**Tourism** is [travel](https://en.wikipedia.org/wiki/Travel) for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.[[1]](https://en.wikipedia.org/wiki/Tourism#cite_note-1) Tourism may be international, or within the traveller's country. The [World Tourism Organization](https://en.wikipedia.org/wiki/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".[[2]](https://en.wikipedia.org/wiki/Tourism#cite_note-unwto1034-2)

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's [balance of payments](https://en.wikipedia.org/wiki/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.[[3]](https://en.wikipedia.org/wiki/Tourism#cite_note-3)

**Sustainable tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=24" \o "Edit section: Sustainable tourism)]

*Main article:*[*Sustainable tourism*](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Biodiversity) and life support systems." ([World Tourism Organization](https://en.wikipedia.org/wiki/World_Tourism_Organization))[[54]](https://en.wikipedia.org/wiki/Tourism#cite_note-54)

[Sustainable development](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/w/index.php?title=Bruntland_Commission&action=edit&redlink=1), 1987)[[55]](https://en.wikipedia.org/wiki/Tourism#cite_note-55)

Sustainable tourism can be seen as having regard to ecological and social-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](https://en.wikipedia.org/wiki/Impacts_of_tourism) of '[mass tourism](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Boosterism" \o "Boosterism)' and '[economic](https://en.wikipedia.org/wiki/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**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=25" \o "Edit section: Ecotourism)]

*Main article:*[*Ecotourism*](https://en.wikipedia.org/wiki/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.[[56]](https://en.wikipedia.org/wiki/Tourism#cite_note-56) Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmentally responsible adopting a sustainable behavior.[[57]](https://en.wikipedia.org/wiki/Tourism#cite_note-57)

**Volunteer Tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=26" \o "Edit section: Volunteer Tourism)]

Volunteer tourism (or voluntourism) is growing as a largely Western phenomenon, with volunteers travelling to aid those less fortunate than themselves in order to counter global inequalities. Wearing (2001) defines volunteer tourism as applying “to those tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society”.[[58]](https://en.wikipedia.org/wiki/Tourism#cite_note-58) VSO was founded in the UK in 1958 and the US Peace Corps was subsequently founded in 1960. These were the first large scale voluntary sending organisations, initially arising to modernise less economically developed countries, which it was hoped would curb the influence of communism.[[59]](https://en.wikipedia.org/wiki/Tourism#cite_note-59)

This form of tourism is largely praised for its more sustainable approach to travel, with tourists attempting to assimilate into local cultures, and avoiding the criticisms of consumptive and exploitative mass tourism.[[60]](https://en.wikipedia.org/wiki/Tourism#cite_note-60) However, increasingly voluntourism is being criticised by scholars who suggest it may have negative effects as it begins to undermine local labour, and force unwilling host communities to adopt Western initiatives,[[61]](https://en.wikipedia.org/wiki/Tourism#cite_note-61) while host communities without a strong heritage fail to retain volunteers who become dissatisfied with experiences and volunteer shortages persist.[[62]](https://en.wikipedia.org/wiki/Tourism#cite_note-62) Increasingly organisations such as VSO have been concerned with community-centric volunteer programmes where power to control the future of the community is in the hands of local people.[[63]](https://en.wikipedia.org/wiki/Tourism#cite_note-63)

**Pro-poor tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=27" \o "Edit section: Pro-poor tourism)]



Community tourism in Sierra Leone [→ The story of a community in Sierra Leone trying to manage tourism in a responsible manner](https://en.wikibooks.org/wiki/Development_Cooperation_Handbook/Stories/Community_Tourism) [Film-Camera.png](https://en.wikipedia.org/wiki/File:Film-Camera.png) [Playlist](https://www.youtube.com/playlist?list=PL32A3F6F949A3F26D)

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](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Tanzania) and cultural tourism in [Luang Prabang](https://en.wikipedia.org/wiki/Luang_Prabang" \o "Luang Prabang), [Laos](https://en.wikipedia.org/wiki/Laos).[[64]](https://en.wikipedia.org/wiki/Tourism#cite_note-odi.org.uk-64) There is also the possibility of pro-poor tourism principles being adopted in centre sites of regeneration in the developed world.[[65]](https://en.wikipedia.org/wiki/Tourism#cite_note-65)

**Recession tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=28" \o "Edit section: 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](https://en.wikipedia.org/wiki/Staycation" \o "Staycation).

**Medical tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=29" \o "Edit section: Medical tourism)]

*Main article:*[*Medical tourism*](https://en.wikipedia.org/wiki/Medical_tourism)

When there is a significant price difference between countries for a given medical procedure, particularly in [Southeast Asia](https://en.wikipedia.org/wiki/Southeast_Asia), [India](https://en.wikipedia.org/wiki/India), [Eastern Europe](https://en.wikipedia.org/wiki/Eastern_Europe), [Cuba](https://en.wikipedia.org/wiki/Cuba)[[66]](https://en.wikipedia.org/wiki/Tourism#cite_note-66) and [Canada](https://en.wikipedia.org/wiki/Canada)[[67]](https://en.wikipedia.org/wiki/Tourism#cite_note-67) where there are different regulatory regimes, in relation to particular medical procedures (e.g. [dentistry](https://en.wikipedia.org/wiki/Dentistry)), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

**Educational tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=30" \o "Edit section: 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. 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.

**Creative tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=31" \o "Edit section: Creative tourism)]

[](https://en.wikipedia.org/wiki/File:FF_of_Hartwell_welcomes_Indonesians.jpg)

[Friendship Force](https://en.wikipedia.org/wiki/Friendship_Force_International) visitors from Indonesia meet their hosts in [Hartwell, Georgia](https://en.wikipedia.org/wiki/Hartwell,_Georgia), USA.

Creative tourism has existed as a form of [cultural tourism](https://en.wikipedia.org/wiki/Cultural_tourism), since the early beginnings of tourism itself. Its European roots date back to the time of the [Grand Tour](https://en.wikipedia.org/wiki/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,[[68]](https://en.wikipedia.org/wiki/Tourism#cite_note-ct-68) who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the [European Commission](https://en.wikipedia.org/wiki/European_Commission), including cultural and crafts tourism, known as [sustainable tourism](https://en.wikipedia.org/wiki/Sustainable_tourism). They have defined "creative tourism" as tourism related to the active participation of travellers in the [culture](https://en.wikipedia.org/wiki/Culture) of the host community, through interactive workshops and informal learning experiences.[[68]](https://en.wikipedia.org/wiki/Tourism#cite_note-ct-68)

Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as [UNESCO](https://en.wikipedia.org/wiki/UNESCO), who through the [Creative Cities Network](https://en.wikipedia.org/wiki/Creative_Cities_Network), have endorsed creative tourism as an engaged, [authentic](https://en.wikipedia.org/wiki/Authenticity_(reenactment)) experience that promotes an active understanding of the specific cultural features of a [place](https://en.wikipedia.org/wiki/Location_(geography)).[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)]

[](https://en.wikipedia.org/wiki/File:Greg_Richards_-_Conferencia_Turismo_Creativo.jpg)

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.[*[citation needed](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]

The growing interest of tourists[[69]](https://en.wikipedia.org/wiki/Tourism#cite_note-69) 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**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=32" \o "Edit section: Experiential tourism)]

[Experiential travel](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/History), people, food and [culture](https://en.wikipedia.org/wiki/Culture).[[70]](https://en.wikipedia.org/wiki/Tourism#cite_note-70)

The term “Experiential travel” is already mentioned in publications from 1985[[71]](https://en.wikipedia.org/wiki/Tourism#cite_note-71) – however it was discovered as a meaningful market trend much later.

**Dark tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=33" \o "Edit section: Dark tourism)]

*Main article:*[*Dark tourism*](https://en.wikipedia.org/wiki/Dark_tourism)

[](https://en.wikipedia.org/wiki/File:Poland_-_Czermna_-_Chapel_of_Skulls_-_interior_06.jpg)

The [Skull Chapel](https://en.wikipedia.org/wiki/Skull_Chapel,_Czermna) in south-western [Poland](https://en.wikipedia.org/wiki/Poland) is an example of [dark tourism](https://en.wikipedia.org/wiki/Dark_tourism). It's interior walls, ceiling and foundations are adorned by human remains. It is the only such monument in Poland, and one of six in [Europe](https://en.wikipedia.org/wiki/Europe).

One emerging area of special interest has been identified by Lennon and Foley (2000)[[72]](https://en.wikipedia.org/wiki/Tourism" \l "cite_note-72)[[73]](https://en.wikipedia.org/wiki/Tourism#cite_note-73) as ["dark" tourism](https://en.wikipedia.org/wiki/Dark_tourism). This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of [genocide](https://en.wikipedia.org/wiki/Genocide), for example [concentration camps](https://en.wikipedia.org/wiki/Internment). Dark tourism remains a small [niche market](https://en.wikipedia.org/wiki/Niche_market), driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment.[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] Its origins are rooted in fairgrounds and medieval fairs.[[74]](https://en.wikipedia.org/wiki/Tourism#cite_note-74)

[Philip Stone](https://en.wikipedia.org/wiki/Philip_Stone) argues that dark tourism is a way of imagining one's own death through the real death of others.[[75]](https://en.wikipedia.org/wiki/Tourism#cite_note-75) [Erik H Cohen](https://en.wikipedia.org/w/index.php?title=Erik_H_Cohen&action=edit&redlink=1)introduces the term "[populo sites](https://en.wikipedia.org/w/index.php?title=Populo_sites&action=edit&redlink=1" \o "Populo sites (page does not exist))" to evidence the educational character of dark tourism. Populo sites transmit the story of victimized people to visitors. Based on a study at [Yad Vashem](https://en.wikipedia.org/wiki/Yad_Vashem" \o "Yad Vashem), the Shoah (Holocaust) memorial museum in Jerusalem, a new term—*in populo*—is proposed to describe dark tourism sites at a spiritual and population center of the people to whom a tragedy befell. Learning about the Shoah in Jerusalem offers an encounter with the subject which is different from visits to sites in Europe, but equally authentic. 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.[[76]](https://en.wikipedia.org/wiki/Tourism#cite_note-76) In this vein, [Peter Tarlow](https://en.wikipedia.org/wiki/Peter_Tarlow) defines dark tourism as the tendency to visit the scenes of tragedies or historically noteworthy deaths, which continue to impact our lives. This issue cannot be understood without the figure of trauma.[[77]](https://en.wikipedia.org/wiki/Tourism#cite_note-77)

**Social tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=34" \o "Edit section: Social tourism)]

Social tourism is making tourism available to poor people who otherwise could not afford to travel for their education or recreation. It includes [youth hostels](https://en.wikipedia.org/wiki/Youth_hostels) and low-priced holiday accommodation run by church and [voluntary organisations](https://en.wikipedia.org/wiki/Voluntary_organisation), [trade unions](https://en.wikipedia.org/wiki/Trade_unions), or in Communist times [publicly owned enterprises](https://en.wikipedia.org/wiki/Combine_(enterprise)). In May 1959, at the second Congress of Social Tourism in Austria, [Walter Hunziker](https://en.wikipedia.org/wiki/Walter_Hunziker#Social_tourism) proposed the following 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".[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)]

**Doom tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=35" \o "Edit section: Doom tourism)]

[](https://en.wikipedia.org/wiki/File:Perito_Moreno_Glacier_Patagonia_Argentina_Luca_Galuzzi_2005.JPG)

[Perito Moreno Glacier](https://en.wikipedia.org/wiki/Perito_Moreno_Glacier), [Patagonia](https://en.wikipedia.org/wiki/Patagonia), [Argentina](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Mount_Kilimanjaro), the melting glaciers of [Patagonia](https://en.wikipedia.org/wiki/Patagonia), or the coral of the [Great Barrier Reef](https://en.wikipedia.org/wiki/Great_Barrier_Reef)) before it is too late. Identified by travel trade magazine [Travel Age West](https://en.wikipedia.org/w/index.php?title=Travel_Age_West&action=edit&redlink=1)[[78]](https://en.wikipedia.org/wiki/Tourism#cite_note-78) editor-in-chief Kenneth Shapiro in 2007 and later explored in [*The New York Times*](https://en.wikipedia.org/wiki/The_New_York_Times),[[79]](https://en.wikipedia.org/wiki/Tourism#cite_note-79) this type of tourism is believed to be on the rise. Some see the trend as related to [sustainable tourism](https://en.wikipedia.org/wiki/Sustainable_tourism) or [ecotourism](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Carbon_footprint) and only hastens problems threatened locations are already facing.[[80]](https://en.wikipedia.org/wiki/Tourism#cite_note-80)[[81]](https://en.wikipedia.org/wiki/Tourism#cite_note-81)[[82]](https://en.wikipedia.org/wiki/Tourism#cite_note-82)[[83]](https://en.wikipedia.org/wiki/Tourism#cite_note-83)[[84]](https://en.wikipedia.org/wiki/Tourism#cite_note-84)

**Religious tourism**[[edit](https://en.wikipedia.org/w/index.php?title=Tourism&action=edit&section=36)]

*Main article:*[*Religious tourism*](https://en.wikipedia.org/wiki/Religious_tourism)

[](https://en.wikipedia.org/wiki/File:Santu%C3%A1rio_de_F%C3%A1tima_(36)_-_Jul_2008_(cropped).jpg)

The [Shrine of Our Lady of Fátima](https://en.wikipedia.org/wiki/Sanctuary_of_F%C3%A1tima), in [Portugal](https://en.wikipedia.org/wiki/Portugal), is one of the largest religious tourism sites in the world.

Religious tourism, in particular religious travel, is used to strengthen faith and show devotion both of which are central tenets of many major religions.[[85]](https://en.wikipedia.org/wiki/Tourism#cite_note-85) Religious tourists seek destinations whose image encourages them to believe that they can strengthen the religious elements of their self-identity in a positive manner. Given this, the perceived image of a destination may be positively influenced by whether it conforms to the requirements of their religious self-identity or not.[[86]](https://en.wikipedia.org/wiki/Tourism#cite_note-86)

Gr