



# **MACRO PERSPECTIVES IN TOURISM AND HOSPITALITY**

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**Course Code:**                    **THC 1**

**Course Description:**                    The course is designed to give a comprehensive overview of Tourism and Hospitality as an ecosystem and goes beyond the usual close-concept of Tourism. It introduces the concepts and terms that are common throughout the different sectors. It also intends to develop, update and maintain local knowledge as well as the tourism knowledge. It shows the structure and scope of Tourism as well as the impact of Tourism as an industry in relation to the world economy and society. It also illustrates the effects of the convergence of tourism with the other local future of tourism in the world of the Philippines. It also introduces the sustainable goals of tourism and discusses, among others, how to also learn to appreciate the key global organizations and they play in influencing and monitoring tourism trends.

**Course Intended Learning Outcomes (CILO):**

1. Recognize the concepts and terms of tourism that are common in different sectors.
2. Develop and maintain local as well as tourism knowledge
3. Shows the structure and scope of local tourism as well as its impact to the national and international economy
4. Introduce sustainable goals of tourism
5. Relate the roles of key organization in influencing and monitoring tourism trends on the grounds of the latest development in the specific field of practice.

**Course Requirements:**

▪ <b>Assessment Tasks</b>	<b>- 60%</b>
▪ <b>Major Exams</b>	<b>- <u>40%</u></b>
<b>Periodic Grade</b>	<b>100%</b>

**PRELIM GRADE**                    : 60% (Activity 1-4) + 40% (Prelim exam)

**MIDTERM GRADE**                    : 30% (Prelim Grade) + 70 % [60% (Activity 5-7)  
+ 40% (Midterm exam)]

**FINAL GRADE**                    : 30% (Midterm Grade) + 70 % [60% (Activity 8-10)  
+ 40% (Final exam)]

# MODULE 1

## OVERVIEW OF TOURISM



### Introduction

Defining tourism is not a simple matter, because it is a complex industry made up of several separate businesses, the main thread is that they supply tourists / visitors with goods and services. It is important to learn how tourism has become vital for the success of many economies around the world. It contemplates to be one of the fastest growing industries because of its revenue generating purpose as well as the target of satisfying every purchasers of tourism products.

In this module, lessons including tourism basic concepts, terminologies, types and forms of tourism, tourism system and cycles, elements and its characteristics, are the first thing to know in familiarizing the industry. Also, students will learn several benefits of tourism on host destinations and communities.



### Learning Outcomes

At the end of this module, students should be able to:

1. draw out several definitions of tourism,
2. elucidate the various tourism concepts and terminologies,
3. describe the characteristics and elements of tourism,
4. illustrate the forms and types of tourism , and
5. determine the importance of tourism.

## **Lesson 1. Definition of Tourism**

“Tourism is the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin government, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors” (McIntosh & Goeldner, 1995).

*Another one cited from Tourism Society* in Britain underscored that tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations. Tourism as a broad and complex phenomena, which has the elements of tourist being dynamic and static, an interest of going to and from outside of the place of residence or work, a short movement to destinations going to a certain destinations within a few days, weeks and months. An activity for a purpose not to paid for work, nor for business or vocational reasons (Burkart and Medlik, 1974).

There are a number of ways tourism can be defined, and for this reason, the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as follows:

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization UNWTO, 2008).” Using this definition, we can see that tourism is the movement of people for a number of purposes, whether business or pleasure (UNWTO, 2005)

## **Lesson 2: Tourism Concepts and Terms ( UNWTO, IRTS, 2008)**

A **Visitor** is any person visiting a country other than that of earning money. A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than

a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

**Excursionists** are temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

**Tourists** – temporary visitors staying at least 24 hours whose purpose could be classified as leisure activity, recreation, holiday, health, study, religion or sport, family-visiting family members, loved ones, business, meeting, mission.

### **Lesson 3 : Tourism System** (Neil Leiper, 2004)

Neil Leiper was an early promoter for the introduction of a system-based approach towards understanding tourism. Drawing on the tourism-related research of planners such as Clare Gunn in the year 1972, geographers such as Ian Matley, year 1972. Leiper, 1979 described tourism as:

“The system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points en route.

The elements of the system are the following:

1. Tourists
2. Generating regions
3. Transit routes
4. Destination regions
5. Tourist industry.

## **Basic Tourism System** (Goeldner & Ritchie, 2009)

The description of the tourism system is given below.

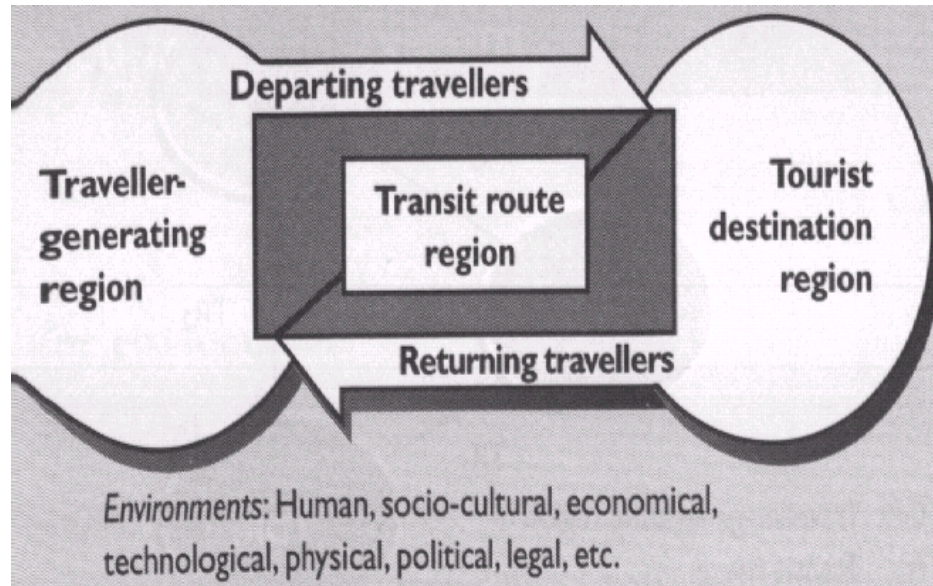


Figure 1: Basic Tourism System

1. At least one tourist – The tourist is the actor in the system approach.
2. At least one traveler-generating region – This refers to the places where trips begin, where people who will later be described or counted as tourists start their journey. It is from here that the tourist searches for information, makes the booking and departs.
3. At least one transit route region – This pertains to an intermediate zone where the principal travel activity of tourism occurs, distinct from visit activity in destinations.
4. At least one tourist destination – Through this, new products are developed and experiences delivered making the destination the place where the most noticeable and dramatic consequences of the system occur.
5. A travel and tourism industry – This allows the location of the various industrial sectors to be identified.



## **Lesson 4: Forms of Tourism** (National Institute of Open Schooling, 2013)

From the cited sources, according to National Institute of Open Schooling, tourism has various aspects depending on the intent of the tour and alternate ways. Tourism forms are as follows:

### **Leisure Tourism**

Tourists will fly and witness a change in nature and the atmosphere to learn everything. Enjoy stunning landscapes, or know more about the culture of destination. Tourists who take a break from the demands of daily life, devote their holidays to rest and relaxing, and refresh themselves.

### **Cultural Tourism**

It is often referred to as heritage tourism. Citizens become involved in exploring new territories and their customs. Culture is the most critical part of drawing tourists to the area. Cultural tourism gives visibility into the manner in which people reside. Remote lands job, dress, jewelry, music, community, craft, traditions, etc. Practices, fairs, markets, values and food delights.

### **Religious Tourism**

This is sometimes named Pilgrimage Tourism / Spiritual Tourism. It is a type of tourism, where people travel on their own or in groups for a pilgrimage or spiritual purposes.

### **Sports Tourism**

Sports Tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast growing sector of the global travel industry. Sports tourism refers to people travelling to participate in a competitive sport event. Normally these kinds of events are the motivators that attract visitors to visit the events like Olympic Games, FIFA World Cup. Sports tourism can be adventurous also. Adventure sport tourism is also called as, adventure tourism. Adventure sport tourism is more challenging because it takes the tourists into regions which are less frequently visited and may not have easy access. According to the National Tour Association, 2013, an adventure

tourism is a "tour designed around an adventurous activity such as rafting, hiking, or mountain climbing."

Adventure sports tourism is a package of:

- Recreation
- Enjoyment
- Education
- Thrills of participating in an adventure
- Adventure tourism has various forms, which can be broadly categorized as follows:  
land adventure, water adventure, and aerial adventure.

### **Educational Tourism**

Educational tourism has grown due to the rising growth of skills teaching and learning and the development of technological expertise in the classroom setting. In the area of educational tourism, the key goals of trip is to visit another nation and learn about history, such student exchange activities and research tours.

### **Business Tourism**

Employment is the key purpose for the business traveler to fly. Tourists visit a specific destination for a number of purposes relevant to their job, such as holding a corporate meeting, seminars, product distribution events, and speaking with customers.

### **Ecotourism**

Ecotourism is now defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (The International Ecotourism Society, 2015).

### **Medical Tourism**

Health tourism applies to individuals going overseas to seek medical attention. Throughout the years passed, this typically applied to people who travelled from underdeveloped nations to large care facilities throughout heavily developed countries for health care not accessible at home. Health tourism is more widely used for surgery (cosmetic or otherwise) People with uncommon conditions can migrate to countries where care is best

understood. However, nearly all forms of health treatment are available, including psychology, herbal medicine, convalescent care and funeral facilities.

**Lesson 5: Types of Tourism** (United Nations World Tourism Organization, International Recommendation for Statistics, 2008)

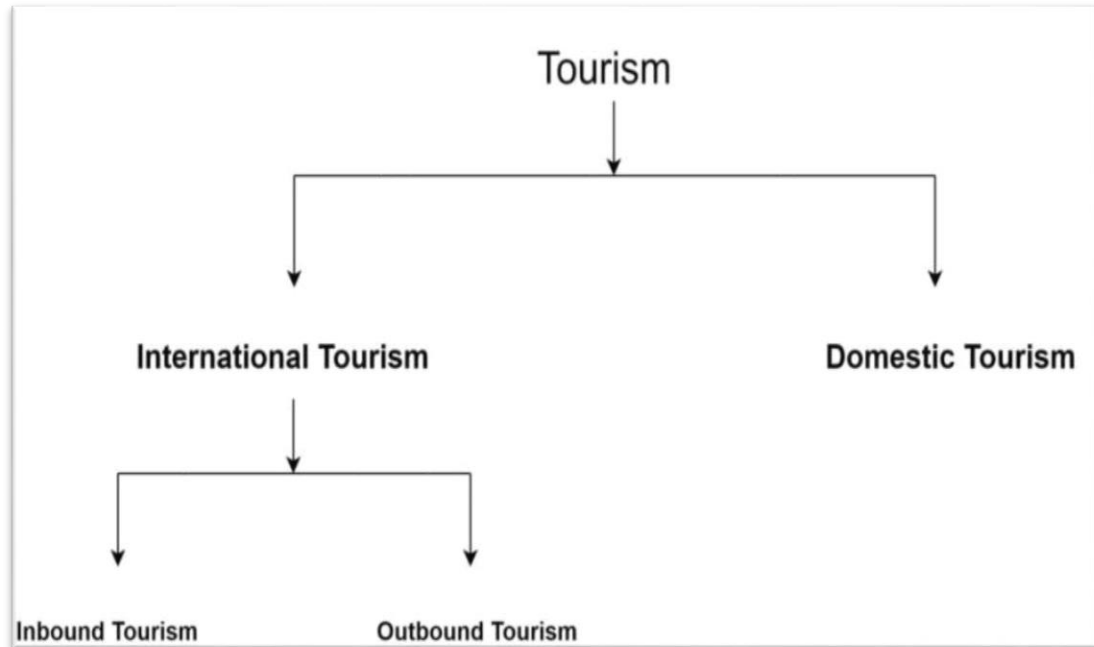


Figure 2: Types of Tourism

According to the United Nations World Tourism Organization, International Recommendations for Tourism Statistics, IRTS, 2008, an outbound tourism expenditure is the tourism expenditure of a resident visitor outside the economy of reference. It is the activities of a resident visitor outside the country of reference, either as part of an *outbound tourism* trip or as part of a domestic tourism trip. *Inbound tourism* refers to tourists of outside origin entering a preferred country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling. When people visit a foreign country.

Another type of tourism is the *domestic tourism*, is the activities of residents of a given country travelling to and staying in places inside their residential country, but outside their

usual environment for not more than 12 consecutive months for leisure, business or other purposes. *Internal tourism* is where both resident and non-resident travels, within the economic territory of the country of reference.

The United Nations World Tourism Organization, 2008, stated that *National tourism* has become the tourist activity that comprises domestic tourism and outbound tourism, that is to say, that the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips. Lastly is the *International tourism*, these are the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.

## **Lesson 6: Characteristics Of Tourism Products** Kotler, 2012)

According to Philip Kotler, “A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.” A product is anything that is offered in a market for use or consumption by the consumers as per the market requirement.

A tourist product is a concept that is made up of many components. These are made up of tourist attractions; provision of means of transport, lodging and its associated facilities and sources of entertainment. These components may be provided by one company or a group of companies in the tourism industry. There are four key differences between goods and services. According to numerous scholars services are:

1. Intangible
2. Heterogeneous
3. Inseparable (simultaneously produced and consumed)
4. Perishable

## **Intangibility**

One of the attributes of tourism goods is that it can not be replaced. Tourism goods are subjective, and there are no concrete evidence that one has purchased them since buying the commodity. Intangible services, on the other hand, cannot be “touched” beforehand. An airplane flight is an example of an intangible service because a customer purchases it in advance and doesn’t “experience” or “consume” the product until he or she is on the plane.

Example 1: services, can not be touched or seen. What can be seen is their effect. A tour guide’s comment can be heard. While a travel agent provides a ticket from place A to place B. but the ticket is just a piece of paper, and only an entry pass for using the service.

Example 2: A service given in the accommodation sector.

## **Inseparability**

Another feature of tourism product is that it cannot be separated from the provider is inseparability. If a tourist enters a restaurant and orders food or drink, the person who is bringing the food or drink cannot separate him or herself from the food or drink being brought to the customer. The service provider and the service itself are conjoined.

## **Perishable**

Perishability is one of the most important characteristics of the tourism industry. The products/services in the tourism and travel industry are *consumed as they are produced*.

## **Heterogeneity**

Heterogeneity, also known as variability, describes the uniqueness of service offerings. The term heterogeneity describes the uniqueness of service offerings (also known as variability). In other words, services are generated, rendered, and consumed at one time. The service can never be exactly repeated at the same point in time, location, or circumstances, or with the same configurations or resources, even if the same consumer requests the same service.

## **Lesson 7: The Importance of Tourism** (Kreag, 2001)

Glenn Kreag in his book *The Impacts of Tourism*, stated that for a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed. (Brunt and Courtney, 1999)

There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. Tourism contributes to the **balance of payment** and considered as an income generator in the country. It helps to correct the balance and deficit of one's country through international trade like the Philippines, Thailand, HongKong, Spain, Singapore, Mexico, etc. It is also known to be **educationally significant** in enhancing one's educational background through workshops, conferences, seminars, study tours, cultural exchange programs. Based on the **involvement or contribution** tourism supply side, employment opportunities in tourism and hospitality sectors can be created either directly or indirectly. Direct Employment opportunities are the total number of job opportunities supported by directly in travel and tourism. For example employment by hotels, restaurants, travel agencies, tourism information offices, museums, protected areas such as national parks, palaces, religious sites, monuments, air crafts, cruise lines, resorts or shopping outlets, souvenirs, photography, sightseeing tours, farmhouses, bed and breakfast, rural inns, and guest houses local transportation (state owned airlines and railways, private transport facilities), Guides, cooks and scouts. Tourism and hospitality also supports indirect employment in activities like restaurant suppliers, construction companies that build and maintain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services, which are more or less dependent on the companies providing direct employment for their revenues. The economic impact of tourism is measured in terms of its effect on: income, employment, investment and development; and balance of payment. In a **labour intensive industry**, the greater proportion of income is likely to be derived from wages and salaries paid to those working in jobs either directly serving the needs of tourists or benefiting indirectly from tourists' spending. Income will be high in tourist destinations which attract large numbers of visitors; where visitors length of stay is maximum, customer spending of money is very high provided that multiple

opportunities and activities are existing for customers to participate. The other reasons that **employment opportunities** are diversified ever before, are tourism and international travel become popular all over the world and people themselves considered that travel is human rights; destinations are worried much to meet the needs and wants of tourists to offer high standard of services in the destinations; tourists have wide choice of holidays; international standards and quality assurance system are being set by national and international tourism and hospitality organizations to provide standardized and quality customer services thereby this is resulted for ensuring sustainable development in the sectors; the continuous decline of international oil price is also reduced the cost of travel. All the aforementioned cases are the main reasons for the growing number of tourist flow in the destinations. Therefore, high number of workforce are required to provide services for the tourists. Due to this fact, tourism and hospitality sectors with supporting industries provide a diversified employment opportunities. **Dispersion in the development** of tourism has the best means to expand wealth among countries thus, bridging the economic gap between the rich and poor nations. Expenditures by tourists can have beneficial effects on all economic sectors and lead to the development of different industries and other economic activities , this will definitely bring positive outcome on the economic development. Tourism as being beneficial to the society demonstrates positive impacts. These might include; preserving the local culture and heritage; strengthening communities; provision of social services; commercialization of culture and art; revitalization of customs and art forms and the preservation of heritage. **Cultural enrichment in** tourism is indeed needed as it helps a traveler to know about the country in many ways. Through cultural enrichment one would be able to know about the lifestyle, food, clothing of the people and this would enable a traveler to know about the destination. **Peace tourism** also considered as one of the most important thing in Tourism as it intends to reduce root causes that create situations where violence has been perceived as inevitable. It is not a replacement for various other kinds of tourism practice, but is rather intended to be a facilitator to enhance sustainable development and positive peace through the tourism industry ( Kreag, 2001)



### Assessment Task 1 - 1

Suppose that you are a high school economics teacher. You plan to visit your principal's office and convince her that tourism should be included as part of one of your courses. What arguments would you use? Answer the question in not less than 1000 words. Explain briefly.



### Assessment Task 1 - 2

List five publications produced by the UNWTO and why they might be beneficial to a tourism professional.

## SUMMARY

Tourism is a short movement of people, or group outside their home of residence. There are guests who visit a country other than that of earning money. Secondly are the excursionists who stay less than 24 hours in a destination and by not making an overnight stay. Lastly are the tourists – who visit and stay for at least 24 hours in a destination, whose purpose could be classified as leisure activity, recreation, holiday, health, study, religion or sport, family-visiting family members, loved ones, business, meeting, mission.

Tourism plays a vital role in the progress and success of a country. It gives benefits to the economy by its contribution to balance of payments, dispersion of development, economic development, social actions and benefits, cultural enrichment, and its educational significance. Tourism has unique characteristics which make a big difference to other industries. The customer will travel to his destination to purchase a tourism commodity. This



is an significant human endeavor with physical, cultural importance and, most significantly, this serves as a mechanism for world peace

Prospects for the continued development of tourism tend to be the most positive and the governments of several nations are promoting the development of both domestic and international tourism as a way of employment production, economic diversification and a source of foreign exchange.

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# **MODULE 2**

## **TOURISM IN THE PHILIPPINES**



### **Introduction**

The tourist sector exploded again for the third time in the early part of the 2010s under the slogan 'It's More Fun in the Philippines,' generally recognized as an international success, attracting foreign media exposure.

The National Tourism Organization or the Tourism Department has initiated a variety of programs and initiatives to ensure the friendly entrance, stay and departure of visitors, as well as the supportive and harmonious experience of the region.

Through this module student will learn how the tourism demand began to increase and gave a huge number of factors that influence the growth of industry.



### **Learning Outcomes**

At the end of this module, students should be able to:

1. Summarize the history of the origin of tourism
2. Examine tourism demand,
3. Identify the types of tourism demand,
4. Extend knowledge about determinants of Tourism,
5. Compare and contrast international and domestic tourism demand
6. Point out crisis in tourism
7. Find promoters of tourism.

## **Lesson 1: Origin of Tourism in the Philippines** (Department of Tourism, Industry Performance for Travel and Tourism, 2015)

Tourism in the Philippines traces its origins during the ancient times when the first set of people chose to migrate through land bridges, followed by the other sets of migrations from the Malayan archipelago in the south and Taiwan in the north. Through time, numerous ethno-linguistic groups developed, until some of them became monarchies, plutocracies, hunter-gatherers, city-states, and so on. Trade also became part of the tourism as Arabs, Indians, Japanese, Chinese, Malays, and other ethnic groups in mainland Southeast Asia, Taiwan, and Ryukyu traded goods with the natives. When the islands became part of the territory of Spain, an influx of Spanish people migrated into the country, though still few compared to the Spanish migrations in South America as the Philippines was farther from Spain.

The tourism industry first truly flourished during the late 19th to early 20th century due to the influx of immigrants from Europe and the United States. It was listed as one of the best countries to visit in Asia aside from Hong Kong and Japan, earning the nickname "Pearl of the Orient Seas". The tourism declined during and after the World War II, leaving the country with a completely devastated economy, and a landscape filled with destroyed heritage towns. The second wave of tourist influx flourished in the 1950s but declined drastically during the dictatorship era. After the People Power Revolution, the tourism industry continued to decline due to the domino effect caused by the dictatorship. The industry only managed to cope in 1991 and 1992, where 1.2 million tourists visited the Philippines. It afterwards waned again after a decade due to corrupt practices in government.

The tourism industry flourished again for the third time at the early part of the 2010s under the "*It's More Fun in the Philippines*" slogan, which was widely regarded as an international success, gaining international media attention. The country saw an influx of tourists from all over the world, with the help of social media and the creative tag line, the tourism went at its peak with having 5,360,682 foreign million tourists recorded in 2015. The industry continued to grow in 2017, but the growth rate from Western tourists drastically decreased due to an ongoing drug war and the declaration of martial law in September 11, 2017. Nonetheless, the

growth continued due to an influx of Asian and Russian (Department of Tourism, Industry Performance for Travel and Tourism, 2015).

## **Lesson 2: Historical Development of Tourism** (Walton, 2020)

John K. Walton, Professor of Contemporary History, University of the Basque, Spain in his article to Encyclopedia Britannica, cited that Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as benefits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as “business tourism,” “sports tourism,” and “medical tourism”.

### **The Origin Of Tourism**

By the early 21st century, international tourism had become one of the world’s most important economic activities, and its impact was becoming increasingly apparent from the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word tourist at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both “heritage tourism” (aimed at the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts.

The Seven Wonders of the World became tourist sites for Greeks and Romans. (Walton,ND). Pilgrimage offers similar antecedents, bringing Eastern civilizations into play. Its religious goals coexist with defined routes, commercial hospitality, and an admixture of curiosity, adventure, and enjoyment among the motives of the participants. Pilgrimage to the

earliest Buddhist sites began more than 2,000 years ago, although it is hard to define a transition from the makeshift privations of small groups of monks to recognizably tourist practices. Pilgrimage to Mecca is of similar antiquity. The tourist status of the hajj is problematic given the number of casualties that—even in the 21st century—continued to be suffered on the journey through the desert. The thermal spa as a tourist destination—regardless of the pilgrimage associations with the site as a holy well or sacred spring—is not necessarily a European invention, despite deriving its English-language label from Spa, an early resort in what is now Belgium. The oldest Japanese *onsen* (hot springs) were catering to bathers from at least the 6th century. Tourism has been a global phenomenon from its origins. Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and postindustrial West. The aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those associated with Classical Roman tourism—had its roots in the 16th century. It grew rapidly, however, expanding its geographical range to embrace Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps.) As part of the grand tour's expansion, its exclusivity was undermined as the expanding commercial, professional, and industrial middle ranks joined the landowning and political classes in aspiring to gain access to this rite of passage for their sons. By the early 19th century, European journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital (that array of knowledge, experience, and polish that was necessary to mix in polite society) were smoothed by guidebooks, primers, the development of art and souvenir markets, and carefully calibrated transport and accommodation systems.

Transport innovation was an essential enabler of tourism's spread and democratization and its ultimate globalization. Beginning in the mid-19th century, the steamship and the railway brought greater comfort and speed and cheaper travel, in part because fewer overnight and intermediate stops were needed. Above all else, these innovations allowed for reliable time-tabling, essential for those who were tied to the discipline of the calendar if not the clock. The gaps in accessibility to these transport

systems were steadily closing in the later 19th century, while the empire of steam was becoming global. Railways promoted domestic as well as international tourism, including short visits to the coast, city, and countryside which might last less than a day but fell clearly into the “tourism” category. Rail travel also made grand tour destinations more widely accessible, reinforcing existing tourism flows while contributing to tensions and clashes between classes and cultures among the tourists. By the late 19th century, steam navigation and railways were opening tourist destinations from Lapland to New Zealand, and the latter opened the first dedicated national tourist office in 1901. After World War II, governments became interested in tourism as an invisible import and as a tool of diplomacy, but prior to this time international travel agencies took the lead in easing the complexities of tourist journeys. The most famous of these agencies was Britain’s Thomas Cook and Son organization, whose operations spread from Europe and the Middle East across the globe in the late 19th century. The role played by other firms (including the British tour organizers Frame’s and Henry Gaze and Sons) has been less visible to 21st-century observers, not least because these agencies did not preserve their records, but they were equally important. Shipping lines also promoted international tourism from the late 19th century onward. From the Norwegian fjords to the Caribbean, the pleasure cruise was already becoming a distinctive tourist experience before World War I, and transatlantic companies competed for middle-class tourism during the 1920s and ’30s. Between the World Wars, affluent Americans journeyed by air and sea to a variety of destinations in the Caribbean and Latin America. Tourism became even bigger business internationally in the latter half of the 20th century as air travel was progressively deregulated and decoupled from “flag carriers” (national airlines). The airborne package tour to sunny coastal destinations became the basis of an enormous annual migration from northern Europe to the Mediterranean before extending to a growing variety of long-haul destinations, including Asian markets in the Pacific, and eventually bringing post-communist Russians and eastern Europeans to the Mediterranean. Similar traffic flows expanded from the United States to Mexico and the Caribbean. In each case these developments built on older rail-, road-, and sea-travel patterns. The earliest package tours to the Mediterranean were by motor coach (bus) during the 1930s and postwar years. It was not until the late 1970s that Mediterranean sun and sea vacations became popular among working-class families in

northern Europe; the label “mass tourism,” which is often applied to this phenomenon, is misleading. Such holidays were experienced in a variety of ways because tourists had choices, and the destination resorts varied widely in history, culture, architecture, and visitor mix. From the 1990s the growth of flexible international travel through the rise of budget airlines, notably easy Jet and Ryan Air in Europe, opened a new mix of destinations. Some of these were former Soviet-bloc locales such as Prague and Riga, which appealed to weekend and short-break European tourists who constructed their own itineraries in negotiation with local service providers, mediated through the airlines’ special deals. In international tourism, globalization has not been a one-way process; it has entailed negotiation between hosts and guests (Walton, 2020).

### **Lesson 3: Tourism Demand** (Goeldner & Ritchie, 2009)

The amount of demand for travel to a specific destination is of great concern to anyone involved in tourism. Vital demand data includes: (1) how many visitors have arrived, (2) what means of transport, (3) how long they have stayed and what type of accommodation, and (4) how much money has been spent. There are various measures of demand; some are much easier to obtain and are usually of more general interest than others. Techniques for predicting potential demand still occur. These figures are of particular concern to those anticipating potential changes in tourism. The availability of funding will largely depend on reliable forecasts of future gross sales or project revenues.

Marketing and sales marketing systems are, of course, structured to maximize demand. Sometimes this effort focuses on increasing demand at certain times of the year or on a particular market. Yet the basic goal remains the same: to increase demand.

Demand, beyond a doubt, is the fundamental indicator of the progress of every sector. In the result, all preparation efforts are meant to improve or control the demand. Marketing campaigns are targeted at a growing competition, often over some phases of the year, and/or at targeting especially established customer segments. Knowing demand requires a knowledge of the meaning, what comprises demand, what determines the degree of demand,



and how potential demand may be defined and predicted. In any tourist business situation, therefore, the use of demand data is essential.

Types of Demand are as follow:

1. Effective or Actual Demand- People who actually traveling at a point of time.
2. Potential Demand- People who could travel if motivated.
3. Deferred/Postponed Demand- People who wish to travel, but are not traveling presently due to temporary reasons, of self or supply end.
4. Suppressed Demand- People not interested in travel. Causes of suppressed demand include: budget, lack of time, ill health or handicap, family circumstance, government restrictions or security issues, lack of interest.

#### **Lesson 4: Tourist Area Life Cycle** (Bojanic, 2005)

The next image reveals the progression of the destination and Butler's tourism region life span. The following phases of the process are underway: Exploration, Involvement, Development, Consolidation, Stagnation, Decline, and Rejuvenation.

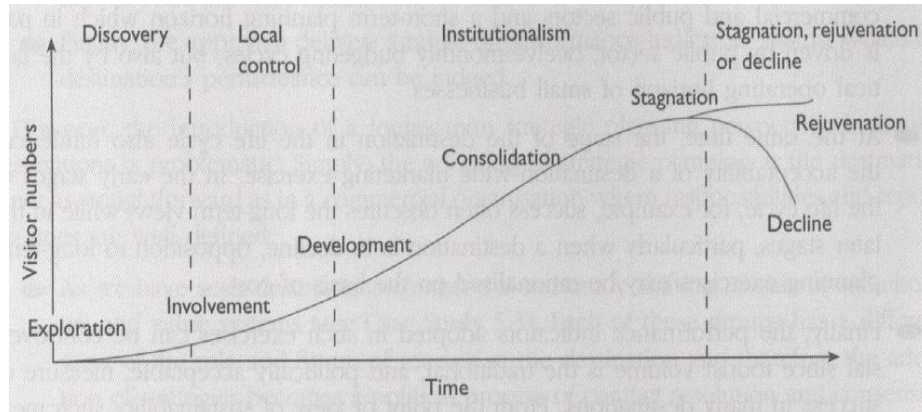


Figure 3: Tourist area life cycle (Butler's Destination Life Cycle, 1980)

#### **Tourist Area Life Cycle Concept** (Butler, 1980)

Butler, 1980, introduced the concept of the Tourist Area Life Cycle (TALC) to explain the evolution of the tourist area over time. This concept is similar to the product life cycle that was first introduced in the marketing literature. The theory of the product life cycle suggests

that a new product or brand will slow down with negative profits, move on to a growth stage with a rapid increase in sales and profits, move on to a maturity stage where sales and profits begin to decline, and finally reach a decline stage with a decline in sales and profits. The life cycle follows an asymptotic curve, which resembles the letter 'S'.

According to Butler's Tourist Area Life Cycle (TALC), the tourist destination progresses through five stages: *exploration*, *involvement*, *development*, *consolidation*, *stagnation* and *post-stagnation*. The process shown in Figure 4 has two axes representing the number of visitors and the time. Boost in either direction implies a general reduction in overall efficiency and attractiveness after capability levels are reached.

Throughout the *exploration phase*, there are a few adventurous visitors visiting places with little public facilities. Initially, visitors are attracted to the destination due to some natural physical characteristics. When the destination progresses to the *stage of involvement*, there is little contact with visitors and the local population, resulting mainly in essential facilities. Increased publicity causes a trend of seasonal variability, and a certain business region is beginning to grow. The *development stage* is the last level in which the amount of tourists coming begins to increase. The construction of new tourism amenities and expanded advertising activities are visible. The destination is undergoing a change in ownership of visitors to foreigners, and the amount of tourists in peak hours exceeds the number of local people. When the growth rate of the tourist arrivals starts to decrease, the destination reaches the period of *consolidation stage*. Tourism has become a significant component of the local economy, and a well-defined commercial community has started to take place. Many of the services are out of date and the destination is seeking to prolong the tourism season.

This progresses to a *stagnation stage* where the peak amount of visitors and the degree of efficiency is exceeded. The destination has a well-established image, but it is no longer popular and the lodging facilities are starting to deteriorate and to start making a turnover. Finally, the destination reaches the *post-stagnation stage*, with options ranging from rejuvenation to decline, represented by different levels of change (both positive and negative). The result depends on the destination's ability to position itself and find a viable market.



## Assessment Task 2 - 1

### Case Analysis

**Instructions:** A case study analysis requires you to investigate a problem, examine the alternative solutions, and propose the most effective solution using supporting evidence. Follow the guidelines below to help you prepare and understand the case study.

1. Background of the study - Summary of the case
2. Statement of the Problem - Problem in the case
3. Alternative courses of action - Solutions to the problem
4. Recommendation - final recommendation from the alternative course of action.

Table 1: Rubrics for written output

Criteria	Points
Analysis of the situation	30
Effective solution	30
Links to readings and other research	20
Sentence structure, grammar, mechanics and spelling	20
Total	100

### 19 and The Crisis in Communication in the Philippines

*Angelito P. Bautista Jr., April 6, 2020*

Over the past few weeks, governments around the world scrambled to find ways to control the spread of COVID-19 in various ways. Strict enforcement of social distancing and quarantine were implemented but it seems that confusion still arises among the public regarding this health crisis.

In the Philippines, the first case of COVID-19 was recorded on 30 January 2020. After this confirmation, local citizens, especially in the National Capital Region, started buying face masks and alcohol for their protection. Though the quick action of the public to protect themselves was commendable, it was apparent that there is a gap in the people's knowledge about the virus since there was a massive proliferation of fake news and invalid information especially online. An example is how to properly use face masks, which resulted in improper usage and hoarding. This happened again after the confirmation of the first local transmission in the first week of March, which contributed to more panic and anxiety.

This is proof of why communication is important in times of crisis. With the availability of the internet and social media, and the ability of the public to create and distribute information, the government must learn how to respond away, clearly and responsibly. Once a problem arises, people who knew more about it must be proactive as much as possible—in this case, the government.

Critics believe that the days or weeks after the first case was recorded in January could have been used to better inform the public about the pandemic, making them more prepared, and ensuring that they understand the current and potential severity of the crisis.

However, it seems that some government officials took the issue rather lightly after the first case was recorded. "Everything is well in the country. There's nothing really to be extra-scared of that corona virus thing," said Philippine President Rodrigo Duterte on 3 February 2020, during a press briefing.

Another example of a seeming crisis in communication in the country happened when the Government announced the implementation of community quarantine in the NCR from 15 March to 14 April. Classes, public offices, and mass gatherings were suspended, while flexible work arrangements in the private sector were encouraged. Domestic air, land and sea travel to and from NCR were also suspended, whereas public transport remained operational.

This left local residents confused, unsure how this policy will be implemented and what this means. For example, how will social distancing be enforced in crowded areas and public

transport like the Metro Rail Transit (MRT)? How will workers living outside NCR go to work within the capital? In addition, the announcement resulted in panic buying, since the people were unsure if they can still be able to buy food and other essentials once the quarantine takes effect.

Many also scrambled to understand how the quarantine will be implemented if people will still be allowed to go in and out of the Metropolis? Was it equivalent to a lockdown? Who will man the checkpoints? Many questions left unanswered or worse, answered differently by different government officials.

By the second day of the community quarantine, an enhanced community quarantine [ECQ] was announced for the entire Luzon, which took effect the following day. Under this set-up, all mass gatherings including religious ones were completely prohibited, and all means of public transport were no longer allowed to limit the movement of people.

But then again, more questions were raised. How will health workers go to work if public transport is suspended? How about the delivery of basic necessities such as food and other essential goods? Or what will happen to people who do not have regular jobs? Others even questioned how military checkpoints will be executed, and what are the plans of the government in terms of massive testing and disinfection?

Thankfully, these questions were answered by members of the COVID-19 Inter-Agency Task Force in the subsequent media briefings.

But panic, confusion, and anxieties could have been lessened if communication strategies were properly put in place. Announcement of policies coupled with proper explanation of terms, situations, and processes could have averted further problems. Remember, the public has the right to information. And that information must be complete and accurate.

Responding to COVID-19 does not only require an adequate medical response. There is also a need for effective communication to ensure that the public fully understands the

background and impact of the pandemic, and the solutions required to address the situation (ex. Why social distancing, why stay at home). Through this, we are sure that all policies in place are properly followed and implemented.

The Government must realize that communication is more than expressing one's message through simple words. The delivery of the message is more important. Furthermore, effective communication is a combination of what you say, how you say it, and the actions that follow. We hope the government is learning its lessons – that the public has the right to information and that it cannot be realized without effective communication.

## **SUMMARY**

Tourism in the Philippines is still new, with little data available at the time so it is challenging to classify tourism activities. It was after the World War that tourism began to develop. The Department of Tourism has initiated a variety of tourism growth projects in the Philippines.

Tourism demand began to increase with the large number of factors that have influences the growth of industry such as economic prosperity, availability of recreational activities, education, growth of cities and the booming of transportation.

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# **MODULE 3**

## **TOURISM SECTORS**



### **Introduction**

The fields of travel and tourism are increasingly rising and evolving. The tourism industry has become very successful in terms of ingenuity and innovation. Tourism is a labour-intensive sector that has become an important part of the prosperity of many nations.

This thriving industry is something that the entire planet is enjoying. Any country will benefit too much from these sectors by rendering it vital to the well-being of the population and by providing income, prosperity, visibility and job opportunities.



### **Learning Outcomes**

At the end of this module, students should be able to:

1. Categorize various sectors within the tourism industry,
2. Illustrate the roles of the various sectors within the tourism industry,
3. Show the interrelationships existing among the various sectors of the tourism industry, and
4. Relate the importance of tourism sectors to economic development.



## **Lesson 1: Tourism Sectors** (Revfine, 2020)

Martin Barten, the founder of Revfine.com, made it clear in his educational website *Tourism Industry: Everything You Need to Know About Tourism* has underscored that travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes. It is closely connected to the hotel industry, the hospitality industry and the transport industry, and much of it is based around keeping tourists happy, occupied and equipped with the things they need during their time away from home. First, it is important to describe what the 'tourism industry' entails. Essentially, this applies to all behavior linked to the short-term relocation of individuals to areas away from where they normally live. Tourism is one of the biggest sectors in the world and the economies of several nations are primarily powered by their tourist industry. This also a wide-ranging business, like the hospitality industry, the shipping industry and a range of other businesses or sectors. It is important to realize that the tourism industry is related to movements to various places, focused not just on recreation, but also on company and some additional travel motivators.

What are the sectors in the tourism industry?

### ***1. Transportation***

The tourism industry is associated with allowing visitors to reach where they need to go by the availability of travel. It can entail supplying them with the means to travel to their planned holiday destination in the first place, which can also include assisting them to navigate around after they arrive at their destination.

Included within this sector are services related to road, rail, air and sea travel.

#### **Airline Industry**

The airline industry plays a crucial role in the modern travel market , providing passengers with access to both domestic and international flights, allowing them to rapidly reach their destinations through commercial aircraft. Airline services are usually split into regular and charter flights.

## Car Rental

To many visitors, getting access to a vehicle is an essential aspect of their tourism experience, meaning that they have the ability to discover and ride easily. Car rental agencies offer this form of connection and sometimes work in near proximity to airports, or often in collaboration with individual airlines or travel firms.

## Water Transport

As the name implies, the sub-section on water transport addresses the flow of water. It involves items like ocean liners and ferry transport, where the goal is typically to bring passengers from A to B, but also involves cruise liners, where traveling on a cruise ship is the key part of a travel experience.

## Coach Services

Coach and bus companies are an important part of the tourism sector, delivering long-distance transport, helping airport travelers get to their hotels, bringing groups of visitors on day trips to local sights or common tourist destinations, and having links to other surrounding towns and cities.

## Railway

Rail transport has played and continues to play a vital role in the tourism sector since the 19th century. Railways not only offer a route for passengers to meet their destination, they also provide land and elevated rail connections to many of the main cities and towns that visitors frequent.

## Spacecraft

A recent aspect in the travel industry – and one that will become extremely relevant in the years ahead – includes the use of spacecraft to carry visitors to space. Yes, Virgin Galactic recently sent the VSS Unity space plane to outer space and is preparing to sell private travel to 'space visitors' in the immediate future.

## *2) Accommodation*

The hotel industry is important to the travel and leisure business, as people going to various places need to stop, eat, sleep and relax. In addition, according to certain interpretations, visitors are only considered as such if their stay is longer than 24 hours and they use some type of overnight accommodation. These are a range of specific items within this category, spanning from the hospitality sector to camping, hostels and cruises. These sub-sections are discussed in more depth below:

### Hotels

Hotels are the most evident and common mode of accommodation for visitors, and the hotel industry is inextricably connected to the tourism market. Put literally, hotels provide visitors with paying accommodation. This being said, aside from beds and other critical amenities, the resources they offer will differ considerably.

### Shared Accommodation

In recent years, cooperative housing has been a big choice for visitors. One of the most common sites providing shared lodging is Airbnb, where users can list spare rooms and rent them to travelers on a short-term basis. There may be separate spaces, family quarters, or open areas shared with others.

### Hostels

A hostel is usually a lower priced lodging alternative, ideal for those living on a smaller budget or those seeking to reduce their travel costs. It's a type of sociable accommodation, where several guests rent beds in a shared space, generally with shared bathroom facilities and kitchen facilities.

### Camping

Camping is a tradition of sleeping outside overnight, in a tent or in a related form of shelter. Although visitors can opt to camp in public parks, commercial camp sites are very common and sometimes more convenient. Such industrial locations would usually charge for admission, but may often have extra services or amenities.

### B&B accommodation

This provides a limited selection of rooms for visitors and includes overnight stays and breakfasts in the morning. For most instances, visitors should have a separate bedroom and a shower, but some of the shower services are shared.

### Cruises

Cruises are often part of the housing market, as cruise liners act as a form of lodging of their own. Usually, during a voyage, passengers will be given their own cabin and the trip itself would last a defined amount of time, with visitors remaining aboard a cruise ship for much of the period.

### Farmhouse Accommodation and Agricultural Tourism

Travelers are particularly able to live in farmhouse housing, typically on a self-catering basis. It is related to the concept of agricultural tourism, where visitors visit fields, hear about the activity that goes on there, and often also take part in their everyday life as part of their travel experience. Travelers are particularly able to live in farmhouse housing, typically on a self-catering basis. It is related to the concept of agricultural tourism, where visitors visit fields, hear about the activity that goes on there, and often also take part in their everyday life as part of their travel experience.

### Time-Share Accommodation

Ultimately, time-share accommodation, also known as holiday ownership accommodation, applies to lodging where the privilege to possession or use is shared by several persons. Such persons are given their own time frame — usually one week or two weeks out of the year — where they have the opportunity to use the land.

### ***3) Food and Beverage***

The food and beverage industry has an important part to play in the tourism field, supplying visitors with necessary refreshments during all points of their travel journey, including flying, spending time in their preferred hotel, and while they are out and enjoying the place to which they have come.

In addition to caring for specific needs of travelers, though, the food and beverage industry still gives them chances to socialize, encounter new people and enjoy themselves.

#### Restaurants

Pubs or restaurants offer one of the best places for visitors to enjoy food and socialize during their journeys. This range covers everything from casual food restaurants such as McDonald's and KFC to family restaurants and premium restaurants serving high-end cuisine.

#### Catering

Catering is generally known as offering catering facilities in more isolated areas. In this sub-section there will be a range of food and drink options available in hotels and other lodging styles, as well as on planes, cruise ships or trains. This also requires services at a variety of visitor destinations or entertainment locations.

#### Bars & Cafe

Bars and cafes are an important part of the local economies in many travel destinations, offering visitors a more comfortable spot to eat refreshments, consume drinks and socialize with locals or other travelers. They prefer to be smaller than restaurants and may have a theme or offer a relatively general variety of items.

#### Nightclubs

Nightclubs are one of the most significant aspects of nightclubs are one of the most significant aspects of the food and beverage market, offering night-time entertainment to visitors and even drawing a number of tourists to certain destinations. Indeed, some of the travel hot spots focus their whole business on the nightlife they deliver.

#### ***Entertainment***

Several travelers are heading to different places in search of entertainment. Such travelers may be attracted to entertainment opportunities that are not available at their home venue, or they may actually need more general entertainment that will be accessible almost anywhere in the world as part of their journey.

Entertainment facilities or locations are often the biggest draw for visitors to a specific tourism spot. At the other side, several other cultural outlets are set up to draw at current tourism.

#### Casino

Casino is an amusement venue focused on casino events. Some of these things are gaming, while casinos do provide games where there is a certain level of ability involved. In fact, casinos are usually connected to hotels which can provide extra entertainment, such as music or comedy shows.

#### Tourist Information

Tourist knowledge occurs both online and offline in the global travel and hospitality industry. Examples of online tourism resources provide informative pages showcasing nearby destinations, visitor places or services. Throughout the meanwhile, the offline facilities provide the tourist information centers and the literature created by the tourist board.

#### Shopping

The retail sector and the travel industry are strongly connected, and several of the main tourism destinations will also have shopping facilities. Retail will also, in certain instances, draw visitors in the first place, although the retail sub-section of the entertainment industry often covers such items as duty-free shopping and small store selling.

#### Tourist Guides & Tours

Tourist guides provide travelers with exposure to coordinated tours of local landmarks, scenery, educational buildings and other points of interest. In doing so, they are able to offer support, specialist guidance and background, always rendering the trip more fun, comfortable and rewarding for the tourist(s).

### ***5) Intermediaries***

Finally, there are also a range of sectors that are either specifically or indirectly tied to the tourism business. These involve industries focused on actively matching consumers with transportation providers, as well as industries centered on supplying customers with valuable

details that will assist them with their transportation. Some of the most notable related industries are detailed in greater depth below:

#### Financial Services

Insurance providers may be related to the travel sector in a variety of areas, the most apparent being the availability of insurance plans that provide financial security in emergency circumstances or in instances when medical care is required. In addition, financial markets can be related to such issues as currency exchanges.

#### Travel Agents

Travel dealers offer transportation or leisure related goods to consumers on behalf of vendors. They usually earn commission from vendors and often give recommendations to travelers about the right travel goods to match their personal requirements or desires. Few travel agencies also have corporate travel facilities.

#### Tour Operators

Tour operators prefer to offer package holidays that incorporate several travel and tour facilities into one offering. Of example, a package holiday can involve paying visitors of fares, airport transfers, hotel stays, and facilities from a local agent. This can even provide a travel experience or a fixed itinerary.

#### Online Travel Agencies (OTAs)

Virtual travel agencies, or OTAs, provide comparable offerings as traditional travel providers, even if such companies are provided via the Internet, offering more self-service access. Several of the more common OTAs are Expedia, Booking.com, Kayak and last minute.com. Such OTAs can also be duplicated as meta search engines.

#### Tourism Organizations

Tourist associations operate to look out for and function on behalf of the tourism industry. They will have an influence on national tourism policy, will lobby policymakers in the interests of the tourism industry, and may even seek to get the different sectors together.

## Educational

Finally, the travel industry now progressively has an educational aspect, with many people traveling to conferences or events that are mostly based on specific topics. Schools and educational facilities are also part of this sub-section of the airline and hotel sector.

### ***6.)Tourism Services***

This consists of organizations, societies, government departments and businesses that specialize in addressing the needs of the tourism sector as a whole rather than the needs of travelers in particular. Others involved with tourism facilities involve individuals studying patterns with tourism, promoting and selling tourism goods, teaching or telling others about tourism, and others delivering tourism in general.

### ***7)Attractions and themed parks***

This sector meets the variety of recreation and leisure needs of tourists and other travelers either en route to, and/or at their destination. Attractions may be natural sites.

### ***8) Meetings and events***

This is a fast growing and increasingly important sector of tourism industry. It comprises a diverse range of businesses including those that:

- organize meetings, conferences and exhibitions
- provide facilities and services such as Audio Visual equipment, professional speakers, and registration services to the organizers
- coordinate the planning and operation of festivals and events such as community festivals.



## **Assessment Task 3-1**

**Quiz Question:** If you could take a 4-day vacation this weekend, anywhere in the world, where would you go? List all the employees/businesses that would be needed to make the weekend happen. Briefly discuss in essay form.





## Assessment 3 - 2

1. Choose a cruise line and develop a summary of entertainment features the cruise line offers and identify what packages they offer for honeymooners and for families with children.

## SUMMARY

Tourism has been an significant industry and has had an influence on many developed countries The key advantages of tourism are the development of revenue and the production of employment. This is the most significant source of health care for many areas and nations.

Tourist industries, like travel, which are perceived to be the most relevant industries of the industry. The second is lodging, food and beverages, and culture, which serves as a refreshment at all times in terms of travel experience. Tourist programs consist of organizations, societies, government departments and businesses that are trained in serving the demands of the tourism sector as a whole.

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## MODULE 4

### TOURISM AND PSYCHOLOGY



#### Introduction

This module discusses the different motivations in visiting a particular destination, including the use of services concerning the clients' needs and satisfaction. The lessons included in this module are about tourists travel motivators, and some factors that encourage people to travel, and Maslow's hierarchy of needs relation to travel motivation.

The student will learn the relationship between the traveler's needs and wants and how are these motivation factors become an engine of human desire towards travel.



#### Learning Outcomes

At the end of this module, students should be able to:

1. Examine the factors motivating people and travel
2. Analyze the relationship of needs, wants, and motivates to tourist motivation,
3. Explain the relation between Maslow's hierarchy of needs and travel motivations,
4. Evaluate that travel is a mean to satisfy,
5. Interpret Maslow's Theory , and
6. Identify the travel constraints.

## **Lesson 1: Tourism and Psychology** (Vinciguerra, 2020)



Figure 4: Travel and Psychology

You may have gained your sense of humor from your mother or your father's disposition, but do you realize that travel may also influence your personality? Research suggests that travel has a favorable effect on a variety of personality traits, including imagination, extra version, transparency and satisfaction. People are like sponges; we consume intelligence that helps form us as individuals. If you visit, you are sure to be submerged in the culture of a nation. Creativity is increasing as you welcome the new — new traditions , cultures, food , clothes, music. Not only can you bring back fresh perspectives, but you always come back with a whole new way of thinking about life.

Individuals including Ernest Hemingway, Pablo Picasso, and Wolfgang Amadeus Mozart, renowned for their artistic work, were also frequent travelers. Many that are flying are often considered to be more extroverted. One research, in fact, took a sample of students and split them into two groups: those who studied in another country while in class, and those who did not. Many who worked in another nation returned more unreservedly and readily to communicate with others outside their social circles.

Travel helps you to escape your comfort zone and push you to communicate with men, communities, and minds that you are not usually faced with. Immersing yourself in unfamiliarity often helps you to become a more open-minded adult. Customs and customs in

countries like Germany, Croatia or Japan are not the same as those of the United States. Visiting another nation and getting to respect the way of life of that country allows you better recognize the environment around you.

Perhaps notably, travel has been shown to make you happy. Not only are you satisfied on your vacation, but many studies have shown that anticipating travel impacts you in the same way as anticipating purchasing something you really desired.

## **Lesson 2: Motivation to Travel** (Tysdal, 2010)

A lot of factors inspire a person to take a ride. A travel may be a deliberately orchestrated journey or a random idea to explore a specific place. Either way, travel has the potential to introduce a new outlook together with a feeling of rejuvenation into a person's existence. In certain instances, travel may be the solution to a plan certain instances, travel may be the solution to a person who feels like their day-to-day routine has become boring and unimaginative. Traveling allows individual to undergo a change in environment that also reinvigorates their mindset. Traveling from a small town to a big city will shift a person's outlook and refresh their spirits. Another reason to fly is the desire to know more about some traditions another country. For example, an American who goes to Australia for the first time gets a chance to encounter a whole different world, observe foreign culture, and even hear an unusual dialect in English. Traveling is an excellent way for individual to obtain first-hand knowledge of a location and its inhabitants. Visiting another nation is also helpful to those who wish to know more about its past or see the gems in architecture. Travel may also be effective in renewing the hearts of individual when they have endured a great tragedy in their life or a period of battle. Traveling faraway seas on a cruise ship, visiting exotic landscapes, or just living with mates in another community may be a soothing opportunity for someone who's only been in difficult times. Traveling can also satisfy a person's quest for knowledge and information about their family's history. People who are interested in genealogy often travel to particular countries in order to visit the homeland of their distant ancestors. For certain people, going to a remote place to step on a patch of land once held by the great, great grandparents is a unforgettable and encouraging event. A travel will help a person find out more about the history of their ancestors. For certain men, going to a remote country to stroll on a patch of land once held by the great, great grandparents is a unforgettable and encouraging event. A trip will help a person learn more about the history of their ancestors. While a travel may be a

thrilling undertaking, there are also some realistic planning involved. For instance, no matter what the destination of a trip is, purchasing travel insurance is a wise idea. Of fact, particularly though the travel arises from a random thought, it's prudent to let your family and friends know where you're headed.

### **Lesson 3: Four Classes of Travel Motivators** (Nicholls, 2011)

Motivation is the cause why people act the way they do. In tourism one can find four types of motivators that are affecting consumers' decision-making processes.

#### **Physical motivators**

These includes to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations connected with health.. This kind of travel improves the person's bodily health and well-being.

#### **Cultural motivators**

An individual's actions, desires, and needs to learn about and engage with culture such as music, art, folklore, dances, paintings and religion. People travel out of curiosity to understand cultural differences between countries from other parts of the world

#### **Interpersonal motivators**

The group includes a desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbors or the home environment or it is used for spiritual reasons.

#### **Status and prestige motivators**

These include a desire for continuation of education (i.e. personal development, ego enhancement and sensual indulgence). Such motivators are seen to be concerned with the desire for the desire for recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.

## Lesson 5: Travel Motivation related to Maslow's Hierarchy of Needs

(Mc Leod, 2020)



Figure 5: Maslow's Hierarchy of Needs

*Maslow's Hierarchy of Needs, 1943, has often been used in the field of tourism since the hierarchy of needs helps clarify travelers' varied motivations and thereby explain tourists' travel behaviors. The cited theory divides human behaviour into five distinct levels of needs: Physiological, safety, social, esteem and self actualization (Maslow's Hierarchy of Needs, 1943).*

**Physiological needs** are the basic needs that travelers expect destinations to meet. These requirements include various facilities provided to travelers during their stay at destinations, including, among others, suitable accommodations, potable water and restaurants providing good food and/or cuisine. These needs are so basic in nature that they can be regarded fundamental motivations for all travelers.

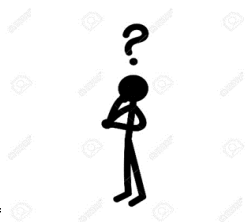
The second need in Maslow's motivational pyramid is associated with travelers' **safety**-related issues. Destinations can attract increasing numbers of visitors only if they provide a safe, secure environment in which travelers feel protected from any threats during their stay. When visitors are convinced that destinations' facilities will remain stable and look after them during their time there, the probability that they will choose. Those destinations is

higher. The likelihood of a positive response in the form of tourist inflows will also be stronger for those destinations.

Another one is, “needs”, as one of Maslow’s motivational theory, refers to forming relationships with people to create a sense of **social** belonging and confirm their ability to develop healthy relationships. Social belonging plays a clear, positive role in motivating travelers to visit destinations. Individuals tend to travel to specific places to develop strong bonds with family and friends or to become familiar with destinations’ local communities.

Once this motivation is satisfied, the another motivation arises, which is associated with **self-esteem**. At this level, people travel in order to impress friends, relatives, social groups and other people and to gain higher social status.

The final need in the hierarchy is **self-actualization**. Travelers see tourism as an activity through which they can improve their special skills by doing something that is quite challenging to these individuals. Self-actualization in tourism can also be related to activities in which people get involved in doing something that benefits society.



#### Assessment Task 4 -1

Instructions: Write an essay of not less than 1000 words. The essay should be composed of three paragraphs that addresses the stated question based on the module readings.

*“ How do you classify your family based from the types of travel motivation? Come up with scrap book showing the places or destinations visited. Categorize each site visited based from the type of travel motivators that the members of your family are. Then relate your answer to Maslow’s Hierarchy of Needs. “*

Note: Please be creative and artistic in your presentation.



## Assessment Task 4 - 2

### Practice session!

**Instruction:** Think as many different reasons why people travel, and write down a reason for each letter of the alphabet in the table below.

#### "Reasons for travel"

A	
B	
C	
D	
H	
I	
J	
K	
L	
M	
N	
O	
P	
Q	
R	
S	
T	
U	
V	
W	
X	
Y	
Z	



### Let's go further!

Lecture/Tutorial : Allot some time to view this video, then write a reaction paper, regarding why do people travel?

*Click the link. : <https://study.com/academy/lesson/motivating-factors-for-why-people-travel.html>*

## SUMMARY

The greatest reason for travel can be submitted up in the word “escape” - escape from daily stresses, routines, and even bosses. Needs, motives and motivations are the engines of human conduct and they play a fundamental part in the mechanics of tourism. The motivation exists when a person is capable of creating an impulse that leads to a need, which in turn will give a feeling of dissatisfaction until this need has been satisfied.

Traveling allows any person to experience the change of atmosphere that often reinvigorate . It can sometimes be helpful in renewing a person's spirits after they have experienced a great sadness in their life or a time of trial. Traveling on a cruise ship, exploring unfamiliar countryside, or even staying with friends in a different city can be a healing experience for someone who has just weathered a troubled time.

In many instances, when the person returns from their trip they feel rested and better equipped to deal with everyday life. In the contrary, there are some reasons that travelers may not able to go travel because of the lack of money, lack of time, lack of safety and security, physical ability, family commitments, lack of interest, and fear of travel.

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