by car. The decline in the United States came even sooner. McGurn says:

The story of inter-war cycling was characterised by lack of interest and a steady decline... Cycling had lost out to the automobile, and to some extent to the new electric transport systems. In the 1930s cumbersome, fat-tyred 'balloon bombers', bulbously streamlined in imitation of motorcycles or aeroplanes, appealed to American children: the only mass market still open to cycle manufacturers. Wartime austerity gave cycling a short reprieve in the industrial world. The post-war peace was to lay the bicycle low.

However, between 1965 and 1975 the USA experienced a Bike boom. In 1976, to cele-

brate the bicentennial of the founding of the United States, Greg Siple, his wife, June, and Dan Lys Burden organized a mass bike ride, Bikecentennial, from the Pacific to the Atlantic. Siple said:

My original thought was to send out ads and flyers saying, ‘Show up at Golden Gate Park in San Francisco at 9 o’clock on June 1 with your bicycle.’ And then we were going to bicycle across the country. I pictured thousands of people, a sea of people with their bikes and packs all ready to go, and there would be old men and people with balloon-tire bikes and Frenchmen who flew over just for this. Nobody would shoot a gun off or anything. At 9 o’clock everybody would just start moving. It would be like this crowd of locusts crossing America

The ride eventually ran from Astoria, Oregon, to Yorktown, Virginia, site of the first British settlements; 4,100 rode, with 2,000 completing the entire route. It defined a new start for cycle-touring in the United States and led to the creation of Adventure Cycling Association. Adventure Cycling has mapped routes across America and into Canada, many of the rides taking up to three months to complete on a loaded bicycle.

In Britain, the Cyclists Touring Club grew to 70,000 members by 2011 and is now the biggest body campaigning for cycling and cyclists’ rights in the UK. It continues to organise group touring events including day rides through its local groups and CTC holidays in many countries led by experienced CTC members. Since 1983 Sustrans has created a National Cycle Network of long-distance cycle routes including back roads and traffic-free tracks built, signed and mapped in partnership with local organisations.



Supported bicycle touring holidays, such as the nine-day Great Victorian Bike Ride in Australia, can attract thousands of riders

Since 1980 there has been a growth of organised cycling holidays provided by commercial organisations in many countries. Some companies provide accommodation and route information to cyclists travelling independently, others focus on a group experience, including guides and support for a large number of riders cycling together. A variation on

this is holidays, often in exotic locations, organised in partnership with a charity, in which participants are expected to raise donation as well as covering their costs.

The scale of bicycle touring and its economic effects are difficult to estimate, given the informal nature. Market research indicates that in 2006 British cyclists spent £120m on 450,000 organised cycling holidays and a further 2.5 million people included some cycling activity in their annual holiday that year. The total economic benefit to communities visited during the nine-day long Great Victorian Bike Ride was estimated at about AU\$2 million in 2011, which does not include costs paid directly to ride organisers and ongoing benefits to towns. Sustrans estimate that the total value of cycle tourism in the UK in 1997 was £635m and they forecast £14bn for the whole EU by 2020. Among examples of current activity given by Sustrans are 1.5m cyclists using the 250 kilometres (160 mi) Danube Cycle Route each year and 25% of holiday visitors in Germany using bicycles during their visit.

## Voyages

Bicycle touring can be of any distance and time. The French tourist Jacques Sirat speaks in lectures of how he felt proud riding round the world for five years – until he met an Australian who had been on the road for 27 years. The German rider, Walter Stolle, lost his home and living in the Sudetenland in the aftermath of World War II, settled in Britain and set off from Essex on 25 January 1959, to cycle round the world. He rode through 159 countries in 18 years, denied only those with sealed borders. He paid his way by giving slide shows in seven languages. He gave 2,500 at US\$100 each. In 1974, he rode through Nigeria, Dahomey, Upper Volta, Ghana, Leone, Ivory Coast, Liberia and Guinea. He was robbed 231 times, wore out six bicycles and had five more stolen.



Heinz Stücker in Paris, 1999

Another German set off three years after Stolle and is still riding. Heinz Stücker left his job as a die-maker in North Rhine-Westphalia in 1962 when he was 22. He has never been

home since. By 2006 he had cycled more than 539,000 km (335,000 mi) and visited 192 countries. He pays his way by selling photographs to magazines. From Asia, Gao Dahao left China in May 1999 to ride across Siberia, the Middle East, Turkey, western Europe, Scandinavia, then another 100,000 km across Africa, Latin America and Australia.

But there are many who attempt long voyages in exceptionally short amounts of time. The current circumnavigation record by bicycle is just 91 days, 18 hours, by Mike Hall.

Some distinguished writers have combined cycling with travel writing including Dervla Murphy, whose made her first documented journey in 1963 from London to India on a single speed bicycle with little more than a revolver and a change of underwear. In 2006 she described how, aged 74, she was held up at gunpoint and robbed while cycling in Russia. Eric Newby, Bettina Selby and Anne Mustoe have all used cycling as a means to a literary end, valuing the way that cycling brings the traveller closer to people and places. Selby said,

*(the bicycle) makes me independent in a way no other form of transport can - it needs no fuel, no documents and very little maintenance. Most importantly it goes along at the right speed for seeing everything, and as it doesn't cut me off from my surroundings, it also makes me a lot of friends.*

In more recent years, British adventurers Alastair Humphreys (Moods of Future Joys), Mark Beaumont (The Man who Cycled the World), Rob Lilwall (Cycling Home From Siberia) have all been on epic bicycle expeditions and written popular books about their exploits. But most bicycle tourists are ordinary people out of the spotlight.

One of the profound economic implications of bicycle use is that it liberates the user from oil consumption.(Ballantine, 1972) The bicycle is an inexpensive, fast, healthy and environmentally friendly mode of transport. Ivan Illich stated that bicycle use extended the usable physical environment for people, while alternatives such as cars and motorways degraded and confined people's environment and mobility. Global players like Zetsetgo Bicycle Tours organize affordable and well designed worldwide voyages globally ranging all types of challenging environment.

## Types



Trio of cyclists with panniers on a tour in Slovenia.



A loaded touring bicycle, with drop bars, 700c wheels, racks panniers and bar bag.

Distances vary considerably. Depending on fitness, speed and the number of stops, the rider usually covers between 50–150 kilometres (30–90 mi) per day. A short tour over a few days may cover as little as 200 kilometres (120 mi) and a long tour may go right across a country or around the world. There are many different types of bicycle touring:

#### Lightweight touring

Informally called *credit-card touring*, a rider carries a minimum of equipment and a lot of money. Overnight accommodation is in youth hostels, hotels, *pensions* or B&Bs. Food is bought at cafes, restaurants or markets.

#### Ultralight touring

Differs from credit card touring in that the rider is self-sufficient but carries only the bare essentials and no frills.

#### Fully loaded touring

Also known as *self-supported touring*, cyclists carry everything they need, including food, cooking equipment, and a tent for camping. Some cyclists minimize their load, carrying only basic supplies, food, and a Bivouac sack or lightweight tent.

#### Expedition touring

Cyclists travel extensively, often through developing nations or remote areas. The bicycle is loaded with food, spares, tools, and camping equipment so that the traveller is largely self-supporting.

#### Mixed Terrain Cycle-Touring / Bikepacking

Also called rough riding, cyclists travel over a variety of surfaces and topography on a single route, with a single bicycle. Focusing on freedom of travel and efficiency over varied surfaces, cyclists often adopt an ultralight camping approach and carry their own minimal gear (bikepacking).

## Supported touring

Cyclists are supported by a motor vehicle, which carries most equipment. This can be organized independently by groups of cyclists or commercial holiday companies. These companies sell places on guided tours, including booked lodging, luggage transfers, route planning and often meals and rental bikes.

## Day touring

These rides vary highly in their size of the group, length, purpose, and methods of support. They may involve solo cyclists, group rides, or large organized rides with hundreds to thousands of riders. Their length can range from a few miles to century rides of 100 miles (160 km) or longer. Their purpose can range from riding for pleasure or fitness, to raising money for a charitable organization. Methods of support can include self-supported day rides, rides supported by friends or small groups, and organized rides where cyclists pay for support and accommodation provided by event organizers, including rest and refreshment stops, marshalling to aid safety, and sag services.

## S24O - Sub-24hour-Overnight

The Sub-24hour-Overnight is focussed less on the cycling and more on the camping. Typically, one would depart on their bicycle in the late afternoon or evening, ride to a campsite in a few hours, camp, sleep, and ride home the next morning. This type can require very little planning or time commitment. If one lives in a large urban metropolis, this sort of trip might also be extended, taking a train or coach to get to a more convenient starting point, and may in fact take a lot longer than 24 hours, making it a weekend tour, but it otherwise still works on the same planning principles.

## Touring Bike



Fully loaded touring recumbent



Two-wheel trailer

Cycle touring beyond the range of a day trip may need a bike capable of carrying heavy loads. Although many different bicycles can be used, specialist touring bikes are built to carry appropriate loads and to be ridden more comfortably over long distances. A typical bicycle would have a longer wheelbase for stability and heel clearance, frame fittings for front and rear pannier racks, additional water bottle mounts, frame fittings for front and rear mudguards/fenders, a broader range of gearing to cope with the increased weight, and touring tires which are wider to provide more comfort on backroads.

“Ultralight tourers” choose traditional road bicycles or “Audax” or randonneur bicycles for speed and simplicity. However, these bikes are harder to ride on unmade roads, which may limit route options. For some, the advantages of a recumbent bicycle are particularly relevant to touring.

To lessen the weight carried on the bicycle, or increase luggage capacity, touring cyclists may use bicycle trailers.

For a “supported” rider, luggage carrying is not important and a wider range of bicycle types may be suitable depending on the terrain.

### Noted Bicycle Tourists

- Alastair Humphreys
- Thomas Stevens (cyclist)
- Mark Beaumont
- Rob Lilwall
- Anne Mustoe
- Dervla Murphy
- Mikael Strandberg

- Heinz Stucke
- Algirdas Gurevičius

## Jungle Tourism

Jungle tourism is a subcategory of adventure travel defined by active multifaceted physical means of travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of region, culture and activity. According to the *Glossary of Tourism Terms*, jungle tours have become a major component of green tourism in tropical destinations and are a relatively recent phenomenon of Western international tourism.

Of the regions that take part in tourism-driven sustainable development practices and eco tourism, Mexican, Central and South American practices are the most pervasive in the industry; notably Mayan jungle excursions. Other regions include jungle territories in Africa, Australia, and the South Pacific.

### Central and South America



Chichen Itza in Mexico, a World Heritage Site



The Tikal in Guatemala



Copán in Honduras

The majority of jungle tour operators are concentrated in what is known as the Mayan World or “Ruta Maya”. The Mayan World encompasses five different countries that hosted the entirety of the Mayan Civilization: Mexico, Guatemala, Belize, Honduras and El Salvador. Most tours consist of visits to popular Mayan archaeological sites such as Tikal, Guatemala, Chichen Itza, and Copan. These day visits will usually consist of a guided tour of a heavily tourist-concentrated Mayan and archaeological site. Tikal and Chichen Itza are prime examples of popular day-visit sites. Such sites involve a tour guide, designated either by the state government or by a private company, for the tourists. These tour guides are predominantly trained professionals, certified to take large parties of fifty through heavily populated archaeological sites. Nicaragua and Costa Rica are also popular destinations for this type of adventure travel.

Although most of the visits to these more prominent sites involve day trips, there are also many jungle tour operators that showcase less-known, remote Mayan jungle ruins such as Nakum, Yaxha, and El Mirador. These tours involve much more preparation, time and funding to explore as they are usually in very remote and generally inaccessible regions of the Mayan jungles. These ruins and sites are reached by alternative and physically taxing means of travel such as bicycle, canoe, horseback or hiking. This is what essentially differentiates jungle tourism from any other sort of adventure travel tours. There are several tour operators that will employ the use of machetes during tours.

Another difference is that the majority of tour operators that travel deep into the Central and South American jungle will cap the number of persons traveling in the group at ten to fifteen. This is done to minimize the impact on the jungle flora and fauna. Federal laws in some countries prohibit any given group large than fifteen people traveling through the Mayan jungle, a generally protected region, but limited resources for enforcing such laws have allowed such practices to occur under the radar.

## Disaster Tourism



Disaster tourism at Mount Merapi, after the 2010 eruptions

Disaster tourism is the act of traveling to a disaster area as a matter of curiosity.

### Examples

#### Greater New Orleans Area After Hurricane Katrina

Disaster tourism took hold in the Greater New Orleans area in the aftermath of Hurricane Katrina. There are now guided bus tours to neighborhoods that were severely damaged and/or totally destroyed by the flooding.

Some local residents have criticized these tours as unethical, because the tour companies are profiting from the misery of their communities and families. The Army Corps of Engineers has noted that traffic from tour buses and other tourist vehicles have interfered with the movement of trucks and other cleanup equipment on single-lane residential roads. Furthermore, during the first six months after the storm, most of these neighborhoods lacked electricity, phone access, street signs, or access to emergency medical or police assistance. Simply traveling to these neighborhoods was hazardous. Some residents of the Lower Ninth Ward and St. Bernard parishes were less than welcoming to tour buses in their neighborhoods and sometimes outright hostile.

Communities such as Gentilly and Lakeview, along the 17th Street Canal, have welcomed organized tour groups as a means to publicize the scale of the destruction and attract more aid to the city. Much of the recovery effort in the New Orleans relies on out-of-state volunteers and donations. Numerous non-profit organizations, including Habitat for Humanity International and Catholic Charities, have converged on the city to gut and rebuild homes. There is also a movement by local residents to bring congressmen and other national leaders to the city and view the damage in person, since recovery efforts have been hampered by the failure of many homeowners and businesses to receive claims from their insurance providers.

## The Anthropological Roots of Disaster Tourism

The term Disaster Tourism is used for leisure travels to zones whipped by natural disasters or traumatic events known as “traumascaples”. Some scholars argue that these sites offers a message to visitors and tourists in order for them to interpret their own life. Disaster tourism offers a pedagogical instrument to community to accelerate the time in post recovery process. Rodanthi Tzanelli, lecturer at University of Leeds called the attention to the needs to articulate trans-disciplinary research to understand Thana Tourism or Disaster Tourism. Recently, philosopher Maximiliano Korstanje coined the term Thana-Capitalism to refer to a climate of social Darwinism aimed at fostering the Survival of the Strongest. In this climate of struggle, only few win and the rest loses. It explains our obsessions for consumers’ news or images related to terrorism attacks, trauma-scapes, disasters and so forth. Korstanje writes that the society of risk has set the pace to a new society Thana Capitalism, where the main commodity is death. Not only we consume death everywhere in cultural entertainment industry, but we reinforce our superiority by witnessing the others’ suffering. This allegory is based on the myths of Noah’s ark which is considered by Korstanje as the first genocide. In this mythical event God divided the world in two, victims and witnesses. This logic of supremacy of those who lives over deads is reinforced by Christ’s crucifixion. Nowadays, a new segment of tourists travel to zones of mass death known as areas of Dark or Thana Tourism. Since in secularized societies death is a sign of weakness, consuming the other’s death alludes to hopes for visitors to be in trace towards “the hall of chosen peoples”.

### 2010 Eruption of Eyjafjallajökull

Eyjafjallajökull, on Iceland, began erupting on 20 March 2010. At this time, about 500 farmers and their families from the areas of Fljótshlíð, Eyjafjöll, and Landeyjar were evacuated overnight, but allowed to return to their farms and homes after Civil Protection Department risk assessment. On 14 April 2010, Eyjafjallajökull erupted for the second time, requiring 800 people to be evacuated.

In the wake of the first eruption, tour companies offerered trips to see the volcano. However, the ash cloud from the second eruption disrupted air traffic over Great Britain and most of northern and western Europe, making it difficult to travel to Iceland even though Iceland’s airspace itself remained open throughout.

## Dark Tourism

Dark tourism (also black tourism or grief tourism) has been defined as tourism involving travel to places historically associated with death and tragedy. More recently, it was suggested that the concept should also include reasons tourists visit that site, since the site’s attributes alone may not make a visitor a “dark tourist”. Thanatourism, derived

from the ancient Greek word *thanatos* for the personification of death, refers more specifically to violent death; it is used in fewer contexts than the terms *dark tourism* and *grief tourism*. The main attraction to dark locations is their historical value rather than their associations with death and suffering.



Murambi Technical School where many of the murders in the Rwandan genocide took place is now a genocide museum.

## Field of Study

While there is a long tradition of people visiting recent and ancient settings of death, such as travel to gladiator games in the Roman colosseum, attending public executions by decapitation, and visiting the catacombs, this practice has been studied academically only relatively recently. Travel writers were the first to describe their tourism to deadly places. P.J. O'Rourke called his travel to Warsaw, Managua, and Belfast in 1988 'holidays in hell', or Chris Rojek talking about 'black-spot' tourism in 1993 or the 'milk-ing the macabre'

Academic attention to the subject originated in Glasgow, Scotland: The term 'dark tourism' was coined in 1996 by Lennon and Foley, two faculty members of the Department of Hospitality, Tourism & Leisure Management at Glasgow Caledonian University, and the term 'thanatourism' was first mentioned by A.V. Seaton in 1996, then Professor of Tourism Marketing at the University of Strathclyde.

As of 2014, there have been many studies on definitions, labels, and subcategorizations, such as Holocaust tourism and slavery-heritage tourism, and the term continues to be molded outside academia by authors of travel literature. There is very little empirical research on the perspective of the dark tourist. Dark tourism has been formally studied from three main perspectives by a variety of different disciplines:

## Hospitality and Tourism

Scholars in this interdisciplinary field have examined many different aspects. Lennon

and Foley expanded their original idea in their first book, deploring that “tact and taste do not prevail over economic considerations” and that the “blame for transgressions cannot lie solely on the shoulders of the proprietors, but also upon those of the tourists, for without their demand there would be no need to supply.”

## Economy

Philip Stone and Richard Sharpley from the Department of Tourism and Leisure Management of the Lancashire Business School at the University of Central Lancashire, UK have looked through the lens of the market place at dark tourism; they have coined the term ‘product of dark tourism’, and discuss its supply, demand, and consumption by the ‘dark tourist’. Stone and Sharpley have published prolifically in this area, although not conducted empirical research, and founded an Institute for Dark Tourism. In 2005 Stone suggested that “within contemporary society people regularly consume death and suffering in touristic form, seemingly in the guise of education and/or entertainment”, and sounded a call for research on “Dark Tourism Consumption” to “establish consumer behavior models that incorporate contemporary socio-cultural aspects of death and dying.” In a 2006 paper Stone discussed “the dark tourism product range”, arguing that “certain suppliers [of dark tourism] may [...] share particular product features, perceptions and characteristics, which can then be loosely translated into various ‘shades of darkness’.” His typology of death-related tourist sites consists of seven different types, ordered from light to dark: dark fun factories, dark exhibitions, dark dungeons, dark resting places, dark shrines, dark conflict sites and dark camps of genocide.

In 2008 Stone and Sharpley hypothesized, that coming together in places associated with grief and death in dark tourism represents immorality, so that morality may be communicated.

## Psychology, Philosophy and Anthropology

Studies in these fields aim at understanding the motivation and the meaning for both visitors and local developers of dark tourism locations, the social and cultural context of dark tourism and its consequences. A simple shrine evolved into a sanctuary after the so-called “tragedy of Cromañón” on 30 December 2004, when a fire due to a pyrotechnic flare in the Buenos Aires nightclub ‘Republica de Cromagnon’ killed 194 people trapped by closed emergency exits. The author speculated that “sanctuary, that not only resists being recycled in the form of a tourist attraction, but also still inspires a deep sadness in public opinion”, and that “a sense of community reduced the gap between society and officials”. This is not backed up by evidence even though the author claimed to have collected “information [in the field,...too large to be described in this piece” akin to “diverse ethnographies conducted in this sanctuary”. The same author hypothesized in 2012 that “dark tourism could be a mechanism of resiliency helping society to recover after a disaster or catastrophe, a form of domesticating death in a secularized world.” The detailed exploration of the aftermath by a socio-linguist, discussed in

however interesting, does not explain the genesis of the sanctuary, nor why it has not become a tourist attraction.

## Criticism

### Exploitation

Whether a tourist attraction is educational or exploitative is defined by both its operators and its visitors. Tourism operators motivated by greed can “milk the macabre” or reexamine tragedies for a learning experience. Tourists consuming dark tourism products may desecrate a place and case studies are needed to probe who gains and loses.

Thana-tourism and slum-tourism have been described as re-interpreting the pastime according to the needs of financial elite. It has been speculated that nationalism and tourism operate as an instrument not to fragment a nation.

Recently, Philosopher Maximiliano Korstanje coined the term Thana-Capitalism to refer to a climate of social Darwinism aimed at fostering the Survival of the Strongest. In this climate of struggle, only few win and the rest loses. It explains our obsessions for consumers’ news or images related to terrorism attacks, trauma-scapes, disasters and so forth. Korstanje writes that the society of risk has set the pace to a new society Thana Capitalism, where the main commodity is death. Not only we consume death everywhere in cultural entertainment industry, but we reinforce our superiority by witnessing the others’ suffering. This allegory is based on the myths of Noah’s ark which is considered by Korstanje as the first genocide. In this mythical event God divided the world in two, victims and witnesses. This logic of supremacy of those who lives over dead is reinforced by Christ’s crucifixion. Nowadays, a new segment of tourists travel to zones of mass death known as areas of Dark or Thana Tourism. Since in secularized societies death is a sign of weakness, consuming the other’s death alludes to hopes for visitors to be in trace towards “the hall of chosen peoples”.

### Misinformation

Chris Hedges described the “Alcatraz narrative as presented by the National Park Service” as “whitewashing”, because it “...ignores the savagery and injustice of America’s system of mass incarceration”. By omitting challenging details, the park service furthers a “Disneyfication”, per Hedges.

### Example Destinations

Destinations of dark tourism include castles and battlefields such as Culloden in Scotland and Bran Castle and Poienari Castle in Romania, former prisons such as Beaumaris Prison in Anglesey, Wales, the Jack the Ripper exhibition in the London Dungeon, sites of natural disasters or man made disasters, such as Hiroshima Peace Memorial Park in

Japan, Chernobyl in Ukraine and the commercial activity at Ground Zero in New York one year after 9-11-2001. It also includes sites of human atrocities and genocide, such as the Auschwitz concentration camp in Poland, the Nanjing Massacre Memorial Hall in China, the Tuol Sleng Genocide Museum in Cambodia, the sites of the Jeju Uprising in South Korea and the Spirit Lake Internment Camp Centre near La Ferme, Quebec as an example of Canada's internment operations of 1914-1920.

On Bali "death and funeral rites have become commodified for tourism [...], where enterprising businesses begin arranging tourist vans and sell tickets as soon as they hear someone is dying." In the US, visitors can tour the Holocaust Memorial Museum in Washington, DC "with an identity card which matches their age and gender with that of a name and photo of a real holocaust victim. Against a backdrop of video interpretation portraying killing squads in action, the pseudo holocaust victim enters a personal ID into monitors as they wander around the attraction to discover how their real-life counterpart is faring."

## Extreme Tourism



An area of the Sierra Madre jungle

Extreme tourism (also often referred to as shock tourism, although both concepts do not appear strictly similar) is a niche in the tourism industry involving travel to dangerous places (mountains, jungles, deserts, caves, canyons, etc.) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction, "adrenaline rush" caused by an element of risk, and differing mostly in the degree of engagement and professionalism.



Bungee jumping off the Victoria Falls Bridge in Zambia/Zimbabwe

While traditional tourism requires significant investments in hotels, roads, etc., extreme tourism requires much less to jump-start a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as flyovers in MiGs at Mach 2.5, ice diving in the White Sea, or travelling across the Chernobyl zone.

Some of the Extreme tourism famous attractions in the world:

- Chernobyl Tours – Ukraine.
- Swimming in the Devil's Pool in Victoria Falls – Zambia and Zimbabwe.
- Walking the Plank at Mount Hua – China.
- Death Road Tour – Bolivia.

## Space Tourism

Space tourism is space travel for recreational, leisure or business purposes. A number of startup companies have sprung up in recent years, such as Virgin Galactic and XCOR Aerospace, hoping to create a sub-orbital space tourism industry. Orbital space tourism opportunities have been limited and expensive, with only the Russian Space Agency providing transport to date.

The publicized price for flights brokered by Space Adventures to the International Space Station aboard a Russian Soyuz spacecraft have been US \$20–40 million, during

the period 2001–2009 when 7 space tourists made 8 space flights. Some space tourists have signed contracts with third parties to conduct certain research activities while in orbit.



Space tourist Mark Shuttleworth

Russia halted orbital space tourism in 2010 due to the increase in the International Space Station crew size, using the seats for expedition crews that would have been sold to paying spaceflight participants. Orbital tourist flights are planned to resume in 2015.

As an alternative term to “tourism”, some organizations such as the Commercial Spaceflight Federation use the term “personal spaceflight”. The Citizens in Space project uses the term “citizen space exploration”.

As of September 2012, multiple companies are offering sales of orbital and suborbital flights, with varying durations and creature comforts.

## Precursors

The Soviet space program was aggressive in broadening the pool of cosmonauts. The Soviet Intercosmos program included cosmonauts selected from Warsaw Pact members (from Czechoslovakia, Poland, East Germany, Bulgaria, Hungary, Romania) and later from allies of the USSR (Cuba, Mongolia, Vietnam) and non-aligned countries (India, Syria, Afghanistan). Most of these cosmonauts received full training for their missions and were treated as equals, but especially after the Mir program began, were generally given shorter flights than Soviet cosmonauts. The European Space Agency (ESA) took advantage of the program as well.

The U.S. space shuttle program included payload specialist positions which were usually filled by representatives of companies or institutions managing a specific payload on

that mission. These payload specialists did not receive the same training as professional NASA astronauts and were not employed by NASA. In 1983, Ulf Merbold from ESA and Byron Lichtenberg from MIT (engineer and Air Force fighter pilot) were the first payload specialists to fly on the Space Shuttle, on mission STS-9.

In 1984, Charles D. Walker became the first non-government astronaut to fly, with his employer McDonnell Douglas paying \$40,000 for his flight. NASA was also eager to prove its capability to Congressional sponsors. Senator Jake Garn was flown on the Shuttle in 1985, followed by Representative Bill Nelson in 1986.

During the 1970s, Shuttle prime contractor Rockwell International studied a \$200–300 million removable cabin that could fit into the Shuttle's cargo bay. The cabin could carry up to 74 passengers into orbit for up to three days. Space Habitation Design Associates proposed, in 1983, a cabin for 72 passengers in the bay. Passengers were located in six sections, each with windows and its own loading ramp, and with seats in different configurations for launch and landing. Another proposal was based on the Spacelab habitation modules, which provided 32 seats in the payload bay in addition to those in the cockpit area. A 1985 presentation to the National Space Society stated that although flying tourists in the cabin would cost \$1 to 1.5 million per passenger without government subsidy, within 15 years 30,000 people a year would pay \$25,000 each to fly in space on new spacecraft. The presentation also forecast flights to lunar orbit within 30 years and visits to the lunar surface within 50 years.

As the shuttle program expanded in the early 1980s, NASA began a Space Flight Participant program to allow citizens without scientific or governmental roles to fly. Christa McAuliffe was chosen as the first Teacher in Space in July 1985 from 11,400 applicants. 1,700 applied for the Journalist in Space program, including Walter Cronkite, Tom Brokaw, Tom Wolfe, and Sam Donaldson. An Artist in Space program was considered, and NASA expected that after McAuliffe's flight two to three civilians a year would fly on the shuttle. After McAuliffe was killed in the Challenger disaster in January 1986 the programs were canceled. McAuliffe's backup, Barbara Morgan, eventually got hired in 1998 as a professional astronaut and flew on STS-118 as a mission specialist. A second journalist-in-space program, in which NASA green-lighted Miles O'Brien to fly on the space shuttle, was scheduled to be announced in 2003. That program was canceled in the wake of the Columbia disaster on STS-107 and subsequent emphasis on finishing the International Space Station before retiring the space shuttle.

With the realities of the post-Perestroika economy in Russia, its space industry was especially starved for cash. The Tokyo Broadcasting System (TBS) offered to pay for one of its reporters to fly on a mission. For \$28 million, Toyohiro Akiyama was flown in 1990 to Mir with the eighth crew and returned a week later with the seventh crew. Akiyama gave a daily TV broadcast from orbit and also performed scientific experiments for Russian and Japanese companies. However, since the cost of the flight was paid by his employer, Akiyama could be considered a business traveler rather than a tourist.

In 1991, British chemist Helen Sharman was selected from a pool of 13,000 applicants to be the first Briton in space. The program was known as Project Juno and was a cooperative arrangement between the Soviet Union and a group of British companies. The Project Juno consortium failed to raise the funds required, and the program was almost cancelled. Reportedly Mikhail Gorbachev ordered it to proceed under Soviet expense in the interests of international relations, but in the absence of Western underwriting, less expensive experiments were substituted for those in the original plans. Sharman flew aboard Soyuz TM-12 to Mir and returned aboard Soyuz TM-11.

## Orbital Space Tourism

At the end of the 1990s, MirCorp, a private venture that was by then in charge of the space station, began seeking potential space tourists to visit Mir in order to offset some of its maintenance costs. Dennis Tito, an American businessman and former JPL scientist, became their first candidate. When the decision to de-orbit Mir was made, Tito managed to switch his trip to the International Space Station (ISS) through a deal between MirCorp and U.S.-based Space Adventures, Ltd., despite strong opposition from senior figures at NASA; from the beginning of the ISS expeditions, NASA stated it wasn't interested in space guests. Nonetheless, Dennis Tito visited the ISS on April 28, 2001, and stayed for seven days, becoming the first "fee-paying" space tourist. He was followed in 2002 by South African computer millionaire Mark Shuttleworth. The third was Gregory Olsen in 2005, who was trained as a scientist and whose company produced specialist high-sensitivity cameras. Olsen planned to use his time on the ISS to conduct a number of experiments, in part to test his company's products. Olsen had planned an earlier flight, but had to cancel for health reasons. The Subcommittee on Space and Aeronautics Committee On Science of the House of Representatives held on June 26, 2001 reveals the shifting attitude of NASA towards paying space tourists wanting to travel to the ISS. The hearing's purpose was to, "Review the issues and opportunities for flying nonprofessional astronauts in space, the appropriate government role for supporting the nascent space tourism industry, use of the Shuttle and Space Station for Tourism, safety and training criteria for space tourists, and the potential commercial market for space tourism". The subcommittee report was interested in evaluating Dennis Tito's extensive training and his experience in space as a nonprofessional astronaut.

By 2007, space tourism was thought to be one of the earliest markets that would emerge for commercial spaceflight. However, as of 2014 this private exchange market has not emerged to any significant extent.

Space Adventures remains the only company to have sent paying passengers to space. In conjunction with the Federal Space Agency of the Russian Federation and Rocket and Space Corporation Energia, Space Adventures facilitated the flights for all of the world's first private space explorers. The first three participants paid in excess of \$20 million (USD) each for their 10-day visit to the ISS.

After the Columbia disaster, space tourism on the Russian Soyuz program was temporarily put on hold, because Soyuz vehicles became the only available transport to the ISS. On July 26, 2005, Space Shuttle Discovery (mission STS-114) marked the shuttle’s return to space. Consequently, in 2006, space tourism was resumed. On September 18, 2006, an Iranian American named Anousheh Ansari became the fourth space tourist (Soyuz TMA-9.) On April 7, 2007, Charles Simonyi, an American businessman of Hungarian descent, joined their ranks (Soyuz TMA-10). Simonyi became the first repeat space tourist, paying again to fly on Soyuz TMA-14 in March–April 2009. Canadian Guy Laliberté became the next space tourist in September, 2009 aboard Soyuz TMA-16.

As reported by Reuters on March 3, 2010, Russia announced that the country would double the number of launches of three-man Soyuz ships to four that year, because “permanent crews of professional astronauts aboard the expanded [ISS] station are set to rise to six”; regarding space tourism, the head of the Russian Cosmonauts’ Training Center said “for some time there will be a break in these journeys”.

On January 12, 2011, Space Adventures and the Russian Federal Space Agency announced that orbital space tourism would resume in 2013 with the increase of manned Soyuz launches to the ISS from four to five per year. However, this has not materialized, and the current preferred option, instead of producing an additional Soyuz, would be to extend the duration of an ISS Expedition to one year, paving the way for the flight of new spaceflight participants. The British singer Sarah Brightman initiated plans (costing a reported \$52 million) and participated in preliminary training in early 2015, expecting to then fly (and to perform while in orbit) in September 2015, but in May 2015 she postponed the plans indefinitely.

### List of Flown Space Tourists

Space tourist	Photo	Nationality	Year	Duration of flight	Flight	Amount paid (USD)	Source of wealth
<sup>1</sup> . Dennis Tito		 United States	2001	8 days (Apr 28 – May 6)	Launch: Soyuz TM-32 Return: Soyuz TM-31	\$20 million (estimated)	Investment management (Wilshire Associates)
<sup>2</sup> . Mark Shuttleworth		 South Africa  United Kingdom	2002	11 days (April 25 – May 5)	Launch: Soyuz TM-34 Return: Soyuz TM-33	\$20 million (estimated)	Internet security certificates (Thawte)

3- Gregory Olsen		 United States	2005	11 days (October 1 – 11)	Launch: Soyuz TMA-7 Return: Soyuz TMA-6	\$20 million (estimated)	Optoelectronic sensors (Sensors Unlimited, Inc.)
4- Anousheh Ansari		 United States  Iran	2006	12 days (September 18 – 29)	Launch: Soyuz TMA-9 Return: Soyuz TMA-8	\$20 million (estimated)	VoIP software (Telecom Technologies, Inc.)
5- Charles Simonyi		 United States  Hungary	2007	15 days (April 7 – 21)	Launch: Soyuz TMA-10 Return: Soyuz TMA-9	\$25 million (estimated)	Desktop software (Microsoft Office)
			2009	14 days (March 26 – April 8)	Launch: Soyuz TMA-14 Return: Soyuz TMA-13	\$35 million (estimated)	
6- Richard Garriott		 United States  United Kingdom	2008	12 days (October 12 – 23)	Launch: Soyuz TMA-13 Return: Soyuz TMA-12	\$30 million (estimated)	Video games (Origin Systems)
7- Guy Laliberté		 Canada	2009	11 days (September 30 – October 11)	Launch: Soyuz TMA-16 Return: Soyuz TMA-14	\$40 million (estimated)	Performance art (Cirque du Soleil)

## Proposed Orbital Ventures

- SpaceX is a private space company which is developing their own rocket family called *Falcon* and a capsule named Dragon, capable of sending up to seven people to any space station. Falcon 1 has already undertaken testflights and successfully completed its first commercial flight on July 14, 2009, deploying the Malaysian RazakSAT into orbit. Falcon 9 (which will be the rocket for the Dragon capsule) was first launched June 4, 2010, at Space Launch Complex 40 in Cape Canaveral. An initial prototype of the Dragon capsule was used on that test flight, and a pressurized cargo version of the capsule was used in the next test flight, which also returned for recovery on December 8, 2010. SpaceX anticipates that Dragon could be qualified for human spaceflight within 3 years of the receipt of NASA CCDev funding. On May 25, 2012, an uncrewed variant of Dragon became the first commercial spacecraft to successfully rendezvous with the International Space Station.
- Boeing is building the CST-100 as part of the CCDev program and intends to fly tourists. The CST-100 is planned to be launched by an Atlas V rocket.
- Space Adventures Ltd. have announced that they are working on DSE-Alpha, a circumlunar mission to the moon, with the price per passenger being \$100,000,000.
- Excalibur Almaz, a private company based in the Isle of Man, plans to use modernized *TKS* space capsules to carry paying research crews into low Earth orbit and beyond. In June 2012, it announced it was ready to sell tickets for private expeditions to the moon, and expects to undertake the first of these voyages by 2015.

Several plans have been proposed for using a space station as a hotel:

- American motel tycoon Robert Bigelow has acquired the designs for inflatable space habitats from the Transhab program abandoned by NASA. His company, Bigelow Aerospace, has already launched two first inflatable habitat modules. The first, named Genesis I, was launched July 12, 2006. The second test module, Genesis II, was launched June 28, 2007. Both Genesis habitats remain in orbit as of March 2012. The BA 330, an expandable habitation module with 330 cubic meters of internal space, is expected to be ready for launch by 2017. In 2004, Bigelow Aerospace established a competition called America's Space Prize, which offered a \$50 million prize to the first US company to create a reusable spacecraft capable of carrying passengers to a Nautilus space station. The prize expired in January 2010 without anyone making a serious effort to win it.
- The Space Island Group have set out plans for their Space Island Project, and plans on having 20,000 people on their "space island" by 2020, with the number of people doubling for each decade.

## Suborbital Flights

No suborbital space tourism has occurred yet, but since it is projected to be more affordable, many companies view it as a money-making proposition. Most are proposing vehicles that make suborbital flights peaking at an altitude of 100–160 km (62–99 mi). Passengers would experience three to six minutes of weightlessness, a view of a twinkling-free starfield, and a vista of the curved Earth below. Projected costs are expected to be about \$200,000 per passenger.

## Projects

- On October 4, 2004, SpaceShipOne, designed by Burt Rutan of Scaled Composites, won the \$10,000,000 X Prize, which was designed to be won by the first private company who could reach and surpass an altitude of 100 km (62 mi) twice within two weeks. The altitude is beyond the Kármán Line, the arbitrarily defined boundary of space. The first flight was flown by Michael Melvill on June 21, 2004, to a height of 100 km (62 mi), making him the first commercial astronaut. The prize-winning flight was flown by Brian Binnie, which reached a height of 112.0 km (69.6 mi), breaking the X-15 record.
- Virgin Galactic, headed by Sir Richard Branson's Virgin Group, hopes to be the first to offer regular suborbital spaceflights to paying passengers, aboard a fleet of five SpaceShipTwo-class spaceplanes. The first of these spaceplanes, VSS *Enterprise*, was intended to commence its first commercial flights in spring 2015, and tickets were on sale at a price of \$200,000 (later raised to \$250,000). However, the company suffered a considerable setback when the *Enterprise* broke up over the Mojave Desert during a test flight in October 2014. Over 700 tickets had been sold prior to the accident. A second spaceplane, VSS *Unity*, is currently under construction.
- XCOR Aerospace is developing a suborbital vehicle called Lynx. The Lynx will take off from a runway under rocket power. Unlike SpaceShipOne and SpaceShipTwo, Lynx will not require a mothership. Lynx is designed for rapid turnaround, which will enable it to fly up to four times per day. Because of this rapid flight rate, Lynx has fewer seats than SpaceShipTwo, carrying only one pilot and one spaceflight participant on each flight. XCOR expect to roll out the first Lynx prototype and begin flight tests in 2015. If all goes well, it is hoped that Lynx will carry paying customers before the end of 2016.
  - Citizens in Space, formerly the Teacher in Space Project, is a project of the United States Rocket Academy. Citizens in Space combines citizen science with citizen space exploration. The goal is to fly citizen-science experiments and citizen explorers (who travel free) who will act as payload operators on suborbital space missions. By 2012, Citizens in Space

had acquired a contract for 10 suborbital flights with XCOR Aerospace and expected to acquire additional flights from XCOR and other suborbital spaceflight providers in the future. In 2012 Citizens in Space reported they had begun training three citizen astronaut candidates and would select seven additional candidates over the next 12 to 14 months.

- Space Expedition Corporation was preparing to use the Lynx for “Space Expedition Curaçao”, a commercial flight from Hato Airport on Curaçao, and planned to start commercial flights in 2014. The costs were \$95,000 each.
- Armadillo Aerospace is developing a two-seat vertical takeoff and landing (VTOL) rocket called Hyperion, which will be marketed by Space Adventures. Hyperion uses a capsule similar in shape to the Gemini capsule. The vehicle will use a parachute for descent but will probably use retrorockets for final touchdown, according to remarks made by Armadillo Aerospace at the Next Generation Suborbital Researchers Conference in February 2012.
- EADS Astrium, a subsidiary of European aerospace giant EADS, announced its space tourism project on June 13, 2007.
- zero2infinity, a private Spanish company, is developing a high-altitude balloon-borne spacecraft to carry up to 6 people to near space, called bloon.

## Legality

Under the Outer Space Treaty signed in 1967, the launch operator’s nationality and the launch site’s location determine which country is responsible for any damages occurred from a launch.

After valuable resources were detected on the Moon, private companies began to formulate methods to extract the resources. Article II of the Outer Space Treaty dictates that “outer space, including the Moon and other celestial bodies, is not subject to national appropriation by claim of sovereignty, by means of use or occupation, or by any other means”. However, countries have the right to freely explore the Moon and any resources collected are property of that country when they return.

## United States

In December 2005, the U.S. Government released a set of proposed rules for space tourism. These included screening procedures and training for emergency situations, but not health requirements.

Under current US law, any company proposing to launch paying passengers from American soil on a suborbital rocket must receive a license from the Federal Aviation Administration’s Office of Commercial Space Transportation (FAA/AST). The licensing

process focuses on public safety and safety of property, and the details can be found in the Code of Federal Regulations, Title 14, Chapter III. This is in accordance with the Commercial Space Launch Amendments Act passed by Congress in 2004.

In March 2010, the New Mexico legislature passed the Spaceflight Informed Consent Act. The SICA gives legal protection to companies who provide private space flights in the case of accidental harm or death to individuals. Participants sign an Informed Consent waiver, dictating that spaceflight operators can not be held liable in the “death of a participant resulting from the inherent risks of space flight activities”. Operators are however not covered in the case of gross negligence or willful misconduct.

### Environmental Effects

A 2010 study published in *Geophysical Research Letters* raised concerns that the growing commercial spaceflight industry could accelerate global warming. The study, funded by NASA and The Aerospace Corporation, simulated the impact of 1,000 suborbital launches of hybrid rockets from a single location, calculating that this would release a total of 600 tonnes of black carbon into the stratosphere. They found that the resultant layer of soot particles remained relatively localised, with only 20% of the carbon straying into the southern hemisphere, thus creating a strong hemispherical asymmetry. This unbalance would cause the temperature to decrease by about 0.4 °C (0.72 °F) in the tropics and subtropics, whereas the temperature at the poles would increase by between 0.2 and 1 °C (0.36 and 1.80 °F). The ozone layer would also be affected, with the tropics losing up to 1.7% of ozone cover, and the polar regions gaining 5–6%. The researchers stressed that these results should not be taken as “a precise forecast of the climate response to a specific launch rate of a specific rocket type”, but as a demonstration of the sensitivity of the atmosphere to the large-scale disruption that commercial space tourism could bring.

### Education and Advocacy

Several organizations have been formed to promote the space tourism industry, including the Space Tourism Society, Space Future, and HobbySpace. *UniGalactic Space Travel Magazine* is a bi-monthly educational publication covering space tourism and space exploration developments in companies like SpaceX, Orbital Sciences, Virgin Galactic and organizations like NASA.

Classes in space tourism are currently taught at the Rochester Institute of Technology in New York, and Keio University in Japan.

### Attitudes Toward Space Tourism

A web-based survey suggested that over 70% of those surveyed wanted less than or equal to 2 weeks in space; in addition, 88% wanted to spacewalk (only 14% of these would do it for a 50% premium), and 21% wanted a hotel or space station.

The concept has met with some criticism from some, including politicians, notably Günter Verheugen, vice-president of the European Commission, who said of the EADS Astrium Space Tourism Project: “It’s only for the super rich, which is against my social convictions”.

## Space Race Television Show

As of October 2013, NBC News and Virgin Galactic have come together to create a new reality television show titled *Space Race*. The show “will follow contestants as they compete to win a flight into space aboard Virgin Galactic’s SpaceShipTwo rocket plane.

## Terminology

Many private space travelers have objected to the term “space tourist”, often pointing out that their role went beyond that of an observer, since they also carried out scientific experiments in the course of their journey. Richard Garriott additionally emphasized that his training was identical to the requirements of non-Russian Soyuz crew members, and that teachers and other non-professional astronauts chosen to fly with NASA are called astronauts. He has said that if the distinction has to be made, he would rather be called “private astronaut” than “tourist”. Dennis Tito has asked to be known as an “independent researcher”, and Mark Shuttleworth described himself as a “pioneer of commercial space travel”. Gregory Olsen prefers “private researcher”, and Anousheh Ansari prefers the term “private space explorer”. Other space enthusiasts object to the term on similar grounds. Rick Tumlinson of the Space Frontier Foundation, for example, has said: “I hate the word tourist, and I always will ... ‘Tourist’ is somebody in a flowered shirt with three cameras around his neck.” Russian cosmonaut Maksim Suraev told the press in 2009 not to describe Guy Laliberté as a tourist: “It’s become fashionable to speak of space tourists. He is not a tourist but a participant in the mission.”

“Spaceflight participant” is the official term used by NASA and the Russian Federal Space Agency to distinguish between private space travelers and career astronauts. Tito, Shuttleworth, Olsen, Ansari, and Simonyi were designated as such during their respective space flights. NASA also lists Christa McAuliffe as a spaceflight participant (although she did not pay a fee), apparently due to her non-technical duties aboard the STS-51-L flight.

The U.S. Federal Aviation Administration awards the title of “Commercial Astronaut” to trained crew members of privately funded spacecraft. The only people currently holding this title are Mike Melvill and Brian Binnie, the pilots of SpaceShipOne.

## Expected Economic Growth

A 2010 report from the Federal Aviation Administration, titled “The Economic Impact of Commercial Space Transportation on the U. S Economy in 2009”, cites studies done

by Futron, an aerospace and technology-consulting firm, which predict that space tourism could become a billion-dollar market within 20 years. In addition, in the decade since Dennis Tito journeyed to the International Space Station, eight private citizens have paid the \$20 million fee to travel to space. Space Adventures suggests that this number could increase fifteen-fold by 2020. These figures do not include other private space agencies such as Virgin Galactic, which as of 2014 has sold approximately 700 tickets priced at \$200,000 or \$250,000 dollars each and has accepted more than \$80 million in deposits.

## Sports Tourism

Sports tourism refers to travel which involves either observing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast-growing sector of the global travel industry and equates to \$7.68 trillion.

### Classification of Sport Tourism

There are several classifications on sport tourism. Gammon and Robinson suggested that the sports tourism are defined as *Hard Sports Tourism* and *Soft Sports Tourism*, while Gibson suggested that there are three types of sports tourism included *Sports Event Tourism*, *Celebrity and Nostalgia Sport Tourism* and *Active Sport Tourism*.

### Hard and Soft Sport Tourism

The “hard” definition of sport tourism refers to the quantity of people participating at a competitive sport events. Normally these kinds of events are the motivation that attract visitors visits the events. Olympic Games, FIFA World Cup, F1 Grand Prix and regional events such as NASCAR Sprint Cup Series could be described as hard sports tourism.

The “soft” definition of sports tourism is when the tourist travels to participate in recreational sporting, or signing up for leisure interests. Hiking, Skiing and Canoeing can be described as soft sports tourism. Perhaps the most common form of soft sports tourism involves golf in regards to destinations in Europe and the United States. A large number of people are interested in playing some of the world’s greatest and highest ranked courses, and take great pride in checking those destinations off of their list of places to visit.

### Sport Events Tourism

Sport event tourism refers to the visitors who visit a city to watch events. The two events that attract the most tourist worldwide are the Olympics and the FIFA World Cup. These events held once every four years, in a different city in the world. Sports tourism

in the United States is more focused on events that happen annually. The major event for the National Football League is the Super Bowl, held at the end of the year in different city every year. The National Hockey League started the annual NHL Winter Classic game in 2008, this annual New Year's outdoor hockey game has become a huge hit, rivaling the championship Stanley Cup Tournament in popularity. It has revitalized the NHL. The newest trend in college basketball is to start the season off with annual tournaments such as the Maui Invitational held in Hawaii, and the Battle for Atlantis which is played in the Bahamas. This idea of pairing quality sports events with the Bahamas attractions, raised the islands' profile and brought in more visitors and dollars to the country. The Battle for Atlantis brought more than 5,000 fans in during Thanksgiving week for the three-day tournament. The event helped increase hotel capacity from what is typically around 60 percent this time of year to 90 percent. sports tourism "is a growing market and many different cities and countries want to be involved,"

## Celebrity and Nostalgia Sport Tourism

Celebrity and nostalgia sport tourism involves *visits to the sports halls of fame and venue and meeting sports personalities in a vacation basis.*

## Active Sport Tourism

Active sport tourism refers to those who participate in the sports or events.

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## Food Tourism

A region's culture can be consumed in a variety of ways; a primary manner in which it is done is through its food and beverages. This provides great financial assistance to local economies as well as comfort and satisfaction to the customer. The major categories of tourism based on food and drink such as culinary tourism and enotourism are discussed in great detail in the chapter.

### Culinary Tourism



France is a country that has been strongly associated with culinary tourism with both international visitors as well as French citizens traveling to different parts of the country to sample local foods and wine.

Culinary tourism or food tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and “food is believed to rank alongside climate, accommodation, and scenery” in importance to tourists.

### Overview

Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism differs from agritourism in that

culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food.

## Culinary Tourism Around the World

While many cities, regions or countries are known for their food, culinary tourism is not limited by food culture. Every tourists eats at least three times a day, making food one of the fundamental economic drivers of tourism. Countries like Ireland, The Philip-pines, and Canada are making significant investment in culinary tourism development and are seeing results with visitor spending and over night stays rising as a result of food tourism promotion and product development.

## Enotourism



Typical winery tasting room

Enotourism, Oenotourism, Wine tourism, or Vinitourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Where other types of tourism are often passive in nature, enotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest.



Wine museum at Graffigna, San Juan, Argentina

## History

Enotourism is a relatively new form of tourism. Its history varies greatly from region to region, but in places such as the Napa Valley AVA, it saw heavy growth once a concerted marketing effort was implemented in 1975 that was given a further boost by the 1976 Judgment of Paris.

Other regions, such as Catalonia, Spain have only started marketing enotourism starting in the mid-2000s, primarily focusing on how it is an alternative form of tourism to the beach for which Spain is overall known.

There was also a rise in the profile of enotourism among English speakers with the 2004 release of the film, *Sideways* whose two central characters visit wineries and wine in the Santa Barbara region of Southern California.

## Currently

The industry around enotourism has grown significantly throughout the first decade of the 21st century. In the United States 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities. In Italy the figure stands at approximately five million travelers, generating 2.5 billion euros in revenue.

A private initiative by Recevin holds an annual “Enotourism Day” on the second Sunday of November each year to promote cellar visits in Germany, Austria, Slovenia, Spain, France, Greece, Hungary, Italy, and Portugal. In North America, the first Wine Tourism Day was established for May 11, 2013 with events scheduled throughout the continent.



Cycling through vineyards in Mendoza, Argentina

## Activities

Most visits to the wineries take place at or near the site where the wine is produced. Visitors typically learn the history of the winery, see how the wine is made, and then taste the wines. At some wineries, staying in a small guest house at the winery is also offered. Many visitors buy the wines made by the winery at the premises, accounting for up to 33% of their annual sales.

Very small, low production regions such as Priorat, Catalonia focus on small, intimate visits with the owner as the host and include walks through the vineyards to help visitors understand the unique qualities of the region.

More elaborate tastings can include horizontal and vertical tastings as well as full meals focused upon showcasing the wines.

As the enotourism industry matures, additional activities have been added to visits such as riding electrically assisted bicycles, called, “burricleta”.

## Future

Most tourism agencies see it as a segment of the industry with tremendous growth potential, stating that in some regions, it’s only functioning at 20% of its full potential.

As enotourism grows, regions such as Napa Valley have to deal with continued success and the effects that come with it, such as crowds and increased tasting room fees. This can, in turn have the opposite effect desired wherein potential visitors are driven away and turned off enotourism.

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# Arts and Cultural Tourism

Culture has a significant role to play within tourism where certain locations are more famous for the various aspects of culture that can be found there. Journeys are planned on the basis of material culture such as music, languages and literature. This chapter demarcates the various forms of art and culture based tourism.

## Cultural Tourism



Sibiu, Romania

Tourists in the courtyard of the Great Mosque of Kairouan (also called the Mosque of Uqba). Considered one of the most important and most prestigious monuments of Islamic civilization, the Great Mosque of Kairouan is located in the World Heritage city of Kairouan in Tunisia.

Cultural Tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism. It is generally agreed that cultural tourists

spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.



The Arts Quarter in Beirut Central District, Lebanon



Tourists taking pictures at the Khmer Pre Rup temple ruins, an example of cultural tourism.



Cultural tourism has been defined as ‘the 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’. These cultural needs can include the solidification of one’s own cultural identity, by observing the exotic “other”.

Cultural tourism has a long history, and with its roots in the Grand Tour is arguably the original form of tourism. It is also one of the forms of tourism that most policy makers seem to be betting on for the future. The World Tourism Organisation, for example,

asserted that cultural tourism accounted for 37% of global tourism, and forecast that it would grow at a rate of 15% per year. Such figures are often quoted in studies of the cultural tourism market (e.g. Bywater, 1993), but are rarely backed up with empirical research.

A recent study of the cultural consumption habits of Europeans (European Commission 2002) indicated that people visited museums and galleries abroad almost as frequently as they did at home. This underlines the growing importance of cultural tourism as a source of cultural consumption. The generalisation of cultural consumption on holiday, however, points to one of the main problems of defining cultural tourism. What is the difference between cultural visits on holiday (cultural tourism) and cultural visits undertaken during leisure time at home? Much of the research undertaken by the Association for Leisure and Tourism Education (ATLAS) on the international cultural tourism market (Richards 1996; 2001) has in fact underlined the high degree of continuity between consumption of culture at home and on holiday.

In spite of these problems, policy makers, tourist boards and cultural attraction managers around the world continue to view cultural tourism as an important potential source of tourism growth. There is a general perception that cultural tourism is 'good' tourism that attracts high spending visitors and does little damage to the environment or local culture while contributing a great deal to the economy and support of culture. Other commentators, however, have suggested that cultural tourism may do more harm than good, allowing the cultural tourist to penetrate sensitive cultural environments as the advance guard of the mass tourist.

## Destinations

One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as traveling to a foreign country. Other destinations include historical sites, modern urban districts, "ethnic pockets" of town, fairs/festivals, theme parks, and natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism. The term cultural tourism is used for journeys that include visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to understand properly the concept of cultural tourism, it is necessary to know the definitions of a number terms such as, for example, culture, tourism, cultural economy, cultural and tourism potentials, cultural and tourist offer, and others.

## Key Principles

### Destination Planning

As the issue of globalization takes place in this modern time, the challenge of preserving the few remaining cultural community around the world is becoming hard. In a tribal

based community, reaching economic advancement with minimal negative impacts is an essential objective to any destination planner. Since they are using the culture of the region as the main attraction, sustainable destination development of the area is vital for them to prevent the negative impacts (i.e. destroying the authentic identity of the tribal community) due to tourism.

## Management Issues

Certainly, the principle of “one size fits all” doesn’t apply to destination planning. The needs, expectations, and anticipated benefits from tourism vary greatly from one destination to another. This is clearly exemplified as local communities living in regions with tourism potential (destinations) develop a vision for what kind of tourism they want to facilitate, depending on issues and concerns they want to be settled or satisfied.

## Destination Planning Resources

### Planning Guides

#### Culture: The Heart of Development Policy

It is important that the destination planner take into account the diverse definition of culture as the term is subjective. Satisfying tourists’ interests such as landscapes, seascapes, art, nature, traditions, ways of life and other products associated to them -which may be categorized cultural in the broadest sense of the word, is a prime consideration as it marks the initial phase of the development of a cultural destination.

The quality of service and destination, which doesn’t solely depend on the cultural heritage but more importantly to the cultural environment, can further be developed by setting controls and policies which shall govern the community and its stakeholders. It is therefore safe to say that the planner should be on the ball with the varying meaning of culture itself as this fuels the formulation of development policies that shall entail efficient planning and monitored growth (*e.g. strict policy on the protection and preservation of the community*).

## Local Community, Tourists, the Destination and Sustainable Tourism

While satisfying tourists’ interests and demands may be a top priority, it is also imperative to ruminate the subsystems of the destination’s (*residents*). Development pressures should be anticipated and set to their minimum level so as to conserve the area’s resources and prevent a saturation of the destination as to not abuse the product and the residents correspondingly. The plan should incorporate the locals to its gain by training and employing them and in the process encourage them to participate to the travel business. Travellers should be not only aware about the destination but also concern on how to help it sustain its character while broadening their travelling experience.

## Research on Tourism

International Tourism changes the world. The Centre for Tourism and Cultural Change (CTCC) is leading internationally in approaching Tourism for critical research relating to the relationships between tourism, tourists and culture.

## Sources of Data

The core of a planner's job is to design an appropriate planning process and facilitate community decision. Ample information which is a crucial requirement is contributed through various technical researches and analyzes. Here are some of the helpful tools commonly used by planners to aid them:

1. Key Informant Interviews
2. Libraries, Internet, and Survey Research
3. Census and Statistical Analysis
4. Spatial Analysis with Geographical Information System (GIS) and Global Positioning System (GPS) technologies

## Key Institutions

Participating structures are primarily led by the government's local authorities and the official tourism board or council, with the involvement of various NGOs, community and indigenous representatives, development organizations, and the academe of other countries.

## Case Studies: Mountainous Regions of Central Asia and in the Himalayas

Tourism is coming to the previously isolated but spectacular mountainous regions of Central Asia, the Hindu Kush and the Himalayas. Closed for so many years to visitors from abroad, it now attracts a growing number of foreign tourists by its unique culture and splendid natural beauty. However, while this influx of tourists is bringing economic opportunities and employment to local populations, helping to promote these little-known regions of the world, it has also brought challenges along with it: to ensure that it is well-managed and that its benefits are shared by all.

As a response to this concern, the Norwegian Government, as well as the UNESCO, organized an interdisciplinary project called the Development of Cultural and Ecotourism in the Mountainous Regions of Central Asia and the Himalayas project. It aims to establish links and promote cooperation between local communities, national and international NGOs, and tour agencies in order to heighten the role of the local community and involve them fully in the employment opportunities and income-generating activities that tourism can bring. Project activities include training local tour guides,

producing high-quality craft items and promoting home-stays and bed-and-breakfast type accommodation.

As of now, the project is drawing on the expertise of international NGOs and tourism professionals in the seven participating countries, making a practical and positive contribution to alleviating poverty by helping local communities to draw the maximum benefit from their region's tourism potential, while protecting the environmental and cultural heritage of the region concerned.

## **Types of Cultural Tourism**

### **Bookstore Tourism**

Bookstore tourism is a type of cultural tourism that promotes independent bookstores as a group travel destination. It started as a grassroots effort to support locally owned and operated bookshops, many of which have struggled to compete with large bookstore chains and online retailers.

Those who promote bookstore tourism encourage schools, libraries, reading groups and other miscellaneous organizations to create day-trips and literary outings to cities and towns with a concentration of independent bookstores. Groups of various sizes around the U.S. have offered such excursions, usually via a chartered bus, and often incorporating book signings, author home tours and historical sites. They also encourage local booksellers to attract bibliophiles to their communities by employing bookstore tourism as an economic development tool. Others benefiting include local retailers, restaurants, bus companies and travel professionals. The effort also provides organizations with an outreach opportunity to support reading and literacy.

The bookselling, publishing, and motorcoach industries have recognized the concept's potential as a group travel niche and marketing tool.

### **Literary Tourism**

Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route taken by a fictional character, visiting particular place associated with a novel or a novelist, such as their home., or visiting a poet's grave. Some scholars regard literary tourism as a contemporary type of secular pilgrimage. There are also long-distance walking routes associated with writers, such as the Thomas Hardy Way.

Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place. In order to become a literary tourist you need only book-love and an inquisitive mindset; however, there are literary guides, literary maps, and literary tours to help you on your way. There are also many museums associated with writers, and these are usually housed in buildings associated with

a writer's birth or literary career, such as their home.

While most literary tourism is focused on famous works, more modern works that are written to specifically promote tourism are called tourism fiction. Modern tourism fiction can include travel guides within the story showing readers how to visit the real places in the fictional tales. With recent technological advances in publishing, digital tourism fiction books can even allow literary tourists to follow direct links to tourism websites related to the story. This can be done on new e-reading devices like the Kindle, iPad, iPhone, smart phones, tablets, and regular desktop and laptop computers. These links within the story allow readers to instantly learn about the real places without doing their own web searches.



John Shakespeare's house, believed to be Shakespeare's birthplace, in Stratford-upon-Avon.

The first classic novel to take advantage of tourism fiction technology was F. Scott Fitzgerald's *This Side of Paradise: Interactive Tourism Edition*, published by the Southeastern Literary Tourism Initiative in 2012. The tourism edition offered web links to tours of Princeton University, where Fitzgerald attended in real life and where the fictional protagonist in the novel Amory Blaine attended. The tourism edition also offered links to Montgomery, Alabama, where Fitzgerald fell in love with his future wife Zelda Sayre, much like the fictional character Amory fell in love with Rosalind.

In addition to visiting author and book sites, literary tourists often engage in bookstore tourism, browsing local bookshops for titles specifically related to the sites as well as other regional books and authors.

## KwaZulu-Natal

Literary tourism is a National Research Foundation-funded project in KwaZulu-Natal, South Africa. The project, KZN Literary Tourism, has a Literary Map connecting authors whose lives or work is tied in some significant way to specific places in KwaZulu-Natal. Each author entry contains a short biography, a selected bibliography and an excerpt from the author's work that relates to the place identified in the map.

## Heritage Tourism



Tatev, Armenia



Beiteddine Palace, Lebanon



Wudang Mountains, China



Giza, Egypt

Cultural heritage tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past,” and “heritage tourism can include cultural, historic and natural resources.”

## Culture

Culture has always been a major object of travel, as the development of the Grand Tour from the 16th century onwards attests. In the 20th century, some people have claimed, culture ceased to be the objective of tourism: tourism is now culture. Cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities. (Richards, 1996)

According to the Weiler and Hall, culture, heritage and the arts have long contributed to appeal of tourist destination. However, in recent years ‘culture’ has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and arts. According to the Hollinshead, cultural heritage tourism defines as cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people.

Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism (Richards, 1996). As Benjamin Porter and Noel B. Salazar have ethnographically documented, however, cultural heritage tourism can also create tensions and even conflict between the different stakeholders involved (Porter and Salazar 2005).

Cultural heritage tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources. We can see, therefore, that cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion. (J. M. Fladmark, 1994)

Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of

the past. It also refers to the marketing of a location to members of a diaspora who have distant family roots there.

## Immigration

Decolonization and immigration form the major background of much contemporary heritage tourism. Falling travel costs have also made heritage tourism possible for more people.

Another possible form involves religious travel or pilgrimages. Many Catholics from around the world come to the Vatican and other sites such as Lourdes or Fátima. Islam commands its followers to take the *hajj* to Mecca, thus differentiating it somewhat from tourism in the usual sense, though the trip can also be a culturally important event for the pilgrim.

Heritage tourism can also be attributed to historical events that have been dramatised to make them more entertaining. For example, a historical tour of a town or city using a theme such as ghosts or Vikings. Heritage tourism focuses on certain historical events, rather than presenting a balanced view of that historical period. Its aim may not always be the presentation of accurate historical facts, as opposed to economically developing the site and surrounding area. As a result, heritage tourism can be seen as a blend of education, entertainment, preservation and profit.

## Indigenous Peoples

Anthropology and Ethnology were two major disciplines interested by the life of aborigines, their customs and political structures. Although, the firsts fieldworkers were not interested in expanding the colonization of main European powers, the fact was that their notes, books and field-work notes were employed by colonial officials to understand the aboriginal mind. From that moment on, anthropology developed a strange fascination for the Other's culture. The concepts of heritage and colonization were inextricably intertwined. Maximiliano Korstanje argues that literature played a vital role in configuring the image of Others in the western imaginary, and this was the rub, aborigines internalized the Western stereotypes about their cultures. In the threshold of history, the meaning of heritage and patrimony accompanied the interests of European elite and their attachment to colonial order. The concept of heritage tourism has been recently criticized by some Latin American anthropologists. These radical voices focus on the ideological discourse that marks some human groups, or ethnicities within heritage tourism while others are excluded. White-elite expands its hegemony by marking Others as different at the time it remains unmarked as normal. Tourism is based on the quest (exploitation) for otherness. By re-considering what is and not heritage tourism consists in an ideological mechanism of discipline exerted by modern nation-states over aboriginal groups.



Community tourism in Sierra Leone: The story of a community in Sierra Leone trying to manage tourism in a socially responsible manner

Another problem with heritage tourism is the effect on indigenous peoples whose land and culture is being visited by tourists. If the indigenous people are not a part of the majority, or ruling power in the country, they may not benefit from the tourism as greatly as they should. For example, in Mexico tourism has increased because of the predicted end of the Maya Calendar. However, the indigenous Maya are not benefitting from the increased traffic through the ruins and other cultural landmarks.

## Music Tourism

Music tourism is the act of visiting a city or town, to see a music festival or other music performances. This sort of tourism is particularly important to small villages such as Glastonbury, as well as large cities like Glasgow.

The fairly recent jam band phenomenon is a contemporary example that encourages music tourism. Music festivals are visited by many tourists annually.

The Artful Music Tourist Board is a movement, started to celebrate this, in 2003 by musicians and their friends at The Paradise Bar (now Royal Albert pub) in London, UK.

### Music-Related Events and Destinations

There are a large number of music festivals held around the world, usually annually, that attract non-local visitors. The self-proclaimed largest music festival in the world is Summerfest, an 11-day event in Milwaukee, Wisconsin with an annual attendance of nearly 1,000,000 people.

There are also a number of annual carnivals, events that include music, dancing and street parties. Some major ones include Rio Carnival in Brazil, which attracts 500,000 foreign visitors annually, and the Salvador de Bahia carnival, which is the largest street party, and attracts crowds of up to two million people throughout its week-long duration.

The Notting Hill Carnival (London, UK) is one of the largest street parties in Europe and attracts around one million people each year.

The Love Parade, an electronic dance music festival in Germany held from 1989 to 2010, saw crowds of 1.6 million at its peak.

There are hundreds of annual jazz festivals around the world, with the largest, the Montreal International Jazz Festival, seeing 2.5 million attendees every year, one third of whom are tourists.

Overall, an estimated 10 million people travel internationally each year for the main purpose of watching or participating in a music or cultural festival.

There are also some cities and areas that serve as year-round destinations for music-related travel, such as New Orleans for Dixieland, zydeco and other music, some cities in Italy (including La Scala in Milan) for opera and classical music, and Britain for rock music.

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# Water Tourism

Recent advances in facilities as well as the increase in the number of tourists have led to many innovations in the field of adventure and outdoor tourism. Now, activities such as scuba diving, coral reef tourism and shark tourism have re-defined the way certain regions are enjoyed. The chapter serves as a source to understand major concepts regarding water related tourism.

## Nautical Tourism



Cruisers can see traditional life in remote areas of the world; here, a Kuna local paddles a dugout canoe in the San Blas Islands.

Nautical tourism is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities. It can be traveling from luxury port to luxury port in a cruise ship, or joining boat-centered events such as regattas or landing a small boat for lunch or other day recreation at specially prepared day boat-landings. It is a form of tourism that is generally more popular in the summertime.

First defined as an industry segment in Europe and South America, it has since caught on in the United States and the Pacific Rim.

### About

Not only is nautical tourism an enjoyable way to see unique parts of the world, it is also a very profitable industry. Many tourists who enjoy sailing combine water travel with other activities. Supplying the equipment and accessories for those activities

has spawned businesses for those purposes. With many nautical enthusiasts living on board their vessels even in port, nautical tourists bring demand for a variety of goods and services. Marinas developed especially for nautical tourists have been built in Europe, South America and Australia.

## Services

Tourist services available at marinas catering to nautical tourists include:

- Leasing of berths for sailing vessels and nautical tourists who live on board.
- Leasing of sailing vessels for holiday and recreational use (charter, cruising and similar),
- Reception, safe-guarding and maintenance of sailing vessels.
- Provision of stock (water, fuel, supplies, spare parts, equipment and similar).
- Preparation and keeping sailing vessels in order.
- Providing information to nautical enthusiasts (weather forecasts, nautical guides etc.)
- Leasing of water scooters, jet skis, and other water equipment.

## By Region

### Nautical Tourism In Europe and Along the Mediterranean Coast



*Windjammer Parade at Kiel Week in Germany, a major water tourism attraction*

Among the more interesting locations frequented by nautical tourists, Greek islands and the Croatian coast offers services at more than 50 ports, touting it as Mediterranean as it once was. Croatia's Greece's efforts have been so successful they have been offered

to the tourism industry as a model for sustainable nautical tourism. During this year's Adriatic Boat Show the official ceremony of opening the construction site of marina for mega-yachts has been held. Marina Mandalina & Yacht Club, situated in Šibenik, in 2011 will be able to accept 79 yachts up to 100 meters in length and provide them a complete service. Italy has gone to great lengths to attract boating tourists to its ports as well.

### Water Tourism in the Netherlands



Rowing water tourists in Hillegom, the Netherlands in April when the tulip fields are in bloom.

Water travel used to be the only form of transportation between cities in the Netherlands. Since improvements in the road and rail structure, less and less commercial freight water traffic is using the water. In the latter half of the 20th century the growth of water tourism exceeded the amount of freight traffic, and older cities whose ports were long disused refurbished them for water tourists. Water tourists are a strong lobby for protecting old water routes from being closed or filled. Both refurbished antique canal boats (salonboot) and modern "rondvaartboots" are available for tourist day trips in most Dutch cities. A steady tourist industry has kept both the old canals of Amsterdam and their canal mansions open for water traffic. Their popularity has introduced water traffic safety laws to ensure that the commercial passenger boats have right-of-way over private skiffs and low yachts, while preventing fatal accidents.

To reduce the less desired side-effects of popular watertourist spots, the public awards stimulate sustainable tourist innovations, such as the EDEN award for the electricity-propelled tourist boats in De Weerribben-Wieden National Park.

### Nautical Tourism in the Pacific

Australia has invested \$1.5 billion in facilities designed to attract nautical tourists and promote development of nautical tourism as a segment of the tourist trade.

## Nautical Tourism in South America

A growing worldwide industry segment, nautical tourism has become popular in South America. The Brazilian Ministry of Tourism has a website devoted to the subject. Puerto Rico has seen its share of growth in nautical tourism as well. Not to be outdone, the Chilean Economic Development Agency has launched the Chilean Patagonia Nautical Tourism Program to develop and attract nautical tourists to the Chilean coast.

## Nautical Tourism in the United States



A houseboat in Silver Glen Springs, just off Lake George, Florida

Nautical tourism is big business, even in the United States. In the Southeast, the Tennessee-Tombigbee Waterway, a meandering river and canal system that traverses Alabama and Mississippi linking the Tennessee River with the Gulf of Mexico, has become a favorite boating trail for nautical tourists who want a diverse route with a scenic view. Originally conceived as an alternate shipping route for barges destined for the Midwest, the route proved too awkward for large tows. However, boating enthusiasts discovered it as a great way to see Middle-America. Stops along the way include Mobile, Alabama, Demopolis, Alabama, and Amory and Columbus in Mississippi. Traveling north from the Gulf, boaters can follow the Tennessee River its intersection with the Ohio and travel a circuitous route back to the Gulf by way of New Orleans.

Likewise, the Intracoastal Waterway system, which stretches from Texas to New Jersey, has long provided nautical tourists with a well-marked channel and an inside passage that allows boaters to travel from southern Texas up the eastern seaboard without having to venture onto the high seas. Using this route, boaters can stop at Galveston, Texas, any number of towns in southern Louisiana, including New Orleans. Farther west, Apalachicola, Florida provides a glimpse of Florida the way it used to be.



A Rondvaartboot passes the Rijksmuseum in Amsterdam



Boat landing in De Weerribben



A Bateau Mouche excursion boat on the Seine



Maid of the Mist tourboat for the Niagara Falls

## Shark Tourism



People shark cage diving, the biggest form of shark tourism

Shark tourism is a form of eco-tourism rooted in having communities appreciate that local shark species are more valuable alive than dead. Instead of opting for a one time economic benefit of harvesting sharks for their body parts, communities are made to assist interested tourists who may want to see live sharks. Many divers and people are involved in interest groups such as the late iDive Sharks Network that aim to celebrate and promote safe and responsible shark diving activities. Another diver and marine biologist who focuses on shark conservation and promotes this form of ecotourism is Ocean Ramsey, who operates a company called One Ocean Diving out of Hawaii. Her program, just like many others, focuses on educating the public about these animals and allowing guests to get a first hand experience with them. This personal connection helps the general public realize their significance and in return want to help them.

### Categories

Shark tourism is divided into 4 main branches. Viz:

1. Great White sharks - surface viewing in cages mainly.
2. Tigers, Bulls Oceanic White Tips, and other less harmful [but potentially dangerous]sharks - in open - offshore water and referred to as Pelagic diving.
3. Ragged Tooth / Sand Tiger / Grey Nurse sharks who tend to congregate on certain reefs and wrecks at specific times of the year.
4. Basking and Whale sharks - Harmless plankton feeders.

## Great White Shark



Great white shark at Isla Guadalupe, Mexico, August 2006. Shot with Nikon D70s in Ikelite housing, in natural light. Animal estimated at 11-12 feet (3.3 to 3.6 m) in length, age unknown

Great White Shark viewing is available at the Neptune Islands in South Australia, South Africa, Isla Guadalupe in Mexico, and New Zealand - where Great White sharks are viewed using shark cages to keep the diver safe. Except for Isla Guadalupe where because of the exceptional visibility underwater more outside the cage diving is done than anywhere else.

The Great White industry was founded in the 1970s by pioneer Australian diver and Great White attack survivor Rodney Fox in South Australia. He was the sole world-wide operator until the South African industry was founded in early 1989 by Pieter van der Walt. He was joined shortly thereafter by pioneer diver and underwater photographer George Askew who handled promotions and put South African cage diving “on the map” with the publicity he got - until they split in Jan 1992, after they, together with famous Australian divers, Ron and Valerie Taylor, did the world’s first dive amongst Great White sharks without a cage and completely unprotected.

This ‘Frontier Pushing’ dive was directly responsible for the upsurge in Shark Tourism – esp free-diving (i.e. Out of cage) swimming with big sharks. When would be operators around the world became aware of these four mad people who proved that the Great White was quite approachable and not likely to attack – thought that then maybe all the other ‘Bad Boy’ sharks like Tigers, Bulls and Oceanic’s were safe to swim with too. This proved to be the case and shark tourism has become a multi-million-dollar a year industry.

### Tiger, Bull and Oceanic White Tip

The Bahamas is a favorite region for Category 2 sharks. Whilst divers in the Bahamas

experience Reef Sharks and Tiger Sharks while they are hand-fed. Isla Guadalupe located in Mexico has been named a Bio-Sphere Reserve in an effort to control the shark diving activities there. Although the practice of shark diving proves to be controversial, it has been proven very effective in attracting tourists. Whale Sharks, while not traditionally harvested for their fins but are sometimes harvested for their meat, have also benefited from Shark Tourism because of snorkelers getting into the water with the gentle giants. In the Philippines snorkelers must maintain a distance of four feet from the sharks and there is a fine and possible jail time for anyone who touches the animals.

All manner of Reef Shark species are prevalent at the many shark feeding dives within the Pacific Region. Grey Reef sharks are the main diners in places such as the Great Barrier Reef, Micronesia and Tahiti. Silvertips and Black Tips Reef Sharks tend to be more seen around the PNG coastlines. Bull Sharks are around Mexico, Playa del Carmen in particular.

## Conservation Benefits

Passive and active forms of shark tourism are believed to conserve the species by generating commercial value to their lives in the natural world. In North Carolina wreck divers regularly visit the WWII shipwrecks to dive with the Sand Tiger sharks that make the wrecks their home.

## Feeding

Tourism providers often provide food to attract sharks to areas where they can be more easily viewed, although this is controversial. In Australia's Great Barrier Reef Marine Park and the states of Hawaii and Florida shark feeding is prohibited. Hawaii had several issues with the banning of shark feeding. The initial law that prohibited it was passed in 2002, but many locals realized the tour companies were not following this law and pushed for stricter enforcement.

## Shark Tourism in Hawaii

Sharks, or 'mano' as they are called by the local Hawaiians, are viewed as sacred. Early Hawaiians worshiped and protected the sharks which they saw as family gods or 'aumaka'. In recent years, shark cage diving has become a very profitable tourist attraction in the state. Native Hawaiians were not pleased with this at first due to the fact that the companies were luring in the sharks using bait; they viewed these animals as sacred and feeding them for entertainment was said to be unjust. There was also speculations that by feeding them, the sharks would begin to associate the boats and humans with food. For this reason, a bill was passed in Hawaii in 2002 that banned the feeding of sharks in state waters, which is about 3 miles off shore.



Lifeguards at Pyramid Rock Beach post a sign warning about a shark sighting, June 17, 2015. All beachgoers must stay out of the water for a 45-minute period after signs are posted. Signs remain up at the beach after the 45-minute period to warn future visitors of the earlier sighting. (U.S. Marine Corps photo by Christine Cabalo)

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## Niche Tourism and its Branches

Customers seeking specific experiences through their travels opt for extremely focused forms of tourism. This created a niche in the market and resulted in an altogether new branch of tourism known as niche tourism. Some of the topics discussed in this chapter are slum tourism, war tourism and wildlife tourism. The topics discussed in the chapter are of great importance to enhance the existing knowledge on tourism and hospitality.

### Slum Tourism



Bed and breakfast inside a South African township



Slum tourism in Five Points, Manhattan in 1885

Slum tourism, or ghetto tourism is a type of tourism that involves visiting impoverished areas. Originally focused on the slums of London and Manhattan in the 19th century, slum tourism is now becoming increasingly prominent in many places, including South Africa, India, Brazil, Kenya, Indonesia, Detroit, and others.

## History

The *Oxford English Dictionary* dates the first use of the word **slumming** to 1884. In London, people visited slum neighborhoods such as Whitechapel or Shoreditch in order to observe life in this situation. By 1884 wealthier people in New York City began to visit the Bowery and the Five Points area of the Lower East Side, neighborhoods of poor immigrants, to see “how the other half lives”.

In the 1980s in South Africa, black residents organized township tours to educate the whites in local governments on how the black population lived. Such tours attracted international tourists, who wanted to learn more about apartheid.

In the mid-1990s, international tours began to be organized with destinations in the most disadvantaged areas of developing nations, often known as slums. They have grown in popularity, and are often run and advertised by professional companies. In Cape Town, South Africa, for example, upwards of 300,000 tourists visit the city each year to view the slums.

Prior to the release of *Slumdog Millionaire* in 2008, Mumbai was a slum tourist destination. The concept of slum tourism has recently started to gain more attention from media and academia alike. In December 2010 the first international conference on

slum tourism was held in Bristol. A social network of people working in or with slum tourism has been set up.

## Locations

Slum tourism is mainly performed in urban areas of developing countries, most often named after the type of areas that are visited:

- Township tourism: in post-apartheid South Africa and Namibia. South African settlements are still visibly divided into wealthy, historically white suburbs and poor, historically black townships, because of the effects of apartheid and racial segregation.
- Favela tourism: in Brazil
- Asia: India
- Mumbai-Dharavi
- Jakarta Hidden Tours in Jakarta, the capital city of Indonesia.
- Social or religious divisions: New York City and Belfast, Northern Ireland.
- Mumbai, Dharavi. Famed by *Slumdog Millionaire* movie, tours here actively break stereotypical depictions of slums.

Ghetto tourism focuses on slums known as ghettos, especially in developed countries. Ghetto tourism was first studied in 2005 by Michael Stephens in the cultural-criticism journal, *PopMatters*. Ghetto tourism includes all forms of entertainment — gangsta rap, video games, movies, TV, and other forms that allow consumers to traffic in the inner city without leaving home. As Stevens says, “digital media achieves more detailed simulations of reality. The quest for thrills mutates into a desire, not just to see bigger and better explosions, but to cross class and racial boundaries and experience other lifestyles.” International tourists to New York City in the 1980s led to a successful tourism boom in Harlem. By 2002, Philadelphia began offering tours of blighted inner-city neighborhoods. After Hurricane Katrina, tours were offered in flood-ravaged Lower Ninth Ward, a notoriously violent and poor section of New Orleans. Ghetto or “urban tourism” often encompasses travel to destinations made famous by direct or indirect mention by popular artists. Travel to certain parts of Detroit that include 8 Mile Road, known for the role the travel route played in the similarly titled *8 Mile* film starring Eminem, or to Crenshaw Boulevard in South Central Los Angeles, a metropolitan area that inspired an entire generation of pioneering musical influence, could potentially be included as urban tourism. The Jane-Finch area of Toronto, Canada is gaining notoriety as another area in transition.

## Motivations

A 2010 study by the University of Pennsylvania showed that tourists in Mumbai’s Dhar-

avi slum were motivated primarily by curiosity, as opposed to several competing push factors such as social comparison, entertainment, education, or self-actualization. In addition, the study found that most slum residents were ambivalent about the tours, while the majority of tourists reported positive feelings during the tour, with interest and intrigue as the most commonly cited feelings. Many tourists often come to the slums to put their life in perspective.



Signed street graffiti awaits urban tourists in Montreal.

Chris Way moved to Mumbai in 2004 to bring slum tourism to Mumbai. Chris was inspired by favela tours in Brazil. He wanted to use slum tours in India as a way to raise awareness about life in slums and raise funds for community projects.

Artists have been featured in *The Source* magazine who travel to different urban settings to adapt and learn new graffiti styles.

## Criticism

Slum tourism has been the subject of much controversy. Both critiques and defenses of the practice have been made in the editorial pages of prominent newspapers, such as the *New York Times*, *Wall Street Journal*, *London Times*, and others. A primary accusation that the advocates against slum tourism make is that it “turns poverty into en-

tainment, something that can be momentarily experienced and then escaped from.” Kennedy Odede, a Kenyan, wrote in the *New York Times* Op-Ed section, “They get photos; we lose a piece of our dignity.” Similar critics call the tours voyeuristic and exploitative. Slum tourism critics have also cited the fact that Christmas and Valentine’s Day as common times for slum tourism further supporting the belief that Westerners often visit slums just to “feel better about themselves” during those holidays when most people are with families and significant others.

The tours provide employment and income for tour guides from the slums, an opportunity for craft-workers to sell souvenirs, and may invest back in the community with profit that is earned. As the debate over the ethics of slum tourism continues, studies are being done. Forums for discussion are being created to further the dialogue and provide reliable information.

In 2013 controversy arose when a company called “Real Bronx Tours” was discovered offering tours of The Bronx advertized as “a ride through a real New York City ‘ghetto’...[the borough] was notorious for drugs, gangs, crime and murders.” Borough President Ruben Diaz Jr. and councilwoman Melissa Mark-Viverito condemned the tours stating “Using the Bronx to sell a so-called ‘ghetto’ experience to tourists is completely unacceptable and the highest insult to the communities we represent.” The tours were soon discontinued.

## War Tourism

War tourism is recreational travel to active or former war zones for purposes of sight-seeing or historical study. War tourist is also a pejorative term to describe thrill seeking in dangerous and forbidden places. In 1988, P. J. O’Rourke applied the pejorative meaning to war correspondents.

### Early Warfare



Tourists spectating at the First Battle of the Bull Run, The Soldier in our Civil War by Frank Leslie (1893)

War artists and war correspondents such as Willem van de Velde are considered to be the first war tourists. Van de Velde took to sea in 1653 in a small boat to observe a naval battle between the Dutch and the English, making many sketches on the spot.

## Crimean War

During the Crimean War, tourists led by Mark Twain visited the wrecked city of Sevastopol – he even scolded his travel mates for walking off with souvenir shrapnel. Prince Menshikov invited the ladies of Sevastopol to watch the battle of Alma from a nearby hill. Frances Isabella Duberly traveled with her husband to the Crimea in 1854 and stayed with him throughout his time there, despite the protests of commanders such as Lord Lucan. As the only woman at the front-lines, she was the center of much attention. She was told of planned attacks ahead of time, giving her the opportunity to be in a good position to witness them.

## American Civil War

The First Battle of Bull Run, also known as First Manassas (the name used by Confederate forces), was fought on July 21, 1861, in Prince William County, Virginia, near the city of Manassas. It was the first major land battle of the American Civil War. Expecting an easy Union victory, the wealthy elite of nearby Washington, including congressmen and their families, had come to picnic and watch the battle. When the Union army was driven back in a running disorder, the roads back to Washington were blocked by panicked civilians attempting to flee in their carriages. Frank Leslie made an engraving of this in the engraving *The Soldier in Our Civil War*. The Battle of Gettysburg was also spectated by a number of tourists.

## Late 19th Century

Thomas Cook began promoting tours to the battlefields of the Second Boer War before the conflict had ended. A variety of other travel agents advertised the easily accessible and picturesque battlefields of Tugela and Ladysmith. Groups of tourists also closely followed the Franco-Prussian War visiting the battlefields shortly after the fighting was over. The above were criticized by Alfred Milner, *The Observer* and *Punch*.

One of the first travel agents, Henry Gaze, created a tour which included the battlefield of Waterloo in 1854. Waterloo was also a destination of an 1886 Polytechnic Touring Association tour, during which schoolboys and teachers visited the site for educational purposes. According to the 1913 Thomas Cook travel guide, the rising popularity of Waterloo as a tourist attraction led to the appearance of numerous charlatans claiming to have participated in the battle, the guide also highlighted the booming trade of relics and souvenirs related to the engagement.

## World War I

Despite the criticism war tourism continued to develop following the pace of the tourism industry in general. At the beginning of World War I it became evident that following the end of the war the related battlefields would attract considerable attention from potential tourists. Although instances of war tourism during the Great War have been documented, they remained limited due to opposition by the French authorities.

Following the end of the war, previous instances of trophy hunting were replaced by pilgrimage style visits. British intelligence officer Hugh Pollard described the Ypres Salient as a holy ground due to the large number of Entente graves in the region. Numerous veterans echoed those thoughts. Anglican and Catholic religious tourism became increasingly linked with war tourism during the interwar period. In September 1934, 100,000 Catholic former servicemen from both sides of the conflict visited Lourdes in order to pray for peace. A large number of Anglican tourists also undertook tours to the battlefields of the Palestinian campaign. Greece, Turkey and Italy also became popular war tourism destinations.

A large number of battlefield guides were produced by a variety of travel agencies further fueling the rise of war tours. A 1936 study brought to light the fact that the majority of war tourists during the period were driven by curiosity or were paying homage to their deceased relatives.

## World War II

Following the end of World War II former battlefields created new war tourist destinations. Saipan, as well as other battlefields of the Pacific, became a place of pilgrimage for Japanese veterans who reburied and erected monuments to their fallen comrades.

## Modern Warfare



A group of war tourists at a WWI memorial.

Foley and Lennon explored the idea that people are attracted to regions and sites where “inhuman acts” have occurred. They claim that motivation is driven by media coverage and a desire to see for themselves, and that there is a symbiotic relationship between the attraction and the visitor, whether it be a death camp or site of a celebrity’s death.

## 21st Century

Former security professional Rick Sweeney formed War Zone Tours in 2008, while another of the companies operating in this market was begun by a former *New York Times* journalist Nicholas Wood. Mr Sweeney is part of a group of tour guides who take tourists to countries that have experienced or are mired in conflict. A tourist on a trip to Baghdad in 2010 might have paid up to \$40,000. 2014 reported war tourism was on the increase and included tourists in Israel to spectate on the Syrian Civil War. The desire for the experience and the documentation and photographing of it through social networking could be helping to increase war tourism, according to a Tel Aviv-based journalist. War tourism in Israel is also covered in the 2011 documentary film *War Matador* by Avner Faingulernt and Macabit Abramson.

The 2014 pro-Russian unrest in Ukraine saw Ukraine advertisements for tours with prices starting at £50 for a trip. The trips to the battle zone in the east of the country where hundreds of people have been killed range from the cheapest option to the more expensive £400 outings to areas where there is ongoing conflict. Companies have started up in war-torn areas, posting publicity for the tours on trees and posts.

In Iran, students, members of Basij militia and interested people are routinely taken to the former battle sites of Iran–Iraq War as the war is considered by the Iranian ruling regime a “holy defense” and an ideological pillar to the existence of the ruling Islamic Republic. The trips are organized by Basij, an offshoot of the Iranian Revolutionary Guard Corps (IRGC) which enlists the travelers normally in mosques, schools or universities. The trips, which are officially called “Tours for the Travelers of Light” (in Persian: *رون نایهار کاهودرا*) are low-cost and are taken by bus, under poor safety conditions. Since 2008, the buses taking the “tourists” have caused death to over 75 travelers in about seven trips. In 2013, the then Education Minister Hajibabayi proposed that those killed in these tours be granted the degree of martyr.

## Wildlife Tourism

Wildlife tourism can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka and Maldives among many.

It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco-tourism and sustainable-tourism.



Animals can be viewed in their native or similar environments, from vehicles or on foot. This elephant in Hwange National Park, Zimbabwe, was quite undisturbed by the people and vehicle.



Elephant safari after the One-horned Rhinoceros in Royal Chitwan National Park, Nepal (photographed by Leonardo C. Fleck)

Wildlife tourism is also a multimillion-dollar industry offering customized tour packages and safaris.

## Description

Wildlife tourism encompasses non-consumptive interactions with wildlife, such as observing and photographing animals in their natural habitats. It has the recreational aspects of adventure travel, and supports the values of ecotourism and nature conservation programs.

## Negative Impacts

Wildlife tourism can cause significant disturbances to animals in their natural habitats. The growing interest in traveling to developing countries has created a boom in resort and hotel construction, particularly on rain forest and mangrove forest lands. Wildlife

viewing can scare away animals, disrupt their feeding and nesting sites, or acclimate them to the presence of people. In Kenya, for example, wildlife-observer disruption drives cheetahs off their reserves, increasing the risk of inbreeding and further endangering the species.

## Direct Impacts

The effect that wildlife tourism will have on wildlife depends on the scale of tourist development and the behavior and resilience of wildlife to the presence of humans. When tourists activities occur during sensitive times of the life cycle (for example, during nesting season), and when they involve close approaches to wildlife for the purpose of identification or photography, the potential for disturbance is high. Not all species appear to be disturbed by tourists even within heavily visited areas.

## Disturbing Breeding Patterns

The pressures of tourists searching out wildlife to photograph or hunt can adversely affect hunting and feeding patterns, and the breeding success of some species. Some may even have long-term implications for behavioral and ecological relationships. For example, an increase in boat traffic has disturbed the feeding of giant otters in Manú National Park, Peru. Further disturbance to wildlife occurs when tourist guides dig up turtle nests and chase swimming jaguars, tapirs, and otters to give clients better viewing opportunities. On the shores of Lake Kariba in Zimbabwe, the number of tourist boats and the noise generated as disrupted the feeding and drinking patterns of elephants and the black rhinoceros - it is feared that further increases in boat traffic will affect their reproductive success.

## Disturbing Feeding Patterns

Artificial feeding of wildlife by tourists can have severe consequences for social behavior patterns. Artificial feeding by tourists caused a breakdown of the territorial breeding system of land iguanas on the South Plaza in the Galápagos Islands. Territories were abandoned in favor of sites where food could be begged from tourists, and this has had a negative effect on the breeding success of iguanas. Artificial feeding can also result in a complete loss of normal feeding behaviors. In the Galápagos Islands, overfeeding by tourists was so extreme that, when stopped, some animals were unable to locate their natural food sources. Similarly, until the early 1970s, the diet of some grizzly bears in Yellowstone National Park consisted, to a large extent, of food wastes left by visitors at park refuse sites. When these sites were closed, the bears showed significant decreases in body size, reproductive rate, and litter size.

## Disruption of Parent-Offspring Bonds

Wildlife tourism also causes disruption to intra-specific relationships. Attendance by

female harp seals to their pups declined when tourists were present and those females remaining with their pups spent significantly less time nursing and more time watching the tourists. There is also a risk of the young not being recognized, and being more exposed to predator attacks. A similar concern has been expressed over whale watching, whale calves normally maintain constant body contact with their mothers but, when separated, can transfer their attachment to the side of the boat.

### **Increased Vulnerability to Predators and Competitors**

The viewing of certain species by wildlife tourists makes the species more vulnerable to predators. Evidence of this phenomenon has been recorded in birds, reptiles and mammals. Problems have occurred in breeding colonies of pelicans .

### **Positive Impacts**

#### **Habitat Restoration by Eco-Lodges and Other Tourism Operations**

Many owners of eco-accommodation or wildlife attractions preserve and restore native habitats on their properties

In a large way, the tourists and travellers visiting the wildlife destinations contribute to the conservation and improvement of the conditions for the animals.

The flow of the people keeps the poachers at bay from killing the valuable animals.

The local tribes have a decent living as the tourism flourishes as it provides opportunities of improved livelihood.

### **Conservation Breeding**

Many wildlife parks (e.g. David Fleay Wildlife Park, Gold Coast, Australia) and zoos breed rare and endangered species as a major part of their activities, and release the progeny when possible into suitable habitat.

### **Financial Donations**

Some wildlife tourism contributes monetary donations to conservation efforts e.g. Dreamworld, Gold Coast, has a display of Sumatran tigers, and money from visitor donations and from their 'tiger walk' goes to Sumatra to assist in-situ conservation of wild tigers.

### **Quality Interpretation**

A good wildlife guide will impart a deeper understanding of the local wildlife and its ecological needs, which may give visitors a more informed base on which to subsequently modify their behaviour (e.g. not throw out plastic bags that may be eaten by turtles) and decide what political moves to support.

## Research and Monitoring

Some wildlife tourism operations contribute to monitoring of wildlife numbers or general research relevant to conservation

## Anti-Poaching

Bringing tourists regularly into some areas may make it more difficult for poachers of large animals or those who collect smaller species for the black market

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# Historical Tourism

A popular component of the tourism industry is historical tourism, where tourists learn about the history of a region through its monuments, manuscripts and other artifacts. A few branches of historical tourism that this chapter touches upon are archaeological tourism, atomic tourism and genealogy tourism.

## Archaeological Tourism



Ruins of an ancient Roman bathhouse in Beirut Central District (Lebanon)

Archaeotourism or Archaeological tourism is a form of cultural tourism, which aims to promote public interest in archaeology and the conservation of historical sites.

Archaeological tourism can include all products associated with public archaeological promotion, including visits to archaeological sites, museums, interpretation centers, reenactments of historical occurrences, and the rediscovery of indigenous products, festivals, or theaters.

Archaeological tourism walks a fine line between promoting archaeological sites and an area's cultural heritage and causing more damage to them, thus becoming

invasive tourism. Archaeologists have expressed concerns that tourism encourages particular ways of seeing and knowing the past. When archaeological sites are run by tourist boards, ticket fees and souvenir revenues can become a priority, and the question remains whether a site is worth opening to the public or remaining closed and keeping the site out of harm's way. Damage to irreplaceable archaeological materials is not only direct, as when remains are disordered, altered, destroyed, or looted, but often the indirect result of poorly planned development of tourism amenities, such as hotels, restaurants, roads, and shops. These can drastically alter the environment in ways that produce flooding, landslides, or undermine ancient structures.

## Atomic Tourism



Tourists at ground zero, Trinity site.

Atomic tourism is a relatively new type of tourism in which visitors learn about the Atomic Age by traveling to significant sites in atomic history such as museums with atomic weapons, vehicles that carried atomic weapons or sites where atomic weapons were detonated. The Center for Land Use Interpretation has conducted tours of the Nevada Test Site, Trinity Site, and other historical atomic age sites, to explore the cultural significance of these Cold War nuclear zones. The book *Overlook: Exploring the Internal Fringes of America* describes the purpose of this tourism as “windows into the American psyche, landmarks that manifest the rich ambiguities of the nation’s cultural history.” A Bureau of Atomic Tourism was proposed by American photographer Richard Misrach and writer Myriam Weisang Misrach in 1990.



Tri-Cities Visitor and Convention Bureau tour of the Hanford Site (7597549756)



Boarding the bus for Chernobyl (11383815603)



NNSA-NSO-736

## Atomic Museums

### Research and Production

- Los Alamos Historical Museum, Los Alamos, New Mexico - items from the Manhattan Project
- Bradbury Science Museum, Los Alamos, New Mexico - history of the Manhattan Project
- X-10 Graphite Reactor, Oak Ridge, Tennessee - first nuclear reactor to produce Plutonium 239
- Savannah River Site, South Carolina - production site of plutonium and tritium
- Experimental Breeder Reactor I, Arco, Idaho - first nuclear reactor to produce electrical power, first breeder reactor, and first reactor to use plutonium as fuel

- Hanford Site, Washington - location of the B Reactor which produced some of the plutonium for the Trinity test and the Fat Man bomb
- George Herbert Jones Laboratory, Chicago, Illinois - where plutonium was first isolated and characterized
- American Museum of Science and Energy, Oak Ridge, Tennessee - bomb casings
- National Atomic Testing Museum, Paradise, Nevada - Nevada Test Site
- Strategic Missile Forces Museum, Ukraine
- National Museum of Nuclear Science & History, Albuquerque

### Delivery Vehicles

- Tinian Airfield, Northern Mariana Islands - launch site for the atomic bombings of Hiroshima and Nagasaki, Japan during World War II
- Titan Missile Museum, Sahuarita, Arizona - public underground missile museum
- Nike Missile Site SF-88, Marin County, California - fully restored Nike missile complex
- Ronald Reagan Minuteman Missile State Historic Site, Cooperstown, North Dakota - last surviving complete facilities from USAF 321st Missile Wing (01Nov63-30Sep98), namely Oscar-Zero Missile Alert Facility (4 mi N of Cooperstown) and November-33 Launch Facility (missile silo, 2 mi E of Cooperstown)
- National Museum of Nuclear Science & History, Albuquerque, New Mexico - missiles and rockets
- National Museum of the United States Air Force, Dayton, Ohio - the Nagasaki B-29 bomber (*Bockscar*) and missiles
- National Air and Space Museum, Washington, D.C. - the Hiroshima B-29 bomber (*Enola Gay*)
- White Sands Missile Range, New Mexico
- Air Force Space & Missile Museum, Cape Canaveral Air Force Station, Florida
- Air Force Armament Museum, Eglin Air Force Base, Florida

### Miscellaneous

- Greenbrier Bunker, Greenbrier County, West Virginia - underground bunker

for the United States Congress

- Hiroshima Peace Memorial Park, Hiroshima - contains the Hiroshima Peace Memorial, Hiroshima Peace Memorial Museum, and related memorials
- Nagasaki Peace Park and Nagasaki Atomic Bomb Museum, Nagasaki
- The Daigo Fukuryū Maru ship, a Japanese fishing boat that was contaminated after the Castle Bravo detonation in 1954, it is now on display in Tokyo at the *Tokyo Metropolitan Daigo Fukuryū Maru Exhibition Hall*.
- CFS Carp - also known as The Diefenbunker, a cold war nuclear museum in a former underground Canadian military facility outside of Ottawa
- Chernobyl Museum, Kiev
- Hack Green Nuclear Bunker, Cheshire countryside near the town on Nantwich, UK

## Explosion Sites

- Trinity Site, Socorro County, New Mexico - site of the first artificial nuclear explosion
- Nevada Test Site, Nye County, Nevada - US nuclear test site
- Pacific Proving Grounds, US nuclear test site
- Carson National Forest, Rio Arriba County, New Mexico - site of Project Gasbuggy
- Carlsbad, New Mexico - site of Project Gnome
- Hiroshima, first wartime use of an atomic bomb
- Nagasaki, last wartime use of an atomic bomb
- Maralinga, South Australia - site of Operation Buffalo and Operation Antler
- Pokhran, Rajasthan - site of the Pokhran-II test

## Atomic Accidents

- The Chernobyl disaster was the worst nuclear power plant accident in history. Tourists can access the exclusion zone surrounding the plant, and in particular the abandoned city of Prypiat.
- Three Mile Island was the site of a well publicized accident, the most significant in the history of American commercial nuclear power. The Three Mile Island Visitor Center, in Middletown, PA, educates the public through exhibitions and video displays.

- Windscale fire On October 10, 1957, the graphite core of a British nuclear reactor at Windscale, Cumbria, caught fire, releasing substantial amounts of radioactive contamination into the surrounding area. The event, known as the Windscale fire, was considered the world's worst reactor accident until the Three Mile Island accident in 1979. Both incidents were dwarfed by the magnitude of the Chernobyl disaster in 1986. The Visitor Center was closed in 1992, and the public may no longer visit, it has been turned into a center for supplier conferences, and business events.



Chornobyl DSC 0226 13

## Literary and Cinematic Works on Atomic Tourism

The novel *O-Zone*, by Paul Theroux, involves a group of wealthy New York tourists who enter and party in a post-nuclear disaster zone in the Ozarks.

## Genealogy Tourism

Genealogy Tourism, sometimes called roots tourism, is a segment of the tourism market consisting of tourists who have ancestral connections to their holiday destination. These genealogy tourists travel to the land of their ancestors to reconnect with their past and “walk in the footsteps of their forefathers”.

Genealogy tourism is a worldwide industry, although it is more prominent in countries that have experienced mass emigration at some time in history and thus have a large worldwide Diaspora community.

## Europe

Genealogy tourism has been prominent in Ireland; recorded genealogy tourism peaked in the year 2000 as 116,000 genealogical visitors traveled to the island. The Irish Tourist Board ceased recording genealogy visitors numbers from 2004, and its present levels are now unknown. Scotland staged a homecoming festival in 2009 to appeal to genealogy tourists.

Genealogy tourism is very common to countries of Central Europe where the World War II caused mass migrations of population. Particularly Jewish genealogy tourism is very popular and on the rise.

## Africa

Many African Americans and other Diaspora Africans were motivated to travel to the African homelands by Alex Harley's best-seller and television mini-series 'Roots: Saga of an American Family'. Areas frequently visited include Cape Coast and Elmina in Ghana, Goree Island in Senegal, Juffureh in Gambia and Bahia in Brazil. African governments recognized this opportunity for development in tourism. Successive governments in Ghana, for example, have made efforts through the Ministry of Tourism to attract Diaspora Africans to Ghana, including the African African-American summit in 1999, the biannual Pan-African Historical Theatre Festival, Emancipation Day celebrations and Juneteenth.

## Genealogy

Genealogy tourists often participate in tracing their ancestral lineages; digital access to historical records, as well as DNA studies in recent years, have allowed an increasing number of people to identify the homelands of their ancestors.

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# Religious Tourism

Pilgrimage to places that are holy to one's religion is not a new concept as people have travelled for spiritual satisfaction for many years. This can be referred to as religious tourism and people of numerous faiths practice this form of tourism. The aspects elucidated in this chapter are of vital importance, and provide a better understanding of religious tourism.

## Religious Tourism



Center of Mecca city. In the background, Masjid al-Haram.

Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. North American religious tourists comprise an estimated \$10 billion of the industry.

Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Mecca, Madinah, Karbala, Jerusalem and Va-

ranasi. The most famous holy sites are the Kaaba, Rauza of Imam Husain at Karbala, Church of the Nativity, The Western Wall and the Brahma Temple at Pushkar. Religious tourism has existed since antiquity. A study in 2011 found that 2.5 million people visited Karbala on the day of Arbaeen in 2013, pilgrims visited Jerusalem for a few reasons: to understand and appreciate their religion through a tangible experience, to feel secure about their religious beliefs, and to connect personally to the holy city.

## Tourism Segments

Religious tourism comprises many facets of the travel industry including:

- Pilgrimages
- Missionary travel
- Leisure (fellowship) vacations
- Faith-based cruising
- Crusades, conventions and rallies
- Retreats
- Monastery visits and guest-stays
- Faith-based camps
- Religious tourist attractions

## Statistics

Although no definitive study has been completed on worldwide religious tourism, some segments of the industry have been measured:

- According to the World Tourism Organization, an estimated 300 to 330 million pilgrims visit the world's key religious sites every year.
- According to the U.S. Office of Travel and Tourism Industries, Americans traveling overseas for "religious or pilgrimage" purposes has increased from 491,000 travelers in 2002 to 633,000 travelers in 2005 (30% increase).
- The Christian Camp and Conference Association states that more than eight million people are involved in CCCA member camps and conferences, including more than 120,000 churches.
- Religious attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land Experience and Focus on the Family Welcome Center each receives about 250,000 guests annually.

## Christian Tourism



St. Peter's Basilica in Vatican City is a major Christian tourist site

Christian tourism is a subcategory of religious tourism which is geared towards Christians. As one of the largest branches of religious tourism, it is estimated that seven percent of the world's Christians—about 150 million people—are “on the move as pilgrims” each year.

### Definition

Christian tourism refers to the entire industry of Christian travel, tourism, and hospitality. In recent years it has grown to include not only Christians embarking individually or in groups on pilgrimages and missionary travel, but also on religion-based cruises, leisure (fellowship) vacations, crusades, rallies, retreats, monastery visits/guest-stays and Christian camps, as well as visiting Christian tourist attractions.

### Christian Pilgrimage

Each year millions of Christians travel on pilgrimage. The most popular pilgrim destination is the Abrahamic Holy Land, or Jerusalem, Israel. Most Christian pilgrimage destinations are based on the Roman Catholic faith, especially shrines devoted to apparitions of the Blessed Virgin Mary such as: Basilica of Our Lady of Guadalupe in Mexico, Sanctuary of Our Lady of Fatima in Portugal, and Sanctuary of Our Lady of Lourdes in France. There is also interest in pilgrimage to St. Peter's Basilica at the Vatican in Rome, the capital of the Roman Catholic Church.

### Statistics

Although no definitive study has been completed on Christian tourism, some segments of the industry have been measured:

- According to the Religious Conference Management Association, in 2006 more than 14.7 million people attended religious meetings (RCMA members), an increase of more than 10 million from 1994 with 4.4 million attendees.
- The United Methodist Church experienced an increase of 455% in Volunteers in Mission between 1992 with almost 20,000 volunteers and 2006 with 110,000 volunteers.
- The Christian Camp and Conference Association states that more than eight million people are involved in CCCA member camps and conferences, including more than 120,000 churches.
- Short-term missions draw 1.6 million participants annually.
- Christian attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land Experience and Focus on the Family welcome center each receives about 250,000 guests annually. Recently launched Christian attractions include the Creation Museum and Billy Graham Library, both of which are expected to receive about 250,000 visitors each year as well.
- 50,000 churches in the United States possess a travel program or travel ministry

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# Categories of Medical Tourism

In certain situations travel is necessary due to medical reasons such as the availability of medical infrastructure and care in certain regions. The chapter covers topics related to medical based tourism such as tourism to obtain medical surgery, dental tourism, fertility tourism and wellness tourism.

## Medical Tourism

Medical tourism is the travel of people to a place other than where they normally reside for the purpose of obtaining medical treatment in that country. Traditionally, people would travel from less-developed countries to major medical centers in highly developed countries for medical treatment that was unavailable in their own communities; the recent trend is for people to travel from developed countries to third-world countries for medical treatments because of cost consideration, though the traditional pattern still continues. Another reason for travel for medical treatment is that some treatments may not be legal in the home country, such as some fertility procedures.

Some people travel to obtain medical surgeries or other treatments. Some people go abroad for dental tourism or fertility tourism. People with rare genetic disorders may travel to another country where treatment of these conditions is better understood. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services, is available.

Medical tourists are subject to a variety of risks, which may include deep vein thrombosis, tuberculosis, amoebic dysentery, paratyphoid, poor post-operative care, and others.

Health tourism is a wider term for travels that focus on medical treatments and the utilization of healthcare services. It spans a wide field of health-oriented tourism ranging from preventive and health-conductive to rehabilitational and curative forms of travel; the latter being commonly referred to as Medical tourism. Wellness tourism is another related field. On the occasion of the 9th National Conference on Health Economy held in Rostock/Germany in 2013, it has been defined as (...) the branch of health and tourism economy that contributes to maintaining and restoring health and well-being in particular by using validated medical services.

## History

The first recorded instance of people travelling to obtain medical treatment dates back

thousands of years to when Greek pilgrims traveled from all over the Mediterranean to the small territory in the Saronic Gulf called Epidauria. This territory was the sanctuary of the healing god Asklepios.

Spa towns and sanitariums may be considered an early form of medical tourism. In 18th-century England, for example, patients visited spas because they were places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

## Description

Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and affordability of international travel, and improvements in both technology and standards of care in many countries. The avoidance of waiting times is the leading factor for medical tourism from the UK, whereas in the US, the main reason is cheaper prices abroad.

Many surgery procedures performed in medical tourism destinations cost a fraction of the price they do in other countries. For example, in the United States, a liver transplant that may cost \$300,000 USD, would generally cost about \$91,000 USD in Taiwan. A large draw to medical travel is convenience and speed. Countries that operate public health-care systems often have long wait times for certain operations, for example, an estimated 782,936 Canadian patients spent an average waiting time of 9.4 weeks on medical waiting lists in 2005. Canada has also set waiting time benchmarks for non urgent medical procedures, including a 26-week waiting period for a hip replacement and a 16-week wait for cataract surgery.

In First World countries such as the United States, medical tourism has large growth prospects and potentially destabilizing implications. A forecast by Deloitte Consulting published in August 2008 projected that medical tourism originating in the US could jump by a factor of ten over the next decade. An estimated 750,000 Americans went abroad for health care in 2007, and the report estimated that 1.5 million would seek health care outside the US in 2008. The growth in medical tourism has the potential to cost US health care providers billions of dollars in lost revenue.

An authority at the Harvard Business School stated that “medical tourism is promoted much more heavily in the United Kingdom than in the United States”.

Additionally, some patients in some First World countries are finding that insurance either does not cover orthopedic surgery (such as knee or hip replacement) or limits the choice of the facility, surgeon, or prosthetics to be used.

Popular medical travel worldwide destinations include: Costa Rica, Ecuador, India, Israel, Jordan, Malaysia, Mexico, Singapore, South Korea, Taiwan, Thailand, Turkey, United States.

Popular destinations for cosmetic surgery include: Argentina, Bolivia, Brazil, Colombia, Costa Rica, Cuba, Ecuador, Mexico, Turkey, Thailand and Ukraine. According to the “Sociedad Boliviana de Cirugia Plastica y Reconstructiva”, more than 70% of middle and upper class women in the country have had some form of plastic surgery. Other destination countries include Belgium, Poland, Slovakia, Ukraine and South Africa.

Some people travel for assisted pregnancy, such as in-vitro fertilization, or surrogacy, or freezing embryos for retro-production.

However, perceptions of medical tourism are not always positive. In places like the US, which has high standards of quality, medical tourism is viewed as risky. In some parts of the world, wider political issues can influence where medical tourists will choose to seek out health care.

Health tourism providers have developed as intermediaries which unite potential medical tourists with provider hospitals and other organizations. Companies that focus on medical value travel typically provide nurse case managers to assist patients with pre- and post-travel medical issues. They may also help provide resources for follow-up care upon the patient’s return.

Circumvention tourism is also an area of medical tourism that has grown. Circumvention tourism is travel in order to access medical services that are legal in the destination country but illegal in the home country. This can include travel for fertility treatments that aren’t yet approved in the home country, abortion, and doctor-assisted suicide. Abortion tourism can be found most commonly in Europe, where travel between countries is relatively simple. Ireland and Poland, two European countries with highly restrictive abortion laws, have the highest rates of circumvention tourism. In Poland especially, it is estimated that each year nearly 7,000 women travel to the UK, where abortion services are free through the National Health Service. There are also efforts being made by independent organizations and doctors, such as with Women on Waves, to help women circumvent draconian laws in order to access medical services. With Women on Waves, the organization uses a mobile clinic aboard a ship to provide medical abortions in international waters, where the law of the country whose flag is flown applies.

## Process

The typical process is as follows: the person seeking medical treatment abroad contacts a medical tourism provider, who is commonly referred to as a “facilitator”. The facilitator usually requires the patient to provide a medical report, including the nature of ailment, local doctor’s opinion, medical history, and diagnosis, and may request additional information, such as x-rays or diagnostic testing results. Certified physicians or consultants may advise on the medical treatment or recommend an initial consultation with a specialist. The approximate cost of treatment, the choice of doctor and hospital, expected duration of stay, and logistical information, such as accommodation, ground

transportation, and flights are discussed as well. A patient may be asked to pay an up-front deposit for treatment. For those destinations which require a visa, the patient will be given recommendation letters for a medical visa for the relevant embassy. The patient travels to the destination country, where the medical tourism provider may assign a case executive, who takes care of on the ground experience, including translation, accommodation, and arranging aftercare. In the cases where patients self-pay for medical treatment, a final treatment bill will be presented upon completion of treatment. If the patient underwent surgery, there may be additional post-operative checks to discharge the patient and deem him or her “fit for flight” for the return home trip.

## **International Healthcare Accreditation**

International healthcare accreditation is the process of certifying a level of quality for healthcare providers and programs across multiple countries. International healthcare accreditation organizations certify a wide range of healthcare programs such as hospitals, primary care centers, medical transport, and ambulatory care services. There are a number of accreditation schemes available based in a number of different countries around the world.

The oldest international accrediting body is Accreditation Canada, formerly known as the Canadian Council on Health Services Accreditation, which accredited the Bermuda Hospital Board as soon as 1968. Since then, it has accredited hospitals and health service organizations in ten other countries.

In the United States, the accreditation group Joint Commission International (JCI) was formed in 1994 to provide international clients education and consulting services. Many international hospitals today see obtaining international accreditation as a way to attract American patients.

Joint Commission International is a relative of the Joint Commission in the United States. Both are US-style independent private sector not-for-profit organizations that develop nationally and internationally recognized procedures and standards to help improve patient care and safety. They work with hospitals to help them meet Joint Commission standards for patient care and then accredit those hospitals meeting the standards.

A British scheme, QHA Trent Accreditation, is an active independent holistic accreditation scheme.

The different international healthcare accreditation schemes vary in quality, size, cost, intent and the skill and intensity of their marketing. They also vary in terms of cost to hospitals and healthcare institutions making use of them.

Increasingly, some hospitals are looking towards dual international accreditation, perhaps having both JCI to cover potential US clientele, and Accreditation Canada or QHA

Trent. As a result of competition between clinics for American medical tourists, there have been initiatives to rank hospitals based on patient-reported metrics.

## Risks

Medical tourism carries some risks that locally provided medical care does not.

Some countries, such as South Africa, or Thailand have very different infectious disease-related epidemiology to Europe and North America. Exposure to diseases without having built up natural immunity can be a hazard for weakened individuals, specifically with respect to gastrointestinal diseases (e.g. Hepatitis A, amoebic dysentery, paratyphoid) which could weaken progress and expose the patient to mosquito-transmitted diseases, influenza, and tuberculosis. However, because in poor tropical nations diseases run the gamut, doctors seem to be more open to the possibility of considering any infectious disease, including HIV, TB, and typhoid, while there are cases in the West where patients were consistently misdiagnosed for years because such diseases are perceived to be “rare” in the West.

The quality of post-operative care can also vary dramatically, depending on the hospital and country, and may be different from US or European standards. Also, traveling long distances soon after surgery can increase the risk of complications. Long flights and decreased mobility associated with window seats can predispose one towards developing deep vein thrombosis and potentially a pulmonary embolism. Other vacation activities can be problematic as well — for example, scars may become darker and more noticeable if they sunburn while healing.

Also, health facilities treating medical tourists may lack an adequate complaints policy to deal appropriately and fairly with complaints made by dissatisfied patients.

Differences in healthcare provider standards around the world have been recognised by the World Health Organization, and in 2004 it launched the World Alliance for Patient Safety. This body assists hospitals and government around the world in setting patient safety policy and practices that can become particularly relevant when providing medical tourism services.

If there are complications, the patient may need to stay in the foreign country for longer than planned or if they have returned home, will not have easy access for follow up care.

## Legal Issues

Receiving medical care abroad may subject medical tourists to unfamiliar legal issues. The limited nature of litigation in various countries is one reason for the lower cost of care overseas. While some countries currently presenting themselves as attractive medical tourism destinations provide some form of legal remedies for medical malpractice, these legal avenues may be unappealing to the medical tourist. Should problems arise,

patients might not be covered by adequate personal insurance or might be unable to seek compensation via malpractice lawsuits. Hospitals and/or doctors in some countries may be unable to pay the financial damages awarded by a court to a patient who has sued them, owing to the hospital and/or the doctor not possessing appropriate insurance cover and/or medical indemnity. Issues can also arise for patients who seek out services that are illegal in their home country. In this case, some countries have the jurisdiction to prosecute their citizen once they have returned home, or in extreme cases extraterritorially arrest and prosecute. In Ireland, especially, in the 1980s-90s there were cases of young rape victims who were banned from traveling to Europe to get legal abortions. Ultimately, Ireland's Supreme Court overturned the ban; they and many other countries have since created "right to travel" amendments.

## Ethical Issues

There can be major ethical issues around medical tourism. For example, the illegal purchase of organs and tissues for transplantation had been methodically documented and studied in countries such as India, China, Colombia and the Philippines. The Declaration of Istanbul distinguishes between ethically problematic "transplant tourism" and "travel for transplantation".

Medical tourism may raise broader ethical issues for the countries in which it is promoted. For example, in India, some argue that a "policy of 'medical tourism for the classes and health missions for the masses' will lead to a deepening of the inequities" already embedded in the health care system. In Thailand, in 2008 it was stated that, "Doctors in Thailand have become so busy with foreigners that Thai patients are having trouble getting care". Medical tourism centered on new technologies, such as stem cell treatments, is often criticized on grounds of fraud, blatant lack of scientific rationale and patient safety. However, when pioneering advanced technologies, such as providing 'unproven' therapies to patients outside of regular clinical trials, it is often challenging to differentiate between acceptable medical innovation and unacceptable patient exploitation.

## Employer-Sponsored Health Care in the US

Some US employers have begun exploring medical travel programs as a way to cut employee health care costs. Such proposals have raised stormy debates between employers and trade unions representing workers, with one union stating that it deplored the "shocking new approach" of offering employees overseas treatment in return for a share of the company's savings. The unions also raise the issues of legal liability should something go wrong, and potential job losses in the US health care industry if treatment is outsourced.

Employers may offer incentives such as paying for air travel and waiving out-of-pocket expenses for care outside of the US. For example, in January 2008, Hannaford Bros., a supermarket chain based in Maine, began paying the entire medical bill for employees

to travel to Singapore for hip and knee replacements, including travel for the patient and companion. Medical travel packages can integrate with all types of health insurance, including limited benefit plans, preferred provider organizations and high deductible health plans.

In 2000, Blue Shield of California began the United States' first cross border health plan. Patients in California could travel to one of the three certified hospitals in Mexico for treatment under California Blue Shield. In 2007, a subsidiary of BlueCross BlueShield of South Carolina, Companion Global Healthcare, teamed up with hospitals in Thailand, Singapore, Turkey, Ireland, Costa Rica and India. A 2008 article in *Fast Company* discusses the globalization of healthcare and describes how various players in the US healthcare market have begun to explore it.

## Destinations

### Africa and the Middle East

#### Jordan

Jordan through their Private Hospitals Association, managed to attract 250,000 international patients accompanied by more than 500,000 companions in 2012, with a total revenues exceeding 1B US\$. Jordan won the Medical Destination of the year award in 2014 in the IMTJ Medical Travel Awards.

#### Israel

Israel is a popular destination for medical tourism. In 2010, Israel treated 30,000 medical tourists, mostly from the former Soviet Union. There are reports that these medical tourists obtain preferential treatment, to the detriment of local patients. Some people come to Israel to visit health resorts at the Dead Sea, and on Lake Kinneret.

#### Iran

In 2012, 30,000 people came to Iran to receive medical treatment. In 2015, It is estimated that between 150,000 and 200,000 health tourists come to Iran, and this figure is expected to rise to 500,000 a year.

Iran is low endemicity for HBV and HCV infections and there is a unique experiences regarding control of these infections that can present to the peoples in Middle East countries. The pharmaceutical companies in Iran produces all of drugs are needed for control of HCV and HBV infection such as Tenefovir, Peg Interferon, Sofosbovir, Ledipasvir, Daclatasvir with very low prizes and high efficiency. Sadeghi F, Salehi-Vaziri M, Almasi-Hashiani A, Gholami-Fesharaki M, Pakzad R, Alavian SM. Prevalence of Hepatitis C Virus Genotypes Among Patients in Countries of the Eastern Mediterranean Regional Office of WHO (EMRO)

## South Africa

South Africa is the first country in Africa to emerge as a medical tourism destination. It offers medical and dental care.

## Americas

### Brazil

In Brazil, Albert Einstein Hospital in São Paulo was the first JCI-accredited facility outside of the US, and more than a dozen Brazilian medical facilities have since been similarly accredited. Brazil requires visas for US citizens based on a reciprocal arrangement since Brazilians are required to obtain a visa to visit the US.

### Canada

Canada has entered the medical tourism field. In comparison to US health costs, medical tourism patients can save 30 to 60 percent on health costs in Canada.

In addition, many Americans visited Canada to pose as Canadians and fraudulently use Canada's universal health care system. This became a serious issue in the early 1990s due to the high costs it imposed.

### Costa Rica

In Costa Rica, there are two Joint Commission International accredited (JCI) Hospitals. Both are in San Jose, Costa Rica. When the World Health Organization (WHO) ranked the world's health systems in the year 2000, Costa Rica was ranked as no. 36, which was higher than the U.S., and together with Dominica it dominated the list amongst the Central American countries.

The Council for International Promotion of Costa Rica Medicine - PROMED ([www.promedcostarica.org](http://www.promedcostarica.org)) is the primary trade association promoting the country as a medical tourism destination.

The Deloitte Center for Health Solutions reported a cost savings average of between 30-70% of US prices.

### Cayman Islands

### Cuba

### Ecuador

Ecuador is becoming more recognized as a Medical Tourism destination and a top retirement destination worldwide. Ecuador has been declared by International Living Magazine, "No. 1 out of the 22 best countries on its Annual Retirement Index for five years running." The World Health Organization (WHO) ranked Ecuador as the 6th most improved healthcare system in the world.

## Mexico

US doctors point out that the Mexican legal system makes it almost impossible to sue Mexican doctors for malpractice.

Some clinics may also offer alternative medicine therapies that have been proven ineffective or are banned in the United States. The Mexican government has shut down some of these in recent times, in response to controversial cases like that of Coretta Scott King.

## United States

A McKinsey and Co. report from 2008 found that between 60,000 and 85,000 medical tourists were traveling to the United States for the purpose of receiving in-patient medical care. The same McKinsey study estimated that 750,000 American medical tourists traveled from the United States to other countries in 2007 (up from 500,000 in 2006). The availability of advanced medical technology and sophisticated training of physicians are cited as driving motivators for growth in foreigners traveling to the U.S. for medical care, whereas the low costs for hospital stays and major/complex procedures at Western-accredited medical facilities abroad are cited as major motivators for American travelers. Also, the decline in value of the U.S. dollar between 2007 and 2013 used to offer additional incentives for foreign travel to the U.S., although cost differences between the US and many locations in Asia are larger than any currency fluctuations.

Several major medical centers and teaching hospitals offer international patient centers that cater to patients from foreign countries who seek medical treatment in the U.S. Many of these organizations offer service coordinators to assist international patients with arrangements for medical care, accommodations, finances and transportation including air ambulance services.

## Asia and the Pacific Islands

### China

Investigations into organ harvesting have been carried out. Investigative journalist Ethan Gutmann estimates that the “organs of 65,000 Falun Gong and ‘two to four thousand’ Uyghurs, Tibetans or House Christians were ‘harvested’ in the 2000-2008 period alone”.

It is very likely that “each person who travels to China for an organ causes the death of another human”. Furthermore, in their announcements to end organ harvesting from prisoners, China only speaks of executed prisoners, but has not acknowledged the organ procurement from non-consenting prisoners of conscience. State-sanctioned organ harvesting continues to this day, according to Doctors Against Forced Organ Harvesting representative Dr. Chen.

## Hong Kong

All 12 of Hong Kong's private hospitals have been surveyed and accredited by the UK's Trent Accreditation Scheme since early 2001.

## India

Medical tourism is a growing sector in India. India is becoming the 2nd medical tourism destination after Thailand. India's medical tourism sector is expected to experience an annual growth rate of 30%, making it a \$2 billion industry by 2015. As medical treatment costs in the developed world balloon - with the United States leading the way - more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. An estimated 150,000 of these travel to India for low-priced healthcare procedures every year. Cosmetic surgery, bariatric surgery, knee cap replacements, liver transplants, and cancer treatments are some of the most sought out medical tourism procedures opted by foreigners. Some of the leading hospitals for medical tourism are Apollo Hospitals, Global Hospitals, Narayana Health, Bombay Hospital, Hinduja Hospital, Hiranandani Hospital, Akruiti Institute of Plastic and Cosmetic Surgery, Columbia Asia, and Fortis Health Care.

## Malaysia

## New Zealand

In 2008, it was estimated that on average New Zealand's surgical costs are around 15 to 20% the cost of the same surgical procedure in the USA.

## Pakistan

## Singapore

Singapore has a dozen hospitals and health centers with JCI accreditation. In 1997 (published 2000), the World Health Organization ranked Singapore's health care system sixth best in the world and the highest ranked system in Asia.

## South Korea

*The Korea Times* reported in a series of articles that South Korean hospitals have adopted a discriminatory pricing policy, charging foreigners two to three times more than the full-fee for locals. The paper revealed that the price disparity in medical fees for foreign patients is extremely high, considering that the difference between the lowest and highest fees for the most-sought-after procedures exceeds more than 10 times on average.

It claims the government is overlooking soaring medical fees on foreign patients, who are unprotected from malpractice, discriminatory charging, overpricing and patient privacy rights under the Korean Medical Law. The Korea International Medical Association has been set up to encourage medical tourism.

## Thailand

Thailand has 37 JCI-accredited hospitals. In 1994 The Thai Dental Council was established and is the premier governing body of dental practices in Thailand, and has now formulated uniform competency requirements for dental practitioners, thus directly influencing the medical and dental teaching programs. The Ministry of Public Health plays an important role in developing healthcare to promote scientific based education. In addition, the Thai government has placed a more important role in public health programs for its citizens. Foreigners seeking treatment for everything from open-heart surgery to gender reassignment have made Thailand a popular destination for medical tourism, attracting an estimated 2.81 million patients in 2015, up 10.2 percent. In 2013, medical tourists pumped as much as US\$4.7 billion into the Thailand's economy, according to government statistics.

## Europe

In 2006, it was ruled that under the conditions of the E112 European health scheme, UK health authorities had to pay the bill if one of their patients could establish urgent medical reasons for seeking quicker treatment in another European union country.

The European directive on the application of patients' rights to cross-border healthcare was agreed in 2011.

## Armenia

Armenia has become a destination for those seeking medical tourism options.

## Finland

On December 9, 2013 the City of Helsinki decided, that all minors under the age of 18 and all pregnant mothers living in Helsinki without a valid visa or residence permit, are granted the right to the same health care and at the same price as all citizens of the city. This service will be available sometime early year 2014. Volunteer doctors of Global Clinic have tried to help these people, for whom only acute care has been available. This means that the Finnish health care system is open for all people coming outside of the European Union. The service covers special child health care, maternity clinics and specialist medical care etc. practically for free. It is still unclear if this will increase so called health care tourism, because all you have to do is come to Helsinki as a tourist and let the visa expire.

The Global Clinic in Turku offers health care for all undocumented immigrants for free. While the address of the clinic is not widely publicized, the health care officials know where it can be found.

## France

British NHS patients have been offered treatment in France to reduce waiting lists for

hip, knee and cataract surgery since 2002. France is a popular tourist destination but also ranked the world's leading health care system. European Court of Justice said that National Health Service (England) has to pay back British patients

## Germany

Costs for medical treatment in Germany are commonly 50% of those in the USA.

## Serbia

Serbia has a variety of clinics catering to medical tourists in areas of cosmetic surgery, dental care, fertility treatment and weight loss procedures. The country is also a major international hub for gender reassignment surgery.

## Turkey

The cost of medical treatments in Turkey is quite affordable compared to Western European countries. Therefore, thousands of people each year travel Turkey for their medical treatments. Turkey is especially becoming a hub for hair transplant surgery.

## United Kingdom

National Health Service (England) is public but some private hospitals and clinics in the United Kingdom are medical tourism destinations, especially London. Nevertheless, as at the present time very few UK private hospitals have gone through independent international accreditation (they only have the mandatory registration with the UK's watchdog, the Care Quality Commission), so they have not as yet measured themselves against the best clinics and hospitals elsewhere in the world.

It is alleged that health tourists in the UK often target the NHS for its free-at-the-point-of-care treatment, allegedly costing the NHS up to £200 million. A study in 2013 concluded that the UK was a net exporter of medical tourists, with 63,000 UK residents travelling abroad for treatment and about 52,000 patients getting treatment in UK. Medical tourists treated as private patients by NHS trusts are more profitable than UK private patients, yielding close to a quarter of the revenue from only 7% of volume of cases. UK dental patients largely go to Hungary and Poland. Fertility tourists mostly travel to Eastern Europe, Cyprus and Spain.

## Greece

Greece is a newcomer to the medical tourism market; during the last few years, many tourists have come to Greece for rehabilitation and disease treatment. Compared to other European countries, Greece has lower rehabilitation prices in combination with its climate and popularity among tourists.

## Dental Tourism

Dental tourism (also called dental vacations or commonly known as dental holidays in Europe) is a subset of the sector known as medical tourism. It involves individuals seeking dental care outside of their local healthcare systems and may be accompanied by a vacation. Dental tourism is growing worldwide: as the world becomes ever more interdependent and competitive, technique, material, and technological advances spread rapidly, enabling providers in “developing countries” to provide dental care at significant cost savings when compared with their peers in the developed world.

### Reasons for Travel

While dental tourists may travel for a variety of reasons, their choices are usually driven by price considerations. Wide variations in the economics of countries with shared borders have been the historical mainstay of the sector. Examples include travel from Austria to Hungary, Slovakia, Slovenia and Romania, from the US and Canada to Mexico, Costa Rica, Ecuador and Peru, from the Republic of Ireland to Northern Ireland, Hungary, Poland, Turkey and Ukraine, and from Australia to Thailand and other countries of South-East Asia. While medical tourism is often generalized to travel from high-income countries to low-cost developing economies, other factors can influence a decision to travel, including differences between the funding of public healthcare or general access to healthcare.

### Mobility of Labour

For countries within the European Union, dental qualifications are required to reach a minimum approved by each country’s government. Thus a dentist qualified in one country can apply to any other EU country to practice in that country, allowing for greater mobility of labour for dentists (Directives typically apply not only to the EU but to the wider designation of the European Economic Area - EEA). The Association for Dental Education in Europe (ADEE) has standardization efforts to harmonize European standards. Proposals from the ADEE’s Quality Assurance and Benchmarking taskforce cover the introduction of accreditation procedures for EU dentistry universities as well as programmes to facilitate dental students completing part of their education in foreign dentistry schools. Standardization of qualification in a region reciprocally removes one of the perceptual barriers for the development of patient mobility within that region.

### Pricing and Quality

Dental tourists travel chiefly to take advantage of lower prices. Reasons for lower prices are many: dentists outside the “developed world” are able to take advantage of much lower fixed costs, lower labor costs, less government intervention, lower education fees and expenses, and lower insurance costs. Much of the bureaucratic red-tape that en-

gulf businesses in the developed world is eliminated abroad, and dentists are free to focus on their trade, dentistry. The flip-side of this is less legal recourse for patients when something goes wrong, but the result is that procedures, such as dental implants and porcelain veneers, which are simply financially out of reach for many people in the developed world, are made affordable overseas.

Much of the debate about dental tourism and medical tourism in general centers on the question of whether or not price differentials imply quality differentials. Another concern is whether or not large scale dental procedures can be safely completed abroad in a relatively short, "holiday-sized" time period. Another issue affecting this debate is the lack of an independent inspections committee for dental similar to the Joint Commission International for medical.

An instructive case study an analysis of patient outflows from the United Kingdom and Ireland, two large sources of dental tourists. Both countries were the subject of a report from the Irish Competition Authority to determine whether consumers were receiving value for money from their dentists. Both countries' professions were criticised for a lack of pricing transparency. A response to this is that dentistry is unsuitable for transparent pricing: each treatment will vary, an accurate quote is impossible until an examination has occurred. Thus price lists are no guarantee of final costs. Though they may encourage a level of competition between dentists, this will only happen in a competitive environment where supply and demand are closely matched.

The 2007 Competition Authority report in the Irish Republic criticised the profession on its approach to increasing numbers of dentists and the training of dental specialties – orthodontics was a particular area for concern with training being irregular and limited in number of places. Supply is further limited as new dental specialties develop and dentists react to consumer demand for new dental products, further diluting the pool of dentists available for any given procedure.

Aside from the above issues, it is possible to compare the prices of treatment in different countries. With the international nature of some products and brands it is possible to make a valid comparison. For instance, the same porcelain veneer made in a lab in Sweden can be as much as 2500 AUD in Australia, but only 1200 AUD in India. The price difference here is not explainable by reference to the material cost.

Clearly, undergoing extensive dental procedures abroad, even when allowing for travel expenses, can be significantly cheaper than the same procedures at home. Pricing and qualifications of the dentists may be researched through websites or by contacting the dentists.

Another important consideration is location: if one travels far for a dental procedure and something goes wrong, it is a long way to return to fix it as well.

Many Americans choose to go somewhere relatively accessible from the US, such as

San Salvador, Tijuana, Los Algodones, Tecate, Agua Prieta or Lima. Due to the ongoing narco-violence in towns such as Tijuana and Ciudad Juarez, clinics in safer towns 1,000 miles south of the border - Cabo San Lucas, San Jose del Cabo, Puerto Vallarta, Cancun, Playa del Carmen and Cozumel Mazatlan etc. have recently started offering large and small dental treatments. More than 70 percent of Mexico's US patients travel from the border states of California, Texas, or Arizona

Since procedures often require multiple steps, or subsequent checkups, the patient may have to return to the same doctor for those reasons. Typically, a patient takes two trips to have implants. The first trip is to set the base and the provisional crown. The second trip is typically 4–6 months later after the implant has stabilized in the bone. One Day Implants are not recommended for dental tourists due to the higher failure rate of the system.

When combined with a holiday, as the name implies, dental tourism can be an opportunity to receive low-cost, quality dental care. Dental tourism is expected to continue growing, as consumers continue to seek out lower-cost options.

## Fertility Tourism

Fertility tourism or reproductive tourism is the practice of traveling to another country for fertility treatments. It may be regarded as a form of medical tourism. The main reasons for fertility tourism are legal prohibitions or regulation of the sought procedure in the home country, the non-availability of a procedure in the home country, as well as lower costs in the destination country. In-vitro fertilization and donor insemination are main procedures sought.

It has been proposed to be termed reproductive exile to emphasise the difficulties and constraints faced by infertile patients, who are “forced” to travel globally for reproductive procedures.

## IVF Destinations

About 20,000 to 25,000 couples annually seek assisted reproductive technology services abroad. Israel is the leading fertility tourism destination for In-vitro fertilization (IVF) procedures, having the highest number of fertility clinics per capita in the world. The United States is chosen by many Europeans because of the higher success rates and lenient regulations. In turn, India and other Asian countries are the main destinations for U.S. women leaving the country for their fertility care, being the destinations for 40% of U.S. women seeking IVF and 52% seeking IVF with donor eggs. Many travel from countries like Germany and Italy, which are very restrictive of the number of eggs that may be fertilized and how many embryos can be used for implan-

tation or cryopreservation. In recent years, Mexico has become a popular destination for cross border IVF treatment due to its liberal policies on assisted reproductive technology (ART) and egg donation. Even small countries such as Barbados provide JCI-accredited IVF care aimed at patients from abroad. Patients from countries such as the US and the UK also travel to save money on the cost of IVF; IVF treatment and medications can be less expensive abroad. The cost for 1 IVF cycle in the United States averages \$15,000, while comparable treatment in Mexico runs \$7,800, Thailand \$6,500, and India \$3,300.

## Egg Donation

Egg donation is illegal in a number of European countries including Germany, Austria, and Italy. Many couples then will seek help in places where the procedure is allowed such as Spain and the United States where donors are paid for their service. Almost half of all IVF treatments with donor eggs in Europe are performed in Spain. IVF with anonymous egg donation is also the main assisted reproductive technology sought by Canadians traveling to the U.S, and is the sought procedure for 80% of cross-border treatments by Canadians.

## Sex Selection

There is fertility tourism from the United Kingdom to the United States for sex selection, because preimplantation genetic diagnosis (PGD, a potential expansion of IVF), which can be used for sex selection, is prohibited in the UK, except when it is used to screen for genetic diseases, while the laws in the US are more relaxed in this subject.

## Risks

Many countries have no restriction on how many embryos may be transferred into the uterus at the same time, increasing the risk of multiple pregnancy and resultant potential complications. The burden of multiple births generated by placing too many embryos is carried by the patients and the home country.

## Donor Insemination

A woman may go to another country to obtain artificial insemination by donor. The practice is influenced by the attitudes and sperm donation laws in the host country.

There is generally a demand for sperm donors who have no genetic problems in their family, 20/20 eyesight, with excellent visual acuity, a college degree, and sometimes a value on a certain height, age, eye colour, hair texture, blood type and ethnicity. Anecdotal evidence suggests that the inventory of taller men who are blonde and blue eyed is most popular.

## Destinations

Denmark has a well-developed system of sperm export. This success mainly comes from the reputation of Danish sperm donors for being of high quality and, in contrast with the law in the other Nordic countries, gives donors the choice of being either anonymous or non-anonymous to the receiving couple. Furthermore, Nordic sperm donors tend to be tall, with rarer features like blond hair or different color eyes and a light complexion, and highly educated and have altruistic motives for their donations, partly due to the relatively low monetary compensation in Nordic countries. More than 50 countries worldwide are importers of Danish sperm, including Paraguay, Canada, Kenya, and Hong Kong. Another emerging destination for fertility tourism is Barbados. More and more Caribbean couples and couples of African origin are in need medical help to conceive, and often want eggs and sperm that match their genetic composition. For a long time, their only option was the United States; however for over 11 years Barbados has been providing couples with the latest in cutting edge technology and has introduced new techniques.

## Origins

Some countries such as United Kingdom and Sweden, have a shortage of sperm donors. Sweden now has an 18-month-long waiting list for donor sperm.

As a consequence of the shortage of donor sperm in UK in the late 1990s and the early years of the 21st century, British women travelled to Belgium and Spain for donor insemination, until those two countries changed their laws and imposed a maximum number of children one donor may produce. Prior to the change in the law, the limit in the number of children born to each donor depended upon practitioners at fertility clinics, and Belgian and Spanish clinics were purchasing donor sperm from abroad to satisfy demand for treatments. Anonymous donation was permitted in Belgium and is a legal requirement in Spain. These two countries also allowed single heterosexual and single and coupled lesbians to undergo fertility treatment. Ironically, at the time, many Belgian and Spanish clinics were buying sperm from British clinics donated by British donors whose local limit of ten families in the UK had not been reached, and they were able to use that sperm according to local laws and limits. In addition, lesbian women from France and eastern Europe travelled to these countries in order to achieve a pregnancy by an anonymous donor since this treatment was not available to them in their own countries. British fertility tourists must therefore now travel to other countries particularly those that do not include children born to foreigners in their national totals of children produced by each donor. Britain also imports donor sperm from Scandinavia but can only limit the use of that donor's sperm to ten families in the UK itself, so that more children may be produced elsewhere from the same donor.

At least 250 Swedish sperm recipients travel to Denmark annually for insemination. Some of this is also due to that Denmark also allows single women to be inseminated.

It is illegal to pay donors for eggs or sperm in Canada. Women can still import commercial U.S. sperm, but that's not true for eggs, resulting in many Canadian women leaving the country for such procedures.

## Surrogacy Destinations

### Ukraine

Surrogacy is completely legal in Ukraine. However, only healthy mothers who have had children before can become surrogates. Surrogates in Ukraine have zero parental rights over the child, as stated on Article 123 of the Family Code of Ukraine. Thus, a surrogate cannot refuse to hand the baby over in case she changes her mind after birth. Only married couples can legally go through gestational surrogacy in Ukraine. Gay couples and single parents are prohibited to use gestational surrogates.

### India

India is a main destination for surrogacy. Indian surrogates have been increasingly popular with fertile couples in industrialized nations because of the relatively low cost. Indian clinics are at the same time becoming more competitive, not just in the pricing, but in the hiring and retention of Indian females as surrogates. Clinics charge patients between \$10,000 and \$28,000 for the complete package, including fertilization, the surrogate's fee, and delivery of the baby at a hospital. Including the costs of flight tickets, medical procedures and hotels, it comes to roughly a third of the price compared with going through the procedure in the UK.

Surrogacy in India is of low cost and the laws are flexible. In 2008, the Supreme Court of India in the Manji's case (Japanese Baby) has held that commercial surrogacy is permitted in India. That has again increased the international confidence in going in for surrogacy in India.

There is an upcoming Assisted Reproductive Technology Bill, aiming to regulate the surrogacy business. However, it is expected to increase the confidence in clinics by sorting out dubious practitioners, and in this way stimulate the practice.

### Russian Federation

Liberal legislation makes Russia attractive for "reproductive tourists" looking for techniques not available in their countries. Intended parents come there for oocyte donation, because of advanced age or marital status (single women and single men) and when surrogacy is considered. Gestational surrogacy, even commercial is absolutely legal in Russia, being available for practically all adults willing to be parents. Foreigners have the same rights as for assisted reproduction as Russian citizens. Within 3 days after the birth the commissioning parents obtain a Russian birth certificate with both their names on it. Genetic relation to the child (in case of donation) doesn't matter. On

4 August 2010, a Moscow court ruled that a single man who applied for gestational surrogacy (using donor eggs) could be registered as the only parent of his son, becoming the first man in Russia to defend his right to become a father through a court procedure. The surrogate mother's name was not listed on the birth certificate; the father was listed as the only parent.

## United States

The United States is sought as a location for surrogate mothers by couples seeking Green Card in that country, since the resulting child can get birthright citizenship in the United States, and can thereby apply for Green Cards for the parents when turning 21 years of age. However, there are many other reasons people come to the US for surrogacy procedures, including to enjoy a better quality of medical technology and care, as well as the high level of legal protections afforded through some US state courts to surrogacy contracts as compared to other countries. Increasingly, same sex couples who face restrictions using IVF and surrogacy procedures in their home countries travel to US states where it is legal.

## Wellness Tourism

Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

## Market

Within the US \$3.4 trillion spa and wellness economy, wellness tourism is estimated to total US\$494 billion or 14.6 percent of all 2013 domestic and international tourism expenditures. Driven by growth in Asia, the Middle East/North Africa, Sub-Saharan Africa and developing countries, wellness tourism is expected to grow 50 percent faster than the overall tourism industry over the next five years. Market is expected to grow through 2014.

Wellness tourists are generally high-yield tourists, spending, on average, 130 percent more than the average tourist. In 2013, International wellness tourists spend approximately 59 percent more per trip than the average international tourist; domestic wellness tourists spend about 159 percent more than the average domestic tourist. Domestic wellness tourism is significantly larger than its international equivalent, representing 84 percent of wellness travel and 68 percent of expenditures (or \$299 billion). Inter-

national wellness tourism represents 16 percent of wellness travel and 32 percent of expenditures (\$139 billion market).

The wellness tourism market includes primary and secondary wellness tourists. Primary wellness tourists travel entirely for wellness purposes while secondary wellness tourists engage in wellness-related activities as part of a trip. Secondary wellness tourists constitute the significant majority (87 percent) of total wellness tourism trips and expenditures (85 percent).

## Types

Wellness travelers pursue diverse services, including physical fitness and sports; beauty treatments; healthy diet and weight management; relaxation and stress relief; meditation; yoga; and health-related education. Wellness travelers may seek procedures or treatments using conventional, alternative, complementary, herbal, or homeopathic medicine.

## Hotels and Hospitality

Almost 17 million (40 percent) of US hotel guests seek to maintain a healthy lifestyle while traveling. Global hotel groups, including Intercontinental Hotels Group (IHG), Kimpton Hotels, MGM Grand Hotel, Trump Wellness Hotels, and Westin, have developed and promoted programs to attract these health-conscious guests. Programs include healthy menu options, relaxation programs, spa services, and fitness facilities and classes. As of 2012, over 80 percent of US hotels and over 90 percent of upscale US hotels offered fitness facilities. Internationally, 45 percent of hotel guests indicated that the existence of a hotel spa was an important factor in their booking decision.

## Hospitals and Medical Centers

Hospitals are a significant provider of destination wellness programs. Typical programs emphasize lifestyle improvement, prevention, or health screening. Hospital and hotel partnerships often support these programs.

There is debate over whether wellness tourism can, by definition, involve a visit to a hospital, clinic, or physician's office. Some promoters of wellness tourism define all wellness travel services as delivered outside medical facilities in spas, health promotion or wellness centers, resorts, or hotels.

## Resorts and Retreats

Wellness resorts and retreats offer short-term, residential programs to address specific health concerns, reduce stress, or support lifestyle improvement.

## Destinations

Wellness tourism is now an identifiable niche market in at least 30 countries. Twenty countries accounted for 85 percent of global wellness tourism expenditures in 2012. The top five countries alone (United States, Germany, Japan, France, Austria) account for more than half the market (59 percent of expenditures).

### North America

As of 2014, the US is the largest wellness tourism market, with \$180.7 billion in annual, combined international and domestic expenditures. The US is the top destination for inbound international wellness tourism, with 7.1 million international, inbound trips. Europe and high-income Asian countries are primary sources of wellness tourists traveling to the US.

Domestic tourism accounts for the majority (94 percent) of wellness trips in North America. Americans and Canadians receive—and take—few vacation days compared to workers in other countries making domestic, weekend trips the most popular wellness travel option.

### Europe

Europe is the second largest wellness tourism market, with \$158.4 billion in annual, combined international and domestic expenditures; the region ranks highest in number of wellness trips with 216.2 million, compared to North America's 171.7 in 2013. Europeans have long believed in health benefits derived from mineral baths, saunas, thalassotherapy, and other natural and water-based treatments. Thermal resorts and hotels in Turkey and Hungary cater to wellness tourists, many of whom are subsidized by host countries such as Norway and Denmark seeking to mitigate costs of medical procedures for patients with chronic conditions requiring expensive surgeries.

### Asia-Pacific

The Asia-Pacific region ranks as the third largest with \$6.4 billion in annual, combined international and domestic expenditures. Wellness traditions date back thousands of years in this region, and some of those wellness practices (e.g., Ayurveda, traditional Chinese medicine (TCM), yoga, Thai massage) incorporate preventive, curative, and therapeutic aspects that lie in the cross-over area between wellness and medical tourism.

### Latin America-Caribbean

Latin America-Caribbean is the fourth largest region for wellness tourism in terms of number of trips and expenditures. Domestic tourism accounts for about 71 percent of wellness tourism trips, and 54 percent of wellness tourism expenditures.

## Middle East and Africa

The Middle East and Africa are currently the smallest regions for wellness tourism, where international tourists account for the majority of wellness trips and wellness expenditures. The Middle East has a long tradition of bathing associated with Turkish baths, and some older facilities are being modernized to serve spa-bound tourists. Tourism in general is on the rise in the region, and governments and private developers have been investing heavily in facilities and amenities, especially those oriented to the wealthy traveler.

In Africa, wellness tourism is concentrated in a few regions and is dominated by international tourists. South Africa reports significant domestic wellness tourism. Tunisia and Morocco have a well-developed resort spa sector primarily serving leisure vacationers from Europe.

## Criticism

Wellness tourism advocates suggest that vacations improve physical well-being, happiness, and productivity, citing that health-oriented trips give travelers a fresh perspective and positively affect creativity, resilience, problem solving, and capacity for coping with stress. Yet the health benefits of wellness vacations expected and reported by vacationers have proved difficult to quantify.

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# Global Tourism Organization and Ranking

The sectors of tourism and hospitality are extremely beneficial to the economy as they generate a lot of revenue. Simultaneously, it has to be regulated in order to make it sustainable and feasible for possibilities in the future. This chapter explores the organizations in place that govern tourist activity and how regions have benefited in the past few years due to tourist activity.

## World Tourism Organization

The United Nations World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 157 countries, 6 territories and over 500 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarters are located in Madrid.

### Organizational Aims

The objectives of the UNWTO are to promote and develop sustainable tourism so as to contribute to economic development, international understanding, peace, prosperity and

universal respect for, and observance of, human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion. In pursuing these aims, UNWTO pays particular attention to the interests of developing countries in the field of tourism.



UNWTO headquarters Madrid

## History

The origin of UNWTO stems back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at The Hague. Some articles from early volumes of the *Annals of Tourism Research*, claim that the UNWTO originated from the International Union of Official Tourist Publicity Organizations (IUOTPO), although the UNWTO states that the ICOTT became the International Union of Official Tourist Publicity Organizations first in 1934.

Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations.

Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations (UN) and initial suggestions had the IUOTO becoming part of the UN. How-

ever, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its “complete administrative and financial autonomy”.

It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based. Resolution 2529 of the XXIVth UN general assembly stated:

In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO). Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

Most recently, at the fifteenth general assembly in 2003, the WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN. The significance of this collaboration, WTO Secretary-General Mr. Francesco Frangialli claimed, would lie in “the increased visibility it gives the WTO, and the recognition that will be accorded to [it]. Tourism will be considered on an equal footing with other major activities of human society”.

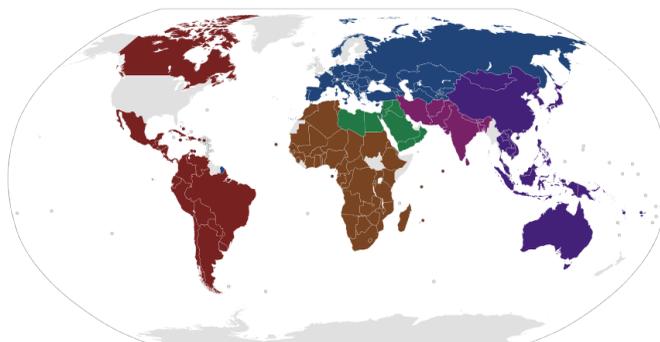
## Members



■ UNWTO member states

■ UNWTO associates

■ UNWTO observers



UNWTO member states sorted by their regions

As of 2013, the membership of the UNWTO included 156 states, six associate members (Flemish Community (1997), Puerto Rico (2002), Aruba (1987), Hong Kong (1999), Macau (1981), Madeira (1995)), and two observers, Palestine (1999)). Seventeen state members have withdrawn from the organization for different periods in the past: Australia, Bahamas, Bahrain, Belgium, Canada, Costa Rica, El Salvador, Grenada, Honduras, Kuwait, Malaysia, Myanmar, Panama, Philippines, Qatar, Thai-land and Puerto Rico (as an associate member). Most of them have rejoined. The Neth-erland Antilles was an associate member before its dissolution.

Former members are: Belgium (until 1997), Canada (until 2012), Grenada (until 1997) and Latvia (2005-2012)

Non-members are: Antigua and Barbuda, Barbados, Belgium, Belize, Comoros, Denmark, Dominica, Estonia, Finland, Grenada, Guyana, Iceland, Ireland, Kiribati, Latvia, Liechtenstein, Luxembourg, Marshall Islands, Micronesia, Nauru, New Zealand, Palau, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, Singapore, Solomon Islands, Somalia, South Sudan, Suriname, Sweden, Tonga, Tuvalu, United Arab Emirates, United Kingdom, United States.

Additionally there are some 400 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities, non-governmental entities with specialised interests in tourism, and commercial and non-commercial bodies and associations with activities related to the aims of UNWTO or falling within its competence.

## Secretaries-General

Name	Years of Tenure
 Robert Lonati	1975–1985
 Willibald Pahr	1986–1989
 Antonio Enriquez Savignac	1990–1996
 Francesco Frangialli	1997–2009
 Taleb Rifai	2010–Present

## Structure

### General Assembly

The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Sec-

retary-General. The General Assembly is composed of full members and associate members. Affiliate members and representatives of other international organizations participate as observers. The World Committee on Tourism Ethics is a subsidiary organ of the General Assembly.

## Executive Council

The Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets at least twice a year and is composed of members elected by the General Assembly in a ratio of one for every five full members. As host country of UNWTO's headquarters, Spain has a permanent seat on the Executive Council. Representatives of the associate members and affiliate members participate in Executive Council meetings as observers.

## Committees

Specialized committees of UNWTO members advise on management and programme content. These include: the Programme Committee, the Committee on Budget and Finance, the Committee on Statistics and the Tourism Satellite Account, the Committee on Market and Competitiveness, the Sustainable Development of Tourism Committee, the World Committee on Tourism Ethics, the Committee on Poverty Reduction and the Committee for the Review of applications for affiliate membership.

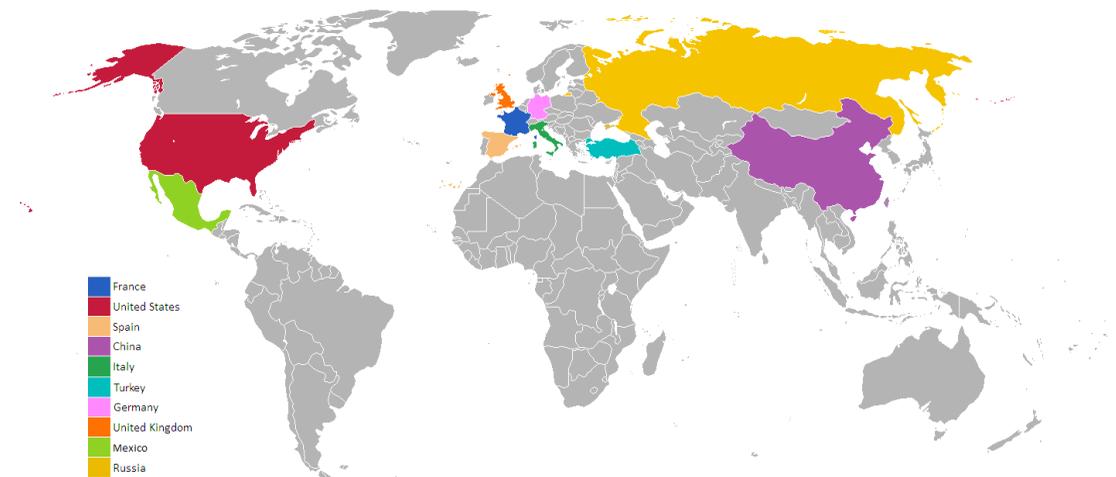
## Secretariat

The Secretariat is led by Secretary-General Taleb Rifai of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid headquarters. These officials are responsible for implementing UNWTO's programme of work and serving the needs of members. The affiliate members are supported by a full-time Executive Director at the Madrid headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government. The official languages of UNWTO are Arabic, English, French, Russian and Spanish.

## World Tourism Rankings

The World Tourism rankings are compiled by the United Nations World Tourism Organization as part of their *World Tourism Barometer* publication, which is released three times throughout the year. In the publication, UN regions and subregions are ranked by the number of international visitor arrivals, by the revenue generated by inbound tourism, and by the expenditures of outbound travelers.

## Most-visited Countries by International Tourist Arrivals in 2015



2015 World's top 10 tourism destinations

In 2015, there were 1.186 billion international tourist arrivals worldwide, with a growth of 5% as compared to 1.133 billion in 2014. The top 10 international tourism destinations in 2015 were:

Rank	Country	UNWTO Region	International tourist arrivals (2015)	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2014 to 2015) (%)	Change (2013 to 2015) (%)	Change (2012 to 2014) (%)
1	France	Europe	84.5 million	83.7 million	83.6 million	▲0.9	▲0.1	▲2.0
2	United States	North America	77.5 million	75.0 million	70.0 million	▲3.3	▲7.2	▲5.0
3	Spain	Europe	68.2 million	64.9 million	60.7 million	▲5.0	▲7.0	▲5.6
4	China	Asia	56.9 million	55.6 million	55.7 million	▲2.3	▼0.1	▼3.5
5	Italy	Europe	50.7 million	48.6 million	47.7 million	▲4.4	▲1.8	▲2.9
6	Turkey	Asia	39.5 million	39.8 million	37.8 million	▼0.8	▲5.3	▲5.9
7	Germany	Europe	35.0 million	33.0 million	31.5 million	▲6.0	▲4.6	▲3.7
8	United Kingdom	Europe	34.4 million	32.6 million	31.1 million	▲5.6	▲5.0	▲6.1
9	Mexico	North America	32.1 million	29.3 million	24.2 million	▲9.4	▲21.5	▲3.2

Rank	Country	UNWTO Region	International tourist arrivals (2015)	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2014 to 2015) (%)	Change (2013 to 2015) (%)	Change (2012 to 2014) (%)
10	 Russia	Europe	31.3 million	29.8 million	28.4 million	▲5.0	▲5.3	▲10.2

## Africa and the Middle East

### Africa

In 2013, there were over 55.7 million international tourist arrivals to Africa, an increase of 5.4% over 2012. In 2013, the top ten African destinations were:

Rank	Country	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2013 to 2014) (%)	Change (2012 to 2013) (%)
1	 Morocco	12.2 million	10.0 million	▲9.4	▲7.2
2	 South Africa	9.2 million	9.1 million	▲0.1	▲3.8
3	 Tunisia	6.0 million	6.2 million	▼3.2	▲5.3
4	 Algeria	—	2.7 million	—	▲3.7
5	 Mozambique	—	1.8 million	—	▼10.7
6	 Zimbabwe	1.8 million	1.8 million	▲2.6	▲2.1
7	 Kenya	—	1.4 million	—	▼11.5
8	 Uganda	—	1.2 million	—	▲0.8
9	 Namibia	—	1.1 million	—	▲9.0
10	 Senegal	—	1.0 million	—	▲10.5

**Note:** Egypt is classified under “Middle East” in UNWTO’s scheme.

### Middle East

In 2015, there were over 53 million international tourist arrivals to the Middle East, an increase of 2.0% over 2014. In 2015, the top ten destinations were:

Rank	Country	International tourist arrivals (2015)	International tourist arrivals (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	 Saudi Arabia	18.0 million	18.3 million	▼1.5	▲15.8
2	 United Arab Emirates	14.8 million	—	—	—
3	 Egypt	9.1 million	9.6 million	▼5.1	▲5.0
4	 Iran	5.2 million	5.0 million	▲5.4	▲4.2
5	 Jordan	3.8 million	4.0 million	▼5.7	▲1.1
6	 Qatar	2.9 million	2.8 million	▲3.7	▲8.2
7	 Israel	2.8 million	2.9 million	▼4.3	▼1.2
8	 Oman	—	1.5 million	—	▲9.1
9	 Lebanon	1.5 million	1.4 million	▲12.1	▲6.3
10	 Bahrain	—	0.8 million	—	▼21.6

**Note 2:** Iran is classified as part of “South Asia” in the UNWTO scheme.

## The Americas

In 2015, there were over 193 million international tourist arrivals to the Americas, an increase of 6.0% over 2014. In 2015, the top ten destinations were:

Rank	Country	International tourist arrivals (2015)	International tourist arrivals (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	 United States	77.5 million	75.0 million	▲3.3	▲7.2
2	 Mexico	32.1 million	29.1 million	▲9.4	▲21.5
3	 Canada	18.0 million	16.5 million	▲8.7	▲3.0
4	 Brazil	6.3 million	6.4 million	▼1.9	▲10.6
5	 Argentina	5.7 million	5.9 million	▼3.3	▲13.1
6	 Dominican Republic	5.6 million	5.1 million	▲8.9	▲9.6
7	 Chile	4.5 million	3.6 million	▲21.9	▲2.7
8	 Puerto Rico	3.5 million	3.2 million	▲9.1	▲2.3
9	 Cuba	3.5 million	3.0 million	▲17.5	▲5.0
10	 Peru	3.5 million	3.2 million	▲7.5	▲1.6

## Asia and the Pacific

In 2015, there were over 279 million international tourist arrivals to Asia and the Pacific, an increase of 6.0% over 2014. In 2015, the top ten destinations were:

Rank	Country	International tourist arrivals (2015)	International tourist arrivals (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	 China	56.9 million	55.6 million	▲2.3	▼0.1
2	 Thailand	29.9 million	24.8 million	▲20.4	▼6.5
3	 Hong Kong	26.7 million	27.8 million	▼3.9	▲8.2
4	 Malaysia	25.7 million	27.4 million	▼6.3	▲6.7
5	 Japan	19.7 million	13.4 million	▲47.1	▲29.4
6	 Macau	14.3 million	14.6 million	▼1.8	▲2.1
7	 South Korea	13.2 million	14.2 million	▼6.8	▲16.6
8	 Singapore	12.1 million	11.9 million	▲1.6	▼0.3
9	 Taiwan	10.4 million	9.9 million	▲5.3	▲23.6
10	 India	10.4 million	9.4 million	▲10.3	▲7.2

## Europe

In 2015, there were over 608 million international tourist arrivals to Europe, an increase of 5.0% over 2014. In 2015, the top ten destinations were:

Rank	Country	International tourist arrivals (2015)	International tourist arrivals (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	 France	84.5 million	83.7 million	▲0.9	▲0.1
2	 Spain	68.2 million	65.0 million	▲5.0	▲7.0
3	 Italy	50.7 million	48.6 million	▲4.4	▲1.8
4	 Turkey	39.5 million	39.8 million	▼0.8	▲5.3
5	 Germany	35.0 million	33.0 million	▲6.0	▲4.6
6	 United Kingdom	34.4 million	32.6 million	▲5.6	▲5.0
7	 Russia	31.3 million	29.8 million	▲5.0	▲5.3
8	 Austria	26.7 million	25.2 million	▲5.6	▲1.9
9	 Greece	23.6 million	22.0 million	▲7.1	▲23.0
10	 Poland	16.7 million	16.0 million	▲4.6	▲1.3

## International Tourism Receipts in 2015

International tourism receipts grew to US\$1,260 billion in 2015, corresponding to an increase in real terms of 4.4% from 2014. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2015, with the United States by far the top earner.

Rank	Country	UNWTO Region	International tourism receipts (2015)
1	 United States	North America	\$204.5 billion
2	 China	Asia	\$114.1 billion
3	 Spain	Europe	\$56.5 billion
4	 France	Europe	\$45.9 billion
5	 United Kingdom	Europe	\$45.5 billion
6	 Thailand	Asia	\$44.6 billion
7	 Italy	Europe	\$39.4 billion
8	 Germany	Europe	\$36.9 billion
9	 Hong Kong	Asia	\$36.2 billion
10	 Macau	Asia	\$31.3 billion

## International Tourism Expenditure in 2015

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2015.

Rank	Country	UNWTO Region	International tourism expenditure (2015)
1	 China	Asia	\$292.2 billion
2	 United States	North America	\$112.9 billion
3	 Germany	Europe	\$77.5 billion
4	 United Kingdom	Europe	\$63.3 billion
5	 France	Europe	\$38.4 billion
6	 Russia	Europe	\$34.9 billion
7	 Canada	North America	\$29.4 billion
8	 South Korea	Asia	\$25.0 billion
9	 Italy	Europe	\$24.4 billion
10	 Australia	Oceania	\$23.5 billion

## Top International Tourist Destination Cities

Apart from the UN, the Euromonitor International has conducted a research in world tourism ranking by cities in 2014. The top ten world's most visited cities by international tourists are Hong Kong, London, Singapore, Bangkok, Paris, Macau, Dubai, Shenzhen, New York City, and Istanbul.

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# Hospitality Management

Alongside tourism, hospitality has been defined as services that cater to the customer's needs through built infrastructure and entertainment. Hospitality plays a major role in the tourism industry of any country. This chapter introduces some of the crucial theories and principles related to the hospitality industry.

## Hospitality Industry

The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

Usage rate, or its inverse “vacancy rate”, is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay fixed costs while the factory is not producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they “process” in all sectors. This led to formation of services with the aim to increase usage rate provided by hotel consolidators. Information about required or offered products are brokered on business networks used by vendors as well as purchasers.

In looking at various industries, “barriers to entry” by newcomers and competitive advantages between current players are very important. Among other things, hospitality industry players find advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question (for example at theme restaurants). Also very important are the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

## Hospitality Management Studies

Hospitality Management is the study of the hospitality industry. A degree in the subject may be awarded either by a university college dedicated to the studies of hospitality management or a business school with a relevant department. Degrees in hospitality management may also be referred to as hotel management, hotel and tourism management, or hotel administration. Degrees conferred in this academic field include BA, Bachelor of Business Administration, BS, BAsC, MS, MBA, and PhD. Hospitality management covers hotels, restaurants, cruise ships, amusement parks, destination marketing organizations, convention centers, and country clubs.



Mateer Building- Penn State School of Hospitality Management



Lausanne hospitality management school Ecole hôtelière de Lausanne



The Cornell University School of Hotel Administration



The University of Central Florida Rosen College of Hospitality Management

## Curriculum

In the United States, hospitality and tourism management curricula follow similar core subject applications to that of a business degree, but with a focus on hospitality management. Core subject areas include accounting, administration, finance, information systems, marketing, human resource management, public relations, strategy, quantitative methods, and sectoral studies in the various areas of hospitality business.

## Rankings of Degree-Granting Programs

These top ten lists are specific to departments that specifically give degrees in the hospitality field itself.

## Opinion Surveys of Employers in the Hospitality Industry

In a broad industry survey of senior managers from luxury hotels in 2013, conducted a market survey of hospitality employers regarding their opinions of the top ten hospitality management schools. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS to conduct each of these surveys, and 2 schools out of 10 (numbers 6, 8) belong to Laureate Hospitality Education. The result appeared as follows:

1. École hôtelière de Lausanne, Lausanne - Switzerland
2. Hotelschool The Hague, The Hague/Amsterdam - Netherlands
3. Cornell University, USA
4. Glion Institute of Higher Education, Glion - Switzerland
5. The Emirates Academy of Hospitality Management, Dubai - United Arab Emirates
6. Les Roches International School of Hotel Management, Switzerland/Spain
7. Oxford Brookes University, United Kingdom
8. Blue Mountains International Hotel Management School, Leura - Australia
9. Florida International University, Miami - Florida
10. Hong Kong Polytechnic University, Hung Hom - Hong Kong

## Publication Surveys in Hospitality-Related Academia

The Journal of Hospitality and Tourism Research completed an analysis of the top ten hospitality and tourism programs in the world. The results appeared as follows:

1. The Hong Kong Polytechnic University, Hong Kong SAR
2. Cornell University, USA
3. Michigan State University, USA
4. University of Nevada, Las Vegas, USA
5. Pennsylvania State University, USA
6. University of Surrey, United Kingdom
7. Virginia Polytechnic Institute and State University, USA
8. Purdue University, USA
9. Oklahoma State University, USA
10. University of Central Florida, USA

## Hospitality Service

The concept of hospitality exchange, also known as “accommodation sharing”, “hospitality services” (short “hospex”), and “home stay networks”, “home hospitality” (“hoho”), refers to centrally organized social networks of individuals, generally travelers, who offer or seek accommodation without monetary exchange. These services generally connect users via the internet.

### History

In 1949 Bob Luitweiler founded the first hospitality service called Servas Open Doors as a cross-national, nonprofit, volunteer-run organization advocating interracial and international peace. In 1965 John Wilcock set up the Traveler’s Directory as a listing of his friends willing to host each other when traveling. In 1988, Joy Lily rescued the organization from imminent shutdown, forming Hospitality Exchange.

In 1966, a hospitality service for Esperanto speakers called *Programo Pasporto* was created. This became Pasporta Servo in 1974.

In 1977 U.S. President Jimmy Carter announced the formation of Friendship Force International, which has chapters in 57 countries today. In 2000 Veit Kuhne founded Hospitality Club, the first such Internet-based hospitality service. In 2004, Casey Fenton started CouchSurfing, which is now the largest hospitality exchange organization. In 2013 Mandy Rowe founded Broads Abroad Travel Network, which is the only online hospitality exchange network for women.

In the Scout Movement, home hospitality (“hoho”) refers to Scouts living for a few days with a host family to experience everyday life in that community. This often takes place before or after a jamboree and is usually organized by the organization running the jamboree.

### Notable Hospitality Networks

- BeWelcome – A network based on open-source principles with more than 70,000 members in 200 countries. The project is organised as a registered non-profit organisation with democratic structures.
- CouchSurfing – A for-profit network with 10 million members in more than 200 countries
- Friendship Force International – A network of chapters worldwide which concentrates on building understanding across cultures.
- Hospitality Club – A network with over 670,000 members in more than 200 countries

- Mennonite Your Way – A network with over 1,700 Christian, mostly Mennonites and Brethren hosts in more than 69 countries
- Pasporta Servo – For Esperanto speakers
- Pitch Place – A community sharing their yards as free tent pitches
- Servas International – Human rights and global peace oriented since 1949. A relatively small network with over 16,000 members with a long history
- Warm Showers – A community for touring cyclists & hosts. Approx. 60,000 members.
- Workaway - Aimed at budget travellers and language learners looking to become more immersed in the country and culture they are journeying through while allowing local hosts worldwide to meet people who can provide the help they require in return for food and board.
- WWOOF – “Worldwide Opportunities on Organic Farms”, help on the property is exchanged for food, accommodation, education, and cultural interaction

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## Hotel Industry: An Overview

Hotels provide the most basic services for tourists such as food and lodging. This factor has resulted in an increase in the development and variety of the hotel industry in the last few decades. The chapter strategically encompasses and incorporates the major components and key concepts of tourism through the hotel industry, providing a complete understanding of a variety of hotels such as resorts, eco hotels, boutique hotels, etc.

### Hotel



The Burj Al Arab in Dubai



The historic Plaza Hotel in New York



The Peninsula Paris

A hotel is an establishment that provides lodging paid on a short-term basis. Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a fridge and other kitchen facilities, upholstered chairs, a flatscreen television and en-suite bathrooms. Small, lower-priced hotels may offer only the most basic guest services and facilities. Larger, higher-priced hotels may provide additional guest facilities such as a swimming pool, business centre (with computers, printers and other office equipment), childcare, conference and event facilities, tennis and/or basketball courts, gymnasium, restaurants, day spa and social function services. Hotel rooms are usually numbered (or named rooms in some smaller hotels and B&Bs) to allow guests to identify their room. Custom-decorated rooms in some boutique, high-end hotels, make the stay more memorable. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a tiny room suitable only for sleeping and shared bathroom facilities.



Lobby on 103rd floor at The Ritz-Carlton, Hong Kong



Atrium Lobby of the Grand Hyatt Shanghai

The precursor to the modern hotel was the inn of medieval Europe. For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travelers. Inns began to cater to richer clients in the mid-18th century. One of the first hotels in a modern sense was opened in Exeter in 1768. Hotels proliferated throughout Western Europe and North America in the early 19th century, and luxury hotels began to spring up in the later part of the 19th century.

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies have set industry standards to classify hotel types. An upscale full-service hotel facility offers luxury amenities, full service accommodations, on-site restaurant(s), and the highest level of personalized service, such as a concierge, room service and clothes pressing staff. Full service hotels often contain upscale full-service facilities with a large number of full service accommodations, on-site full service restaurant(s), and a variety of on-site amenities. Boutique hotels are smaller independent, non-branded hotels that often contain upscale facilities. Small to medium-sized hotel establishments offer a limited amount of on-site amenities. Economy hotels are small to medium-sized hotel establishments that offer basic accommodations with little to no services. Extended

stay hotels are small to medium-sized hotels that offer longer-term full service accommodations compared to a traditional hotel.

Timeshare and Destination clubs are a form of property ownership involving ownership of an individual unit of accommodation for seasonal usage. A motel is a small-sized low-rise lodging with direct access to individual rooms from the car park. Boutique hotels are typically hotels with a unique environment or intimate setting. A number of hotels have entered the public consciousness through popular culture, such as the Ritz Hotel in London. Some hotels are built specifically as a destination in itself, for example at casinos and holiday resorts.

Most hotel establishments are run by a General Manager who serves as the head executive (often referred to as the “Hotel Manager”), department heads who oversee various departments within a hotel (e.g., food service), middle managers, administrative staff, and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function and class, and is often determined by hotel ownership and managing companies.

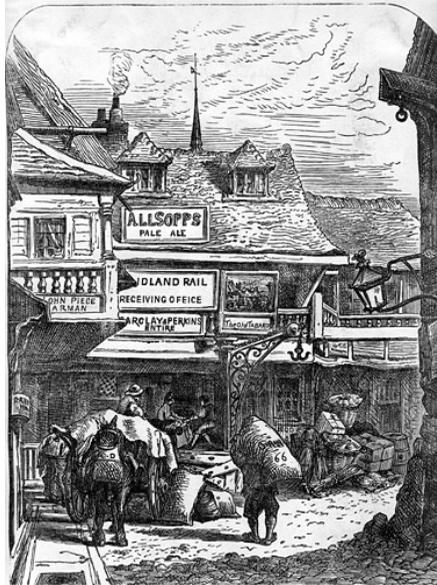
## Etymology

The word *hotel* is derived from the French *hôtel* (coming from the same origin as *hospital*), which referred to a French version of a building seeing frequent visitors, and providing care, rather than a place offering accommodation. In contemporary French usage, *hôtel* now has the same meaning as the English term, and *hôtel particulier* is used for the old meaning, as well as “*hôtel*” in some place names such as Hôtel-Dieu (in Paris), which has been a hospital since the Middle Ages. The French spelling, with the circumflex, was also used in English, but is now rare. The circumflex replaces the ‘s’ found in the earlier *hostel* spelling, which over time took on a new, but closely related meaning. Grammatically, hotels usually take the definite article – hence “The Astoria Hotel” or simply “The Astoria.”

## History

Facilities offering hospitality to travellers have been a feature of the earliest civilizations. In Greco-Roman culture hospitals for recuperation and rest were built at thermal baths. During the Middle Ages various religious orders at monasteries and abbeys would offer accommodation for travellers on the road.

The precursor to the modern hotel was the inn of medieval Europe, possibly dating back to the rule of Ancient Rome. These would provide for the needs of travelers, including food and lodging, stabling and fodder for the traveler’s horse(s) and fresh horses for the mail coach. Famous London examples of inns include the George and the Tabard. A typical layout of an inn had an inner court with bedrooms on the two sides, with the kitchen and parlour at the front and the stables at the back.



The Tabard Inn, Southwark, London

For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travelers (in other words, a roadhouse). Coaching inns stabled teams of horses for stagecoaches and mail coaches and replaced tired teams with fresh teams. Traditionally they were seven miles apart but this depended very much on the terrain.



Tremont House in Boston, USA, a luxury hotel, the first to provide indoor plumbing

Some English towns had as many as ten such inns and rivalry between them was intense, not only for the income from the stagecoach operators but for the revenue for food and drink supplied to the wealthy passengers. By the end of the century, coaching inns were being run more professionally, with a regular timetable being followed and fixed menus for food.

Inns began to cater for richer clients in the mid-18th century, and consequently grew in grandeur and the level of service provided. One of the first hotels in a modern sense was opened in Exeter in 1768, although the idea only really caught on in the early 19th century. In 1812 Mivart's Hotel opened its doors in London, later changing its name to Claridge's.

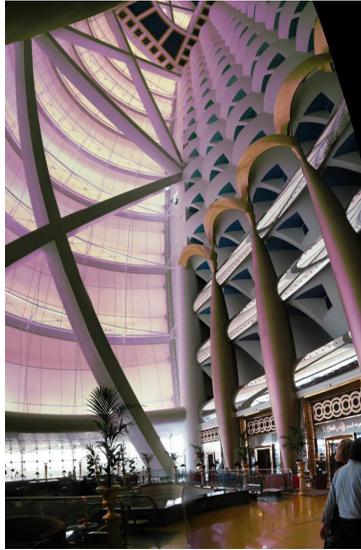
Hotels proliferated throughout Western Europe and North America in the 19th century, and luxury hotels, including the Savoy Hotel in the United Kingdom and the Ritz chain of hotels in London and Paris and Tremont House and Astor House in the United States, began to spring up in the later part of the century, catering to an extremely wealthy clientele.

### International Scale

Hotels cater to travelers from many countries and languages, since no one country dominates the travel industry.

Country	Hotel Rooms in 2011-12	Average Rooms per Hotel	Overnight Tourists Traveling from Each Country, Annual
United States	4,900,000	93	58,000,000
China	1,500,000	132	83,000,000
Japan	1,370,000	27	18,000,000
Italy	1,100,000	32	29,000,000
Germany	950,000	27	72,000,000
Spain	900,000	47	12,000,000
Mexico	660,000	37	16,000,000
United Kingdom	650,000	17	57,000,000
France	620,000	36	26,000,000
Thailand	530,000	NA	6,000,000
Indonesia	410,000	25	7,000,000
Greece	400,000	41	5,000,000
Brazil	400,000	40	8,000,000
Turkey	330,000	117	6,000,000
Austria	290,000	22	11,000,000
Russia	260,000	33	44,000,000
<b>Global Total</b>	<b>21,000,000</b>	<b>41</b>	<b>876,000,000</b>

## Types



Lobby of the Burj al Arab in Dubai, United Arab Emirates



Savoy Hotel, London, England

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types. General categories include the following:

### Upscale Luxury

An upscale full service hotel facility that offers luxury amenities, full service accom-

modations, on-site full service restaurant(s), and the highest level of personalized and professional service. Luxury hotels are normally classified with at least a Four Diamond or Five Diamond status or a Four or Five Star rating depending on the country and local classification standards. *Examples may include: InterContinental, Waldorf Astoria, Four Seasons, Conrad, Fairmont, and The Ritz-Carlton.*

## Full Service

Full service hotels often contain upscale full-service facilities with a large volume of full service accommodations, on-site full service restaurant(s), and a variety of on-site amenities such as swimming pools, a health club, children's activities, ballrooms, on-site conference facilities, and other amenities. Examples include: Holiday Inn, Starwood – Sheraton Westin, Hilton, Marriott, and Hyatt hotels.

## Historic Inns and Boutique Hotels

Boutique hotels are smaller independent non-branded hotels that often contain upscale facilities of varying size in unique or intimate settings with full service accommodations. Boutique hotels are generally 100 rooms or less. Some historic inns and boutique hotels may be classified as luxury hotels. Examples include Hotel Indigo and Kimpton Hotels.

## Focused or Select Service

Small to medium-sized hotel establishments that offer a limited amount of on-site amenities that only cater and market to a specific demographic of travelers, such as the single business traveler. Most focused or select service hotels may still offer full service accommodations but may lack leisure amenities such as an on-site restaurant or a swimming pool. Examples include Crowne Plaza, Courtyard by Marriott and Hilton Garden Inn.

## Economy and Limited Service

Small to medium-sized hotel establishments that offer a very limited amount of on-site amenities and often only offer basic accommodations with little to no services, these facilities normally only cater and market to a specific demographic of travelers, such as the budget-minded traveler seeking a “no frills” accommodation. Limited service hotels often lack an on-site restaurant but in return may offer a limited complimentary food and beverage amenity such as on-site continental breakfast service. Examples include Ibis Budget, Hampton Inn, Aloft, Holiday Inn Express, Fairfield Inn, Four Points by Sheraton, and Days Inn.

## Extended Stay

Extended stay hotels are small to medium-sized hotels that offer longer term full ser-

vice accommodations compared to a traditional hotel. Extended stay hotels may offer non-traditional pricing methods such as a weekly rate that cater towards travelers in need of short-term accommodations for an extended period of time. Similar to limited and select service hotels, on-site amenities are normally limited and most extended stay hotels lack an on-site restaurant. Examples include Staybridge Suites, Candlewood Suites, Homewood Suites by Hilton, Home2 Suites by Hilton, Residence Inn by Marriott, Element, and Extended Stay Hotels.

## Timeshare and Destination Clubs

Timeshare and Destination clubs are a form of property ownership also referred to as a vacation ownership involving the purchase and ownership of an individual unit of accommodation for seasonal usage during a specified period of time. Timeshare resorts often offer amenities similar that of a Full service hotel with on-site restaurant(s), swimming pools, recreation grounds, and other leisure-oriented amenities. Destination clubs on the other hand may offer more exclusive private accommodations such as private houses in a neighborhood-style setting. Examples of timeshare brands include Hilton Grand Vacations, Marriott Vacation Club International, Westgate Resorts, Starwood Vacation Ownership, Disney Vacation Club, and Holiday Inn Club Vacations.

## Motel

A motel, an abbreviation for “motor hotel”, is a small-sized low-rise lodging establishment similar to a limited service, lower-cost hotel, but typically with direct access to individual rooms from the car park. Motels were built to serve road travellers, including travellers on road trip vacations and workers who drive for their job (travelling salespeople, truck drivers, etc.). Common during the 1950s and 1960s, motels were often located adjacent to a major highway, where they were built on inexpensive land at the edge of towns or along stretches of freeway.

New motel construction is rare in the 2000s as hotel chains have been building economy-priced, limited service franchised properties at freeway exits which compete for largely the same clientele, largely saturating the market by the 1990s. Motels are still useful in less populated areas for driving travelers, but the more populated an area becomes, the more hotels move in to meet the demand for accommodation. Many of the motels which remain in operation have joined national franchise chains, often rebranding themselves as hotels, inns or lodges.

## Management

Hotel management is a globally accepted professional career field and academic field of study. Degree programs such as hospitality management studies, a business degree, and/or certification programs formally prepare hotel managers for industry practice.



Hotels in Eilat shore, Israel

Most hotel establishments consist of a General Manager who serves as the head executive (often referred to as the “Hotel Manager”), department heads who oversee various departments within a hotel, middle managers, administrative staff, and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function, and is often determined by hotel ownership and managing companies.

## Unique and Specialty Hotels

### Historic Inns and Boutique Hotels



Hotel Astoria and statue of Tsar Nicholas I in Saint Petersburg, Russia

Boutique hotels are typically hotels with a unique environment or intimate setting. Some hotels have gained their renown through tradition, by hosting significant events or persons, such as Schloss Cecilienhof in Potsdam, Germany, which derives its fame from the Potsdam Conference of the World War II allies Winston Churchill, Harry Truman and Joseph Stalin in 1945. The Taj Mahal Palace & Tower in Mumbai is one of India’s most famous and historic hotels because of its association with the Indian independence movement. Some establishments have given name to a particular meal or

beverage, as is the case with the Waldorf Astoria in New York City, United States where the Waldorf Salad was first created or the Hotel Sacher in Vienna, Austria, home of the Sachertorte. Others have achieved fame by association with dishes or cocktails created on their premises, such as the Hotel de Paris where the crêpe Suzette was invented or the Raffles Hotel in Singapore, where the Singapore Sling cocktail was devised.



Hôtel Ritz in Paris, France



Chicago's Magnificent Mile has hosted many skyscraper hotels such as the Allerton Hotel

A number of hotels have entered the public consciousness through popular culture, such as the Ritz Hotel in London, through its association with Irving Berlin's song, 'Puttin' on the Ritz'. The Algonquin Hotel in New York City is famed as the meeting place of the literary group, the Algonquin Round Table, and Hotel Chelsea, also in New York City, has been the subject of a number of songs and the scene of the stabbing of Nancy Spungen (allegedly by her boyfriend Sid Vicious).

## Resort Hotels



Wynn Las Vegas, Las Vegas, USA

Some hotels are built specifically as a destination in itself to create a captive trade, example at casinos and holiday resorts. Though of course hotels have always been built in popular destinations, the defining characteristic of a resort hotel is that it exists purely to serve another attraction, the two having the same owners.

On the Las Vegas Strip there is a tradition of one-upmanship with luxurious and extravagant hotels in a concentrated area. This trend now has extended to other resorts worldwide, but the concentration in Las Vegas is still the world's highest: nineteen of the world's twenty-five largest hotels by room count are on the Strip, with a total of over 67,000 rooms.

In Europe Center Parcs might be considered a chain of resort hotels, since the sites are largely man-made (though set in natural surroundings such as country parks) with captive trade, whereas holiday camps such as Butlins and Pontin's are probably not considered as resort hotels, since they are set at traditional holiday destinations which existed before the camps.

## Other Speciality Hotels



RMS Queen Mary, Long Beach, California, United States

- The Burj al-Arab hotel in Dubai, United Arab Emirates, built on an artificial island, is structured in the shape of a boat's sail.
- The Library Hotel in New York City, is unique in that each of its ten floors is assigned one category from the Dewey Decimal System.
- The Jailhotel Löwengraben in Lucerne, Switzerland is a converted prison now used as a hotel.
- The Luxor, a hotel and casino on the Las Vegas Strip in Paradise, Nevada, United States is unusual due to its pyramidal structure.
- The Liberty Hotel in Boston, used to be the Charles Street Jail.
- Hotel Kakslauttanen in Finland, a collection of glass igloos in Lapland that allow you to watch the Northern Lights
- Built in Scotland and completed in 1936, The former ocean liner RMS *Queen Mary* in Long Beach, California, United States uses its first-class staterooms as a hotel, after retiring in 1967 from Transatlantic service.
- The Wigwam Motels used patented novelty architecture in which each motel room was a free-standing concrete wigwam or teepee.
- Various Caboose Motel or Red Caboose Inn properties are built from decommissioned rail cars.
- Throughout the world there are several hotels built from converted airliners.

## Bunker Hotels

The Null Stern Hotel in Teufen, Appenzellerland, Switzerland and the Concrete Mushroomrooms in Albania are former nuclear bunkers transformed into hotels.

## Cave Hotels

The Cuevas Pedro Antonio de Alarcón (named after the author) in Guadix, Spain, as well as several hotels in Cappadocia, Turkey, are notable for being built into natural cave formations, some with rooms underground. The Desert Cave Hotel in Coober Pedy, South Australia is built into the remains of an opal mine.

## Cliff Hotels

Located on the coast but high above sea level, these hotels offer unobstructed panoramic views and a great sense of privacy without the feeling of total isolation. Some examples from around the globe are the Riosol Hotel in Gran Canaria, Caruso Belvedere Hotel in Amalfi Coast (Italy), Aman Resorts Amankila in Bali, Birkenhead House in Hermanus (South Africa), The Caves in Jamaica and Caesar Augustus in Capri.



On top of the cliff, the Riosol Hotel in Mogán

## Capsule Hotels



Interior of a capsule hotel in Osaka, Japan

Capsule hotels are a type of economical hotel first introduced in Japan, where people sleep in stacks of rectangular containers.

## Ice, Snow and Igloo Hotels

Igloo Village in Kakslauttanen, the Ice Hotel in Jukkasjärvi, Sweden is the first ice hotel in the world, built in 1990, and the Hotel de Glace in Duchenay, Canada, melt every spring and are rebuilt each winter; the Mammut Snow Hotel in Finland is located within the walls of the Kemi snow castle; and the Lainio Snow Hotel is part of a snow village near Ylläs, Finland.

## Garden Hotels

Garden hotels, famous for their gardens before they became hotels, include Gravetye Manor, the home of garden designer William Robinson, and Cliveden, designed by Charles Barry with a rose garden by Geoffrey Jellicoe.

## Referral Hotel

A referral hotel is a hotel chain that offers branding to independently-operated hotels; the chain itself is founded by or owned by the member hotels as a group. Many former referral chains have been converted to franchises; the largest surviving member-owned chain is Best Western.

## Railway Hotels

Frequently, expanding railway companies built grand hotels at their termini, such as the Midland Hotel, Manchester next to the former Manchester Central Station, and in London the ones above St Pancras railway station and Charing Cross railway station. London also has the Chiltern Court Hotel above Baker Street tube station, there are also Canada's grand railway hotels. They are or were mostly, but not exclusively, used by those traveling by rail.

## Straw Bale Hotels

The Maya Guesthouse in Nax Mont-Noble in the Swiss Alps, is the first hotel in Europe built entirely with straw bales. Due to the insulation values of the walls it needs no conventional heating or air conditioning system, although the Maya Guesthouse is built at an altitude of 1,300 metres (4,300 ft) in the Alps.

## Transit Hotels

Transit hotels are short stay hotels typically used at international airports where passengers can stay while waiting to change airplanes. The hotels are typically on the airside and do not require a visa for a stay.

## Treehouse Hotels

Some hotels are built with living trees as structural elements, for example the Treehotel near Piteå, Sweden, the Costa Rica Tree House in the Gandoca-Manzanillo Wildlife Refuge, Costa Rica; the Treetops Hotel in Aberdare National Park, Kenya; the Ariau Towers near Manaus, Brazil, on the Rio Negro in the Amazon; and Bayram's Tree Houses in Olympos, Turkey.

## Underwater Hotels

Some hotels have accommodation underwater, such as Utter Inn in Lake Mälaren, Sweden. Hydropolis, project in Dubai, would have had suites on the bottom of the Persian Gulf, and Jules' Undersea Lodge in Key Largo, Florida requires scuba diving to access its rooms.



An island resort in the Maldives



Ithaa, the first undersea restaurant at the Conrad Maldives Rangali Island resort

## Records

### Largest

In 2006, *Guinness World Records* listed the First World Hotel in Genting Highlands, Malaysia, as the world's largest hotel with a total of 6,118 rooms. The Izmailovo Hotel in Moscow has the most rooms, with 7,500, followed by The Venetian and The Palazzo complex in Las Vegas (7,117 rooms) and MGM Grand Las Vegas complex (6,852 rooms).

### Oldest

According to the Guinness Book of World Records, the oldest hotel in operation is the Nisiyama Onsen Keiunkan in Yamanashi, Japan. The hotel, first opened in 707 A.D. has been operated by the same family for forty-six generations. The title was held until 2011 by the Hoshi Ryokan, in the Awazu Onsen area of Komatsu, Japan, which opened in the year 718, as the history of the Nisiyama Onsen Keiunkan was virtually unknown.

## Highest

The Ritz-Carlton, Hong Kong claims to be the world's highest hotel. It is located on the top floors of the International Commerce Centre in Hong Kong, at 484 metres (1,588 ft) above ground level.

## Most Expensive Purchase

In October 2014, the Anbang Insurance Group, based in China, purchased the Waldorf Astoria New York in Manhattan for US\$1.95 billion, making it the world's most expensive hotel ever sold.



The Waldorf Astoria New York, the most expensive hotel ever sold, cost US\$1.95 billion in 2014

## Living in Hotels

A number of public figures have notably chosen to take up semi-permanent or permanent residence in hotels.

- Fashion designer Coco Chanel lived in the Hôtel Ritz, Paris, on and off for more than 30 years.
- Inventor Nikola Tesla lived the last ten years of his life at the New Yorker Hotel until he died in his room in 1943.
- Larry Fine (of The Three Stooges) and his family lived in hotels, due to his extravagant spending habits and his wife's dislike for housekeeping. They first lived in the President Hotel in Atlantic City, New Jersey, where his daughter Phyllis was raised, then the Knickerbocker Hotel in Hollywood. Not until the late 1940s did Larry buy a home in the Los Feliz area of Los Angeles.

- The Waldorf-Astoria Hotel and its affiliated Waldorf Towers has been the home of many famous persons over the years including former President Herbert Hoover who lived there from the end of his presidency in 1933 until his death in 1964. General Douglas MacArthur lived his last 14 years in the penthouse of the Waldorf Towers. And the composer Cole Porter also spent the last 25 years of his life in an apartment at the Waldorf Towers.
- Millionaire Howard Hughes lived in hotels during the last ten years of his life (1966–76), primarily in Las Vegas, as well as Acapulco, Beverly Hills, Boston, Freeport, London, Managua, Nassau, Vancouver, and others.
- Vladimir Nabokov and his wife Vera lived in the Montreux Palace Hotel in Montreux, Switzerland (1961-his death in 1977).
- Actor Richard Harris lived at the Savoy Hotel while in London. Hotel archivist Susan Scott recounts an anecdote that, when he was being taken out of the building on a stretcher shortly before his death in 2002, he raised his hand and told the diners “it was the food.”
- Egyptian actor Ahmed Zaki lived his last 15 years in Ramses Hilton Hotel – Cairo.
- British entrepreneur Jack Lyons lived in the Hotel Mirador Kempinski in Switzerland for several years until his death in 2008.
- American actress Elaine Stritch lived in the Savoy Hotel in London for over a decade.

## Eco Hotel

Eco hotel is a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment. The basic definition of a hotel is an environmentally responsible lodging that follows the practices of green living. These hotels have to be certified green by an independent third-party or by the state they are located in. Traditionally, these hotels were mostly presented as Eco Lodges because of their location, often in jungles, and their design inspired by the use of traditional building methods applied by skilled local craftsmen in areas, such as Costa Rica and Indonesia.

Today, eco hotels also include properties in less “natural” locations that have invested in improving their “green” credentials.

### Criteria

An eco hotel must usually meet the following criteria:

- Dependence on the natural environment
- Ecological sustainability
- Proven contribution to conservation
- Provision of environmental training programs
- Incorporation of cultural considerations
- Provision of an economic return to the local community

## Characteristics

Green hotels follow strict green guidelines to ensure that their guests are staying in a safe, non-toxic and energy-efficient accommodation. Here are some basic characteristics of a green hotel:

- Housekeeping uses non-toxic cleaning agents and laundry detergent
- 100% organic cotton sheets, towels and mattresses
- Non-smoking environment
- Renewable energy sources like solar or wind energy
- Bulk organic soap and amenities instead of individual packages to reduce waste
- Guest room and hotel lobby recycling bins
- Towel and sheet re-use (guests can tell housekeeping to leave these slightly used items to reduce water consumption)
- Energy-efficient lighting
- On-site transportation with green vehicles
- Serve organic and local-grown food
- Non-disposable dishes
- Offers a fresh-air exchange system
- Grey-water recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping
- Newspaper recycling program

## Definition

Ecology is a very strong trend, either convictions or a fashion, caring for the earth has become an ideal of many. As a result, eco-hotels have become an increasingly popular

alternative in the tourism industry, the increase in demand has led therefore to a large range of hotels with planet friendly options for all requirements.

According to the Royal Spanish Academy, one of the interpretations of the term ecology includes “defense and protection of nature and environment” From what we understand, to be green what is sought is to defend and protect everything natural. around us. contact with nature is something almost inherent to the holiday, providing an opportunity to carry out environmental.

An ecological hotel is one that is fully integrated into the environment without damaging the environment, contributing in some way to progress and improvement of the local community and sustainable growth of the tourism industry.

(Proyecto UDLAP)

The term has been used on a more regular basis as new websites devoted to the subject become more prominent and hotel owners become more interested in protecting the areas their guests have come to visit.

New properties are being built from sustainable resources—tropical hardwoods, local stone—and designed to better blend in with their environment. In addition, they are also being run on eco-friendly principles, such as serving organic or locally grown food or using natural cooling as opposed to air conditioning.

### **Ecolabelling of Hotels in Europe**

The EU Ecolabel is an official sign of the environmental quality of services and goods in the European Union (EU) that is both certified by an independent organisation and valid throughout the many member States of the European Union.

Any tourism accommodation operator in the EU - from a large hotel chain to a small farmhouse has been able to apply for the European Eco-label since 2003. The operators must meet strict minimum standards with regard to environmental performance and health standards. These should include the use of renewable energy sources, an overall reduction in energy and water consumption, measures to reduce waste, environmental policy setting and the provision of non-smoking areas.

The first eco-labelled hotel in the European Union was the Sunwing Resort Kallithea, located in Rhodes, Greece in 2003 and the first eco-labelled hotel on the Iberian Peninsula (Spain and Portugal) was the Hotel Jardim Atlântico on the Portuguese island of Madeira.

### **Ecolabelling of Hotels in South America**

In Argentina, the Tourism Hotels Association (AHT) has created an annual award, Hoteles Más Verdes (Greener Hotel). The prize – a monetary award and peer-recog-

nization – goes the best eco-hotels in the country, both operating and under construction. In 2013, Hoteles Más Verdes Award, eco-hotel projects Category, was given to Palo Santo Hotel in Buenos Aires. In August 2014, the city of Buenos Aires has presented a new labelling system for hotels and hostels, “Ecosello”. With three levels of certification (Committed, Advanced and Excellence), the new label aims at developing tourism operators eco-consciousness in Buenos Aires

## Conference and Resort Hotels

Conference and resort hotels are hotels which often contain full-sized luxury facilities with full-service accommodations and amenities. These hotels may attract both business conferences and vacationing tourists and offer more than a convenient place to stay. These hotels may be referred to as major conference center hotels, flagship hotels, destination hotels, and destination resorts. The market for conference and resort hotels is a subject for market analysis.

These hotels as destinations may be characterized by distinctive architecture, upscale lodgings, ballrooms, large conference facilities, restaurants, and recreation activities such as golf or skiing. They may be located in a variety of settings from major cities to remote locations.

### History

Since the 1800s, the traditional concept full service conference and resort hotels has been based upon a venue which is typically remote and has a natural feature as its attraction. For example, the Kviknes Hotel in Norway is a difficult to reach remote location which provides visitors access to the scenic fjord at Balestrand. Historically there were certain built-in amenities such as gourmet cuisine, music recitals and shoreline trails; however, the amenities of modern (post-1980) destination hotels dwarf the scale of these earlier models. Many of the Las Vegas and Caribbean resort hotels have complete shopping malls, conference centers and large entertainment halls on site; thus, the contemporary version of a destination often features large on-site capital investment in activities, although the access to a local natural feature is still retained by many newer destination hotels.

A megaresort is a type of destination which is of an exceptionally large size, sometimes featuring large-scale attractions (casino, golf course, theme park, multiple accommodations). The hotels along the Las Vegas Strip are most typically thought of as megaresorts owing to their immense size and complexity. Kirk Kerkorian is credited for building the first mega resort in 1969 earning him the nickname “father of the mega resort”.

Two projects in Las Vegas in 1969 and 1973 by architect Martin Stern, Jr. and entrepre-

neur Kirk Kerkorian, the International Hotel and the MGM Grand, set the standard for such casino resorts. The Mirage given its size and emphasis on non-gaming entertainment options like shopping and fine dining to draw in customers. Megaresorts use the same fantastic or mythical theme (medieval life at Excalibur, tropical at The Mirage, famous cities, etc.) throughout their properties.

Many megaresorts have a large theme park as its centerpiece. Resorts such as the Walt Disney Parks and Resorts feature multiple hotels, multiple theme parks, a shopping complex and other features. Other megaresorts exist with no specific centerpiece, having many features that are considered prominent, such as Atlantis Paradise Island and its upcoming sister park in Dubai.

## Gallery



Historic Kviknes destination hotel in Norway



The Fairmont Banff Springs Hotel in Alberta, Canada



The Stanley Hotel in Colorado



Timberline Lodge in Oregon



Disney's Contemporary Resort in Florida



Westin Palace, Madrid, Spain



Overview of the Las Vegas Strip with multiples of resort hotels



Westin Grand, Berlin, Germany.



Caesars Windsor in Windsor, Ontario, Canada



The Borgata in Atlantic City, New Jersey



The Pearl-Continental Hotel in Karachi, Pakistan



Westin Bonaventure Hotel in Los Angeles



Boeing 727 hotel room at Hotel Costa Verde, Costa Rica



Sun City in the North West Province, South Africa

## Boutique Hotel

Boutique hotel is a term used initially in North America and the United Kingdom to describe small hotels which have typically between 10 and 100 rooms in unique settings with upscale accommodations.



110-room Madison Hotel in Memphis, Tennessee

## History

Boutique hotels began appearing in the 1980s in major cities like London, New York, and San Francisco. The term was coined by Steve Rubell in 1984 when he compared the Morgans Hotel, the first hotel he and Ian Schrager owned, to a boutique.

## Description

Many boutique hotels are furnished in a themed, stylish and/or aspirational manner. The popularity of the boutique concept has prompted some multi-national hotel companies to try and capture a market share. In the United States, New York City remains an important centre for boutique hotels clustered about Manhattan. Some members of the hospitality industry are following the general “no-frill chic” consumer trend, with affordable or budget boutique hotels being created all around the world. Boutique hotels are found in London, New York City, Miami, and Los Angeles. They are also found in resort destinations with exotic amenities such as electronics, spas, yoga and/or painting classes.

## Apartment Hotel

An apartment hotel (also residential hotel, or extended-stay hotel) is a serviced apartment complex that uses a hotel-style booking system. It is similar to renting an apartment, but with no fixed contracts and occupants can “check-out” whenever they wish.



An apartment hotel in Hammond, IN

The standard zoning definition in the United States is:

“Apartment hotel means a building designed for or containing both apartments and individual guestrooms or rental units, under resident supervision, and which maintains an inner lobby through which all tenants must pass to gain access to apartments, rooms or units.”

An apartment hotel complex usually offers a complete fully fitted apartment. These complexes are usually custom built, and similar to a hotel complex containing a varied amount of apartments. The length of stay in these apartment hotels is varied with anywhere from a few days to months or even years. The people who stay in apartment hotels use them as long-term accommodation; therefore, the hotels are often fitted with most things the average home would require.

## Origins

Apartment hotels were first created in holiday destinations as accommodation for families that needed to “live” in an apartment rather than “stay” as they would in a hotel. The apartments would provide a “holiday home” but generally be serviced. Later, these apartments evolved to be complete homes, allowing occupants to do everything they would at home, such as cleaning, washing, and cooking.

## Extended Stay Hotels

Extended stay hotels are a type of lodging with features unavailable at standard hotels. These features are intended to provide more home-like amenities. There are currently 27 extended stay chains in North America with at least 7 hotels, representing over 2,000 properties. There is substantial variation among extended stay hotels with respect to quality and the amenities available. Some of the economy chains attract clientele who use the hotels as semi-permanent lodging.

Extended-stay hotels typically have self-serve laundry facilities and offer discounts for extended stays, beginning at 5 or 7 days. They also have guestrooms (or “suites”) with kitchens. The kitchens include at a minimum usually: a sink, a refrigerator (usually full size), a microwave oven, and a stovetop. Some kitchens also have dishwashers and conventional ovens.

Extended stay hotels are aimed at business travelers on extended assignments, families in the midst of a relocation, and others in need of temporary housing.

The Residence Inn chain was launched in 1975 in Wichita, Kansas by Jack DeBoer, and acquired by Marriott Corporation in 1987. As of April 2005, there were over 450 Residence Inn hotels in the United States, Canada, and Mexico.

Staybridge Suites and Candlewood Suites, both owned by the InterContinental Hotels Group, are two examples of hotels designed for business and extended stay travelers.

Another brand of extended-stay hotels is Homewood Suites, which is part of Hilton Worldwide.

Another brand came from the merger of Extended Stay America and Homestead Hotels, which combined in 2004 to become Extended Stay Hotels with over 670 owned and operated properties in the United States.

Another hotel chain, Choice Hotels International, franchiser for brands such as Comfort Inn, Comfort Suites, Sleep Inn, and Quality Inn, operate the MainStay Suites brand. They acquired the Suburban Extended Stay hotel chain in 2005, with over 150 hotels open and under development.

The low-budget extended stay chain Intown Suites was founded in 1988, with 139 locations in 21 states.

Since 1999 the U.S. budget lodging chain Motel 6, owned by The Blackstone Group (previously Accor), operates Studio 6, a chain of extended stay hotels with weekly rates. The chain provides a kitchen area in its rooms, and allows pets, and operates in 18 U.S. states and Canada.

## Reservations

Reserving a stay in an apartment hotel differs slightly from booking a hotel room. A more personal approach is needed, as guests staying for extended periods want to ensure that the apartment is to their liking. Guests ask about view, floor plan, floor where the apartment is located, etc. Another reason a reservation agent is required to assist a guest with booking an apartment hotel is due to simple business reasons. Unlike hotels, where all bookings are short stays and check in and check out dates are confirmed at the time the reservation is made, apartment hotels often try to accommodate guests who don't know their checkout date. Such stays include guests who wait for their home

to be built or renovated. For that reason it is difficult to list such apartment hotels on most common booking websites. Specialized booking companies allow the apartment hotels to accept or decline a request, rather than simply accepting a confirmed booking, and allow communication of details of the stay with the guest before the reservation is confirmed.

## Destination Club

The concept of a destination club was introduced in 1998, when Rob McGrath, a veteran of the luxury timeshare development business, launched Private Retreats. Since then, more than 30 companies have launched clubs targeting affluent families that want the benefits of second home ownership, but with more flexibility and choice in where they vacation each year. Inspirato with American Express is the world's largest destination club.

By joining a destination club, a member gains access to a collection of vacation homes in various locations around the world in exchange for a one-time membership fee and annual membership dues. Consistent with other vacation options, inventory can be booked based on availability. Some clubs allow members to purchase different membership-types which offer different levels of reservation priority, personalized services and resort amenities such as beach clubs, luxury spas and private chefs.

### What is Included

Benefits and access privileges vary by club. Here is a list of those offered by most clubs:

- Access to private homes, town homes, condominiums or hotel units, typically on resort properties or near iconic resort locations.
- Usage rules vary between restricted travel (10–60 days) of home usage to unrestricted travel by club members.
- The ability to book homes in advance and on a “space available” basis, as well as a system to handle the demand for holiday or peak periods.
- High service levels including: pre-trip planning, on-location concierge services, and daily housekeeping service.
- Luxury furnishings and audio-visual equipment
- Additional membership privileges and benefits, including special club events, and access to resort amenities, spas and fitness centers.

## Membership Model

While there are several variations, the basic choices are between equity, non-equity and next-generation clubs that defy the standard models. This is similar to the membership model choices at country clubs. In all models, club members provide an up-front sum and an annual fee though the exact amounts vary significantly by club-type.

**Non-Equity Club Model** - In non-equity clubs, members enjoy the hospitality benefits of the club, but don't own an interest in the homes and so are not impacted by the real estate appreciation or losses of the club's residence portfolio. The up-front payment is a deposit, and traditionally when they resign from the club, members receive 75% to 100% of that deposit back. However, in recent years, non-equity clubs have gotten away from refunds.

- *Exclusive Resorts (launched in 2002)* is an example of this model. Members pay a joining fee that covers a number of travel nights per year. Exclusive Resorts exclusively owns each home in their portfolio. Each year, members commit to and pay for a certain number of nights at a flat rate. At Exclusive Resorts, members are only subject to refunds at a 3 to 1 basis, meaning a member will only receive a refund if three new members join.

**Equity Club Model** - With equity clubs, the up-front payment can be considered an investment of sorts (or at least a reduction in the opportunity cost of making the up-front payment), subject to typical investment risks. When exiting the club, the refund of that fee is adjusted to reflect changes to the value of the home portfolio or in the fee for new members. Various clubs have different ways of providing this benefit. Also, with an equity club, the members own the club's real estate portfolio, which provides additional security of the membership deposits.

**Managed and Controlled Club Model** - During the real estate boom of the 2000s the equity model had appeal because members could benefit from the rapid appreciation of real estate assets. The economic changes between 2008-2011 resulted in innovation within the destination club marketplace and has provided more options for luxury travelers. The travel product and services available to members through a managed and controlled model are consistent with equity and non-equity clubs, but, because this model hinges on the club long-term leasing the properties in its portfolio as opposed to owning them, the cost of membership is significantly lower. Typically, members pay an up-front membership fee and an annual renewal fee and do not gain equity or appreciation. Members gain access to a portfolio of residences and members are able to book travel by paying below-market, members-only nightly rates as they travel. Unlike traditional equity-based travel clubs, travel clubs of this variety do not require a long-term commitment nor do members have to join a waiting list if they wish to revoke their membership.

- *Inspirato with American Express (launched in January 2011)* is currently the only example of this new, managed and controlled club model.

## Properties and Destinations

Destination clubs manage properties in destinations around the world. Clubs are subject to local rental home laws and ordinances regarding short-term home leases and nightly rentals. Mountain resort communities such as Vail, Aspen, Steamboat, Telluride and Sun Valley are hotbeds for club residences. Beach communities and island locations such as Rosemary Beach, Fort Lauderdale, Maui, Los Cabos, St Barts are also very common. As traveler demand has increased clubs have added cultural hubs such as New York City, Chicago, Paris and London to their portfolios. Additionally, as club members has requested a greater offering of unique lifestyle destinations and experiential travel clubs have added locations such as Tuscany, Bordeaux, Patagonia, the Galapagos and Wine Country.

## History

Private Retreats launched the industry in 1998, with one club, Private Retreats, under the company name *Preferred Retreats*. The company was later renamed *Tanner and Haley*, with over 900 members in 2006.

In 2002 Brent Handler and Brad Handler founded Exclusive Resorts. The Handler brothers sold majority ownership of Exclusive Resorts to Steve Case in 2003. Exclusive Resorts will commemorate its 10th Anniversary in 2013. To date, the Club offers more than 350 residences around the globe in addition to providing its 3500 members with access to trips and events across all seven continents. Steve Case remains Chairman and majority shareholder of Exclusive Resorts. He is the former CEO of AOL.com.

Following the launch of Exclusive Resorts, from 2003 to 2006 entrepreneurs launched competitive clubs such as Quintess, Hideaways, M Private Residences, Private Escapes, and Ultimate Resort. Specialty clubs joined the mix as well, for instance The Markers Club for golf and Emperum Club for both business and leisure travelers. Emperum Club has since restructured into a boutique travel company specializing in preferential rates on long stays. In 2009, a Fortune 200 company, Marriott International Inc. entered the market when they launched the Ritz-Carlton Destination Club.

Despite generally strong membership sales across the industry in the summer of 2006, *Tanner & Haley Resorts* entered Chapter 11 bankruptcy proceedings. As a group, members of that club lost more than \$200 million in the bankruptcy. However, the real estate and members of Tanner and Haley were acquired by another destination club, Ultimate Resort. May 2008 Ultimate Resorts and Private Escapes merged to form Ultimate Escape. Ultimately, this led to the creation of several entities focused on consum-

er protection. The Destination Club Association was created to help govern the industry by the leading clubs and supported financial transparency by clubs and an increase in truth in advertising. Halogen Guides and SherpaReport serve as media outlets focusing on destination club coverage.

In 2011 Brent and Brad Handler re-entered the destination club marketplace with the launch of Denver-based Inspirato. On May 16, 2012, 16 months after opening, Inspirato announced it had surpassed the 10,000 vacation-night milestone in addition to servicing nearly 2,000 club members, receiving capital investments from Kleiner Perkins Caufield & Byers and Institutional Venture Partners, raising more than \$1 million for charitable causes, and being named one of “America’s Most Promising Companies” by Forbes magazine and “Best of the Best 2012: Vacation Homes” by Robb Report. In 2013, Inspirato announced a partnership with American Express. Inspirato, now known as “Inspirato with American Express” is the first luxury destination club to enter into such a partnership with a major company. In April 2013, Inspirato with American Express launched “Inspirato for Business,” a corporate offering enabling businesses to access Inspirato’s portfolio of luxury homes for executive vacations, company meetings and retreats, and employee incentives and reward travel. In July 2013 Inspirato welcomed their 4,000th member, making them the largest luxury destination club in the world, by number of members.

In December 2013, Inspirato announced it had combined with Portico Club, a destination club launched by Exclusive Resorts in 2012, joining the two fastest growing clubs in the industry. The newly combined club, which continues to operate under the name “Inspirato with American Express” and under the leadership of Inspirato CEO Brent Handler, will offer members more than 500 vacation choices in more than 100 destinations. As a result of the combination, Exclusive Resorts and its owner Revolution LLC received a minority stake in Inspirato, reuniting Brent and Brad Handler, the co-founders of Exclusive Resorts, with Exclusive Resorts’ current Chairman, Steve Case.

Well-managed destination clubs remain an attractive vacation option for affluent families. And companies within the space have continued to adapt and grow. It is also important to consider how the recent recession has affected customer attitudes related to luxury products and vacation experiences.

## Deposits and Legal Action

The traditional Destination Club business model typically includes a refundable portion of the membership fee due to the member when they exit the club. Members who request to exit the club are subject to the terms of their Membership Agreement. The industry standard is 3 in 1 out: 1 member is allowed to exit the club for every 3 new members who join. The 3 in 1 out rule is designed to protect the club if it is deluged with members wanting to exit when there are no new members wanting to join. Since

the economic downturn in 2008 the volume of equity club members complaining and requesting to exit destination clubs has increased dramatically prompting legal action in some instances: specific examples of this are a lawsuit against Ultimate Escapes LLC and the Exclusive Resorts Member Lawsuit.

Destination Clubs typically include contractual protections requiring liquidation after a certain period of time if not enough new members have joined to offset those resigning, in which case the liquidation proceeds are distributed to fulfill the refund requirements.

Some traditional destination clubs have attempted to reduce the risk of the 3 in 1 out rule by providing members with ownership and priority over other creditors, making fluctuations in the value of the club's residence portfolio an important consideration. The evolution from the traditional destination club model to next generation club has removed the 3 in 1 out rule entirely by allowing users to renew membership annually, exit the club at any time without penalty, and even offers a money-back guarantee to some new members.

## Motel

A motel is a hotel designed for motorists and usually has a parking area for motor vehicles. Entering dictionaries after World War II, the word motel, coined as a portmanteau contraction of "motor hotel", originates from the Milestone Mo-Tel of San Luis Obispo, California (now called the Motel Inn of San Luis Obispo), which was built in 1925. The term referred initially to a type of hotel consisting of a single building of connected rooms whose doors faced a parking lot and in some circumstances, a common area or a series of small cabins with common parking. Motels are often individually owned, though motel chains do exist.



A motel in Bjerka, Norway

As large highway systems began to be developed in the 1920s, long-distance road journeys became more common, and the need for inexpensive, easily accessible overnight accommodation sites close to the main routes led to the growth of the motel concept. Motels peaked in popularity in the 1960s with rising car travel, only to decline in response to competition from the newer chain hotels that became commonplace at highway interchanges as traffic was bypassed onto newly constructed freeways. Several historic motels are listed on the US National Register of Historic Places.

## Architecture

Motels frequently had large pools, such as the Thunderbird Motel on the Columbia River in Portland, Oregon (1973)



The Star Lite Motel in Dilworth, Minnesota is a typical American 1950s L-shaped motel

Motels differ from hotels in their location along highways, as opposed to the urban cores favored by hotels, and their orientation to the outside (in contrast to hotels, whose doors typically face an interior hallway). Motels almost by definition include a parking lot, while older hotels were not usually built with automobile parking in mind.



A typical motel lobby at the Rocket Motel in Custer, South Dakota

Because of their low-rise construction, the number of rooms which would fit on any given amount of land was low compared to the high-rise urban hotels which had grown around train stations. This was not an issue in an era where the major highways became the main street in every town along the way and inexpensive land at the edge of town could be developed with motels, car dealerships, fuel stations, lumber yards, amusement parks, roadside diners, drive-in restaurants, theaters, and countless other small roadside businesses. The automobile brought mobility and the motel could appear anywhere on the vast network of two-lane highways.

## Layout

Motels are typically constructed in an “I”-, “L”-, or “U”-shaped layout that includes guest rooms; an attached manager’s office; a small reception; and in some cases, a small diner and a swimming pool. A motel was typically single-story with rooms opening directly onto a parking lot, making it easy to unload suitcases from a vehicle. A second story, if present, would face onto a balcony served by multiple stairwells.

The post-war motels, especially in the early 1950s to late 1960s, sought more visual distinction, often featuring eye-catching colorful neon signs which employed themes from popular culture, ranging from Western imagery of cowboys and Indians to contemporary images of spaceships and atomic era iconography. U.S. Route 66 is the most popular example of the “neon era”. Many of these signs remain in use to this day.

## Room Types

In some motels, a handful of rooms would be larger and contain kitchenettes or apartment-like amenities; these rooms were marketed at a higher price as “efficiencies” as their occupants could prepare food themselves instead of incurring the cost of eating all meals in restaurants. Rooms with connecting doors (so that two standard rooms could be combined into one larger room) also commonly appeared in both hotels and motels. A few motels (particularly in Niagara Falls, Ontario, where a motel strip extending from Lundy’s Lane to the falls has long been marketed to newlyweds) would offer “honeymoon suites” with extra amenities such as whirlpool baths.

## History

The first campgrounds for automobile tourists were constructed in the late 1910s. Before that, tourists who couldn’t afford to stay in a hotel either slept in their cars or pitched their tents in fields alongside the road. These were called auto camps. The modern campgrounds of the 1920s and 1930s provided running water, picnic grounds, and restroom facilities. They also kept those pesky “tin can tourists” out of the farmer’s fields.

## Auto Camps and Courts

Auto camps predated motels by a few years, established in the 1920s as primitive municipal camp sites where travelers pitched their own tents. As demand increased, for-profit commercial camps gradually displaced public camp grounds.

Until the first travel trailers became available in the 1930s, auto tourists adapted their cars by adding beds, makeshift kitchens and roof decks. The next step up from the travel trailer was the cabin camp, a primitive but permanent group of structures. During the Great Depression, landholders whose property fronted onto highways built cabins to convert unprofitable land to income; some opened tourist homes. The (usually single-story) buildings for a roadside motel or cabin court were quick and simple to construct, with plans and instructions readily available in how-to and builder's magazines.

Expansion of highway networks largely continued unabated through the depression as governments attempted to create employment but the roadside cabin camps were primitive, basically just auto camps with small cabins instead of tents.

The 1935 City Directory for San Diego, California, lists "motel"-type accommodations under tourist camps. One initially could stay in the Depression-era cabin camps for less than a dollar per night but small comforts were few and far between.

Travelers in search of modern amenities soon would find them at cottage courts and tourist courts. The price was higher but the cabins had electricity, indoor bathrooms, and occasionally a private garage or carport. They were arranged in attractive clusters or a U-shape. Often, these camps were part of a larger complex containing a filling station, a café, and sometimes a convenience store. Facilities like the Rising Sun Auto Camp in Glacier National Park and Blue Bonnet Court in Texas were "mom-and-pop" facilities on the outskirts of towns that were as quirky as their owners. Auto camps continued in popularity through the Depression years and after World War II, their popularity finally starting to diminish with increasing land costs and changes in consumer demands.

In contrast, though they remained small independent operations, motels quickly adopted a more homogenized appearance and were designed from the start to cater purely to motorists.

## Tourist Homes

In town, tourist homes were private residences advertising rooms for auto travelers. Unlike boarding houses, guests at tourist homes were usually just passing through. In the southwestern United States, a handful of tourist homes were opened by African-Americans as early as the Great Depression due to the lack of food or lodging for travelers of color in the Jim Crow conditions of the era.



Cabins for Colored, 1939, South Carolina

There were things money couldn't buy on Route 66. Between Chicago and Los Angeles you couldn't rent a room if you were tired after a long drive. You couldn't sit down in a restaurant or diner or buy a meal no matter how much money you had. You couldn't find a place to answer the call of nature even with a pocketful of money...if you were a person of color traveling on Route 66 in the 1940s and '50s.

— Irv Logan, Jr.

*The Negro Motorist Green Book* (1936–64) listed lodgings, restaurants, fuel stations, liquor stores, and barber and beauty salons without racial restrictions; the smaller *Directory of Negro Hotels and Guest Houses in the United States* (1939, U.S. Travel Bureau) specialized in accommodations. Segregation of U.S. tourist accommodation would legally be ended by the Civil Rights Act of 1964 and by a court ruling in *Heart of Atlanta Motel v. United States* affirming that Congress' powers over interstate commerce extend to regulation of local incidents (such as racial discrimination in a motel serving interstate travelers) which might substantially and harmfully affect that commerce.

## Early Motels



Arthur Heineman's Motel Inn of San Luis Obispo

The term “motel” originated with the Motel Inn of San Luis Obispo, originally called the Milestone Mo-Tel, which was constructed in 1925 by Arthur Heineman (although some hotels with a similar architecture existed at least as early as 1915). In conceiving of a name for his hotel, Heineman abbreviated *motor hotel* to *mo-tel* after he could not fit the words “Milestone Motor Hotel” on his rooftop. Many other businesses followed in its footsteps and started building their own auto camps.

Combining the individual cabins of the tourist court under a single roof yielded the motor court or motor hotel. A handful of motor courts were beginning to call themselves motels, a term coined in 1926. Many of these early motels are still popular and are in operation, as in the case of the 3V Tourist Court in St. Francisville, Louisiana, built in 1938.

During the Great Depression, those still traveling (including business travelers and traveling salespeople) were under pressure to manage travel costs by driving instead of taking trains and staying in the new roadside motels and courts instead of more costly established downtown hotels where bell captains, porters, and other personnel would all expect a tip for service.

In the 1940s, most construction ground to a near-halt as workers, fuel, rubber, and transport were pulled away from civilian use for the war effort. What little construction did take place was typically near military bases where every habitable cabin was pressed into service to house soldiers and their families.

The post-war 1950s would usher in a building boom on a massive scale. By 1947, there would be approximately 22,000 motor courts in operation in the U.S. alone; a typical 50-room motel in that era cost \$3000 per room in initial construction costs, compared to \$12,000 per room for metropolitan city hotel construction. By 1950 there would be 50,000 motels serving half of the 22 million U.S. vacationers; a year later motels would surpass hotels in consumer demand.

Many motels began advertising on colorful neon signs that they had “air cooling” (an early term for “air conditioning”) during the hot summers or were “heated by steam” during the cold winters. A handful used novelty architecture such as wigwams or teepees or used decommissioned rail cars to create a Red Caboose Motel in which each “Caboose Motel” or “Caboose Inn” cabin was an individual rail car.

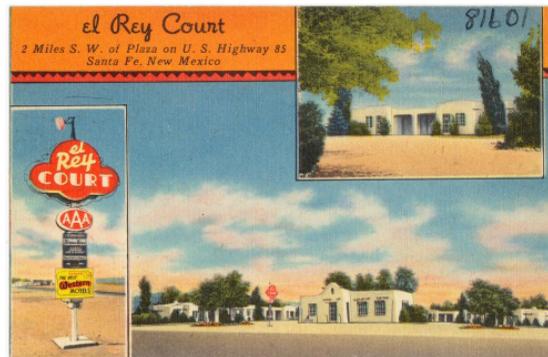
## Expansion

The 1950s and 1960s was the pinnacle of the motel industry in the United States and Canada. As older mom-and-pop motor hotels began adding newer amenities such as swimming pools or color TV (a luxury in the 1960s), motels were built in wild and impressive designs. In-room gimmicks such as the coin-operated Magic Fingers vibrating bed were briefly popular; introduced in 1958, these were largely removed in the 1970s due to vandalism of the coin boxes. The American Hotel Association

(which had briefly offered a Universal Credit Card in 1953 as forerunner to the modern American Express card) became the American Hotel & Motel Association in 1963.

As many motels vied for their place on busy highways, the beach-front motel instantly became a success. In major beach-front cities such as Jacksonville, Florida, Miami, Florida, and Ocean City, Maryland, rows of colorful motels such as the Castaways, in all shapes and sizes, became commonplace.

## Guidebooks



Guidebooks and referral chains featured in promotion for independent motels. El Rey Court in Santa Fe, New Mexico boasted American Automobile Association, Duncan Hines, and The Best Western Motels' approval.

The original motels were small, locally owned businesses which grew around two-lane highways which were main street in every town along the way. As independents, the quality of accommodation varied widely from one lodge to another; while a minority of these properties were inspected or rated by the American Automobile Association and Canadian Automobile Association have published maps and tour book directories of restaurants and rooms since 1917), no consistent standard stood behind the “sanitized for your protection” banner. There was no real access to national advertising for local motels and no nationwide network to facilitate reservation of a room in a distant city.

The main roads into major towns therefore became a sea of orange or red neon proclaiming VACANCY (and later COLOR TV, air conditioning, or a swimming pool) as competing operators vied for precious visibility on crowded highways. Other venues for advertising were local tourist bureaus and postcards provided for free use by clients.

A rating in the *Directory of Motor Courts and Cottages by the American Automobile Association* was just one of many credentials eagerly sought by independent motels of the era. Regional guides (such as *Official Florida Guide by A. Lowell Hunt* or *Approved Travelers Motor Courts*) and the food/lodging guidebooks published by restaurant reviewer Duncan Hines (*Adventures in Good Eating, 1936* and *Lodging for a Night, 1938*) were also valued endorsements.

## Referral Chains

The referral chain in lodging originated in the early 1930s, originally serving to promote cabins and tourist courts. A predecessor of the modern “franchise chain” model, a referral chain was a group of independent motel owners in which each member lodge would voluntarily meet a set of standards and each property would promote the others. Each property would proudly display the group’s name alongside its own.

United Motor Courts, founded in 1933 by a group of motel owners in the southwestern U.S., published a guidebook until the early 1950s. A splinter of this now-defunct group, Quality Courts, began as a referral chain in 1941, but was converted to a franchised operation (Quality Inn) in the 1960s. Budget Host and Best Value Inn are also referral chains.

Best Western (1946) was a similar referral chain of independent western U.S. motels. It remains in operation as a member-owned chain, although the modern Best Western operation shares many of the characteristics (such as centralized purchasing and reservation systems) of the later franchise systems.

## Ownership Chains

The earliest motel chains, proprietary brands for multiple properties built with common architecture, were born in the 1930s. The first of these were ownership chains, in which a small group of people owned and operated all of the motels under one common brand.

Alamo Plaza Hotel Courts, founded 1929 in East Waco, Texas, was the first such chain with seven motor courts by 1936 and more than twenty by 1955. With Simmons furniture, Beautyrest mattresses on every bed, and telephones in every room, the Alamo Plaza rooms were marketed as “tourist apartments” under a slogan of “Catering to those who care.”

In 1935, building contractor Scott King opened King’s Motor Court in San Diego, California, renaming the original property Travelodge in 1939 after having built two dozen more simple motel-style properties in five years on behalf of various investors. He incorporated and expanded the entire chain under the TraveLodge banner after 1946.

In 1937, Harlan Sanders opened a motel and restaurant as Sanders Court and Café alongside a fuel station in Corbin, Kentucky; a second location was opened in Asheville, North Carolina, but expansion as a motel chain was not pursued further.

## Franchise Chains

In 1951, residential developer Kemmons Wilson returned to Memphis, Tennessee disillusioned by motels encountered on a family road trip to Washington, D.C. In each city, rooms varied from well-kept to filthy, few had a swimming pool, no on-site

restaurant meant a few miles driving to buy dinner, and (while the room itself was \$8 to \$10) motor courts charged \$2 extra per child, substantially increasing costs of a family vacation. He would build his own motel at 4941 Summer Avenue (U.S. 70) on the main highway (U.S. 70) from Memphis to Nashville, adopting a name from a 1942 musical film *Holiday Inn* about a fictional lodge only open on public holidays. Every new Holiday Inn would have TV, air conditioning, a restaurant, and a pool; all would meet a long list of standards in order to have a guest in Memphis to have the same experience as someone in Daytona Beach, Florida or Akron, Ohio. Originally a motel chain, Holiday Inn was first to deploy an IBM-designed national room reservations system in 1965 and opened its 1000th location by 1968.



Holiday Inn's "Great Sign", used until 1982. Some remain in museums.

In 1954 a 60-room motor hotel in Flagstaff, Arizona, opened as the first Ramada (Spanish for "a shaded resting place"). The Twin Bridges Motor Hotel, established in 1957 near Washington, D.C. as a member of Quality Courts, became the first Marriott in 1959, expanding from motel to hotel in 1962.

For individual motel owners, a franchise chain provided an automated central reservation system and a nationally recognized brand which assured consumers that rooms and amenities met a consistent minimum standard. This came at a cost; franchise fees, marketing fees, reservation fees, and royalty fees were not reduced during times of economic recession, leaving most of the business risk with the franchisee while franchise corporations profited. Some franchise contracts restricted the franchisee's ability to sell the business as a going concern or leave the franchise group without penalty.

For the chain, the franchise model allowed a higher level of product standardization and quality control than was possible as a referral chain model while allowing expansion beyond the maximum practical size of a tightly held ownership chain.

In some cases, loosely-knit ownership chains (such as Travelodge) and referral chains (such as Quality Courts, founded in 1939 by seven motel operators as a non-profit referral system) were converted to franchise systems.

Quality Courts (1939) and The Best Western Motels (1946) were both originally referral chains and largely marketed together (as Quality Courts were predominantly east of the Mississippi River) until the 1960s. Both built national supply chain and reservation systems while aggressively removing properties not meeting minimum standards. In 1963, their paths diverged. Quality Courts became Quality Inn, abandoning its former cooperative structure to become a for-profit corporation, use shareholder capital to build entirely company-owned locations, and require its members to become franchisees, while Best Western retained its original member-owned status as a marketing cooperative.

## Freeway Era

With the introduction of chains, independent motels started to decline. The emergence of freeways bypassing existing highways (such as the Interstate Highway System in the U.S.) caused older motels further away from the new roads to become abandoned as they lost clientele to motel chains built along the new road's offramps.

Some entire roadside towns were abandoned. Amboy, California (population 700) had grown as a Route 66 rest stop and would decline with the highway as the opening of Interstate 40 in 1973 bypassed the village entirely. The ghost town and its 1938 Roy's Motel and Café were allowed to decay for years and used by film makers in a weathered and deteriorated state.

Even the original 1952 Holiday Inn Hotel Courts in Memphis closed by 1973 and was eventually demolished, as I-40 bypassed U.S. 70 and the chain repositioned itself as a mid-price hotel brand. The Twin Bridges Marriott was demolished for parkland in 1990.

Many independent 1950s-era motels would remain in operation, often sold to new owners or renamed, but continued their steady decline as clients were lost to the chains. Often the building's design, as traditionally little more than a long row of individual bedrooms with outside corridors and no kitchen or dining hall, left it ill-suited to any other purpose.

## Market Segmentation

In the 1970s and 1980s, independent motels were losing ground to chains such as Motel 6 and Ramada, existing roadside locations were increasingly bypassed by freeways, and the development of the motel chain led to a blurring of motel and hotel.

While family-owned motels with as few as five rooms could still be found, especially along older highways, these were forced to compete with a proliferation of Economy

Limited Service chains. ELS hotels typically do not offer cooked food or mixed drinks; they may offer a very limited selection of continental breakfast foods but have no restaurant, bar, or room service.

Journey's End Corporation (founded 1978 in Belleville, Ontario) built two-story hotel buildings with no on-site amenities to compete directly in price with existing motels. Rooms were comparable to a good hotel but there was no pool, restaurant, health club, or conference center. There was no room service and generic architectural designs varied little between cities. The chain targeted "budget-minded business travelers looking for something between the full-service luxury hotels and the clean-but-plain roadside inns", but largely drew individual travelers from small towns who traditionally supported small roadside motels.

International chains quickly followed this same pattern. Choice Hotels created Comfort Inn as an economy limited service brand in 1982. New limited-service brands from existing franchisors provided market segmentation; by using a different trademark and branding, major hotel chains could build new limited-service properties near airports and freeways without undermining their existing mid-price brands. Creation of new brands also allowed chains to circumvent the contractual minimum distance protections between individual hoteliers in the same chain. Franchisors placed multiple properties under different brands at the same motorway exit, leading to a decline in revenue for individual franchisees. An influx of newly concocted brands became a key factor in a boom in new construction which ultimately led to market saturation.

By the 1990s, Motel 6 and Super 8 were built with inside corridors (so were nominally hotels) while other former motel brands (including Ramada and Holiday Inn) had become mid-price hotel chains. Some individual franchisees built new hotels with modern amenities alongside or in place of their former Holiday Inn motels; by 2010 a mid-range hotel with an indoor pool was the standard required to remain a Holiday Inn.

## Decline



Abandoned Grand West Courts in Chicago

In many once-prime locations, independent motels which thrived in the 1950s and 1960s were being squeezed out by the 1980s as they were forced to compete with growing chains with a much larger number of rooms at each property. Many were left stranded on former two-lane main highways which had been bypassed by motorways or declined as original owners retired and subsequent proprietors neglected the maintenance of buildings and rooms. As these were low-end properties even in their heyday, most are now showing their age.

In Canada, the pattern was most visible in the densely populated Windsor-Quebec Corridor, particularly the urban locations like Toronto's Kingston Road motel strip once bypassed by the completed Highway 401, and the section of Highway 7 between Modeland Road and Airport Road known as the "Golden Mile" for its plethora of motels and restaurants (as well as points of interest such as the Sarnia Airport and Hiawatha Racetrack and Waterpark) which was bypassed by Highway 402. The decline of motels was also found at awkward rural locations formerly on the main road. Many remote stretches of the Trans-Canada Highway remain unbypassed by motorway and some independent motels survive.

In the U.S., the Interstate highway system was bypassing U.S. Highways nationwide. The best-known example was the complete removal of Route 66 from the U.S. highway system in 1985 after it was bypassed (mostly by Interstate 40). U.S. 66 was particularly problematic as the old route number was often moved to the new road as soon as the bypasses were constructed, while Highway Beautification Act restrictions left existing properties with no means to obtain signage on the newly constructed Interstate. Some motels were demolished, converted to private residences, or used as storage space while others have been left to slowly fall apart.

In many towns, maintenance and renovation of existing properties would stop as soon as word was out that an existing highway was the target of a proposed bypass; this decline would only accelerate after the new road opened. Attempts by owners to compete for the few remaining clients on a bypassed road by lowering prices typically only worsened the decline by leaving no funds to invest in improving or properly maintaining the property; accepting clients who would have been formerly turned away also led to crime problems in cities.

By 1976 the term "cockroach motel" was well-established; a slogan for Black Flag's trademark "Roach Motel" bug traps would be paraphrased as "they check in, but they don't check out" to refer to these declining properties.<sup>[Note 1]</sup>

In declining urban areas (like Kingston Road in Toronto, or some of the districts along Van Buren Street in Phoenix, largely bypassed as a through route to California by Interstate 10), the remaining low-end motels from the two-lane highway era are often seen as seedy places for the homeless, prostitution, and drugs as vacant rooms in now-bypassed areas are often rented (and in some cases acquired outright) by

social-service agencies to house refugees, abuse victims, and families awaiting social housing. Conversely, some areas which were merely roadside suburbs in the 1950s are now valuable urban land on which original structures are being removed through gentrification and the land used for other purposes. Toronto's Lake Shore Boulevard strip in Etobicoke was bulldozed to make way for condominiums.



An abandoned room

In some cases, historic properties have been allowed to slowly decay. The Motel Inn of San Luis Obispo, which (as the Milestone Motor Hotel) was the first to use the “motel” name, sits incomplete with what is still standing left boarded up and fenced off at the side of U.S. Route 101; a 2002 restoration proposal never came to fruition.

Alamo Plaza Hotel Courts, the first motel chain, was sold off in pieces as the original owners retired. Most of its former locations on the U.S. highway system have declined beyond repair or were demolished. One 1941 property on U.S. Route 190 in Baton Rouge remains open with its Alamo Plaza Restaurant now gone, its pool filled in, its original color scheme painted over, its front desk behind bulletproof glass, and its rooms infested with roaches and vermin. A magnet for criminal activity, police are summoned daily. Other Alamo sites in Chattanooga, Memphis, and Dallas have simply been demolished.

The American Hotel and Motel Association removed ‘motel’ from its name in 2000, becoming the American Hotel and Lodging Association. The association felt that the term ‘lodging’ more accurately reflects the large variety of different style hotels, including luxury and boutique hotels, suites, inns, budget, and extended stay hotels.

## Modernization

In the late 20th century, a majority of motels in the United States came under the ownership of people of Indian descent, particularly Gujaratis as the original “mom and pop” owners retired from the motel industry and sold their properties. However, some families still kept their motels, and to this day, one can find a motel that is owned by the

same family who built and ran it originally (i.e. the Maples Motel in Sandusky, Ohio) with a subsequent generation continuing the family business.

Amenities offered have also changed, with motels that once touted color television as a luxury now emphasizing wireless Internet, flatscreen television, pay-per-view or in-room movies, microwave ovens, and minibar fridges in rooms which may be reserved online using credit cards and secured against intruders with key cards which expire as soon as a client checks out.<sup>[Note 2]</sup> Many independent motels add amenities simply to remain competitive with franchise chains, which are taking an increasing market share. Long-time independent motels which join existing low-end chains to remain viable are known as “conversion” franchises; these do not use the standardized architecture which originally defined many franchise brands.

While many former motel chains left the low-end of the market to franchise mid-range hotels, a handful of national franchise brands (Econo Lodge, Travelodge, Knights Inn and Magnuson Hotels lowest tier M-Star) remain available to owners of existing motels with the original drive-up-to-room motor court architecture.

Most of these establishments, previously called motels, may still look like motels but are now called hotels, inns, or lodges.

## Revitalization and Preservation

In the early to mid 2000s, much original 1950s roadside infrastructure on now-bypassed U.S. highways had fallen into decline or was being razed for development. The National Trust for Historic Preservation named the Wildwoods Shore motel district in New Jersey in its 2006 list of America’s Most Endangered Historic Places and included the Historic Route 66 Motels from Illinois to California on its 2007 list.



The 4 Seasons Motel sign in Wisconsin Dells, Wisconsin is an excellent example of googie architecture



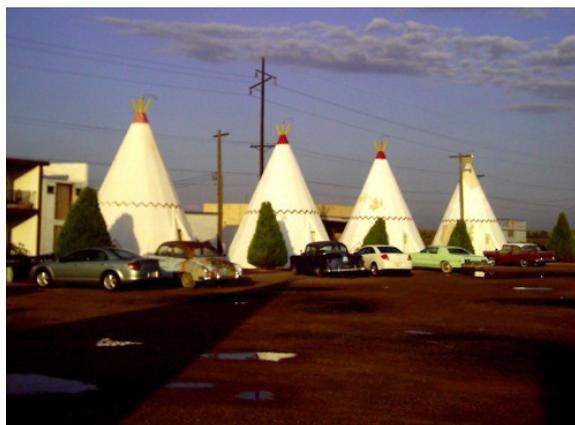
The Lorraine Motel, site of Martin Luther King, Jr.'s 1968 assassination, is part of the National Civil Rights Museum

Preservationists have sought to list endangered properties on various federal or state historic registries, although in many cases a historic listing gives a building little or no protection from alteration or demolition.

The Oakleigh Motel in Oakleigh, Victoria, Australia, constructed using Googie architecture during the 1956 Summer Olympics as one of the first motels in the state, was added to the Victorian Heritage Register in 2009. The building was gutted by developers in 2010 for a row house development; only the outer shell remains original.

The Aztec Motel in Albuquerque, New Mexico (built in 1932) was listed on the National Register of Historic Places in 1993 and listed on the New Mexico State Register of Cultural Properties as the oldest continuously operating U.S. Route 66 motel in New Mexico. It was demolished in 2011. While listing the Coral Court Motel near St. Louis, Missouri, on the National Register of Historic Places failed to prevent a 1995 demolition, one of the cabins survives as part of an exhibit at the Museum of Transportation after being painstakingly dismantled by volunteers for relocation.

## U.S. Route 66



Wigwam Motel No. 6, a unique motel/motor court on historic Route 66 in Holbrook, Arizona

The plight of Route 66, whose removal from the United States Highway System in 1985 turned places like Glenrio, Texas and Amboy, California into overnight ghost towns, has captured public attention. Route 66 associations, built on the model of Angel Delgadillo's first 1987 association in Seligman, Arizona, have advocated preservation and restoration of the motels, businesses, and roadside infrastructure of the neon era. In 1999, the National Route 66 Preservation Bill allocated \$10 million in matching fund grants for private restoration and preservation of historic properties along the route. The road popularized through John Steinbeck's *The Grapes of Wrath* and Bobby Troup's "(Get Your Kicks On) Route 66" was marketed not as transportation infrastructure but as a tourism destination in its own right.

To many small towns bypassed by Interstate highways, embracing 1950s nostalgia and historic restoration brings in badly needed tourism dollars to restore sagging local economies. Many vintage motels, some dating to the cabin court era of the 1930s, have been renovated, restored, and added to the U.S. National Register of Historic Places or to local and state listings. While a handful were repurposed as either low-income housing, boutique hotels, apartments, or commercial/office space, many were simply restored as motels.

While some modern amenities (such as wi-fi or flatscreen TV) may appear in the newly restored rooms, exterior architecture and neon highway signage is meticulously restored to original designs. By 2012, Route 66 travelers were spending \$38 million/year visiting historic places and museums in communities on the former highway, with \$94 million annually invested in heritage preservation; *The Motels of Route 66* was announced as an upcoming documentary film.

## International Variations

The early motels were built in the southwestern United States as a replacement for the tourist camps and tourist cabins which had grown around the U.S. highway system. In Australia and New Zealand, motels have followed largely the same path of development as in Canada and the United States. The first Australian motels include the West End Motel in Ballina, New South Wales (1937) and the Penzance Motel in Eagle Hawk, Tasmania (1939).

Motels gained international popularity in countries such as Thailand, Germany, and Japan but in some countries the term "motel" now connotes either a low-end hotel (such as Hotel Formule 1 in Europe) or a no-tell motel.

## Canada

As in the U.S., the initial 1930s roadside accommodations were primitive tourist camps, with over a hundred campgrounds listed in Ontario alone on one 1930 provincial road map. While most of these provided access to the most basic of amenities (like picnic ta-

bles, playgrounds, toilet facilities and supplies), fewer than a quarter offered cottages in the pre-Depression era, and the vast majority required travelers bring their own tents. In Canada's climate, these sites were effectively unusable outside the high season.



The Mid-Trail Motel & Inn in Pleasant Bay, Nova Scotia, Canada, 2010

Because cabins and camps were ill-suited to a Canadian winter, the number and variety of motels grew dramatically after World War II, peaking just before freeways such as Ontario Highway 401 opened in the 1960s. Due to Canada's climate and short tourist season, which begins at Victoria Day and continued until Labour Day or Thanksgiving, any outdoor swimming pool would be usable for little more than two months of the year and independent motels would operate at a loss or close during the off-season.

By the 1980s, motels were losing ground rapidly to franchises such as Journey's End Corporation and the U.S.-based chains. The section of Highway 7 between Modeland Road and Airport Road, known as the "Golden Mile" for its plethora of motels and restaurants was bypassed once Highway 402 was completed in 1982, however the Golden Mile still retains points of interest such as the Sarnia Airport and Hiawatha Racetrack and Waterpark.

Much of Canada's population is crowded into a few small southern regions. While the Windsor-Québec corridor was bypassed by motorways relatively early, in more sparsely populated regions (including much of Northern Ontario) thousands of kilometers of mostly two-lane Trans-Canada Highway remain undisturbed as the road makes its lengthy journey westward through tiny, distant and isolated communities.

## Europe

The original concept of a motel as a motorist's hotel which grew up around the highways of the 1920s is of American origin. The term appears to have initially had the same meaning in other countries, but has since been used in many places to refer either to a

budget-priced hotel with limited amenities or a love hotel, depending on the country and language. The division between motel and hotel, like elsewhere, has been blurred, so many of these are low-end hotels.

In France, motel-style chain accommodations of up to three stories (with exterior hallways and stairwells) are marketed as “one-star hotels”. The Louvre Hôtels chain operates *Première Classe* (1 star) as a market segmentation brand in this range, using other *marques* for higher or mid-range hotels. The use of “motel” to identify any budget-priced roadhouse hotel (*Rasthaus, Raststätte*) also exists in the German language; some French chains operating in Germany (such as Accor’s Hotel Formule 1) offer automated registration and small, Spartan rooms at reduced cost.

In Portuguese, “motel” (plural: “motéis”) commonly refers not to the original drive-up accommodation house for motorists but to an “adult motel” or love hotel with amenities such as jacuzzi baths, in-room pornography, candles and oversize or non-standard-shaped beds in various honeymoon-suite styles. These rooms are available for as little as four hours, and minors are excluded from these establishments.<sup>[Note 3]</sup> (The Portuguese-language term “rotel” had brief usage in 1970s Rio de Janeiro, Brazil for a similar concept, ro- for rooms through which clients rotate in a matter of hours instead of overnight.)

A similar association of “motel” to short-stay hotels with reserved parking and luxury rooms which can be rented by couples for a few hours has begun to appear in Italy, where the market segment has shown significant growth since the 1990s and become highly competitive.

## South America

In Central and South America, a “motel” (in Mexico, “Motel de paso”) is an establishment often associated with extramarital encounters and rented typically for a few hours (15 minutes to 12 hours). In Ecuador, any establishment with the title “Motel” is related to extramarital encounters; in Argentina and Peru these hotels for couples are called “albergue transitorio” (“temporary shelter”) and offered for anything from a few hours to overnight, with décor based on amenities such as dim lights, a jacuzzi and a king-size bed. In other Spanish-speaking countries these establishments have other slang names like “mueble”, “amueblado” (“furniture”, “furnished rental”) or “telo”.

In the Dominican Republic, “cabins” (named for their cabin-like shape) have all these amenities (such as jacuzzi, oversize bed and HDTV) but generally do not have windows, and have private parking for each room individually. Registration is handled not in a conventional manner but, upon entering the room, by delivering a bill with the registration through a small window that does not allow eye contact to ensure greater discretion.

The connotations of “motel” as adult motel or love hotel in both the Spanish and Portuguese languages can be awkward for U.S.-based chains accustomed to using the term

in its original meaning, although this issue is diminishing as chains (such as Super 8 Motels) increasingly drop the word “motel” from their corporate identities at home.

### Crime and Illicit Activity

Many auto camps were used as havens and hide-outs for criminals of the 1920s; Bonnie and Clyde had a shootout in the infamous Red Crown Tourist Court near Kansas City on July 20, 1933. Courtney Ryley Cooper’s 1940 *American Magazine* article “Camps of Crime” attributed to J. Edgar Hoover a denunciation of tourist courts as bases of operation for gangs of desperadoes, claiming that “a large number of roadside cottage groups appear to be not tourist camps but assignation camps” and alleging that “marijuana sellers have been found around such places.”

There is today a new home of crime in America, a new home of disease, bribery, corruption, crookedness, rape, white slavery, thievery and murder. There are few major cases in the FBI involving an extended pursuit in which the roadside crime-nest is not responsible for some form of easy lawlessness, for providing convenient hide-outs, for concealing criminals through loose registration regulations... a majority of the 35,000 tourist camps in the U.S. threaten the peace and welfare of the communities upon which these camps have fastened themselves and all of us who form the motoring public. Many of them are not only hide-outs and meeting places, but actual bases of operations from which gangs of desperadoes prey upon the surrounding territory... The files of the FBI are loaded with instances of gangsters who have hidden out in unregulated tourist camps, while officers combed the country for them. There is no regular checking of the registers by detectives — often there are no registers at all, or merely ledgers filled with indiscriminate scrawls and an endless repetition of ‘John Smith and wife’... Hence the terse order that goes out daily to law-enforcement agencies when criminals are on the loose: ‘KEEP CLOSE WATCH ON TOURIST CAMPS!’

Ultimately, efforts to curb the unconstrained growth of tourist courts were futile as motor courts (as motels were called in the 1930s and 1940s) grew in number and popularity.

Motels have served as a haven for fugitives in the past as the anonymity and a simple registration process helped fugitives to remain ahead of the law. Several changes have reduced the capacity of motels to serve this purpose. In many jurisdictions, regulations now require motel operators to obtain ID from clients and meet specific record-keeping requirements. Credit card transactions, which in the past were more easily approved and took days to report, are now approved or declined on the spot and are instantly recorded in a database, thereby allowing law enforcement access to this information.

Motels which allow a room to be rented inexpensively for less than one full night’s stay or which allow a couple not wishing to be seen together publicly to enter a room without passing through the office or lobby area have been nicknamed “no-tell motels”

due to their long association with adultery. Even where rooms were rented overnight to middle-class travelers (and not locals or extended-stay clients) there have been ongoing problems with theft of motel property by travelers; everything from waterbeds to television sets to bedspreads and pillows have routinely gone missing in what one 1970s Associated Press report labelled “highway robbery”.

The least costly motels sometimes serve as temporary housing for people who are not able to afford an apartment or have recently lost their home. Motels catering to long-term stays occasionally have kitchenettes or efficiencies, or a motel room with a kitchen. While conventional apartments are more cost-effective with better amenities, tenants unable to pay first and last month’s rent or undesirable due to unemployment, criminal records or credit problems do seek low-end residential motels because of a lack of viable short-term options.

Motels in low-income areas are often plagued with drug activity, street prostitution or other crime. Some correctional officials temporarily place newly paroled convicts into motels if upon release they have nowhere to stay. These motels have daily to monthly rates.

According to the Center for Problem-Oriented Policing,

In the 1930s and 1940s, individually owned and operated motels offered travelers an eclectic, economical array of relatively safe lodging options. In the 1950s, corporations such as Holiday Inn and Howard Johnson’s sought to capitalize on the growing national travel market by offering consumers brand-name, standardized lodging. The interstate highways built in the 1950s and 1960s favored the chains by essentially re-routing motorists away from the older, independent establishments, many of which were located along ageing roads that ran parallel to—but were difficult to access from—the new interstates. In some cases, major motel chains built their properties right at the interstate exits; motorists seeking independent motels had to bypass the chains and venture farther from the interstate to find them. The smaller, non-chain motels had difficulty competing with the large national chains under these circumstances. To survive economically, they began catering to the lower end of the market; some turned into adult motels, while others served as housing for low-income people. Unable to afford upkeep, many of the formerly quaint motels deteriorated and became havens for crime and disorder.

The annual number of calls for service to police departments per room (“CFS/room”) as a metric has been used to identify motels with poor surveillance of visitors, inadequate staff or management unwilling to pro-actively exclude known or likely problem tenants. Motels with lax security in bad neighborhoods attract disturbances (including guests who will not leave or pay), robbery, auto theft and theft from rooms or vehicles, vandalism, public intoxication and alcoholism, drug dealing or clandestine methamphetamine laboratories, fighting, street gang activity, pimping and street prostitution or sexual assaults.



Sign on Chicago motel

Originally built to accommodate the adventurous traveler of the 1930s and 1940s, motels were marketed as driver-friendly—motorists could drive right up to their rooms. Ironically, what was originally a selling point is now one of the most detrimental aspects of motels, from a crime prevention standpoint. Direct access to rooms allows problem guests and visitors to come and go without being seen by motel personnel. Regardless of size, motels with unimpeded pedestrian and vehicle access to rooms can be difficult to manage, and may have a relatively high number of service calls if they serve a risky clientele.

As severe unlawful conduct issues impact the neighborhood as a whole, some municipalities have adopted a nuisance abatement strategy of using public health and fire safety violations or taxation laws as pretexts to shut down bad motels. City bylaws such as Seattle’s “Chronic Nuisance Properties” ordinance have also been used to penalize owners or shut down a business entirely.

## In Popular Culture



The Bates Motel set at Universal Studios

The Bates Motel is an important part of *Psycho*, a 1959 novel by Robert Bloch, and Alfred Hitchcock's 1960 film, *Psycho*. Film sequels, *Psycho II* and *Psycho III*, also feature the motel, as does the 1987 television movie *Bates Motel*. The motel makes appearances in *Psycho IV: The Beginning*, but is not featured as much as in previous films. The Bates Motel returned to prominence in the 1998 remake of the original film, as well as the 2013 television series *Bates Motel*. In the 2010 Halloween TV special *Scared Shrekless*, Puss in Boots tells a cautionary tale about the "Boots Motel".

The scenario of an isolated motel being operated by a serial killer, whose guests subsequently become victims, has been exploited in a number of other horror films, notably *Motel Hell* (1980) and *Mountaintop Motel Massacre* (1986). More recently, the genre has been revived with such films as *Mayhem Motel* (2001), *Murder Inn* (2005), *Vacancy* (2007), and its direct-to-video prequel, *Vacancy 2: The First Cut* (2009).

Several of these horror films also incorporate the sub-theme of voyeurism, whereby the motel owner spies on (or even films) the sexual exploits of the guests. This plays on the long-established connotations of motels and illicit sexual activity, which has itself formed the basis for numerous other films, variously representing the thriller, comedy, teen film, and sexploitation genres. Stephen C. Apostolof's *Motel Confidential* (1967) and the porn film *Motel for Lovers* (1970) were two notable early examples. More recent manifestations include *Paradise Motel* (1985), *Talking Walls* (1987), *Desire and Hell at Sunset Motel* (1991), and the Korean films *Motel Cactus* (1997) and *The Motel* (2005).

In countless other films and TV series, the motel—invariably depicted as an isolated, run-down, and seedy establishment—has served as the setting for sordid events often involving equally sordid characters. Examples include *Pink Motel* (1982), *Motel Blue 19* (1993), *Backroad Motel* (2001), *Stateline Motel* (2003), *Niagara Motel* (2006), and *Motel 5150* (2008).

In TV's *The Simpsons*, the Sleep Eazy Motel signage displays its name with missing neon lighting segments, "Sleep-Eazy Motel", a sleazy motel advertising hourly rates and adult movies. The *cockroach motel* and *no-tell motel* stereotypes continue with various motels in the series, including the Happy Earwig Motel and Worst Western.

In the film *Sparkle Lite Motel* (2006) and the TV miniseries *The Lost Room* (2006), the motel made forays into the realms of science fiction. In the Pixar animation *Cars* (2006), a clientele of solely anthropomorphic vehicles requires all hotels be motels where clients drive directly to their rooms; clever allusions to real Route 66 motels on the U.S. National Register of Historic Places abound. The Cozy Cone Motel design is the Wigwam Motel on U.S. Route 66 in Arizona with the neon "100% Refrigerated Air" slogan of Tucumcari, New Mexico's Blue Swallow Motel; the Wheel Well Motel's name alludes to the restored stone-cabin Wagon Wheel Motel in Cuba, Missouri. A long-defunct "Glenn Rio Motel" recalls Route 66 ghost town Glenrio, New Mexico and Texas,

now a national historic district on the state line. Glenrio once boasted the “First Motel in Texas” (as seen when arriving from New Mexico) or “Last Motel in Texas” (the same motel, its signage viewed from the opposite side).

In literature, Ian Fleming’s *The Spy Who Loved Me* (1962) depicts a French-Canadian Vivienne Michel as a clerk minding the doomed Dreamy Pines Motor Court in the Adirondack Mountains of New York. Unlike most of Fleming’s work, this storyline does not appear in any of the James Bond films.

In computer gaming, *Murder Motel* was an online text game by Sean D. Wagle, hosted on various dial-up bulletin board systems (1980s, originally Color64, ported to various other platforms). The object was for each player to attempt to brutally kill all fellow guests in each room of a motel using a variety of weapons.

In theatre, the seedy motel room has been the setting for two-hander plays such as *Same Time, Next Year* (1975) and *Bug* (2006). Both were later adapted as films. Broadway musicals have also paid homage to the lowbrow reputation of motel culture, demonstrated by songs such as “The No-Tel Motel” from *Prettybelle* and “At the Bed-D-by Motel” from *Lolita, My Love*

The British soap opera *Crossroads* was set in a motel in the English Midlands which was originally based on American-style motels with chalets but later was transformed into a luxury country hotel.

## Inn

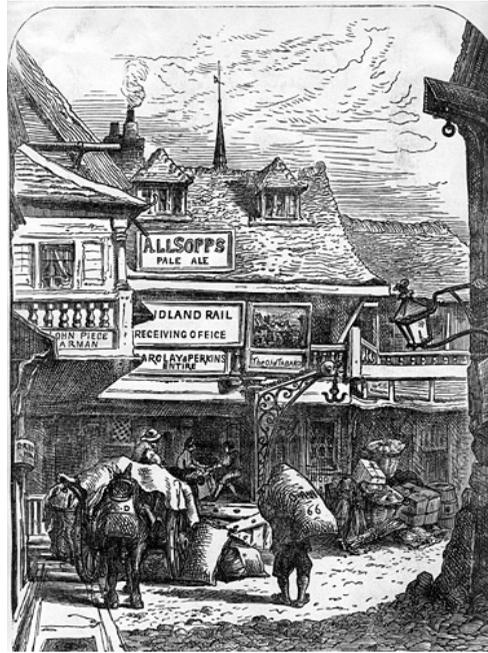
**Inns** are generally establishments or buildings where travelers can seek lodging and, usually, food and drink. They are typically located in the country or along a highway; before the advent of motorized transportation they also provided accommodation for horses.



American scenery—the inn on the roadside (1872)

## History

Inns in Europe were possibly first established when the Romans built their system of Roman roads two millennia ago. Some inns in Europe are several centuries old. In addition to providing for the needs of travelers, inns traditionally acted as community gathering places.



The Tabard Inn, Southwark, London, around 1850

Historically, inns in Europe provided not only food and lodging, but also stabling and fodder for the travelers' horses. Famous London examples of inns include the George and the Tabard. There is however no longer a formal distinction between an inn and other kinds of establishment. Many pubs use the name "inn", either because they are long established and may have been formerly coaching inns, or to summon up a particular kind of image.

Inns were like bed and breakfasts, with a community dining room which was also used for town meetings or rented for wedding parties. The front, facing the road was ornamental and welcoming for travelers. The back also usually had at least one livery barn for travelers to keep their horses. There were not lobbies as in modern inns; but the innkeeper would answer the door for each visitor and judge the people whom he decided to allow to come in. Many inns were simply large estates that had extra rooms for renting.

During the 19th century the inn played a major role in the growing transportation system of England. Industry was on the rise and people were traveling more in order to keep and maintain business. The English Inn was considered an important part of English infrastructure as it helped maintain a smooth flow of travel throughout the country.

As modes of transport have evolved, tourist lodging has adapted to serve each generation of traveller. A stagecoach made frequent stops at roadside coaching inns for water, food and horses. A passenger train stops only at designated stations in the city centre, around which were built grand railway hotels. Motorcar traffic on old-style two-lane highways may pause at any camp, cabin court or motel along the way, while freeway traffic is restricted to access from designated off-ramps to side roads which quickly become crowded with hotel chain operators.

The original functions of an inn are now usually split among separate establishments, such as hotels, lodges, and motels, all of which might provide the traditional functions of an inn but which focus more on lodging customers than on other services; public houses, which are primarily alcohol-serving establishments; and restaurants and taverns, which serve food and drink. (Hotels often contain restaurants serving full breakfasts and meals, thus providing all of the functions of traditional inns. Economy, limited service properties, however, claim at most an included continental breakfast as there is no kitchen and no bar.)

The lodging aspect of the word *inn* lives on in hotel brand names like Holiday Inn, and in some laws that refer to lodging operators as *innkeepers*. The Inns of Court in London were once accommodations for members of the legal profession.

## Forms

Other forms of inn exist throughout the world. Among them are the honjin and ryokan of Japan, and caravanserai of the Ottoman Empire.

In Asia Minor, during the periods of rule by the Seljuq and Ottoman Turks, impressive structures functioning as inns (Turkish: *han*) were built because it was thought that inns were socially significant. These inns provided accommodation for people and their vehicles or animals and served as a resting place for people, whether travelling on foot or by other means.

These inns were built between towns if the distance between them was too far for one day's travel. These structures were called caravansarais which were inns with large courtyards with ample supplies of water for both drinking and other uses. They would also routinely contain a café in addition to supplies of food and fodder. After the caravans traveled a while they would take a break at these caravansarais, and spend the night there to rest both themselves and their animals.

## Usage of the Term

The term "inn" historically characterized a rural hotel which provided lodging, food and refreshments, and accommodations for travelers' horses. To capitalize on this nostalgic image many typically lower end and middling modern motor hotel operators seek to distance themselves from similar motels by styling themselves "inns", regardless of

services and accommodations provided. Examples are Premier Inn, Holiday Inn, Comfort Inn, Days Inn and Knights Inn.

The term inn is also retained in its historic use in many laws governing motels and hotels, often known as “Innkeeper’s Acts”. or refer to hôteliers and motel operators as “innkeepers” in the body of the legislation These laws typically define the innkeepers’ liability for valuables entrusted to them by clients and determine whether an innkeeper holds any lien against such goods. In some jurisdictions, an offence named as “defrauding an innkeeper” prohibits fraudulently obtaining “food, lodging, or other accommodation at any hotel, inn, boarding house, or eating house”; in this context, the term is often an anachronism as the majority of modern restaurants are free-standing and not attached to coaching inns or tourist lodging.

## Resort



Resorts combine a hotel and a variety of recreations, such as swimming pools, shown here in San Diego, California



Kayaking provided by a lakeside **resort** in Jasper, Alberta

In North American English, the term “resort” is used for a self-contained commercial establishment which attempts to provide for most of a vacationer’s wants while remaining

on the premises, such as food, drink, lodging, sports, entertainment, and shopping. The term may be used to identify a hotel property that provides an array of amenities and typically includes entertainment and recreational activities. A hotel is frequently a central feature of a resort, such as the Grand Hotel at Mackinac Island, Michigan. Some resorts are also timeshare or fractionally owned, or wholly owned condominium complexes. A resort is not always a commercial establishment operated by a single company, although in the late twentieth century this sort of facility became more common.

## Resort Towns

Towns which are resorts — or where tourism or vacationing is a major part of the local activity — are sometimes called resort towns. If they are by the sea they are called seaside resorts. Inland resorts include ski resorts, mountain resorts and spa towns. Towns such as Sochi in Russia, Sharm el Sheikh in Egypt, Barizo in Spain, Cortina d'Ampezzo in Italy, Druskininkai in Lithuania, Cancún in Mexico, Newport, Rhode Island and Key West, Florida in the USA, Ischgl in Austria, St. Moritz in Switzerland, Blackpool in England and Malam Jabba in Pakistan are well-known resorts.

## Island Resorts



A resort island in the Maldives.

A resort island is an island or an archipelago that contains resorts, hotels, restaurants, tourist attractions and its amenities. Maldives has topped as having the best island resorts and they have become famous among the top celebrities and sportspersons around the world.

## Seaside Resorts

Seaside resorts are located on a coast. In the United Kingdom, many seaside towns have turned to other entertainment industries, and some of them have a good deal of nightlife. The cinemas and theatres often remain to become host to a number of pubs,

bars, restaurants and nightclubs. Most of their entertainment facilities cater to local people and the beaches still remain popular during the summer months.



Miami Beach in Florida

## Ski Resorts

In Europe and North America, ski resorts are towns and villages in ski areas, with support services for skiing such as hotels and chalets, equipment rental, ski schools and ski lifts to access the slopes.

## Other Resort Towns

Resorts which serve different purposes also exist. One such example is Yulara, Northern Territory which exists to serve Uluru (Ayres Rock) and Kata Tjuta (The Olgas), in Australia.

## Destination Resort

A destination resort is a resort that contains, in and of itself, the necessary guest attraction capabilities—that is to say that a destination resort does not need to be near a destination (town, historic site, theme park, or other) to attract its public. A commercial establishment at a resort destination such as a recreational area, a scenic or historic site, a theme park, a gaming facility or other tourist attraction may compete with other businesses at a destination. Consequently, another quality of a destination resort is that it offers food, drink, lodging, sports and entertainment, and shopping within the facility so that guests have no need to leave the facility throughout their stay. Commonly these facilities are of higher quality than would be expected if one were to stay at a hotel or eat in a town's restaurants. Some examples are Atlantis in the Bahamas, the Walt Disney World Resort near Orlando, Florida, USA, Costa do Sauípe in Northeastern Brazil, Laguna Phuket in Thailand and Sun City near Johannesburg in South Africa. Closely related to these resorts are convention and large meeting sites. Generally these occur in cities where special meeting halls, together with ample accommodations as well as varied dining and entertainment, are provided.

## All-inclusive Resort



Entrance of an all-inclusive resort in Egypt

An all-inclusive resort charges a fixed price that includes most or all items. At a minimum, most inclusive resorts include lodging, unlimited food, drink, sports activities, and entertainment for the fixed price. In recent years, the number of resorts in the United States offering “all-inclusive” amenities has decreased dramatically; in 1961, over half offered such plans and in 2007, less than ten percent do so.

All-inclusive resorts are found in the Caribbean, Egypt, particularly in Dominican Republic, and elsewhere. Notable examples are Club Med, Sandals Resorts and Beaches Resorts

An all-inclusive resort includes a minimum of three meals daily, soft drinks, most alcoholic drinks, gratuities and possibly other services in the price. Many also offer sports and other activities included in the price as well. They are often located in warmer regions. The all-inclusive model originated in the Club Med resorts which were founded by the Belgian Gérard Blitz.

Some all-inclusive resorts are designed for specific vacation interests. For example, certain resorts cater to adults, while even more specialized properties accept couples only. Other all-inclusive resorts are geared toward families, with facilities like craft centers, game rooms and water parks to keep children of all ages entertained. All inclusive resorts are also very popular locations for destination weddings.

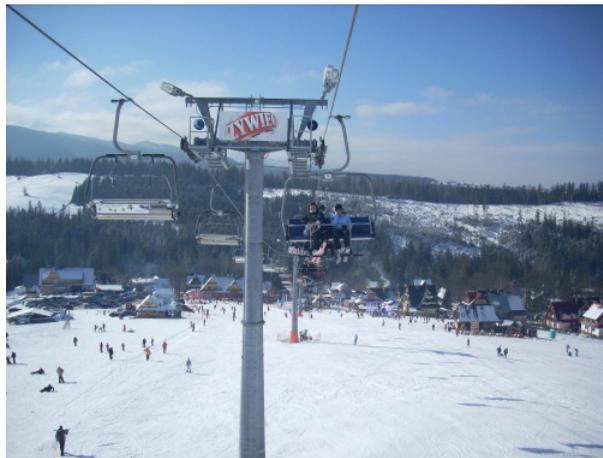
## Recreation

A spa resort is a short term residential/lodging facility with the primary purpose of providing individual services for spa-goers to develop healthy habits. Historically many such spas were developed at the location of natural hot springs or sources of mineral waters. Typically over a seven-day stay, such facilities provide a comprehensive program that includes spa services, physical fitness activities, wellness education, healthy cuisine and special interest programming.



A Resort swimming pool, Marawila, Sri Lanka

Golf resorts are resorts that cater specifically to the sport of golf, and include access to one or more golf course and or clubhouse. Golf resorts typically provide golf packages that provide visitors with all greens and cart fees, range balls, accommodations and meals.



A view of a typical ski resort and ski lifts

In North America a ski resort is generally a destination resort in a ski area, and is less likely to refer to a town or village.

A resort can be an expensive vacations and often boasts many visitor activities and attractions such as golf, watersports, spa and beauty facilities, skiing, natural ecology and tranquility. Because of the extent of amenities offered, a it may be considered destination resort.

A holiday village is a type of self-contained resort in Europe, where the accommodation is generally in villas. A holiday camp in the United Kingdom refers to a resort where the accommodation is in chalets. The term “holiday park” is used for a resort where the accommodation includes static caravans and chalets.

## Timeshare

There are 1500+ timeshare resorts in the U.S. that are operated by major hospitality, timeshare-specific, or independent companies. These represent 198,000 residences and nearly 9 million owners, who pay an average \$880 per year in maintenance fees. A reported 16% of these residences became vacation rentals.

## Notable Historic Resorts

- A famous historic resort of the ancient world was Baiae, an Italian resort that was popular over 2,000 years ago. Capri, an island near Naples, Italy, has attracted visitors since Roman times.
- Another famous historic resort was Monte Ne near Rogers, Arkansas, United States, which was active in the early 20th century. At its peak more than 10,000 people a year visited its hotels, and two of its hotels, “Missouri Row” and “Oklahoma Row”, were the largest log buildings in the world. Monte Ne closed in the 1930s, and was ultimately submerged under Beaver Lake in the 1960s.
- Tawawa House, also known as *Tawawa Springs* or *Xenia Springs*, inspired Dolen Perkins-Valdez to write her debut novel *Wench* (2010) when she read about it in an autobiography of W.E.B. Dubois. The book mentioned in passing that the land for Wilberforce University had once been used for a privately owned resort called Tawawa House, where white slave owners would bring the black slaves they kept as mistresses.

## Bed and Breakfast



Breakfast at a B&B in Quebec City, Canada

A bed and breakfast (typically shortened to B&B) is a small lodging establishment that

offers overnight accommodation and breakfast. Bed and breakfasts are often private family homes and typically have between four and eleven rooms, with six being the average.

*Bed and breakfast* is also used to describe the level of catering included in a hotel's room prices, as opposed to room only, half-board or full-board.

## Overview

Generally, guests are accommodated in private bedrooms with private bathrooms, or in a suite of rooms including an en suite bathroom. Some homes have private bedrooms with a bathroom which is shared with other guests. Breakfast is served in the bedroom, a dining room, or the host's kitchen.

B&Bs and guest houses may be operated as either a secondary source of income or a primary occupation. Often the owners themselves prepare the breakfast and clean the rooms, but some bed and breakfasts hire staff for cleaning or cooking. Properties with hired professional management are uncommon (unlike inns or hotels) but may exist if the same owner operates multiple B&Bs.

Some B&Bs operate in a niche market. Floating bed and breakfasts are boats or houseboats which offer B&B accommodation; the CCGS Alexander Henry museum ship was one example. In some communities, former lighthouse keeper quarters have been turned into B&B rooms after the light has been automated or decommissioned.

## International Differences

### China

In China expatriates have remodelled traditional structures in quiet picturesque rural areas and opened a few rustic boutique hotels with minimum amenities. Most patrons are tourists but they are growing in popularity among the Chinese.

### Cuba

In Cuba, which opened up to tourism in the 1990s after the financial support of the Soviet Union ended, a form of B&B called *casa particular* ("private home") became the main form of accommodation outside the tourist resorts.

### Hungary

In Hungary B&B is very popular. Usually is a small family-run hotel, an intimate ambience and a pleasant atmosphere. It provides an affordable alternate for the hotels. In Hungarian the B&B is called "Panzió" or "Szálló".

## India

In India, the government is promoting the concept of bed & breakfast. The government is doing this to increase tourism, especially keeping in view the demand for hotels during the 2010 Commonwealth Games in Delhi. They have classified B&B in 2 categories - Gold & Silver B&B. All B&B will be approved by the Ministry of Tourism who will then categorize it as Gold or Silver based upon the pre-defined criteria.

Enormous growth in metro cities like Delhi, Gurgaon, Pune, Bangalore and Mumbai; people are rushing to these cities in terms to have a respective job and Bed & Breakfast is becoming a favourite option among them. Average B&B service provider are providing these service as standard in their premises like Air-conditioner or air cooler, free food, free wifi internet; and premium provider are providing whole bunch of extra services like lift system in the building, no electricity bill for air-conditioner and geyser usage, 50Mbit/s to 100Mbit/s leased internet line for guests, intercom, security with IP cameras (which is mandatory by local state government and police department) and security guard 24\*7. Charges for standard B&B is around \$100 to \$120 each head for a month and for premium B&B services starts from \$180 and above.

## Ireland

Registered Irish B&Bs are star rated by Fáilte Ireland and along with the majority un-registered B&Bs, form the B&B Owners Association Ireland. Generally, B&Bs in Ireland are family owned & run, with a small percentage being leased/managed but still with the personal service expected in this sector. Owners / Managers nearly always live on premises. Breakfast can mean a cooked “Irish Fry” or continental style buffet.

## Israel



In the patio of a guest house in Tamchy, Kyrgyzstan

The Israeli B&B is known as a *zimmer* (German for *room*). All over the country, but especially in northern Israel (Galilee, Upper Galilee and Golan Heights) the zimmers has

developed an extensive industry. Settlements belonging to private families and rural settlements are rented for a short period. This industry began to develop in the 1990s, when agriculture became less profitable, and many families with farms in community, kibbutzim, farms and individual seats decided to try their luck in the business of hospitality. In the last decade, there has been development of bed and breakfasts also in southern Israel in the Negev.

## Italy

In Italy, regional law regulates B&Bs. There is a national law “Legge 29 marzo 2001, n. 135” but each region maintains a specific regulation. Each region can adopt different regulations but they must observe the national law on Tourism (Law N° 135 /2001).

## Netherlands

Bed & Breakfast in the Netherlands literally means what it says, namely ‘bed with breakfast’. In the Netherlands, it is also often referred to as lodgings with breakfast, a guestroom or guesthouse. Bed & Breakfast is a small-scale type of accommodation, which is available to guests for a short stay. Nearly all bed & breakfasts are established in a residential home and are run by the owners of that particular residence. Dutch bed & breakfasts are commonly held in historic monumental houses or farms. There are approximately 5,000 bed & breakfasts in the Netherlands.

## New Zealand

Bed and breakfasts in New Zealand tend to be more expensive than motels and often feature historic homes and furnished bedrooms at a commensurate price.

## Pakistan



Carriage B&B Hinto Panzio in Transylvania, Odorheiu-Secuiesc (Szekelyudvarhely), Romania

The trend of B&Bs in Pakistan is quite widespread. Popular resorts like Murree, which attract many tourists from different parts of the country, have a number of such rest-houses. The expenses can vary, depending on the quality of facilities. Most bed and

breakfast facilities tend to expediently cater to families, given the high level of group tourism, and offer suitable overnight lodging.

## Romania

While exploring Romania's countryside, smaller cities or traditional villages, visitors can stay at a bed and breakfast (usually called "Pensiune"). Bed and Breakfast in Romania are rated with daisies, from one to three, three daisies being the best rating. A Bed and Breakfast offers clean and inexpensive accommodations as well as the opportunity to learn about the day-to-day life and culture of rural part Romania especially in Transylvania where B&B is more popular. Visitors will have the chance to try fresh, organic farm products.

## Spain

Bed and breakfast is a 21st-century phenomenon in Spain. In the past, the equivalent was "Habitacion con derecho a cocina" which means "room along with use of the kitchen area". In Spain, bed and breakfast offers are provided by hotels, hostels, apartments, houses and Inns. Normally bed and breakfast flats or houses consist of 5-7 rooms but as they are not heavily regulated, people are free to provide their houses as bed and breakfast to pay for some of the bills. This has resulted in a degeneration of bed and breakfast standards.

## Sweden

Bed and breakfast was more or less a direct import from the British style B&B. The B&B isn't evenly spread over the country, most are in southern province of Skåne or near one of the three larger cities, Stockholm, Gothenburg and Malmö. Some breakfast hotels and other minor hotels trying to profit from the name also call their accommodation B&B.

No laws in Sweden restrict such advertising; the only restriction is from the authority of traffic (Trafikverket), who only give permission to put up the bed and breakfast sign by the local road if the owner lives in the same building as the guests. If the proprietor has less than eight beds, no permissions from the police office is required to run public accommodations, but fire safety and food safety applies to all new facilities, regardless of the number of beds.

In a Swedish B&B using the kitchen is not allowed for guests. Standard is usually acceptable but sometimes with en-suite bathroom or sometimes a shared bathroom in the corridor. Most people in Sweden speak and understand English, but in small establishments it often can be tricky to pay with Credit card or Euro. Swedish bed and breakfast may be found through local or regional tourist organizations or the owner's webpage.

## United Kingdom

B&Bs and guest houses are generally a budget option compared to hotels, although some up-market B&Bs also exist. There are numerous B&Bs found in seaside towns, the countryside as well as city centres.

B&Bs are graded by Visit Britain and other organisations and may be rated on a star system. 3, 4 and 5 star establishments have a higher standard. A majority of B and Bs in the UK have en-suite facilities.

## United States

The custom of opening one's home to travellers dates back the earliest days of Colonial America. Lodging establishments were few and far between in the 18th century and, apart from a limited number of coaching inns, wayfarers relied on the kindness of strangers to provide a bed for the night. Hotels became more common with the advent of the railroad and later the automobile; most towns had at least one prominent hotel.

During the Great Depression, tourist homes provided an economic advantage to both the traveller and the host. Driving through town on US Highways (in a pre-Interstate highway era), travellers stopped at houses with signs reading Tourists or Guests, where one could rent a room for the night for approximately \$2. While little more than short-stay boarding houses, the rooms brought needed income for the home owner and saved money for the traveller. A tourist home or guest house represented an intermediate option between inexpensive campgrounds or cabins and costly railway hotels. (The motel fad of the 1950s and 1960s later filled this niche, now occupied by economy limited service hotels.) Non-white travellers could consult *The Negro Motorist Green Book*, a printed directory, to find lodging at which they would be welcome despite racial segregation and widespread discrimination.

After World War II, middle-class Americans began travelling in Europe in large numbers, many experiencing the European-style B&Bs (*Zimmer frei* in Germany, *chambres d'hotes* in France) for the first time. Some were inspired to open B&Bs in the U.S.; tourist home owners updated their properties as B&Bs. The interest in B&Bs coincided with an increasing interest in historic preservation, spurred by the U.S. Bicentennial in 1976 and assisted by two crucial pieces of legislation: the National Historic Preservation Act of 1966, and the Tax Reform Act of 1976, which provided tax incentives for the restoration and reuse of historic structures.

Through the 1980s and 1990s, B&Bs increased rapidly in numbers and evolved from homestay B&Bs with shared baths and a simple furnishings to beautifully renovated historic mansions with luxurious décor and amenities. Many B&Bs created a historical ambiance by adapting historic properties (such as the 1830s Federal-style Holladay House in Orange, Virginia) as guesthouses decorated with antique furniture. Printed directories listed options in various cities. By the mid-1990s, the Internet

made it more affordable for innkeepers to promote their properties worldwide; it provided on-line reservation software and allowed travellers to view detailed photos, videos, and reviews.

B&B and Inn owners have been adding amenities such as wireless Internet access, free parking, spa services or nightly wine and cheese hours. To stay competitive with the rest of the lodging industry, larger bed and breakfast inns have expanded to offer wedding services, business conference facilities, and meeting spaces as well as many other services a large hotel might offer.

There are approximately 17,000 B&Bs in the United States. B&Bs are found in all states, in major cities and remote rural areas, occupying everything from modest cottages to opulent mansions, and in restored structures from schools to cabooses to churches.

## Regulations

Regulations and laws vary considerably between jurisdictions both in content and extent and in enforcement.

The most common regulations B&Bs must follow pertain to safety. They are usually required by local and national ordinances to have fire resistance, a sufficient fire escape plan in place, and smoke detectors in each guest room. Kitchens and equipment used to serve meals are also often required to be monitored for hygienic operation, but there are significant national and local differences.

In Hawaii, it is illegal to open a new bed & breakfast on Oahu as of 1989. The reason for the moratorium is to force home owners with extra room to rent out their extra space to low income residents who otherwise cannot afford housing on crowded Oahu.

## Professional and Trade Associations

Many inns and bed and breakfasts are members of professional associations. There are international, national, regional, and local associations, all of which provide services to both their members and the travelling public. Many require their members to meet specific standards of quality, while others simply require a lodging establishment to pay dues. These associations also facilitate marketing of the individual B&Bs and provide a stamp of approval that the business in question is reputable. In the United States, the two primary nationwide professional associations are the Professional Association of Innkeepers International (PAII) and the Association of Independent Hospitality Professionals (AIHP).

While various local governments have regulations and inspect lodging establishments for health and safety issues, membership in a state/provincial/national bed and breakfast association can indicate a higher standard of hospitality. Associations

sometimes review their members' properties and tend to have additional standards of care.

In the US for example, each state has an innkeeping association (usually non-profit) that exists to promote the industry and tourism. Within those state associations, many city and regional bed and breakfast associations can be found. Many state, city and regional associations, have inspection criteria that often exceed government requirements for safety and cleanliness.

In Australia, the industry is represented by the Bed & Breakfast, Farmstay and Accommodation Australia Ltd (BBFAA).

In the British Isles the national approval boards set up by governments are far more stringent than others and standards are expected to be high. In Ireland there is an association that will only use the national tourist board's approved members (Almara Accommodations Dublin)

## Studies

### Tourism Queensland Study

In January 2003 Tourism Queensland conducted a review of current research to gain a better understanding of the Bed & Breakfast (B&B) market:

“ Key needs that must be met for people staying at bed and breakfast style accommodation include: pampering and personalised service in an attractive location in an attractive house, opposed to more standard hotel rooms.

The following attributes are also appealing:

- Homely or wholesome atmosphere (older segments) or luxurious/heritage surrounds
- Home style meals
- Area for conversing with other guests
- Ability to tap into local knowledge of attractions and activities in local area.

Guests at B&Bs were asked to identify the features and factors which motivated them to choose the establishment they were staying at. The friendliness of the host was the most important factor, followed by easy access to other places, the site being the most appealing place in the region. Usually B & Bs are privately owned, therefore very different from standard commercial hotels.

Bed & Breakfasts provide mutual benefits for both the visitor and the operator. Visitors have the opportunity for a relaxing break in a homely environment. Operators have the opportunity to develop a profitable business, make new friends and contacts, understand the cultures and lifestyles of others, and to educate guests about their way of life.

Income and leisure time have changed so that shorter breaks with greater choice of leisure activities are sought by travellers. Changing work patterns have increased the popularity of shorter breaks that minimize the absence from work and the effect of absences on workflow and involvement. Bed & Breakfast holidays tend to be short break holidays and could benefit from the increased popularity of short breaks, sought by people who aim for authenticity and personal service.

”

## Michigan State University Study

According to a study by Michigan State University:

“

The profile of B&B guests confirms widely held impressions that this is a middle-aged, well-educated, (moderately) high income, professional market. On the last reported B&B trip, couples comprised two thirds of the travel parties.

Eighty-two percent of those sampled are married, and about half (44 percent) have children living at home. Average age for a travel party (respondent and spouse/partner ages are merged) is 40 years, with 60 percent under this age. This indicates that many B&B guests are at a mid-point in the traditional family cycle, when raising children is a primary activity. Newlyweds and “empty nesters” account for a smaller proportion. In fact, only 9 percent of the market is attributed to adults over 59 years of age.

Education levels are high, with the largest response category being completion of a college degree (31 percent). In addition, another one third had some graduate school or an advanced degree. It follows that the occupational profile is dominated by professionals and managers. Note that several categories such as business, health, education, and science are large enough for B&B’s to consider promotion aimed specifically at these segments.

The unique touches that distinguish a B&B are clearly a primary reason for selecting this lodging option. Words like “charm,” “ambience,” “quaintness,” and “atmosphere” were often used by respondents to describe this intangible appeal. The importance of the “getaway” aspect demonstrates that B&B’s have been well positioned to take advantage of shorter, more frequent weekend trips preferred by many two-income families. The lure of B&B’s as a more personal alternative to the standard hotel/motel experience was reconfirmed by the 10 percent who called this the single most important reason for staying at a B&B, the most frequent response to this open-ended question.

Customers were for the most part satisfied with their most recent B&B experience, with 80 percent giving the experience an “excellent” rating and another 17 percent calling it “good.” Over 90 percent would both consider a return visit and recommend the B&B to friends and family.

”

According to this study, many bed and breakfast visitors make use of evaluations, given by other guests. This system of independent reviews is one of the fastest growing consumer content oriented sites on the net.

A study stated:

“

While the hedonic price model has been used to evaluate willingness to pay in a variety of markets, its use in the tourism industry is limited. This research note highlights the usefulness of the hedonic price technique in this industry by evaluating willingness to pay for specific characteristics of bed and breakfast accommodations.

Heterogeneity in price and amenities offered by bed and breakfast accommodations enables us to generate estimates of willingness to pay for specific characteristics. Using data on price and amenities collected from bed and breakfast accommodations, the findings show a willingness to pay for specific characteristics such as sunny balconies, a five star Champagne breakfast, and a room furnished with antique treasures...

”

## ComScore Study

Another study suggests that people trust online reviews posted by previous guests:

“

People are willing to pay up to 99 percent more for services after reading positive online reviews about them, according to new research.

The study, conducted in October by comScore and The Kelsey Group, found that online, consumer-created reviews have a big impact on prospective buyers. The researchers said 24 percent of those who eventually pay for local services -- such as restaurants, bed & breakfasts and automotive shops -- read online reviews before making a choice.

The study showed consumers were so trusting of online reviews, they were willing to pay at least 20 percent, and up to 99 percent, more if a company was rated excellent or five-star than if a business received a good, or four-star, rating. The study was based on 2,078 survey respondents, including 508 who used online consumer reviews.

Professional critics, and owners of companies that receive less-than-excellent online reviews by laypersons, might question the ability of regular people to adequately judge a service. However, the comScore/Kelsey Group study found that 90 percent of the people who trusted consumer-written reviews found the critiques to be accurate. In fact, noted the researchers, “reviews generated by fellow consumers had a greater influence than those generated by professionals.”

The study included specific bed & breakfasts among others services. At least 75 percent of those using online reviews for nearly every category of business included in the study said the amateur field reports significantly impacted their decision. Eighty-seven percent of those in search of hotels said the reviews played a big part in their choice.

The take-away message for service providers, according to a statement issued by The Kelsey Group’s research director, Steve Marshall: “With such a large percentage of review users subsequently purchasing, it’s vital that local service providers have a positive presence on these review sites.”

The fact that one-in-four of those contacted said they use reviews should come as good news for those in the online consumer review space, said Brian Jurutka, senior director at comScore Marketing Solutions. “That’s a sizeable chunk,” he said. “This helps them in having discussions with folks looking to advertise; it says a sizeable portion of the online population is going to be visiting these sites.”

”

## Prince Edward Island Study

A 2007 study on Prince Edward Island

“

The vast majority of visitors to B & B are pleasure travellers. The most important reasons why travellers choose a B & B are personalised service and hospitality, price and value ratio, physical element, atmosphere, image and location.

”

## TIME Magazine

According to *TIME* magazine:

“ Americans have a wide array of lodgings to choose from when they take a vacation: high-rise hotels, rustic resorts, motels by the bay. Yet more and more people are flocking to bed-and-breakfast inns, the most old-fashioned homes away from home. Just 20 years ago, there were only 1,000 B and Bs, as they are nicknamed, scattered throughout the country. Today there are more than 28,000 serving more than 50 million guests each year.

What is the appeal? Bed-and-breakfasts, often situated in elegant, historic homes, tap into everyone's fantasy of living another life. Many have been lovingly renovated with period decorations, inviting visitors to step back in time. Others carry a theme throughout the house. Since on average they have only seven or eight rooms, they offer peace and quiet, a rare commodity in the average home.

The hosts, who nearly always live on the premises, provide plenty of coddling. They will recommend local attractions, help with dinner reservations, often provide an afternoon tea or glass of sherry--and, yes, prepare a delicious homemade breakfast.

Prices at bed-and-breakfasts, which average \$104 to \$133 a night, depending on the region, rival the rates of good hotels. While some 10,000 B and Bs are private homes in which the owners offer a room or two, most are serious businesses, complete with websites and toll-free numbers.

The clientele tends to be couples, most of them affluent and well educated. Most are tourists or people who are in town to visit family or to celebrate a special occasion. Bed-and-breakfasts are popular with many foreign travelers, mostly from Britain, Germany, Canada, France and Australia, who have grown up going to B and Bs in their own countries. ”

## Gratuity



Leaving some money on a restaurant table is a common way of giving a tip to the serving staff.

A gratuity (also called a tip) is a sum of money customarily tendered, in addition to the basic price, to certain service sector workers for a service performed or anticipated.

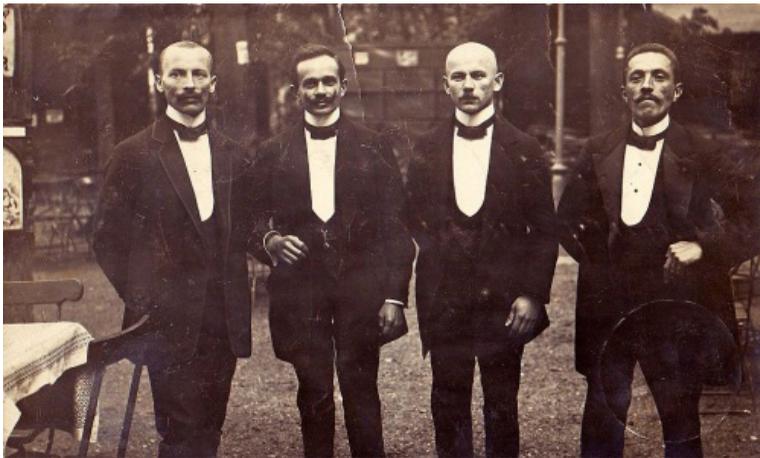
Depending on the country or location, it may be customary to tip servers in bars and restaurants, taxi drivers, hair stylists, and so on.

Tips and their amount are a matter of social custom and etiquette, and the custom varies between countries and settings. In some locations tipping is discouraged and considered insulting; while in some other locations tipping is expected from customers. The customary amount of a tip can be a specific range of monetary amounts or a certain percentage of the bill based on the perceived quality of the service given.

In some circumstances, such as with U.S. government workers and more widely with police officers, receiving gratuities (or even offering them) is illegal: they may be regarded as bribery. A fixed percentage service charge is sometimes added to bills in restaurants and similar establishments. Tipping may not be expected when a fee is explicitly charged for the service.

From a theoretical economic point of view, gratuities solve the principal-agent problem, and many managers believe they provide incentive for greater worker effort. However, studies of the real world practice show that tipping is often discriminatory: workers receive different levels of gratuity based on factors such as age, sex, race, hair color and even breast size, and the size of the gratuity is found to be only very weakly related to the quality of service.

## Etymology and History



The first usage of the term “tip” in the sense of giving a gratuity dates back to 1706. Pictured here are European waiters from the early 1900s.

According to the *Oxford English Dictionary*, the word *tip* originated as a slang term, and its etymology is unclear. According to the *Online Etymology Dictionary*, the meaning “give a small present of money” began around 1600, and the meaning “give a gratuity to” is first attested in 1706. The noun in this sense is from 1755. The term in the sense of “to give a gratuity” first appeared in the 18th century. It derived from an earlier

sense of *tip*, meaning “to give; to hand, pass”, which originated in the rogues’ cant in the 17th century. This sense may have derived from the 16th-century *tip* meaning “to strike or hit smartly but lightly” (which may have derived from the Low German *tip-pen*, “to tap”) but this derivation is “very uncertain”. The word “tip” was first used as a verb in 1707 in George Farquhar’s play *The Beaux’ Stratagem*. Farquhar used the term after it had been “...used in criminal circles as a word meant to imply the unnecessary and gratuitous gifting of something somewhat taboo, like a joke, or a sure bet, or illicit money exchanges.”

The practice of tipping began in Tudor England. “By the 17th century, it was expected that overnight guests to private homes would provide sums of money, known as vails, to the host’s servants. Soon afterwards, customers began tipping in London coffeehouses and other commercial establishments.”

The etymology for the synonym for tipping, “gratuity”, dates back either to the 1520s, from “graciousness”, from the French *gratuité* (14th century) or directly from Medieval Latin *gratuitas*, “free gift”, probably from earlier Latin *gratuitus*, “free, freely given”. The meaning “money given for favor or services” is first attested in the 1530s.

In some languages, the term translates to “drink money” or similar: for example *pour-boire* in French, *Trinkgeld* in German, and *drikkepenge* in Danish. This comes from a custom of inviting a servant to drink a glass in honour of the guest, and paying for it, in order for the guests to show generosity among each other. The term *bibalia* in Latin was recorded in 1372.

## Tronc

A tronc is an arrangement for the pooling and distribution to employees of tips, gratuities and/or service charges in the hotel and catering trade. The person who distributes monies from the tronc is known as the troncmaster. When a tronc exists in the UK, responsibility for deducting pay-as-you-earn taxes from the distribution may lie with the troncmaster rather than the employer. (The word ‘tronc’ has its origins in the French for collecting box.) In June 2008, the Employment Appeals Tribunal ruled in a UK test case (*Revenue and Customs Commissioners v Annabel’s (Berkeley Square) Ltd*) that income from a tronc cannot be counted when assessing whether a wage or salary meets the national minimum wage.

## By region

### Nigeria

In Nigeria tipping is not so common at upscale hotels and restaurants because service charge is usually included in the bill though the employee seldom get this as part of their wages. In recent times however, the service provider usually coerce the customer

for tips in a subtle manner. There have been reported cases of security guards asking bank customers for tips.

## Asia

### China

In China, traditionally there is no tipping. However, hotels that routinely serve foreign tourists allow tipping. An example would be tour guides and associated drivers.

In Hong Kong, tipping is not typically expected at hotels or restaurant establishments, where a “service charge” of 10% is added to a bill instead of expecting a gratuity. Taxi drivers in Hong Kong may also charge the difference between a fare and a round sum as a “courtesy fee” to avoid making change for larger bills.

One exception, where tipping is accepted is in Macau, previously a colony of Portugal.

### Japan



A rickshaw operator pulls two guests near Kyoto.

In Japan, tipping is not a part of the culture. It is not expected and can cause confusion. Like many other countries in East Asia, Japanese people see tipping as insulting.

### South Korea

Tipping is not customary in Korean culture, and tipping is not expected in general service industry. Some people even regard tipping as an inappropriate behavior. High-end hotels and restaurants often include service charge between 10% to 15%, but it is always included in the bill, and customers are not expected to leave separate gratuity for servers beyond what is included in the bill.

## Singapore

In Singapore, tipping is insulting. People may mistake it as a bribe, which is a chargeable offence that could result in jail time. Bars and restaurants typically add a 10% service charge although it is not given to the wait staff. Tips are discreetly given in a Hawker centre, coffee shop, or taxi.

## Taiwan

In Taiwan, tipping is not customary, but all mid and high end restaurants include a mandatory “10% service charge”, which is not given to the service staff, but rather considered by Taiwanese law as general revenue, as reported by the Taipei Times in “False Gratuity” on July 9, 2013.

## Europe

### Albania

Tipping (*bakshish*) in Albania is very much expected almost everywhere. In recent times it has become more common, as many foreigners and Albanians living abroad visit Albania. Leaving a tip of around 10% of the bill is customary in restaurants; even porters, guides and chauffeurs expect tips. Duty-free alcohol is often used as a type of tip for porters, bellhops and the like, however some people (such as Muslims) can find it offensive.



Buskers often punctuate their performances with requests for tips.

### Croatia

Tips (*napojnica*, *manča*, tip) are sometimes expected, mostly in restaurants – but they are not mandatory. Restaurant tips are around 3-5% (or more). In clubs or café bars, on the other hand, it is common to “round up the bill”. It is not common to tip taxi drivers or hairdressers.

## Denmark

Tips (*drikkepenge*, lit. “drinking money”) are not required in Denmark since service charges must always be included in the bill by law. Tipping for outstanding service is a matter of choice, but is not expected.

## France

Cafés and restaurants include a 15% service charge in the bill, as required by French law for tax assessment. *Service compris* indicates that the tip has been added to the bill, but sometimes the wait staff do not receive any of it. Tipping is better received in venues accustomed to tourists, but can be treated with disdain in smaller food establishments and those in more rural areas. The amount of the tip is also critical. A 5% tip will do nicely for good service. For superior service in higher-end eating establishments, a more generous tip would not be out of place. However, the rare waiter/waitress accustomed to more generous foreign customers have no problem receiving a tip of up to 10% or more.

## Austria and Germany



Coat check staff are usually tipped for their service.

Tipping (*Trinkgeld*) is not seen as obligatory. In the case of waiting staff, and in the context of a debate about a minimum wage, some people disapprove of tipping and say that it should not substitute for employers paying a good basic wage. But most people in Germany consider tipping to be good manners as well as a way to express gratitude for good service.

It is illegal, and rare, to charge a service fee without the customer’s consent. But a tip of about 5% - 10%, depending on the type of service, is customary. For example, Germans usually tip their waiters but almost never the cashiers at big supermarkets.

As a rule of thumb, the more personal the service, the more common it is to tip. Payments by card can include the tip too, but the tip is usually paid in cash when the card is handed over.

At times, rather than tipping individually, a tipping box is set up. Rounding up the bill in Germany is commonplace, sometimes with the comment *stimmt so* (“keep the change”), rather than asking for all the change and leaving the tip afterwards. Or the customer says how much he will pay in total, including the tip: thus if the basic price is €10.50, the customer might, rather generously but not unusually, say *zwölf* (“twelve”), pay with a €20 note and get €8 in change. When paying a small amount, it is common to round up to the nearest euro (e.g. €1.80 to €2.00).

Sometimes a sign reading *Aufrunden bitte* (“round up please”) is found in places where tipping is not common (like supermarkets, clothing retailers etc.). This requests that the bill be rounded up to the nearest €0.10. This is not to tip the staff, but a charity donation (fighting children poverty), and completely voluntary.

In Germany tips are considered as income, but they are tax free according to § 3 Nr. 51 of the German Income Tax Law.

## Hungary

The Hungarian word for tip is *borravaló* (literally “money for wine”, a loose calque from German: *Trinkgeld*) or colloquially *baksis* (from Persian: *بکشش خب* *bakhshesh*), often written in English as *backsheesh*. Tipping is widespread in Hungary, the degree of expectation and the expected amount varies with price, type and quality of service, also influenced by the satisfaction of the customer. Like in Germany, rounding up the price to provide a tip is commonplace.

Depending on the situation, tipping might be unusual, optional or expected. Almost all bills include service charge - similarly, some employers calculate wages on the basis that the employee would also receive tips, while others prohibit accepting them. In some cases a tip is only given if the customer is satisfied, in others it is customary to give a given percentage regardless of the quality of the service, and there are situations when it is hard to tell the difference from a bribe. Widespread tipping based on loosely defined customs and its almost imperceptible transition into bribery is considered a main factor contributing to corruption. A particular Hungarian case of gratuity is *hálapénz* (“gratitude money”) or *paraszolvenca*, which is the very much expected – almost obligatory though illegal – tipping of state-employed physicians (Hungary’s healthcare system is almost completely state-run and there is an obligatory social insurance system).

## Iceland

In Iceland tipping (*þjórfé*, lit. “serving money”) is not customary and never expected.

## Ireland

Tipping is generally optional but often expected for certain types of services. It is customary to tip for table service in bars and restaurants, but not for barmen. People generally tip postal workers and sanitation workers around Christmas time. Services like hairdressing, especially for women, often expect tips. Tips are not based on a percentage of the transaction.

Although it has been cited that tipping taxi drivers is typical, it is not common in practice.

## Italy

Tips (*la mancia*) are not customary in Italy, and are given only for a special service or as thanks for high quality service, however it's really uncommon. Almost all restaurants (with the notable exception of those in Rome) have a service charge (called *coperto*); waiters do not expect a tip since they are already fairly paid, but will not refuse it, especially from foreign customers. In cafés, bars, and pubs it is not uncommon, on paying the bill, to leave the change, saying to the waiter or to the cashier "tenga il resto" ("keep the change"). Recently tip jars near the cash register are becoming widespread, however in public restrooms they are often forbidden. Leaving the change is also quite common with taxi drivers. When using a credit card, it is not possible to add manually an amount to the bill; instead one can leave some coins as a tip.

## Norway

Service/service charge is included in the bill. It is uncommon for Norwegians to tip taxi-drivers or cleaning staff at hotels. In restaurants and bars it is more common, but not expected. Tips are often given to reward high quality service or as a kind gesture. Tipping is most often done by leaving small change (5-15 %) at the table or rounding up the bill.

*Oslo Servitørforbund and Hotell- og Restaurantarbeiderforbundet* (The Labor Union for Hotel and Restaurant Employees) has said many times that they discourage tipping, except for extraordinary service, because it makes salaries decrease over time, makes it harder to negotiate salaries and does not count towards pensions, unemployment insurance, loans and other benefits.

## The Netherlands

Tipping (*fooi*) in the Netherlands is not obligatory and it is illegal, and rare, to charge a service fee without the customer's consent. However it is made to believe that tipping is required in restaurants, bars, taxis and hotels (bar, restaurant, maids and bellboys). If service was normal or poor, it is normal not to tip, while guests who receive good to excellent service can tip in a 5-15% range, with an average of 10% and exceptions of 20% if service was unparalleled. Note: around 1970 regulations were adopted that all

indicated prices must include a service charge and subsequent all prices were raised by about 15%. This was called “service compris”. Also wages were adjusted that employees were not depending on tips.

## Romania

The amount of the tip (*bacșiș*) and method of calculating it will vary with the venue and can vary from 1-2 RON to 10% of the bill. The tips do not appear on bills and are not taxed, thus being an entirely black market revenue. If paying by card, the tip is left in cash alongside the bill.

While tipping is not the norm, servers, cabbies, hairdressers, hotel maids, parking valets, tour guides, spa therapists etc. are used to receiving tips regularly and are likely to consider it an expression of appreciation for the quality of the service (or lack thereof). If offering a tip, 5-10% of the bill is customary, or small amounts of 5, 10 or 20 RON for services which are not directly billed. For other types of services it depends on circumstances, it will not usually be refused and will also be considered a sign of appreciation. For instance, counter clerks for drug stores or supermarkets are not tipped, but their counterparts in clothing stores can be.

Tipping can be used proactively to engender favor, such as getting reservations or obtaining better seats. However, care should be taken for it not to be seen as a bribe, depending on circumstances. While tipping is overlooked in Romania, bribery is a larger issue which may lead to legal consequences.

There is an ongoing aversion about both giving and receiving tips in coins, due to the low value of the denominations. It is best to stick to paper money. Offering coins can be considered a rude gesture and may receive snarky or even angry remarks.

On the other hand, the coin handling aversion has resulted in the widespread practice of rounding payments. This is not technically a tip and as such is not aimed primarily at the individual at the counter, but rather at the business. Nevertheless, if done with a smile it can be seen as a form of appreciation from the customer towards the clerk. Etiquette demands that one of the parties offers the change, but the other can choose to tell them to keep all or part of it. Small businesses may sometimes force the issue by outright claiming they are out of change, or offering small value products instead, such as sticks of gum; this is considered rude and it is up to the customer to accept or call them out for it. The reverse can also happen, where the clerk does not have small change to make for the customer’s paper money, but chooses to return a smaller paper denomination and round down in favor of the customer, in exchange for getting them through faster. The latter usually happens only in the larger store chains.

## Slovenia

Tipping is not common in Slovenia, and most locals do not tip other than to round up

to the nearest Euro. Recently, areas visited by many tourists have begun to accept tips of around 10 - 20%.

## Spain

Tipping (*propina*) is not generally considered mandatory in Spain, and depends on the quality of the service received. In restaurants the amount of the tip, if any, depends mainly on the kind of locale, higher percentages being expected in upscale restaurants. In bars and small restaurants, Spaniards sometimes leave as a tip the small change left on their plate after paying a bill. Outside the restaurant business, some service providers, such as taxi drivers, hairdressers and hotel personnel, may expect a tip in an upscale setting. In 2007 the Minister of Economy, Pedro Solbes, blamed excessive tipping for the increase of the inflation.

## Sweden

Tipping (*dricks*) is commonly not expected, but is practiced to reward high quality service or as a kind gesture. Tipping is most often done by leaving small change on the table or rounding up the bill. This is mostly done at restaurants (less often if payment is made at the desk) and in taxis (some taxis are very expensive as there is no fixed tariff, so they might not be tipped). Less often hairdressers are tipped. Tips are taxed in Sweden, but cash tips are not much declared to the tax authority. Cards are heavily used in Sweden as of the 2010s, and tips paid by cards in restaurants are regularly checked by the tax authority. There are reports that restaurant owners keep card tips and that waitresses do not notice generous card tips.

## Turkey

In Turkey, tipping, or *bahşiş* (lit. gift, from Persian word شش‌خوب, often rendered in English as “baksheesh”) is usually optional and not customary in many places. Though not necessary, a tip of 5-10% is appreciated in restaurants, and is usually paid by “leaving the change”. Cab drivers usually do not expect to be tipped, though passengers may round up the fare. A tip of small change may be given to a hotel porter.

## United Kingdom

Tips of 10% are common in restaurants, but not compulsory. Sometimes, more often in London and other large cities than in other areas, a service charge may be levied, often of 12.5%. Since it is a legal requirement to include all taxes and other obligatory charges in the prices displayed, a service charge is compulsory only if it is displayed, or the trader makes their presence clear verbally, before the meal. Even so, if the level of service is unacceptable, and in particular it falls short of the requirements of the Supply of Goods and Services Act 1982, the customer can refuse to pay some or all of a service charge.



Golfers often tip the caddies who carry their golf clubs.

The service charge may be included in the bill or added separately. 12.5% is reported as a common amount.

Tipping for other services such as taxis and hairdressers is not expected, but tips are often given to reward good service. In some large cities tips are given to both taxi drivers and hairdressers/barbers, but again this is not expected.

## North America and The Caribbean

### Canada

Tipping is practiced in Canada in a similar manner to United States. Quebec provides alternate minimum wage schedule for all tipped employees. Some other provinces allow alternate minimum wage schedule for “liquor servers”.

According to Wendy Leung from *The Globe and Mail*, it is a common practice in restaurants to have servers share their tips with other restaurant employees, a process called “tipping out.” Another newspaper refers to this as a tip pool.

“Tipping out the house (the restaurant) is occasionally explained as a fee for covering breakage or monetary error[s].”

A Member of the Ontario Provincial Parliament, Michael Prue, has introduced a Bill in the Ontario Legislature regarding tipping. On December 7, 2015 it was reported that “Ontario is banning employers from taking a cut of tips that are meant for servers and

other hospitality staff.” “The *Protecting Employees’ Tips Act* makes it illegal for employers “...to withhold their employees’ tips, except temporarily if they are pooling all of the gratuities to redistribute them among all employees.”

Canadian Federal tax law considers tips as income. Workers who receive tips are legally required to report the income to the Canada Revenue Agency and pay income tax on it. In July 2012, The Star reported that CRA is concerned with tax evasion. An auditing of 145 servers in four restaurants by CRA mentioned in the report uncovered that among 145 staff audited, CDN \$1.7million was unreported. In 2005, The CRA was quoted that it will closely check the tax returns of individuals who would reasonably be expected to be receiving tips to ensure that the tips are reported realistically.

## Caribbean

Tipping in the Caribbean varies from island to island. In the Dominican Republic, restaurants add a 10% gratuity and it is customary to tip an extra 10%. In St. Barths, it is expected that a tip be 10% to 15% if gratuity isn’t already included.

## Mexico



A taxi driver waiting for customers

Workers in small, economy restaurants usually do not expect a significant tip. However, tipping in Mexico is common in larger, medium and higher end restaurants. It is customary in these establishments to tip not less than 10% but not more than 15% of the bill as a voluntary offering for good service based on the total bill before value added tax, “IVA” in English, VAT. Value added tax is already included in menu or other service industry pricing since Mexican Consumer Law requires the exhibition of final costs for the customer. Thus, the standard tip in Mexico is 11.5% of the pre-tax bill which equates

to 10% after tax in most of the Mexican territory, except in special lower tax stimulus economic zones.

A gratuity may be added to the bill without the customer's consent, contrary to the law, either explicitly printed on the bill, or by more surreptitious means alleging local custom, in some restaurants, bars, and night clubs. However, in 2012, officials began a campaign to eradicate this increasingly rampant and abusive practice not only due to it violating Mexican consumer law, but also because frequently it was retained by owners or management.

If a service charge for tip ("propina" or "restaurant service charge") is added, it is a violation of Article 10 of the Mexican Federal Law of the Consumer and Mexican authorities recommend patrons require management to refund or deduct this from their bill. Additionally, in this 2012 Federal initiative to eliminate the illegal add-ons, the government clarified that contrary even to the belief of many Mexicans, that the Mexican legal definition of tips ("propinas") require it be discretionary to pay so that an unsatisfied client is under no obligation to pay anything to insure the legal definition of a tip is consistent with the traditional, cultural definition, and going as far to encourage all victims subject to the increasing illicit practice report the establishments to the PROFECO, the Office of the Federal Prosecutor for the Consumer, for prosecution.

## United States



A server at Luzmilla's restaurant.

Tipping is a practiced social custom in the United States. Tipping by definition is voluntary - at the discretion of the customer. In restaurants offering traditional table service,

a gratuity of 15% of the amount of a customer's check is customary when adequate service is provided. Buffet-style restaurants where the server brings only beverages, 10% is customary. Higher tips may be given for excellent service, and lower tips for mediocre service. In the case of bad or rude service no tip may be given, and the restaurant manager may be notified of the problem. Tips are also generally given for services provided in golf courses, casino, hotels, concierge, food delivery, taxis, spa and salons. This etiquette applies to bar service at weddings and any other event where one is a guest as well. The host should provide appropriate tips to workers at the end of an event; the amount may be negotiated in the contract. Tipping is not required for fast food restaurants, take-out orders, and coffee houses.

The Fair Labor Standards Act defines tippable employees as individuals who customarily and regularly receive tips of \$30 or more per month. Federal law permits employers to include tips towards satisfying the difference between employees' hourly wage and minimum wage, although some states and territories provide more generous provisions for tipped employees. For example, laws in Alaska, California, Minnesota, Montana, Nevada, Oregon, Washington, and Guam specify that employees must be paid the full minimum wage of that state/territory (which is equal or higher than the federal minimum wage in these instances) before tips are considered.

A tip pool cannot be allocated to employers, or to employees who do not customarily and regularly receive tips. These non-eligible employees include dishwashers, cooks, chefs, and janitors.

There is only limited information available on levels of tipping. A study at Iowa State University provided data for a suburban restaurant surveyed in the early 1990s. The mean tip was \$3.00 on a mean bill of \$19.78. As such, the mean tip rate was 16.1%, and the median tip rate was about 15%. In a 2003 research study at Brigham Young University, the sample restaurants had an average tip percentage ranging from 13.57 to 14.69% between 1999-2002.



Waiters at the King David Hotel.

According to the National Restaurant Association, only a handful of restaurants in the United States have adopted a no-tripping model and some restaurants who have adopted this model returned to tipping due to loss of employees to competitors.

## Service Charges

Service charges are mandatory payments, typically added by caterers and banqueters. A service charge is not to be confused with a tip or gratuity which is optional and at the discretion of the customer. Restaurants commonly add it to checks for large parties. Some bars have decided to include service charge as well, for example in Manhattan, New York. Disclosure of service charge is required by law in some places, such as in State of Florida A standard predetermined percent, often ~18%, is sometimes labeled as a “service charge”.

## History

Until the early 20th century, Americans viewed tipping as inconsistent with the values of an egalitarian, democratic society. Also, proprietors regarded tips as equivalent to bribing an employee to do something that was otherwise forbidden, such as tipping a waiter to get an extra large portion of food. The introduction of Prohibition in 1919 had an enormous impact on hotels and restaurants, who lost the revenue of selling alcoholic beverages. The resulting financial pressure caused proprietors to welcome tips, as a way of supplementing employee wages. Contrary to popular belief, tipping did not arise because of servers' low wages, because the occupation of waiter (server) was fairly well paid in the era when tipping became institutionalized.

In spite of the trend toward tipping as obligatory behavior, six states, mainly in the South, passed laws that made tipping illegal. Enforcement of anti-tipping laws was problematic. The earliest of these laws was passed in 1909 (Washington), and the last of these laws was repealed in 1926 (Mississippi). Some have argued that “The original workers that were not paid anything by their employers were newly freed slaves” and that “This whole concept of not paying them anything and letting them live on tips carried over from slavery.”

## Taxation

Tips are considered income. The entire tip amount is treated as earned wages with the exception of months in which tip income was under \$20. Unlike wages where payroll tax (social security and medicare tax) are split between employee and employer, the employee pays 100% of payroll tax on tip income and tips are excluded from worker's compensation premiums in most states. This discourages no-tip policies because employers would pay 7.65% additional payroll taxes and up to 9% worker's compensation premiums on higher wages in lieu of tips.



Hair stylists are among the service workers who are often tipped for their service in the US.

Research finds that consistent tax evasion by waitstaff due to fraudulent declaration is a concern in the US. According to the IRS, between 40% and 50% of tips to waiters are not reported for taxation. Employers are responsible for Federal Unemployment Insurance premiums on tips paid directly from customers to employees, and this encourages employers to collaborate in underreporting tips.

## US Federal Employees

The US Government recognizes tips as allowable expenses for federal employee travel. However, US law prohibits federal employees from receiving tips under Standards of Ethical Conduct. Asking for, accepting or agreeing to take anything of value that influences the performance of an official act is not allowed.

## South America

### Bolivia

Service charges are included with the bill. A tip of around 5% or so is sometimes given, and is considered polite.

### Paraguay

Service charges are included with the bill, and tipping is uncommon.

## Oceania

### Australia

Tipping is not expected or required in Australia. This is because the federal government protects the rights of workers, by providing them with a minimum wage. In Australia

this is reviewed yearly, and as of 2012 : it was set at A\$16.37 per hour (A\$20.30 for casual employees) and this is fairly standard across all types of venues.



A young man (in white) caddies the golf clubs of an older golfer.

Tipping at cafés and restaurants (especially for a large party), and tipping of taxi drivers and home food deliverers is again, not required or expected. However many people tend to round up the amount owed while indicating that they are happy to let the worker “keep the change”.

There is no tradition of tipping somebody who is just providing a service (e.g. a hotel porter). Casinos in Australia—and some other places—generally prohibit tipping of gaming staff, as it is considered bribery. For example, in the state of Tasmania, the Gaming Control Act 1993 states in section 56 (4): “it is a condition of every special employee’s licence that the special employee must not solicit or accept any gratuity, consideration or other benefit from a patron in a gaming area.”

There is concern that tipping might become more common in Australia.

## New Zealand

Tipping is not a traditional practice in New Zealand, though has become less uncommon in recent years – especially in finer establishments. Tipping in New Zealand is likely the result of tourists visiting from tipping cultures (such as the United States of America) who may follow their own tipping customs. Where tipping does occur among New Zealanders it is usually to reward a level of service that is in excess of the customer’s expectations, or as an unsolicited reward for a voluntary act of service. A number of websites published by the New Zealand government advise tourists that “tipping in New Zealand is not obligatory – even in restaurants and bars. However, tipping for good service or kindness is at the discretion of the visitor”. A Sunday Star-Times reader poll in 2011 indicated 90% of their readers did not want tipping for good service to become the norm in New Zealand

## Perspectives

### Inconsistency of Percentage-based Gratuities



Crossing sweepers cleared the way for rich people to cross the road without dirtying their clothes, and they were normally tipped for this service. London, 1893. The modern version of this service are squeegee kids who clean windshields during the time vehicles are stopped for traffic lights.

In countries where tipping is the norm, such as in the US, Canada, and in a few countries in Western Europe, some employers pay workers with the expectation that their wages will be supplemented by tips. Some have criticized the inherent “social awkwardness” in transactions that involve tipping, the inconsistency of tipping for some services but not similar ones, and the irrationality of basing tips on price, rather than the amount and quality of service (a customer pays a larger tip to a server bringing him a lobster rather than a hamburger, for example).

### Poor Tipppers

Some categories of people have been shown statistically to be poor tipppers.

### Cases Where No Gratuity is Expected

Tipping may not be expected when a fee is explicitly charged for the service.

In countries such as Australia and Japan where no tipping is provided, the service is found to be as good as in America.

### Mandatory Tipping

A service charge is sometimes added to bills in restaurants and similar establishments.

Attempts to hide service charge by obstructing the line on the receipt have been reported.

In the United States, criminal charges were dropped in two separate cases over non-payment of mandatory gratuities. Courts ruled that automatic does not mean mandatory. Some cruise lines charge their patrons \$10/day in mandatory tipping; this does not include extra gratuities for alcoholic beverages.

## Bribery and Corruption

Bribery and corruption are sometimes disguised as tipping. In some developing countries, police officers, border guards, and other civil servants openly solicit tips, gifts and dubious fees using a variety of local euphemisms.

## Economic Theory

An academic paper by Steven Holland calls tipping “...an effective mechanism for risk sharing and welfare improvement” which reduces the risk faced by a service customer, because the customer can decide whether or not to tip.

Tipping is sometimes given as an example of the principal-agent problem in economics. One example is a restaurant owner who engages servers to act as agents on his or her behalf. In some cases, “[c]ompensation agreements [can] increase worker effort... if compensation is ...tied to the firm’s success”; one example of such a compensation agreement is waiters and waitresses who are paid tips.

Studies show however that, in the real world, the size of the tip is only weakly correlated with the quality of the service, and other effects dominate.

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## Travel: An Overview

Travel is an important social custom that leads to cultural and personal growth. Its forms vary according to the destination as well as personal choices, such as the mode of travel. This chapter is a compilation of the various aspects of travel such as pilgrimage and travel behavior that form an integral part of the broader subject matter.

### Travel



A statue dedicated to the traveler in Oviedo, Spain

Travel is the movement of people between relatively distant geographical locations, and can involve travel by foot, bicycle, automobile, train, boat, airplane, or other means, with or without luggage, and can be one way or round trip. Travel can also include relatively short stays between successive movements.

### Etymology

The origin of the word “travel” is most likely lost to history. The term “travel” may originate from the Old French word *travail*. According to the Merriam Webster dictionary, the first known use of the word travel was in the 14th century. It also states that

the word comes from Middle English *travailen*, *travelen* (which means to torment, labor, strive, journey) and earlier from Old French *travailler* (which means to work strenuously, toil). In English we still occasionally use the words *travail* and *travails*, which mean struggle. According to Simon Winchester in his book *The Best Travelers' Tales* (2004), the words travel and travail both share an even more ancient root: a Roman instrument of torture called the tripalium (in Latin it means “three stakes”, as in to impale). This link reflects the extreme difficulty of travel in ancient times. Also note the torturous connotation of the word “travailler.” Today, travel may or may not be much easier depending upon the destination you choose (i.e., Mt. Everest, the Amazon rainforest), how you plan to get there (tour bus, cruise ship, or oxcart), and whether or not you decide to “rough it.” “There’s a big difference between simply being a tourist and being a true world traveler,” notes travel writer Michael Kasum. This is, however, a contested distinction as academic work on the cultures and sociology of travel has noted.

## Purpose and Motivation



Train travel – Passengers on a train on a bridge of the Nilgiri Mountain Railway, between Mettupalayam and Ootacamund, in Tamil Nadu, India

Reasons for traveling include recreation, tourism or vacationing, research travel for the gathering of information, for holiday to visit people, volunteer travel for charity, migration to begin life somewhere else, religious pilgrimages and mission trips, business travel, trade, commuting, and other reasons, such as to obtain health care or waging or fleeing war or for the enjoyment of traveling. Travel may occur by human-powered transport such as walking or bicycling, or with vehicles, such as public transport, automobiles, trains and airplanes.

Motives to travel include:

- pleasure
- relaxation
- discovery and exploration,
- getting to know other cultures
- taking personal time for building interpersonal relationships

## Geographic Types of Travel

Travel may be local, regional, national (domestic) or international. In some countries, non-local internal travel may require an internal passport, while international travel typically requires a passport and visa. A trip may also be part of a round-trip, which is a particular type of travel whereby a person moves from one location to another and returns.

## History of Travel

Once difficult, slow and dangerous, travel has tended to become easier, quicker, and more frivolous in the course of history. The evolution of technology such as horse tack and bullet trains has contributed to this trend.

## Travel Safety



Travelers in a British Airways 747 airplane. Air travel is a common means of transport.



MS Skania ferry in the port of Szczecin

Authorities emphasize the importance of taking precautions to ensure travel safety. When traveling abroad, the odds favor a safe and incident-free trip, however, travelers can be subject to difficulties, crime and violence. Some safety considerations include being aware of one’s surroundings, avoiding being the target of a crime, leaving copies of one’s passport and itinerary information with trusted people, obtaining medical insurance valid in the country being visited and registering with one’s national embassy when arriving in a foreign country. Many countries do not recognize drivers’ licenses from other countries; however most countries accept international driving permits. Automobile insurance policies issued in one’s own country are often invalid in foreign countries, and it is often a requirement to obtain temporary auto insurance valid in the country being visited. It is also advisable to become oriented with the driving-rules and -regulations of destination countries. Wearing a seat belt is highly advisable for safety reasons; many countries have penalties for violating seatbelt laws.

There are three main statistics which may be used to compare the safety of various forms of travel (based on a DETR survey in October 2000):

Deaths per billion journeys	Deaths per billion hours	Deaths per billion kilometers
Bus: 4.3	Bus: 11.1	Air: 0.05
Rail: 20	Rail: 30	Bus: 0.4
Van: 20	Air: 30.8	Rail: 0.6
Car: 40	Water: 50	Van: 1.2
Foot: 40	Van: 60	Water: 2.6
Water: 90	Car: 130	Car: 3.1
Air: 117	Foot: 220	Bicycle: 44.6

Bicycle: 170	Bicycle: 550	Foot: 54.2
Motorcycle: 1640	Motorcycle: 4840	Motorcycle: 108.9

## Pilgrimage



David Teniers the younger: Female Pilgrim

A pilgrimage is a journey or search of moral or spiritual significance. Typically, it is a journey to a shrine or other location of importance to a person's beliefs and faith, although sometimes it can be a metaphorical journey into someone's own beliefs. Many religions attach spiritual importance to particular places: the place of birth or death of founders or saints, or to the place of their "calling" or spiritual awakening, or of their connection (visual or verbal) with the divine, to locations where miracles were performed or witnessed, or locations where a deity is said to live or be "housed," or any site that is seen to have special spiritual powers. Such sites may be commemorated with shrines or temples that devotees are encouraged to visit for their own spiritual benefit: to be healed or have questions answered or to achieve some other spiritual benefit. A person who makes such a journey is called a pilgrim. As a common human experience,

pilgrimage has been proposed as a Jungian archetype by Wallace Clift and Jean Dalby Clift.

The Holy Land acts as a focal point for the pilgrimages of the Abrahamic religions of Judaism, Christianity, and Islam. According to a Stockholm University study in 2011, these pilgrims visit the Holy Land to touch and see physical manifestations of their faith, confirm their beliefs in the holy context with collective excitation, and connect personally to the Holy Land.

### Bahá'í Faith

Bahá'u'lláh decreed pilgrimage to two places in the Kitáb-i-Aqdas: the House of Bahá'u'lláh in Baghdad, Iraq, and the House of the Báb in Shiraz, Iran. Later, `Abdu'l-Bahá designated the Shrine of Bahá'u'lláh at Bahji, Israel as a site of pilgrimage. The designated sites for pilgrimage are currently not accessible to the majority of Bahá'ís, as they are in Iraq and Iran respectively, and thus when Bahá'ís currently refer to pilgrimage, it refers to a nine-day pilgrimage which consists of visiting the holy places at the Bahá'í World Centre in northwest Israel in Haifa, Acre, and Bahjí.

### Buddhism



Ancient excavated Buddha-image at the Mahaparinirvana Temple, Kushinagar



Tibetans on a pilgrimage to Lhasa, doing full-body prostrations, often for the entire length of the journey

There are four places that Buddhists make pilgrimage to:

- Lumbini: Buddha's birthplace (in Nepal)
- Bodh Gaya: place of Enlightenment
- Sarnath: where he delivered his first teaching
- Kusinara: (now Kusinagar, India) where he attained *mahaparinirvana* (died).

Other pilgrimage places in India and Nepal connected to the life of Gautama Buddha are: Savatthi, Pataliputta, Nalanda, Gaya, Vesali, Sankasia, Kapilavastu, Kosambi, Rajagaha, Varanasi, Sabari mala.

Other famous places for Buddhist pilgrimage include:

- India: Sanchi, Ellora, Ajanta.
- Thailand: Sukhothai, Ayutthaya, Wat Phra Kaew, Wat Doi Suthep.
- Tibet: Lhasa (traditional home of the Dalai Lama), Mount Kailash, Lake Nam-tso.
- Cambodia: Angkor Wat, Silver Pagoda.
- Sri Lanka: Polonnaruwa, Temple of the Tooth (Kandy), Anuradhapura.
- Laos: Luang Prabang.
- Malaysia: Kek Lok Si, Cheng Hoon Teng, Maha Vihara
- Myanmar: Bagan, Sagaing Hill.
- Nepal: Boudhanath, Swayambhunath.
- Indonesia: Borobudur.
- China: Yung-kang, Lung-men caves. The Four Sacred Mountains
- Japan:
  - Shikoku Pilgrimage, 88 Temple pilgrimage in the Shikoku island.
  - Japan 100 Kannon, pilgrimage composed of the Saigoku, Bandō and Chichibu pilgrimages.
    - Saigoku 33 Kannon, pilgrimage in the Kansai region.

- Bandō 33 Kannon, pilgrimage in the Kantō region.
- Chichibu 34 Kannon, pilgrimage in Saitama Prefecture.
- Chūgoku 33 Kannon, pilgrimage in the Chūgoku region.
- Kumano Kodō
- Mount Kōya.

## Christianity

### Pilgrims

Christian pilgrimage was first made to sites connected with the birth, life, crucifixion and resurrection of Jesus. Aside from the early example of Origen in the third century, surviving descriptions of Christian pilgrimages to the Holy Land date from the 4th century, when pilgrimage was encouraged by church fathers including Saint Jerome, and established by Helena, the mother of Constantine the Great.



Old lady climbing Mount Ara on foot on a pilgrimage to Tsaghkevank on Ascension Day

Pilgrimages were, and are, also made to Rome and other sites associated with the apostles, saints and Christian martyrs, as well as to places where there have been apparitions of the Virgin Mary. A popular pilgrimage site is along the Way of St. James to Santiago de Compostela, in Galicia, Spain, to the shrine of the apostle James. Chaucer's *The Canterbury Tales* recounts tales told by Christian pilgrims on their way to Canterbury Cathedral and the shrine of Thomas Becket.

## Hinduism



Bathing ghat on the Ganges during Kumbh Mela, Haridwar



Pilgrimage to Kedarnath



Pilgrims on their way to Manikaran, Himachal Pradesh, India, in 2004

According to Karel Werner's *Popular Dictionary of Hinduism*, "most Hindu places of pilgrimage are associated with legendary events from the lives of various gods.... Almost any place can become a focus for pilgrimage, but in most cases they are sacred cities, rivers, lakes, and mountains." Hindus are encouraged to undertake pilgrimages during their lifetime, though this practice is not considered absolutely mandatory. Most Hindus visit sites within their region or locale.

**Kumbh Mela:** Kumbh Mela is the largest pilgrimage recorded in history. Kumbh Mela is also credited with the largest gathering of humans in the entire world. The location is rotated among Allahabad, Haridwar, Nashik, and Ujjain.

Char Dham (Famous Four Pilgrimage sites): The four holy sites Puri, Rameswaram, Dwarka, and Badrinath (or alternatively the Himalayan towns of Badrinath, Kedarnath, Gangotri, and Yamunotri) compose the *Char Dham* (four abodes) pilgrimage circuit.

Old Holy cities as per Puranic Texts: Varanasi formerly known as Kashi, Allahabad formerly known as Prayag, Haridwar-Rishikesh, Mathura-Vrindavan, Pandharpur, Paithan and Ayodhya.

Major Temple cities: Puri, which hosts a major Vaishnava Jagannath temple and Rath Yatra celebration; Katra, home to the Vaishno Devi temple; Three comparatively recent temples of fame and huge pilgrimage are Shirdi, home to Sai Baba of Shirdi, Tirumala - Tirupati, home to the Tirumala Venkateswara Temple; and Sabarimala, where Swami Ayyappan is worshipped.

Shakti Peethas: Another important set of pilgrimages are the *Shakti Peethas*, where the Mother Goddess is worshipped, the two principal ones being *Kalighat* and *Kamakhya*.

## Islam



Muslim pilgrims circumambulate around the Ka'aba during the Hajj



Supplicating pilgrim at Masjid al-Haram (Mecca, Saudi Arabia)

The pilgrimage to Mecca (*Hajj*) is one of the five pillars of Islam and a mandatory religious duty for Muslims that must be carried out at least once in their lifetime by all adult Muslims who are physically and financially capable of undertaking the journey, and can support their family during their absence. The gathering during the Hajj is considered the largest annual gathering of people in the world.

Another important place for Muslims is the city of Medina, the second holiest site in Islam, in Saudi Arabia, the final resting place of Muhammad in Al-Masjid al-Nabawi (Mosque of the Prophet).

The Ihram (white robes of pilgrimage) is meant to show equality of all Muslim pilgrims in the eyes of God, that there is no difference between a prince and a pauper. Ihram is also symbolic for holy virtue and pardon from all past sins.

### Arba'een

Arba'een (Arabic: *أربعين*, “forty”), Chehelom (Persian: *چهل روز*, Urdu: *چهل روز*, “the fortieth [day]”) or Qirkhi, Imamin Qirkhi (Azerbaijani: *İmamin qırxı*, *نیمازا*, “the fortieth of Imam”) is a Shia Muslim religious observance that occurs forty days after the Day of Ashura. It commemorates the martyrdom of Husayn ibn Ali, the grandson of Muhammad, which falls on the 20th or 21st day of the month of Safar. Imam Husayn ibn Ali and 72 companions were killed by Yazid I's army in the Battle of Karbala in 61 AH (680 CE). Arba'een or forty days is also the usual length of mourning after the death of a family member or loved one in many Muslim traditions. Arba'een is one of the largest pilgrimage gatherings on Earth, in which up to 31 million people go to the city of Karbala in Iraq.

### Imam Reza

The second largest holy city in the world, Mashhad attracts more than 20 million tourists and pilgrims every year, many of whom come to pay homage to the Imam Reza shrine (the eighth Shi'ite Imam). It has been a magnet for travelers since medieval times.

### Judaism

While Solomon's Temple stood, Jerusalem was the centre of the Jewish religious life and the site of the Three Pilgrimage Festivals of Passover, Shavuot and Sukkot, and all adult men who were able were required to visit and offer sacrifices (*korbanot*) at the Temple. After the destruction of the Temple, the obligation to visit Jerusalem and to make sacrifices no longer applied. The obligation was restored with the rebuilding of the Temple, but following its destruction in 70 CE, the obligation to make a pilgrimage to Jerusalem and offer sacrifices again went into abeyance.

The western retaining wall of the Temple Mount, known as the Western Wall or 'Wail-

ing' Wall, remains in the Old City of Jerusalem and is the most sacred and visited site for Jews. Pilgrimage to this area was off-limits to Jews from 1948 to 1967, when East Jerusalem was under Jordanian control.



Jews at the Wailing Wall in Jerusalem during the Ottoman period, 1860

There are numerous lesser Jewish pilgrimage destinations, mainly tombs of *tzadikim*, throughout the Land of Israel and all over the world, including: Hebron; Bethlehem; Mt. Meron; Netivot; Uman, Ukraine; Silistra, Bulgaria; Damanhur, Egypt; and many others.

## Sikhism



The Harmandir Sahib (the Golden Temple) in Amritsar

The Sikh religion does not place great importance on pilgrimage. Guru Nanak Dev was asked “Should I go and bathe at pilgrimage places?” and replied: “God’s name is the real pilgrimage place which consists of contemplation of the word of God, and the cultivation of inner knowledge.”

Eventually, however, Amritsar and Harmandir Saheb (the Golden Temple) became the spiritual and cultural centre of the Sikh faith, and if a Sikh goes on pilgrimage it is usually to this place.

## Zoroastrianism

In Iran, there are pilgrimage destinations called *pirs* in several provinces, although the most familiar ones are in the province of Yazd. In addition to the traditional Yazdi shrines, new sites may be in the process of becoming pilgrimage destinations. The ruins are the ruins of ancient fire temples. One such site is the ruin of the Sassanian era Azargoshasb Fire Temple in Iran's Azarbaijan Province. Other sites are the ruins of fire temples at Rey, south of the capital Tehran, and the Firouzabad ruins sixty kilometres south of Shiraz in the province of Pars.

In India the cathedral fire temple that houses the Iranshah Atash Behram, located in the small town of Udvada in the west coast province of Gujarat, is a pilgrimage destination.

## Meher Baba

The main pilgrimage sites associated with the spiritual teacher Meher Baba are Meherabad, India, where Baba completed the "major portion" of his work and where his tomb is now located, and Meherazad, India, where Baba resided later in his life.

## Travel Technology

Travel technology (also called tourism technology, and hospitality automation) is the application of Information Technology (IT) or Information and Communications Technology (ICT) in the travel, tourism and hospitality industry. One form of travel technology is flight tracking.

Since travel implies locomotion, travel technology was originally associated with the computer reservations system (CRS) of the airlines industry, but now is used more inclusively, incorporating the broader tourism sector as well as its subset the hospitality industry. While travel technology includes the computer reservations system, it also represents a much broader range of applications, in fact increasingly so. Travel technology includes virtual tourism in the form of virtual tour technologies. Travel technology may also be referred to as *e-travel* / *etravel* or *e-tourism* / *etourism* (eTourism), in reference to "electronic travel" or "electronic tourism".

e Tourism can be defined as the analysis, design, implementation and application of IT and e-commerce solutions in the travel & tourism industry; as well as the analysis of the respective economic processes and market structures and customer relationship management.

From a communication science perspective, eTourism can be also defined as every application of Information and Communication Technologies (ICTs) within both the hospitality and tourism industry, as well as within the tourism experience.

Travel technology is increasingly being used to describe systems for managing and monitoring travel, including travel tracking and flight tracking systems.

In other contexts, the term “travel technology” can refer to technology intended for use by travelers, such as light-weight laptop computers with universal power supplies or satellite Internet connections. That is not the sense in which it is used here.

## Applications

Travel technology includes many processes such as dynamic packaging which provide useful new options for consumers. Today the tour guide can be a GPS tour guide, and the guidebook could be an audioguide, podguide or I-Tours, such as City audio guides. The biometric passport may also be included as travel technology in the broad sense.

XML-based technologies have become increasingly important for the travel industry. XML can be used to support air reservation booking or to implement optional services and merchandising functions in the booking process. Another important application of XML is the establishing of direct connections between Airlines and Travel Agencies. In order to create a generally accepted XML-standard, the Open Axis Group was founded.

## Internet

The Internet has a powerful impact on hospitality and tourism. For many businesses and locations, the experience starts long before a traveler arrives--it begins with the first visit to the website, when a person sees photos of the location and gets a sense of what to expect. In the hospitality and tourism business, effective use of Internet technologies can improve revenue. Websites, blogs, online advertising, social media, online ordering and information repositories all help convince customers to choose a location or business. Reservations Systems

Booking engines to allow easy access by consumers and travel professionals; the systems enable individuals to make reservations and compare prices. Many, like Expedia and Orbitz, are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveler more control over their purchasing process.

## Computer Systems

Because many tourism businesses are large and dispersed, they use computer systems to stay connected. Computer systems allow communication between branches and locations which makes it easier to streamline reservations and cross-company policies.

They are also used internally to keep all of the staff on the same page and make it easier to access information that can improve the guest experience: guest preferences, house-keeping information and reservation details can all be kept on a single system.

## Mobile Communication

Many travelers take some form of mobile communication device with them on the road, whether it is a tablet computer or a mobile phone. To keep customers advised of changes many tourism and hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business the communication might happen through emails, text messaging or GPS tagging, for example.

## Travel Behavior

Travel behavior is the study of what people do over space, and how people use transport.

### Questions Studied

The questions studied in travel behavior are broad, and are very much related to activity analysis and time-use research studies.

- How many trips do people make?
- Where do they go? (What is the destination?)
- What mode do they take?
- Who accompanies whom?
- When is the trip made? What is the schedule?
- What is the sequence or pattern of trips?
- What route choices do people make?
- Why do people travel? (Why can't people stay at home and telecommute or teleshop?)

Other behavioral aspects of traveling, such as letting people get off before entering a vehicle, queueing behavior, etc.

## Data

These questions can be answered descriptively using a travel diary, often part of a travel survey or travel behavior inventory. Large metropolitan areas typically only do such surveys once every decade, though some cities are conducting panel surveys, which track the same people year after year.

That data is generally used to estimate transportation planning models, so that transport analysts can make predictions about people who haven't been surveyed. This is important in forecasting traffic, which depends on future changes to road networks, land use patterns, and policies.

Some years ago it was recognized that behavioral research was limited by data, and a special data set was developed to aid research: The Baltimore Disaggregate Data Set which is the result of an in depth survey, ca. 1977. Its title indicates today's emphasis on disaggregated rather than aggregated data. This particular data set is believed lost. A small program to preserve and make available on the web these travel behavior surveys, the Metropolitan Travel Survey Archive, is now under way at the University of Minnesota. There is also the National Personal Transportation Survey (later National Household Travel Survey), conducted every five years or so, but with much less spatial detail.

## Travel Behavior and Activity Analysis

Analysis of travel behavior from the home can answer the question: How does the family participate in modern society. Consider two non-observable extremes. At one extreme we have the non-specialized household. It does everything for itself, and no travel is required. Ultimate specialization is the other extreme; travel is required for all things. Observed households are somewhere in between. The "in between" position of households might be thought of as the consequence of two matters.

1. There is social and economic structure – the organization of society. To participate in this society, the household specializes its occupations, education, social activities, etc.
2. The extent to which members of the household specialize turns on their attributes and resources.

Moore (1964) has observed that increasing specialization in all things is the chief feature of social change. Considering social changes, one might observe that 100 years ago things were less specialized compared to today. So we would expect lots of change in household travel over the time period. Data are not very good, but the travel time aspect of what's available seems contrary to the expectation, travel hasn't changed much. For instance, the time spent on the journey to work may have been stable for centuries (the travel budget hypothesis). Here are some travel time comparisons from John Robinson (1986).

	<b>Men</b>		<b>Women</b>	
Activity	1975	1985	1975	1985
Work Travel	25	31	9	17
Family Travel	33	31	33	33
Leisure Travel	27	33	21	23
Total	85	94	63	73

Most travel behavior analysis concerns demand issues and do not touch very much on supply issues. Yet when we observe travel from a home, we are certainly observing some sort of market clearing process – demand and supply are matched.

### History of Travel Behavior Analysis

Analytic work on travel behavior can be dated from Liepmann (1945). Liepmann obtained and analyzed 1930s data on worker travel in England. Many of the insights current today were found by Liepmann: time spent, ride sharing, etc. Most academics date modern work from advances in mode choice analysis made in the 1970s. This created much excitement, and after some years an International Association for Travel Behaviour Research emerged. There are about 150 members of the Association; it holds a conference every three years. The proceedings of those conferences yield a nice record of advances in the field. The proceedings also provide a record of topics of lasting interest and of changing priorities. Mode choice received priority early on, but in the main today's work is not so much on theory as it is on practice. Hagerstrand (1970) developed a time and space path analysis, often called the time-space prism.

### Gender Difference In Travel Patterns

On November 18–20, 2004, Transportation Research Board (TRB) held its third conference in Chicago, Illinois, with an interest in advancing the understanding of women's issues in transportation. One of the presented studies, conducted by Nobis et al., revealed that the gender difference in travel patterns is linked to employment status, household structure, child care, and maintenance tasks. They found that travel patterns of men and women are much similar when considering single families; the differences are greater once males and females are compared in multi-person households without children; and are the highest once they live in households with children. Over the past two decades numerous studies have been conducted on travel behavior showing gender as an influential factor in travel decision making.

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## Mediators of Tourism

Due to the increasing significance of tourism in the past few years, various mediators of tourism have come into play. These have become a significant profession within the industry. This chapter discusses the various mediators of tourism and their roles within the larger industry.

### Travel Agency

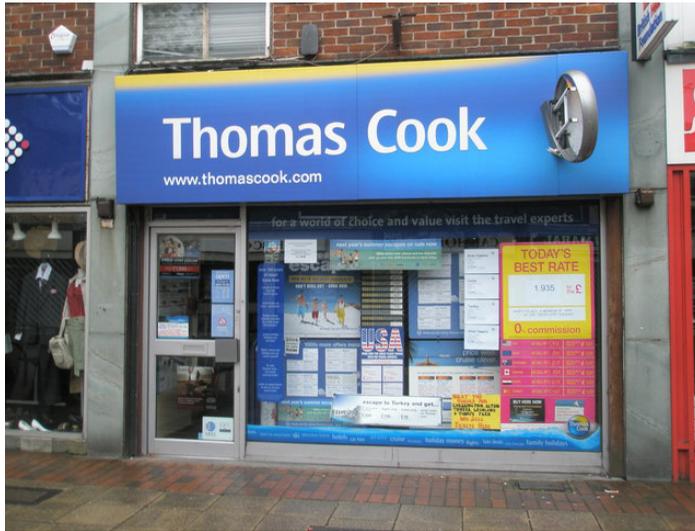


This travel agency in South Norwood, Massachusetts, United States employs Portuguese-speaking agents and displays the flag of Brazil in its store window

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and

business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

## Origins



Thomas Cook travel agents in the UK

The modern travel agency first appeared in the second half of the 19th century. Thomas Cook established a chain of agencies in the last quarter of the 19th century, in association with the Midland Railway. They not only sold their own tours to the public, but in addition, represented other tour companies. Other British pioneer travel agencies were Dean & Dawson, the Polytechnic Touring Association, and the Co-operative Wholesale Society. The oldest travel agency in the United States is Brownell Travel; on 4 July 1887, Walter T. Brownell led ten travelers on a European tour, setting sail from New York on the SS *Devonia*.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in the proliferation of travel agencies on the main streets of most British towns, catering to a working class clientele looking for a convenient way to book overseas beach holidays.

## Operations

A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to the agency at

a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent.

In some countries, airlines have stopped giving commissions to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies pay travel agencies a set percentage for selling their product. Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they would still come out better than if they sold a hundred trips at a higher rate. This process benefits both parties. It is also cheaper to offer commissions to travel agents rather than engage in advertising and distribution campaigns without using agents.

Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books, and public transport timetables, car rentals, and the services of an on-site bureau de change, dealing in the most popular holiday currencies.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass market package holiday, and some agency chains seemed to develop a “holiday supermarket” concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

## Agency Income

Traditionally, travel agencies' principal source of income was, and continues to be, commissions paid for bookings of car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions may vary depending on the type of product and the supplier. Commissions are not paid on the tax component of the price. Travel agencies also receive a large variety of bonuses, benefits, and other incentives from travel and tourism related companies as inducements for travel agents to promote their products. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. Other sources of income may include the sale of insurance, travel guide books, public transport timetables and money exchange.

Since 1995, many airlines around the world and most airlines in the United States now do not pay any commission to travel agencies. In this case, an agency adds a service fee to the net price. Reduced commissions started in 1995 in the United States, with the introduction of a cap of \$50 on return trips and \$25 on one way.<sup>[why?]</sup> In 1999, European airlines began eliminating or reducing commissions, while Singapore Airlines did so in

parts of Asia. In 2002, Delta Air Lines announced a zero-commission base for the U.S. and Canada; after a few months United Airlines, American Airlines, Continental Airlines, Northwest Airlines, US Airways and American Trans Air all followed suit.

## Insurance

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surety bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund. Many British and American agencies and tour operators are bonded with the International Air Transport Association (IATA), for those who issue air tickets, Air Travel Organisers' Licensing (ATOL) for those who order tickets in, and the Association of British Travel Agents (ABTA) or the American Society of Travel Agents (ASTA), for those who sell package holidays on behalf of a tour company.

## Types of Agencies



Allamanda Voyages travel agents in Paris

There are three different types of agencies in the UK: multiples, miniples, and independent agencies. Multiples comprises a number of national chains, often owned by international conglomerates, like Thomson Holidays, now a subsidiary of TUI AG, the German multinational. It is now common for the large mass market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product. (This is an example of vertical integration.) The smaller chains are often based in particular regions or districts.

Four different types of agencies exist in the United States: independent, consortium, regional, and mega agencies. American Express and the American Automobile Association (AAA) are examples of mega travel agencies.

Independent agencies usually cater to a special or niche market, such as the needs of residents in an upmarket commuter town or suburb, or a particular group interested in a similar activity, such as sporting events, like football, golf, or tennis.

Travel agencies choose between two approaches. One is the traditional, multi-destination, *outbound* travel agency, based in the traveler's originating location; the other is the destination focused, *inbound* travel agency, that is based in the destination and delivers an expertise on that location. At present, the former is usually a larger operator while the latter is often a smaller, independent operator.

## Consolidators

Airline consolidators and other types of travel consolidators and wholesalers are high volume sales companies that specialize in selling to niche markets. They may or may not offer various types of services, at a single point of access. These can be hotel reservations, flights or car-rentals. Sometimes the services are combined into vacation packages, that include transfers to the location and lodging. These companies do not usually sell directly to the public, but act as wholesalers to retail travel agencies. Commonly, the sole purpose of consolidators is to sell to ethnic niches in the travel industry. Usually no consolidator offers everything; they may only have contracted rates to specific destinations. Today, there are no domestic consolidators, with some exceptions for business class contracts.

## Travel Agencies in the 21st Century

With general public access to the Internet since the mid-1990s, many airlines and other travel companies began to sell directly to passengers. As a consequence, airlines no longer needed to pay the commissions to travel agents on each ticket sold. Since 1997, travel agencies have gradually been disintermediated, by the reduction in costs caused by removing layers from the package holiday distribution network. However, travel agents remain dominant in some areas such as cruise vacations where they represent 77% of bookings and 73% of packaged travel. In 2009, the market size for travel agencies experienced a sharp decline, dropping from \$17 billion the previous year to \$14.5 billion.

In response, travel agencies have developed an internet presence of their own by creating travel websites, with detailed information and online booking capabilities. Travel agencies also use the services of the major computer reservations systems companies, also known as Global Distribution Systems (GDS), including: Amadeus CRS, Galileo CRS, SABRE, and Worldspan, which is a subsidiary of Travelport, allowing them to book and sell airline tickets, car rentals, hotels, and other travel related services. Some online travel websites allow visitors to compare hotel and flight rates with multiple companies for free; they often allow visitors to sort the travel packages by amenities, price, and proximity to a city or landmark.

Travel agents have applied dynamic packaging tools to provide fully bonded (full financial protection) travel at prices equal to or lower than a member of the public can book online. As such, the agencies' financial assets are protected in addition to professional travel agency advice.

All travel sites that sell hotels online work together with GDS, suppliers, and hotels directly to search for room inventory. Once the travel site sells a hotel, the site will try to get a confirmation for this hotel. Once confirmed or not, the customer is contacted with the result. This means that booking a hotel on a travel website will not necessarily result in an instant confirmation. Only some hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel websites work with different suppliers, each site has different hotels that it can confirm instantly. Some examples of such online travel websites that sell hotel rooms are Expedia, Orbitz, and Priceline.

The comparison sites, such as Kayak.com and TripAdvisor, search the resellers sites all at once to save time searching. None of these sites actually sells hotel rooms.

Often tour operators have hotel contracts, allotments, and free sell agreements which allow for the immediate confirmation of hotel rooms for vacation bookings.

Mainline service providers are those that actually produce the direct service, like various hotels chains or airlines that have a website for online bookings.

Portals serve as a consolidator of various airlines and hotels on the internet. They work on a commission from these hotels and airlines. Often, they provide cheaper rates than the mainline service providers, as these sites get bulk deals from the service providers.

A meta search engine, on the other hand, simply scrapes data from the internet on real time rates for various search queries and diverts traffic to the mainline service providers for an online booking. These websites usually do not have their own booking engine.

## Careers

A travel agent may work for a travel agency or work freelance.

With many people switching to self-service internet websites, the number of available jobs as travel agents is decreasing.

Since 1995, many travel agents have exited the industry, and relatively few young people have entered the field due to less competitive salaries. However, others have abandoned the "brick and mortar" agency for a home-based business to reduce overhead, and those who remain have managed to survive by promoting other travel products, such as cruise lines and train excursions, or by promoting their ability to aggressively research and assemble complex travel packages on a moment's notice, essentially act-

ing as an advanced concierge. In this regard, travel agents can remain competitive, if they become “travel consultants” with flawless knowledge of destination regions and specialize in topics like nautical tourism or cultural tourism.

## Destination Marketing Organization

A destination marketing organization (DMO) or convention and visitors bureau (CVB) is an organization that promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services.

Such organizations promote economic development of a destination by increasing visits from tourists and business travelers, which generates overnight lodging for a destination, visits to restaurants, and shopping revenues and are typically funded by taxes. Convention and visitor bureaus are the most important tourism marketing organizations in their respective tourist destinations, as they are directly responsible for marketing the destination brand through travel and tourism “product awareness” to visitors. DMOs produce billions of dollars in direct and indirect revenue and taxes for their destinations’ economies with their marketing and sales expertise.

Destination marketing organizations are often called travel, convention, visitors, or tourism bureaus, welcome centers, information centers and more. Regardless of the name, these organizations offer many services to the traveling public.

### Australia

The Association of Australian Convention Bureaux (AACB) consists of 17 city and regional bureaux, dedicated to marketing their specific region as business events destinations to intrastate, interstate, and international markets. The bureaux also promote Australia as a whole.

### Barbados

The Barbados Tourism Authority (BTA) is a not-for-profit agency of the Barbados government’s Ministry of Tourism. The authority maintains 11 global offices focused on promotion and event marketing to tourists about Barbados. The offices are located in the nations of: Australia, Brazil, Canada, Germany, the United Kingdom, and the United States.

### Germany

The German Convention Bureau (GCB) represents the interests of the German tourism industry. The GCB markets Germany as a destination for conventions, meetings, events

and incentives, both on a national and international level and is the place to contact for anybody planning an event in Germany.

## **Korea**

Korea Tourism Organization (KTO) is a statutory organization of the Republic of Korea (South Korea), under the Ministry of Culture and Tourism and is commissioned to promote tourism in South Korea.

## **Lviv**

Lviv Convention Bureau is the official convention bureau of Lviv (Ukraine). Lviv Convention Bureau is a governmental organization (subdivision of Lviv City Council). It promotes Lviv as MICE (meetings, incentives conferences, events) destination in Eastern Europe.

## **Italy**

The Convention Bureau Italia (CBI) is a network that includes all main Italian local CBs and tourist boards and many private companies, such as congress centres, hotels, PCOs, DMCs, and service providers. CBI promotes Italy as a MICE destination, coordinates and represents the Italian offer as well as spreads the culture of the MICE industry through proper training. Convention Bureau Italia is the benchmark for everyone wanting to organize an event in Italy.

The VR Convention Bureau (VR CB) is a non-profit organization that markets tourism in North East Italy, as a meetings and conventions destination.

## **Jordan**

Jordan Tourism Board (JTB) is an independent public–private sector partnership committed to utilizing marketing strategies to brand, position and promote Jordan as the destination of choice in international markets. Launched in March 1998, JTB has consistently worked to heighten tourism in Jordan through an integrated program of international promotional activities including trade fairs, trade workshops, trade and consumer road shows, familiarization trips, press trips, brochure & multimedia production, and media relations. The organization's main office is located in Amman, Jordan and is supported by a number of satellite locations in the Middle East, the Americas, Europe, Australia, and Asia.

## **Prague**

Prague Convention Bureau is the official convention bureau of Prague, the capital city of the Czech republic. It is a non-profit organization working alongside the Czech Tourist Authorities. It promotes Prague for organizing a conference, meeting, seminar, exhibition or incentive events.

## United States

In the United States, convention and visitor bureaus (CVBs), financed through bed taxes or their members, perform destination marketing. Every U.S. state and almost every larger city and county has its own CVB.

### Organization

Although many government and chamber of commerce bodies also market destinations to visitors and meeting planners, most U.S. convention and visitors bureaus (CVBs) are independent non-profit organizations.

### Services

Typically, a convention and visitors bureau provides information about a destination's lodging, dining, attractions, events, museums, arts and culture, history and recreation. Some even provide bus services, insider tips, top ten attraction and activity lists, blogs, photos, forums, free things to do, season-specific activity suggestions and more. The organization works with tourists and meeting planners to provide valuable information on their local area. Their goal is to help make a visitor's trip or a conference attendees' meeting a much more enjoyable and rewarding experience. In many locations, they work closely with a convention center that will offer large spaces for larger meetings, trade shows, and conventions than can be accommodated in a single hotel. Usually, these organizations also have a local office where one can find maps, brochures, travel professionals, local insight, visitors guides, souvenirs and more.

### Marketing Initiatives

A convention and visitor bureau's marketing initiatives are typically achieved through the following: trade association marketplaces, web pages, advertising, distribution of promotional and collateral material, direct sales, hosting familiarization tours for journalists and travel industry personnel, and sponsoring other hospitality functions. The target decision maker of these marketing initiatives is not typically a resident in the community. Most often, if visitors are going to spend the night in a hotel, they reside at least 100 miles away. Thus, the marketing activity usually takes place or is directed outside the convention and visitors bureau's community. Convention and visitors bureaus in larger destinations often will market nationally and globally, while smaller cities may focus just on their state, region, or specific niche tourism markets.

### Puerto Rico

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico.

## Thailand

The Thailand Convention and Exhibition Bureau (TCEB) is a state organization established in 2002 to promote MICE events held in Thailand.

## Tour Operator

A tour operator typically combines tour and travel components to create a package holiday. They advertise and produce brochures to promote their products, holidays and itineraries.



An open top double decker bus is used worldwide to provide sightseeing tours, such as this one in Washington, D. C., USA

The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Niche tour operators may specialise in destinations, e.g. Italy, activities and experiences, e.g. skiing, or a combination thereof.

The original *raison d'être* of tour operating was the difficulty for ordinary folk of making arrangements in far-flung places, with problems of language, currency and communication. The advent of the internet has led to a rapid increase in self-packaging of holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do DIY holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruise companies and so on) and influence over other entities (tourism boards and other government authorities) in order to create packages and special group departures for destinations that might otherwise be difficult and expensive to visit.

The three major tour operator associations in the U.S. are the National Tour Association

(NTA), the United States Tour Operators Association (USTOA), and the American Bus Association (ABA). In Europe, there are the European Tour Operators Association (ETOA), and in the UK, the Association of British Travel Agents (ABTA) and the Association of Independent Tour Operators (AITO). The primary association for receptive North American inbound tour operators is the Receptive Services Association of America (RSAA).

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We would like to thank the editorial team for lending their expertise to make the book truly unique. They have played a crucial role in the development of this book. Without their invaluable contributions this book wouldn't have been possible. They have made vital efforts to compile up to date information on the varied aspects of this subject to make this book a valuable addition to the collection of many professionals and students.

This book was conceptualized with the vision of imparting up-to-date and integrated information in this field. To ensure the same, a matchless editorial board was set up. Every individual on the board went through rigorous rounds of assessment to prove their worth. After which they invested a large part of their time researching and compiling the most relevant data for our readers.

The editorial board has been involved in producing this book since its inception. They have spent rigorous hours researching and exploring the diverse topics which have resulted in the successful publishing of this book. They have passed on their knowledge of decades through this book. To expedite this challenging task, the publisher supported the team at every step. A small team of assistant editors was also appointed to further simplify the editing procedure and attain best results for the readers.

Apart from the editorial board, the designing team has also invested a significant amount of their time in understanding the subject and creating the most relevant covers. They scrutinized every image to scout for the most suitable representation of the subject and create an appropriate cover for the book.

The publishing team has been an ardent support to the editorial, designing and production team. Their endless efforts to recruit the best for this project, has resulted in the accomplishment of this book. They are a veteran in the field of academics and their pool of knowledge is as vast as their experience in printing. Their expertise and guidance has proved useful at every step. Their uncompromising quality standards have made this book an exceptional effort. Their encouragement from time to time has been an inspiration for everyone.

The publisher and the editorial board hope that this book will prove to be a valuable piece of knowledge for students, practitioners and scholars across the globe.

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