

Key Question What reasons do people travel?



Dark tourism



Wellness tourism



Sports tourism



Adventure tourism



Special interests e.g
scuba diving, golf

CHALLENGE

Tourists are looking for a range of features on their holiday according to their needs at that time. What different reasons for travel can you identify?



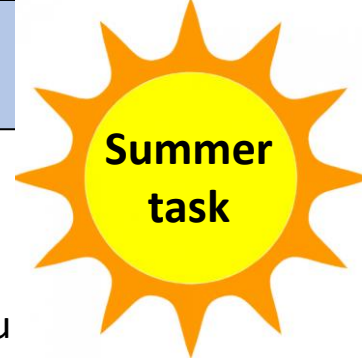
Nature tourism



Education tourism



Cultural tourism



Task 1: Unit 1 Types of Tourism - Create a holiday brochure extract to demonstrate a type of tourism

Select a type of tourism from cultural, dark, nature, sports, wellness, adventure, special interest or education tourism. You identify a global destination where it is a key part of the appeal of the destination. For example, tourists go to Poland for dark tourism to experience Auschwitz and Birkenau concentration camps. Tourists have also travelled to Germany to go to the Euros for sports tourism.

You are going to create brochure extract ideally on Word or PowerPoint. It should be 2 pages and include text and images to showcase the type of tourism and destination. Think about your presentation so that you 'sell' your destination. Use the text book pages on the next slides and your own research to help you. There is also a web link below that you can use.

The brochure must have the following sections:

- **Title** to showcase type of tourism
- **Type of tourism** you have selected and description of what it is.
- **A map** to show the location of the destination you have selected where tourists go to enjoy your type of tourism. **Explain** why tourists go to this destination in particular. **Extra challenge:** If your type of tourism is reliant on the weather, include a climate graph and explain why the weather is important.
- Select at **least 3 attractions/experiences** in your destination that are related to the type of tourism the destination is popular for. Describe each one and include a photo to show what it is like. **Explain** why it is popular with your type of tourism.

On the next slides there are the sections from the textbook to help your research.

Cultural tourism

Cultural tourism includes attending events, ceremonies and festivals. Events and ceremonies are usually relevant to the culture of the region visited. For example, tourists on holiday in Brittany often attend local 'fetes' where they can see people in local costume and join in traditional dancing. In Rio de Janeiro, the carnival is internationally famous and attracts lots of tourists. Festivals such as Exit, a summer music festival, held annually at the Petrovaradin Fortress in Serbia, and Benicassim held in Spain, attract lots of young people.

Some cultural events can also be dangerous. In Pamplona, Spain, there is an annual 'bull run', in which people choose to run through the city's streets while chased by bulls.

Staying in someone's home is a practical way of participating in responsible tourism as it ensures that the money spent goes straight into the local economy and uses local resources, maximising the positive economic impact of a visit. Traditional crafts can be revived, as tourists are interested in seeing them and buying souvenirs

Some heritage sites were originally built as religious sites. In Mexico, tourists flock to see Chichen Itza, which is a temple built by the ancient Mayan people almost 1000 years ago. Other religious sites still have significance as **pilgrimage sites** for people today, including:

- ▶ Lourdes in France, which attracts Roman Catholic pilgrims
- ▶ Mecca in Saudi Arabia, which receives millions of Muslim pilgrims every year as part of the **Hajj**.



- ▶ Chichen Itza is a popular heritage site for tourists travelling to Mexico

Sometimes the history and culture of a region are so interesting that a large part of its tourist industry is based on it. For example, in Peru, the Inca Trail is a popular hiking trail through dramatic mountain landscapes to the ancient city of Machu Picchu.

Key terms

Pilgrimage site – a site that people travel to as an act of religious devotion.

Hajj – the Muslim pilgrimage to Mecca, which all Muslims are expected to undertake if possible.

UNESCO – the United Nations Educational, Scientific and Cultural Organization, which is an agency of the United Nations responsible for which sites are deserving of special protection.

World Heritage Site – a site that is thought to be of outstanding importance to the world and future generations and therefore deserves special protection.

Case study

Cultural tourism

Machu Picchu is an Inca city located in the rainforest-covered mountains of Peru. Before it was rediscovered in 1911, it was hidden by the dense tree cover. The city was built of stone on a narrow mountaintop, bordered by a 400 m drop to the Urubamba River below. The site's extraordinary architecture led it to be designated a **UNESCO World Heritage Site** in 1983 and it is now one of South America's major travel destinations.

Many adventure holiday companies offer tours to Machu Picchu and local operators sell day tours from the nearest city, Cusco. The only available transport is a train from Cusco to Aguas Calientes, which is the nearest town to Machu Picchu. After that, tourists can take a 20 minute bus journey up the mountain to the ruins.

Unfortunately the popularity of the site has led to

problems, and parts of this culturally significant site are in danger of being destroyed because of the large number of visitors. The Peruvian government has already limited the number of tourists who can visit the city, but it is likely that further restrictions will be needed.

Check your knowledge

- 1 Using the internet and other resources, find out more about Machu Picchu and write a short report on your findings.
- 2 Research the arguments for and against restricting visitor numbers to sites like Machu Picchu. You could use your findings for a debate in your group.
- 3 Find out about another global destination that is based on a historical or cultural attraction. Produce a brief fact sheet about the attraction and its importance to the appeal of the researched destination.

Key term

Dark tourism – visiting places historically associated with death or tragedy.

Dark tourism

The term '**dark tourism**' is used to describe the appeal of places like:

- ▶ Ground Zero in New York
- ▶ Auschwitz in Poland
- ▶ Anne Frank's house in Amsterdam
- ▶ Chernobyl in Ukraine
- ▶ the Cu Chi tunnels near Ho Chi Minh City.

There are contrasting opinions about whether such places should be commercialised for tourism. Some people could argue that allowing tourists to visit is disrespectful and even gory. Others say that such experiences are educational and help people learn about history.

A3: What are the features that support the appeal of a destination?

Nature tourism

Natural areas often allow tourists to engage in particular activities such as trekking, whale watching, bird watching or participating in conservation activities. Most of these activities can be defined as ecotourism, which means engaging in tourism or travel that is environmentally responsible in relatively undisturbed natural areas to enjoy and appreciate nature.

Trekking offers adventure but can be tailored to the ability of different groups of people. Families can trek together in mountain ranges such as the Himalayas. Experienced climbers might try the sheer-sided Mount Roraima in Venezuela.

Safaris offer a great way of seeing animals in their natural habitat and contributing to their conservation; a trek to the gorilla sanctuary in the Parc du Volcan rainforest in Rwanda helps ensure the survival of the gorillas. Safaris are popular in Tanzania, South Africa and Kenya.

Birdwatching holidays are available across the world for enthusiasts and are usually guided as tourists may not know where to find the various species.

Conservation holidays can apply to historical sites, the natural environment or to animal species such as the gorillas discussed earlier. These are often working holidays where tourists are prepared to participate in conservation work while there, perhaps in return for board and food.

Case study

Trekking

There are millions of trails around the globe, including:

- Milford Track, New Zealand (four days)
- Annapurna Circuit, Nepal (three weeks)
- Inca Trail, Peru (four days)
- Jhomolhari trek, Bhutan (nine days)
- Mount Kilimanjaro, Tanzania (five days)
- Camino de Santiago, Spain (six weeks)
- Toubkal & M'goun, Morocco (two weeks)
- Torres del Paine Circuit, Chile (eight days)

- GR20, Corsica (10 to 16 days)
- Mt Roraima, Venezuela (six days).

Check your knowledge

- 1 Locate all the trekking destinations on a map.
- 2 Choose a trek that would be suitable for a family of one parent in her forties with two teenage children. Research the trek and justify your choice.
- 3 Say what other activities are available on the route, for example, birdwatching.

A3: What are the features that support the appeal of a destination?

Sports tourism

Sports tourism can include active sports or spectator sports. Beach areas are appealing for many sports, for example beach volleyball. The sea itself can provide a variety of activities of interest to tourists such as sailing, scuba diving, waterskiing, windsurfing, surfing or deep-sea fishing.

Case study

Scuba diving

There are several specialist diving tour operators catering for divers. Some divers take at least two diving holidays a year.

Examples of diving sites include:

- Philippines
- Northern Oman
- Maldives
- British Virgin Islands
- Raja Ampat, Indonesia.

Check your knowledge

- 1 Locate and label these diving destinations and four more of your choice on a map.
- 2 Research the destinations you labelled via specialist tour operators and choose one diving holiday that would be suitable for your client, a newly qualified diver. Describe the features of the holiday.
- 3 Evaluate its suitability for your client.

Land-based sports include cycling, walking and skiing in the mountainous areas as discussed earlier. Serious cyclists can take their bikes by plane and carry their kit with them. At the other end of the spectrum Cycling for Softies provide a range of tours, some of which are very gentle, with good accommodation and luggage carried by courier to each stop.

Spectator sports events

Major sporting events for spectators are great tourist attractions. For example, in 2014 and 2016, Brazil received huge numbers of tourists travelling to see the FIFA World Cup and the Olympic Games. Russia's hosting of the FIFA World Cup in 2018 similarly attracted many tourists. Most of these events are in different destinations each year but some are always in the same place, for example, the Grand Prix takes place in Monte Carlo every year and tennis happens at Melbourne, Australia every year.

► **Table 2.3:** Examples of spectator sports events

Sport	Example event	Example destination
Golf	The Masters	Georgia, USA
Tennis	Grand Slam – Australian Open	Melbourne 2017
Cycling	Tour de France	France
Rugby	Six Nations	England, France, Ireland, Italy, Scotland and Wales
	Rugby World Cup	Japan 2019
Football	FIFA World Cup	Russia 2018
Motor	Grand Prix	Monte Carlo

Adventure tourism

Natural areas are also popular destinations for adventure sports, such as rock climbing, abseiling, mountaineering and white water rafting. Adventure can mean discovering a more far-flung destination or undertaking an activity like safaris or sports.

The growing importance of adventure tourism is evident as there are many specialist operators and also an annual Adventure Travel Conference in the UK.

Most visitors tend to be in the 25–44 age group. Recognising that this is the age group when people have their families, many companies offer family adventure holidays so that people can still get their thrills and include the children. Here are some examples presented in an article in the travel pages of *The Telegraph*.

- ▶ Camping in the Wild West – family camping under the stars, visiting four national parks and landscapes, water sports, horse rides and trail hiking.
- ▶ Iceland – exploring thermal hot springs, boiling mud pools and geysers along with hikes to waterfalls and over glaciers.
- ▶ Vietnam – exploring national parks, villages, temples and caves by bicycle, travelling from Hanoi to Hoi An.
- ▶ Morocco – hiking through the snow-capped peaks of the High Atlas and also exploring the Medina in Marrakesh.
- ▶ Costa Rica – cruising the canals of Tortuguero, trekking the rainforest of Corcovado, zip lining and river rafting.

Wellness tourism

Wellness tourism means taking holidays or trips in order to engage in activities that make us feel better either physically or spiritually. This type of tourism capitalises on the trend to take better care of health and fitness.

The holiday might be based around a health and fitness activity such as yoga or tai chi, or may be spent in a hotel that has spa facilities. Often, guests in hotels are hoping to detox, that is to eat healthily and probably less than usual and to allow their bodies to recover from a lifestyle of overeating and drinking. Day spa trips are also very popular. Sometimes the holidays may be a retreat, which means retreating from the rush of normal life into peace and quiet and possibly religious meditation.

Suitable destinations may be natural areas of calm and quiet or hotels with luxurious facilities.

Digital-free tourism

A new type of wellness tourism that has recently emerged is digital-free tourism. Digital-free destinations are designed to appeal to people who have become heavily reliant on technology, such as addictively checking their smartphones, and who feel that they need to escape the stress this causes. Such resorts will deliberately offer no Wi-Fi connections, no mobile phone signal and no television. This digital 'detox' is usually combined with holistic therapies and meditation so that tourists return home feeling rested and restored.



Case study

Spas for mind and body

The Mandarin Oriental, Bodrum, Turkey

At the Mandarin Oriental Bodrum, coffee coloured beds perch around a sleek, slate pool with uninterrupted sea views. It is a great destination for indulgence, but there is also the opportunity to get serious too: the spa has partnered with a New York-based medical clinic to offer everything from one-off health assessments to intensive five-day retreats.

The Ranch at Live Oak, Malibu

The Ranch offers a body and digital detox. As a Wi-Fi-free zone, you're encouraged to hand over gadgets on arrival. Swap Instagram for compulsory 10-mile hikes through the Santa Monica Mountains and make the most of back-to-back workouts to occupy your time. The regimented seven-day programme encourages physical endurance, sheds unwanted pounds, tones up the body, detoxifies the mind, and most importantly, gets you back in tune with nature.

Sha Wellness Clinic, Alicante, Spain

At the Sha Wellness Clinic you can change your eating habits with a macrobiotic diet and be pampered. When you arrive, a medical team of therapists and consultants draw up a personalised programme according to your needs. The futuristic complex is made up of infinity pooled-rooftop terraces, suites as large as City apartments, two floors full of hydrotherapy, treatment, relaxation and Zen zones and beautiful tropical gardens.

Check your knowledge

- 1 Choose one of the spas mentioned above. Find the website and research the main features of the holiday.
- 2 Draw up a profile of the type of tourist the spa would appeal to and explain why. Display your information as a slide presentation on behalf of the spa.

Education tourism

Many tourists visit other countries in order to take language courses, often in major cities. Language schools abound in cities like Seville and Barcelona in Spain, for example, allowing tourists to learn the language but also to do some sightseeing and immerse themselves in local culture.

Students often participate in exchange visits arranged by their schools so that they get to stay in someone's home and experience life in another country. These might be in any destination but the students involved would expect to be taken on visits and see what attractions the destination has to offer.

Schools and colleges also arrange study visits to support the subjects their students are taking. As a travel and tourism student, you might visit a destination and visit its attractions and hotels to understand it better. University or postgraduate students often go abroad to carry out research.