

prosperity.

## **GEOGRAPHY OF TOURISM AND RECREATION**

Tourism is one of the world's largest industries. It has now become the subject of a specific sub-discipline of geography. The field has grown substantially since the early 1970s and encompasses a range of different traditions and approaches, including regional geography, spatial analysis, humanistic geography, applied geography, behavioural geography and more recent concerns surrounding issues of identity, globalization, political economy and encounters with space.

The specific characteristics of tourism as a partially industrialized form of temporary mobility have encouraged geographers to examine issues of demand and supply for tourism with particular focus on the patterns of tourism production and consumption, the spatial fixity of tourism product and the role of seasonality in tourism. Major concerns also include the number of negative social and environmental impacts that have accompanied rapid tourism development in some locations although the economic and employment benefits of tourism are often held in a positive light.

Attempts to provide better/balanced tourism development have led to the development of tourism planning approaches by geographers who have increasingly recognized the importance of sustainable development as an overarching value system for tourism. However, implementation of such strategies has proven to be difficult.

The WTO recommended that an international tourist be defined as "a visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited"; and that an international excursionist, for example

cruise ship visitors, be defined as "a visitor residing in a country who travels the same day to a country other than which he/she has his/her usual environment for less than 24 hours without spending the night in the country visited and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited". Similar definitions were also developed for domestic tourists, with domestic tourists having a time limit of "not more than six months." Such definitions are important as they serve to distinguish tourism activity from other forms of temporary mobility such as migration. However, it should be noted that there are a number of forms of temporary mobility such as travel for education, working holidays, and short-term work visas which share a number of characteristics with tourism.

### SPATIAL AND TEMPORAL DIMENSIONS OF TOURISM

Tourism is a form of leisure-oriented temporary mobility with both spatial and temporal dimensions. Temporally tourism is usually defined technically in relation to length of time away from home environment, while some definitions also incorporate a spatial or distance function in terms of distance from the home environment.

### RELATIONSHIPS BETWEEN LEISURE, RECREATION AND TOURISM

Tourism, recreation and leisure are generally seen as a series of interrelated and overlapping concepts. The concept of leisure is generally used as a period of time, activity or state of mind in which choice is the dominant feature; in this sense leisure is a form of "free time" for an individual; as an objective view in which leisure is perceived as the opposite of work and is defined as non-work or residual time; and from a subjective view which emphasizes leisure as a qualitative concept in which leisure activities takes on a meaning only within the context of individual perceptions and belief systems and can therefore occur at any time in any setting.

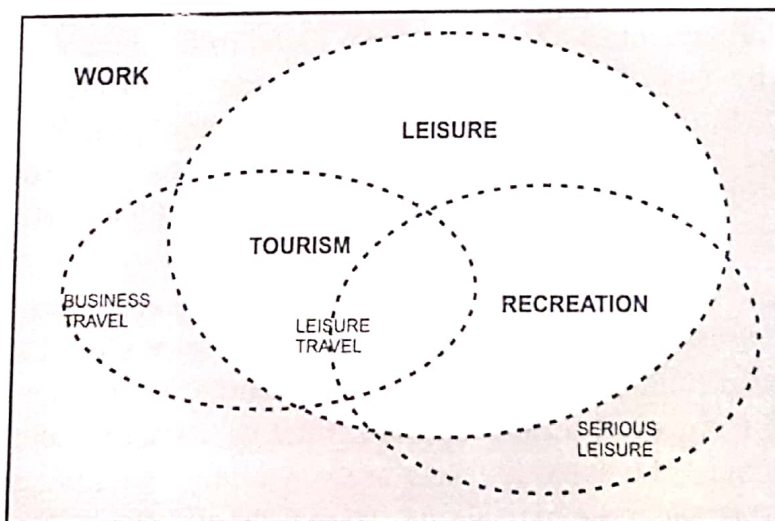


Figure: Relationships between leisure, recreation and tourism

Figure above illustrates the relationships between leisure, recreation and tourism which indicate the value of viewing tourism and recreation as part of a wider concept of leisure. Work is differentiated from leisure with there being two main realms of overlap: first, business travel, which is seen as a work oriented form of tourism in order to differentiate it from leisure based travel; second, serious leisure, which refers to the breakdown between leisure and work pursuits and the development of leisure career

Traditionally, tourism was regarded as a commercial economic phenomenon rooted in the private domain. In contrast, recreation and leisure was viewed as a social and resource concern

rooted in the public domain. Outdoor recreation studies have historically focused on public-sector (i.e. community and land management agencies) concerns, such as wilderness management, social carrying capacity, and non-market valuation of recreation experiences. In contrast, tourism tended to have a more applied industrial orientation which concentrated on traditional private-sector (i.e. tourism industry) concerns, such as the economic impacts of travel expenditures, travel patterns and tourist demands, and advertising and marketing.

The distinction between tourism and recreation, and other forms of temporary mobility such as excursions, travel to second homes, seasonal travel and work or study abroad, may therefore be best seen as related to differences in temporary mobility in time (how long away from the home environment) and space (how far away from the home environment has a person travelled).

### THE DEMAND FOR TOURISM AND RECREATION

A common approach to study tourism is to divide it into the broad areas of demand and supply. The demand-side is the market for tourism attractions and facilities. It includes the reasons why people choose to travel, and why they prefer some activities over others. The supply-side of tourism refers to the destination resources that are available for the tourist and recreationist. These include facilities and attractions of all kinds (such as sports fields, parks, beaches and entertainment), as well as supporting infrastructure (such as transportation, hotels and restaurants) and services (such as travel agents and recreation programs and activities).

Migration studies have long categorized the reasons for choosing to move from one place to another into push factors and pull factors. Push factors encourage an individual to leave a place (or to take a trip away from home), while pull factors affect where an individual goes after the desire to leave the place where he has been established. This is similar to tourism demand. A traveller is pulled to the amenities advertised for a given resort after a propensity toward travel has been established by push factors (such as stress at one's work). This is similar to tourism supply. Demand can create supply. In a liberal market economy, commodities will be produced to meet a market demand. When people want to consume something (including recreation and tourism), the market will respond by creating more goods for them. Economic success comes to those who are best able to meet a market demand.

Knowing the motivations and needs that drive people to consume (participate in) a leisure activity is essential to understand patterns of demand for a leisure product. Motivations must be understood to successfully design, develop and promote a product. The location, design, amenities, and special features of a development must be attractive to clients and visitors who comprise its principal markets. Since markets are constantly changing, adjustments need to be made to address new desires and expectations. To market effectively, the needs of the consumer must be identified.

In a demand-driven model, tourist motivations influence the development of a destination. Conversely, a supply-driven model creates its own market demand. Some natural features (such as the Grand Canyon, the Himalayas and Ayres Rock) and some special cultural sites (such as the Taj Mahal, the Pyramids at Giza and the city of Venice) are seen by most people to be of inherent interest to recreationists and tourists. While there may be a natural market for a site, growing that market will also require knowledge of tourist motivations and market segments. It has been argued that the supply and demand dualism is superficial and that supply and demand are actually different perspectives on the same leisure phenomenon. What we know of as tourism,

for example, would not exist if we did not have both tourists and destinations or attractions. The tourist shapes the destination (even in the case of the Grand Canyon) because the destination must respond to the tourist's presence in some way. And the destination is shaping the tourist by generating expectations, motivations and experiences that would not exist if that particular destination, and its interpreters, did not exist.

### TOURIST MOTIVATION

There is no one approach or model that is widely accepted as the standard for assessing tourist motivation. This is due to the diverse combination of products and experiences that comprises the tourism industry, and the associated wide range of tourist interests and needs. Motivations and needs also change over time, such as over the course of a lifetime, from one trip to the next, and from one activity to the next on the same trip. In addition, many tourists are not aware of what motivates them to take a certain trip or visit a particular attraction, except in the most general of terms which typically include recreation, relaxation, education and escape from their work-day world. One example of a tourist motivation model that incorporates significant elements of supply is that suggested by Mayo and Jarvis. They proposed that travel motivation can be divided into the following four types, based on what the tourists most wish to gain, see or experience in the trip:

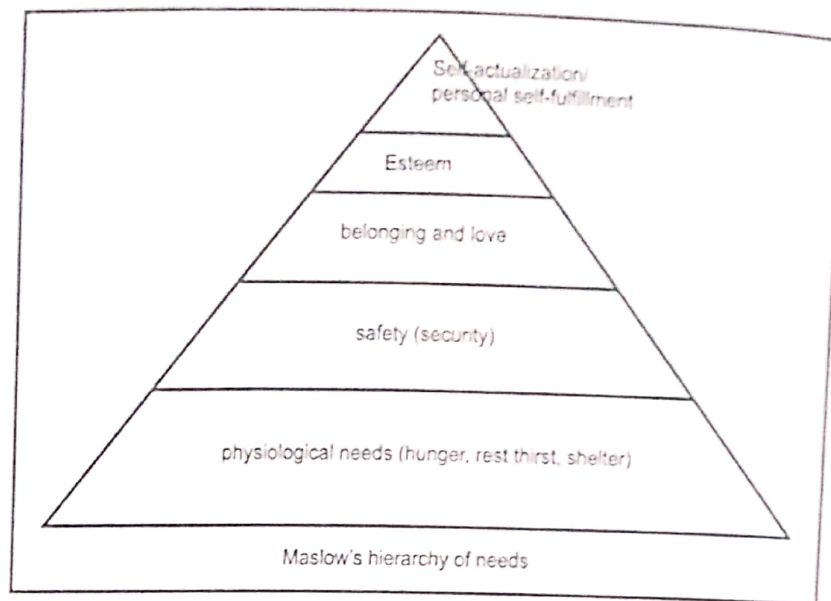
1. **Physical Motivators:** The desire for physical rest, sports participation, beach recreation, relaxing entertainment and health considerations.
2. **Cultural Motivators:** The desire for knowledge of other countries, including their music, art, folklore, dances, paintings and religion.
3. **Interpersonal Motivators:** The desire to meet new people; to visit friends or relatives; to escape from routine, family, or neighbours; or to make new friendships away from the home setting; to experience anomie (which refers to social interactions in an anonymous setting).
4. **Status and Prestige Motivators:** The desire for recognition, attention, appreciation and a good reputation among family, friends and acquaintances in the home setting. (This is also referred to as ego enhancement.)

The advantage of this approach is that participation in specific activities can be used to classify motivations. Visit to a museum is, therefore, an indication of a cultural motivation, while going to a beach would be a type of physical motivation. The attachment of motivation to activities facilitates the easy collection of data on tourist behaviour at its most apparent level, making this approach preferred by local and national tourism boards.

### MASLOW'S HIERARCHY OF NEEDS AND THE LEISURE LADDER

The psychologist Abraham Maslow proposed a Hierarchy of Needs that is widely used in explaining motivations for human behaviour. According to the original model, individuals first and foremost focus on satisfying their physiological needs for survival. Once these have been satisfactorily met, then the next level becomes the primary motivation of behaviour. Belonging and love are generally achieved through the family unit, while esteem is typically achieved through work accomplishments. The ultimate goal of human existence is the top level need of self-actualization, where one takes part in activities or a lifestyle that is rewarding, fulfilling and allows for the full expression of a person's individuality, creativity and purpose for living. This is similar to Aristotle's definition of leisure. Many see tourism as a way of achieving some degree of this level of need – if only for a transitory period, and via a commodities and packaged product.

## Maslow's Hierarchy of Needs



The major criticism of Maslow's hierarchy is that human needs occur simultaneously, and research indicates that even those who are struggling to meet basic physiological needs are looking for opportunities for self-actualization at the same time. Such a mix of motivations is also common in tourism and recreation. Maslow added several additional layers to the pyramid in later years, including a need to understand and an Aesthetic need above the Esteem level, and a Transcendence level above the Self-Actualization need. All have considerable implications for tourism and recreation. Maslow further identified deficiency or tension-reduction motivations (push factors) and inductive or arousal-seeking motives (pull factors) as supplements to his hierarchy of needs model.

Building on Maslow's hierarchy, Philip Pearce proposed a Leisure Ladder, with five motivational levels. The Leisure Ladder exists entirely within the realm of recreation and tourism, and defines the most basic level as relaxation and bodily comfort, which is probably somewhere above Maslow's basic need of food and shelter for survival. At this level, recreation and tourism are a recuperative therapy for dealing with the stress of work. The second level is leisure as stimulation and play, which can be physically and mentally as hard as work. The third level is leisure as a social experience where interpersonal relationships are a key component, while the fourth level is leisure as a mastery of skills and educational experience. The highest level is similar to Maslow's self-actualization peak fulfilment experience. According to Pearce, one of these levels dominates the motivation for any leisure activity, lower levels must occur before one can experience a higher level, and lower levels can occur simultaneously with higher levels. Increased age and life experiences are associated with higher levels of leisure.

### PLOG'S MODEL

Stanely Plog created a model in 1972 to analyze destination choices made by different types of tourists. He did this by classifying Northeastern United States' travellers on a scale of psychological types and then determining the destination that each type of tourist tended to choose. Travellers ranged on a continuum from **psycho-centrism** (a focus on one's self) to **allo-centrism** (a focus on other people). Psycho-centric people are characterized as being conservative, inhibited, and more safety conscious when they travel. They usually spend less money and travel

to familiar places. Allo-centric people are more outgoing, willing to take risks, open to new experiences, and interested in travel to exotic places. He suggests that allo-centric people would more likely travel to Africa or Asia, while psycho-centric people would prefer travel to nearby destinations and theme parks. Geographers have suggested that destinations evolve and change in the types of tourists they attract. New destinations tend to be discovered by adventurous allo-centrics, with near-allo-centrics soon following them. Over time, it may become a psycho-centric destination. Palma de Mallorca (Spain) was a near-allo-centric or mid-centric destination for British tourists in the 1950s and today it is considered a purely psycho-centric destination. Phuket Island, off the Indian Ocean coast of Thailand, was an allo-centric destination in the early 1970s, visited by alternative Western backpackers and hippies. It became a mid-centric destination by the 1990s, and is probably a near-psycho-centric destination today (at least for Europeans and Australians).

### **BARRIERS AND CONSTRAINTS TO TRAVEL**

As much as people want to travel, they often do not realize that most of the time and cost involved in touring is devoted to find food and drinks, getting lodging and restrooms and travelling on some form of uncomfortable transport. Many destinations are much dirtier and involve more hassling with local business people, than their promotional literature makes out. Poor ground transportation systems are the leading cause of death for tourists around the world. Concern over the comfort and safety of a destination's facilities and accommodations, along with the distance required to get to a destination, will keep some people from taking a trip. In addition to these comfort concerns there are a lot of other barriers to travel in general, as well as travel to specific destinations, including:

- Lack of personal time can prevent travel, including a lack of adequate free time and vacation time, and need to stay home to care for children, elderly or ill.
- Institutional barriers, including legal restrictions on travel within one's own country (such as United States restrictions on travel to Cuba), visa restrictions that limit the amount of time a person can visit a country, or the general difficulty of obtaining a passport and visa in a timely manner.
- Personal health and disability-related issues can prevent participation in some or all forms of travel and recreation activities.
- Crime concerns, including fear of financial scams and concern over being injured, robbed, or kidnapped will prevent people from traveling to some destinations.
- Civil unrest, terrorism, and war are very strong barriers to travel, due to the threat of being captured, injured or killed.
- Disease concerns can have a major impact on travel, including fear of infection from a specific disease (such as the SARS (severe acute respiratory syndrome) outbreak in 2003–2004, which temporarily decimated travel to and within Asia), or a more general concern, such as traveller's diarrhoea from unhygienic food, which has become an increasing problem on Caribbean cruise ships.
- Personal phobias, with fear of flying (aerophobia) being a common affliction, prevent many people from traveling to some types of destinations.

- Weather and disaster concerns will keep people away from some destinations, including undesirable weather, such as hurricanes, or natural disasters, such as earthquakes and fires.
- Negative local attitudes toward tourists and other outsiders can reduce travel to a destination, and especially prevent repeat visits (people visiting more than once).
- Lack of money to pay for travel expenses keeps some people from traveling, although there are many forms of travel that cost very little.
- Lack of information about a destination will keep people from going there.

## **FACTORS DETERMINING TOURISM DEMAND**

### **INDIVIDUAL FACTORS**

- Education and Awareness
- Mobility
- Age, Gender, Religion
- Income and employment, disposable income, household income,
- Paid holiday
- Family Influence
- Nature of Family-joint, nuclear
- Gap Year Opportunities

### **ECONOMIC FACTORS**

- Cost of Travel
- Cost of Products
- Competitive Prices
- Exchange Rate

### **GEOGRAPHIC FACTORS**

- Seasonality
- Accessibility, location and distance
- Attractions Available
- Urban or Rural population or Economy

### **DESTINATION FACTORS**

- Image – organic and induced
- Promotion: travel channels, awareness and deals
- Technology and development
- CRS technology
- Safety and Security
- Attraction and Events
- Quality of Product
- Travel Formalities

**POLITICAL FACTORS**

- Government regulation on supply and tourists
- Visas, formalities, health checks, currency, prohibitions
- Transport regulation, accessibility, bilateral agreements

**CONCLUSION: TOURISM DEMAND**

The desire to participate in tourism and recreation is strong and deeply rooted in the human psyche. For any one individual, however, motivations can vary considerably. How people participate in travel and tourism, in particular, is largely guided by social norms and the large socioeconomic context of the travel industry. Numerous individual and societal barriers and limitations further shape the pattern of participation in tourism. Why people travel and what they seek from travel has major implications for people in local destinations, as well as for the global economy.

**THE SUPPLY FOR TOURISM AND RECREATION**

One way of looking at tourism supply is to focus on tourist attractions. Tourist attractions are fundamental to the very existence of tourism. Without attractions there would be no tourism. Without tourism there would be no tourist attractions. But what is a tourist attraction? Several definitions have been proposed, including:

- An exploitable resource
- A marketable product and image
- A place attribute or feature

All of these definitions are simple and beg for additional definitions of what is a resource, a product, an image, an attribute and a feature. Another definition of tourist attractions is all those sites in a non-home place that are of interest to tourists. There are three essential elements in this definition:

1. A tourist
2. A sight or site in a non-home place
3. An interest or reason for the tourist to want to view the sight or experience the site

These three elements comprise a model of tourist attractions that was first suggested by MacCannell, and later defined by Leiper as the tourist attraction system. Their argument is that you cannot have a tourist attraction unless all three of these features are present. If there is a site and a tourist, but no reason for the tourist to take an interest in the site, then the site cannot be considered an attraction.

Similarly, if there is a site and a reason for tourists to be interested in it, but there are no tourists, then the site is not a functioning tourist attraction. And finally, if there is a tourist who has a motivating interest to see or experiences a certain type of attraction, but there is no site that offers that experience, then there is no tourist attraction. In practice, however, the tourist attraction system has some limitations. The first limitation is the problem that almost anything can become a tourist attraction. Historic sites, amusement parks and spectacular scenery are almost always attractions. Food is often an attraction, accommodations (resorts) can be an attraction, and sometimes transportation (cruise ships) and the tourists themselves (Spring Break



parties) are attractions. The diversity of potential tourist attractions is phenomenal. For example, alternative tours have been developed to take people into sewer systems, to homeless neighborhoods, to cemeteries and into working mines.

The second problem is that the tourist attraction system is not how most people think about tourist attractions. For most people tourist attractions include landscapes to be observed, activities to participate in, and experiences to remember. The role of the tourist is seldom considered because he or she is visually separated from the attraction. The tourist is, therefore, taken-for-granted in a more common definition of attractions. The meaning or purpose of the attraction is less taken-for-granted by most people. But instead of meaning, most people view this as the attraction's importance. Attractions are perceived by tourists to be ranked above or below each other in importance. The hierarchy of attractions will vary from one person to the next based on the set of available attractions that a tourist is aware of, depth of knowledge that the tourist has of each attraction, and the tourist's personal interests.

### THE TOURIST ATTRACTION SITE

It is the attraction site that most people think of when they hear the word tourist attraction. Lew examined the different ways that researchers defined attractions when they conduct attraction inventories and found three distinct approaches. Although they were often mixed together in a single list of attractions, each is actually a characteristic that all attractions share. These characteristics are:

1. A form, identity or name
2. An organizational and developmental structure
3. A perceived experience

At their most basic level, attractions are identified by their individual name. Lists of attractions by name are most often used in inventories of small areas, such as towns or small cities. At the other end of the form approach is the use of Standard Industrial Codes (SICs, such as accommodations, restaurants, retail stores) to identify general types of attractions. SIC-based attractions can be useful to determine monetary flows because governments use them to summarize economic census data. Schmidt suggested that attractions are best divided into geographical, social, cultural, technological and religious. Schmidt's approach is typical of that used in attraction inventories to assess the tourism supply in a destination, though these vary considerably in details from one place to the next. Tourist guide books usually classify attractions under a combination of both specific names for the most important sites, and more general categories. Guidebook categories vary from one destination to another, though they typically include the general categories of retail stores, restaurants, accommodations, museums, amusements, sports and recreation.

The two basic types of formal attractions are nature-based attractions and human-based attractions, although there is a transition between them, which results in a third type of attractions. In practice, these types of formal attractions are divided up among categories that are most relevant to a specific destination.

### TOURIST ATTRACTION STRUCTURE

The structural approach to tourist attractions does not examine the individual attraction's

form or identity, but instead of focusing on its spatial, capacity and temporal nature. Geographic size is the simplest basis for categorizing the spatial character of an attraction. A spatial hierarchy of attraction scale would progress from the smallest specific object of interest in a site, then to cities, then regions, then an entire country and continent. Asia, for example, is a destination, as is China, and Beijing, and Tienanmen Square. Scale considerations can provide insights into the geographic grouping or clustering of attractions, which is important in the planning and marketing of tourism. Tourism marketers promote the images of specific, small-scale attractions (which are easier to sell) to create identifiers for larger attraction complexes. An example of this is the Eiffel Tower as a marketing icon for France. Planners, however, are then faced with the problem of an over-concentration of demand at some tourist sites and under-utilization of others.

## **POSITIVE & NEGATIVE EFFECTS OF TOURISM**

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries. Mass tourism is, however, also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

### **ECONOMIC EFFECTS -- POSITIVE**

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

### **ECONOMIC EFFECTS -- NEGATIVE**

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

### **SOCIAL EFFECTS -- POSITIVE**

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses.

### **SOCIAL EFFECTS -- NEGATIVE**

Visitor behaviour can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced

from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values.

#### **ENVIRONMENTAL EFFECTS -- POSITIVE**

Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

#### **ENVIRONMENTAL EFFECTS -- NEGATIVE**

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise.

#### **MEDICAL GEOGRAPHY**