

TOURISM 101

THE BASICS

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INTRODUCTION TO TOURISM

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for the purpose of leisure, business and other purposes.

- UN World Tourism

Organization

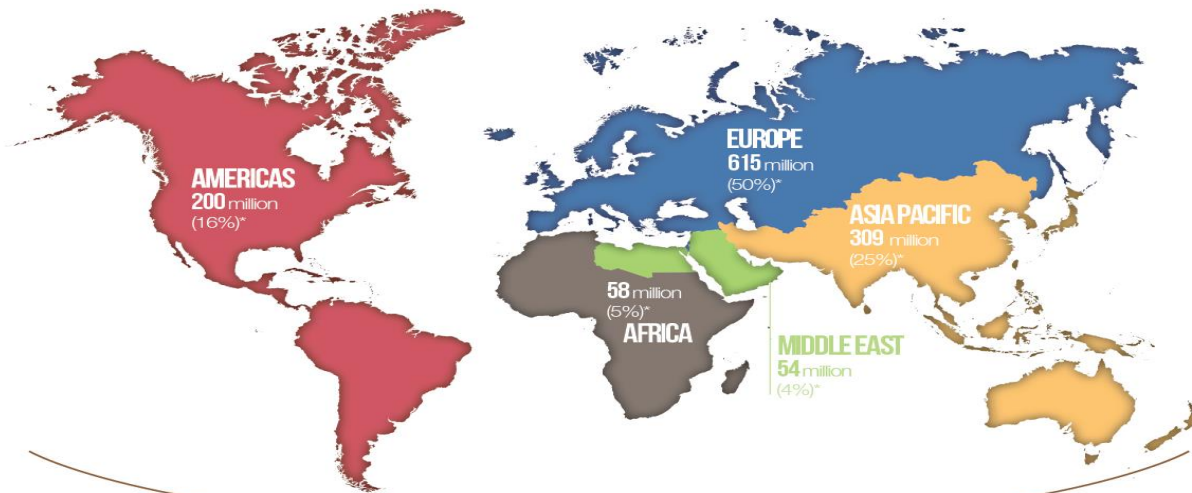
- Big, global business
- Important economic activity
- Useful for economic diversification (as well as resource conservation)
- Requires planning & management to be successful



TOURISM IS GROWING GLOBALLY

INTERNATIONAL TOURIST ARRIVALS 2016

*Share (%)



WORLD: 1,235 MILLION



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



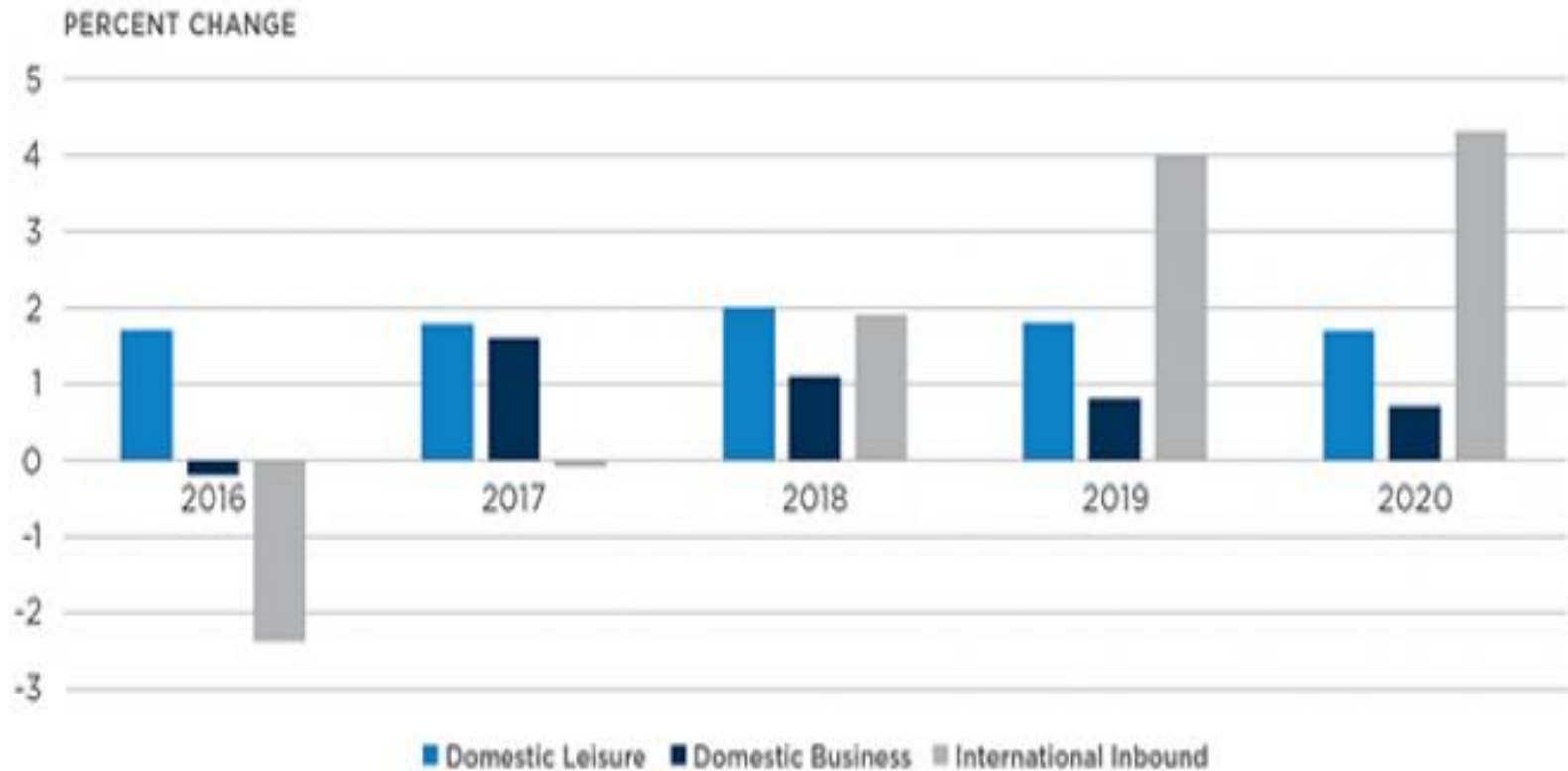
UNWTO

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THE POWER OF TOURISM



US TRAVEL VOLUME



Source: U.S. Travel Association

Top Travel & Tourism Export Markets 2015r in \$ Billions

Origin Country	Travel Receipts	Passenger Fare Receipts	Total Travel Receipts	2014/2015 % change	2011/2015 % change	
China	\$27.7	\$2.4	\$30.1	15%	116%	🏆
Canada	\$17.4	\$5.3	\$22.6	-13%	-10%	
Mexico	\$16.8	\$2.9	\$19.7	4%	21%	🏆
Japan	\$11.6	\$5.3	\$16.9	1%	16%	
United Kingdom	\$12.9	\$3.2	\$16.1	12%	24%	
Brazil	\$11.1	\$3.5	\$14.6	2%	46%	🏆
India	\$10.2	\$1.6	\$11.8	18%	52%	🏆
Australia	\$8.5	\$0.8	\$9.3	9%	40%	🏆
Germany	\$7.2	\$1.7	\$8.9	8%	26%	🏆
South Korea	\$8.0	\$0.2	\$7.1	10%	35%	🏆
Total Travel Exports	\$204.5	\$41.7	\$246.2	5%	31%	🏆

 Industry & Analysis

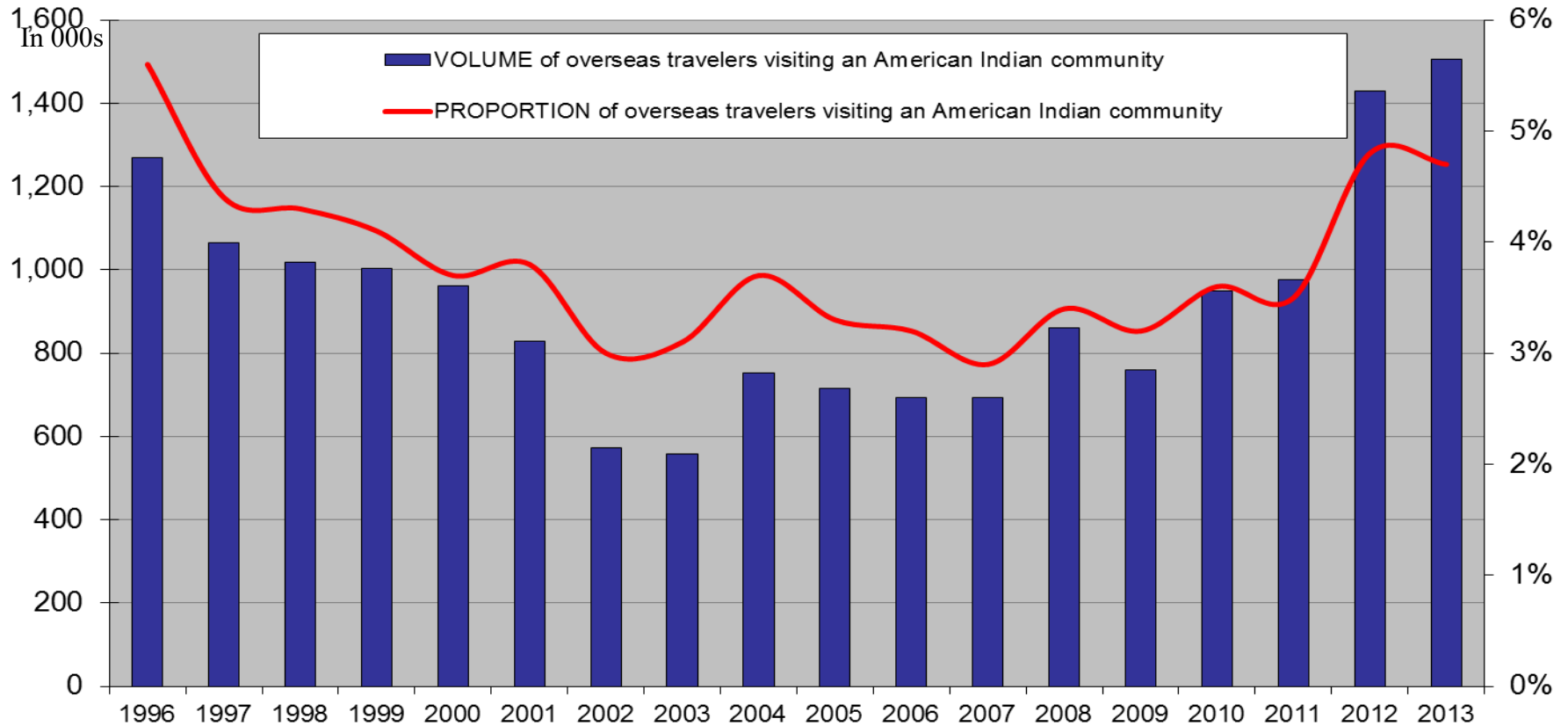


Record year for travel exports

Source: U.S. Department of Commerce, International Trade Administration,
National Travel & Tourism Office, April 2017

TRENDS IN TOTAL OVERSEAS VISITORS TO AMERICAN INDIAN COMMUNITIES [1996-2013]

Overseas includes all countries except Canada & Mexico



Source: Ron Erdmann, U.S. Department of Commerce, International Trade Administration, National Travel & Tourism Office, February 2015

**SELECTED KEY TRAVELER CHARACTERISTICS
OVERSEAS VISITORS TO THE USA COMPARED TO VISITORS TO
AMERICAN INDIAN COMMUNITIES 2013**

Characteristic	Visit Amer. Indian Comm. 2013	Overseas Travelers to the USA 2013	Point Change
Use of Packages	22%	18%	4%
First International Trip to USA	39%	24%	15%
Main Purpose of Trip - Vacation	67%	57%	10%
Main Purpose of Trip - VFR	19%	17%	2%
Nights in the USA	29	18	12
Number of States Visited	2.2	1.4	0.8
Number of Destinations Visited	3.3	1.9	1.4

Source: Ron Erdmann, U.S. Department of Commerce, International Trade Administration, National Travel & Tourism Office, February 2015

ACTIVITY PARTICIPATION OVERSEAS VISITORS TO THE USA COMPARED TO VISITORS TO AMERICAN INDIAN COMMUNITIES 2013

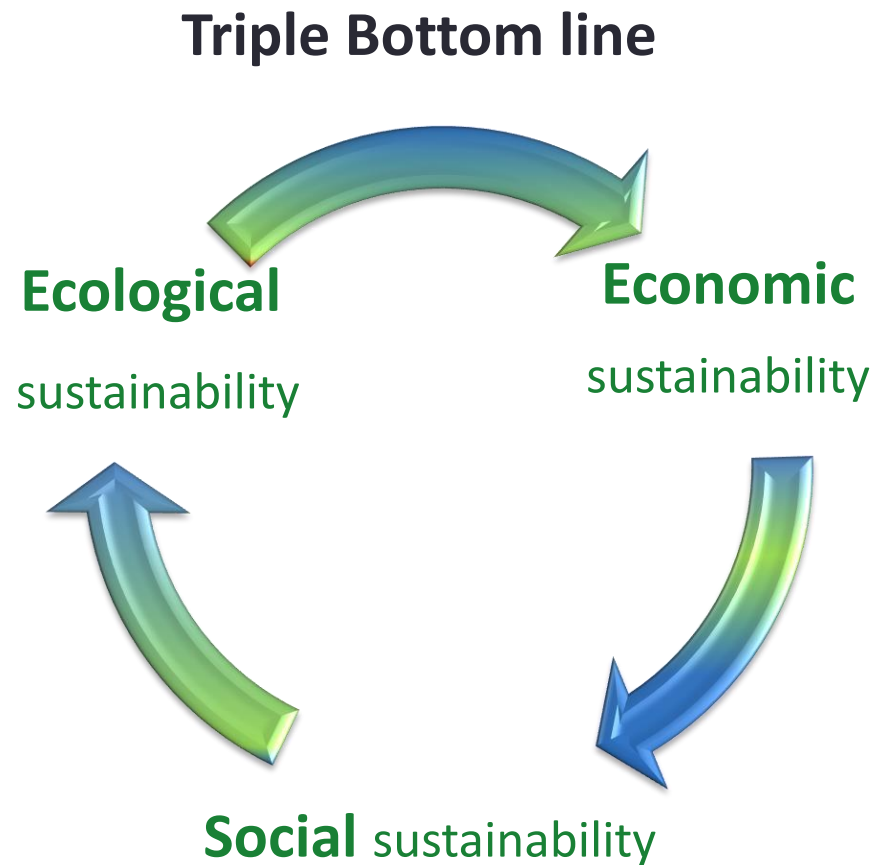
Activity	Visit Amer. Indian Comm. 2013	Overseas Travelers to the USA 2013	Point Change
Visit Am. Indian Comm.	100%	4%	97%
Shopping	91%	88%	4%
Sightseeing *	90%	77%	13%
Visit National Parks	75%	34%	42%
Small Towns/Countryside *	64%	27%	37%
Visit Historical Locations *	62%	27%	36%
Experience Fine Dining *	56%	39%	17%
Cultural Ethnic Heritage Sites *	54%	16%	39%
Art Gallery/Museum	51%	28%	22%
Guided Tours	49%	24%	26%

* New Activity categories starting in 2012

Source: Ron Erdmann, U.S. Department of Commerce, International Trade
Administration, National Travel & Tourism Office, February 2015

SUSTAINABLE DEVELOPMENT

A process that meets the needs of present generations without endangering the ability of future ones to meet their own needs.



TRIPLE BOTTOM LINE APPROACH

Triple Bottom Line: Measures of Success

Economic | "Profit"

- Increase jobs/ revenue
- Directly linking producers to markets, thus reducing costs and increasing profit
- Distribution of profits to many rather than few

Ecological | "Planet"

- Sustainable practices (waste, energy)
- Profit linked to conservation actions: environmental education, monitoring, income diversification

Social | "People"

- Fair labor, salary and profit sharing policies
- Gender equality
- Profit linked to social needs: health care, education

MASS TOURISM

- Represented by large hotels/resorts, cruise ships, land development
- High volume / low profit model
- Overconsumption of resources
- Inadequate treatment of waste
- High economic leakage
- Minimal stakeholder involvement
- Lack of planning, regulation, monitoring
- Lack of differentiation/authenticity
- Short term economic benefits



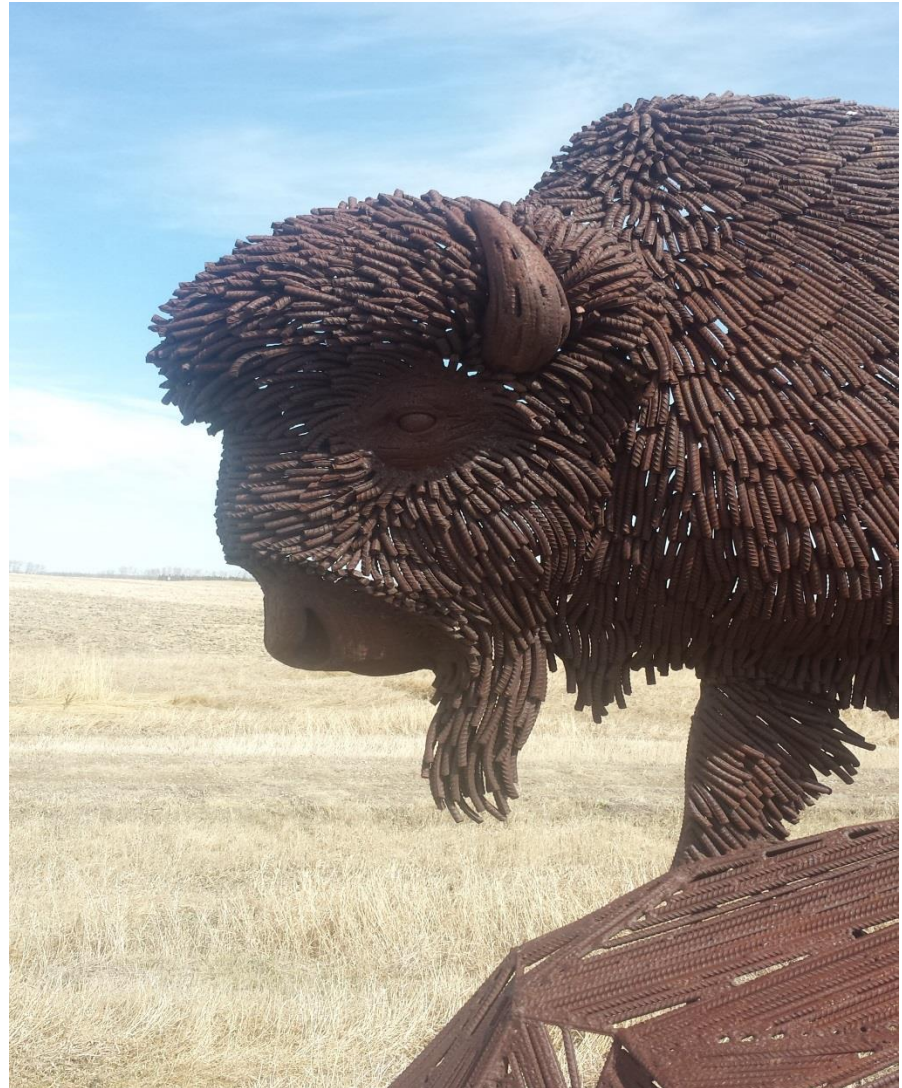
SUSTAINABLE TOURISM

An approach to all forms of tourism that explicitly recognizes the need to balance economic, ecological, and social considerations in the near term without sacrificing future opportunities.

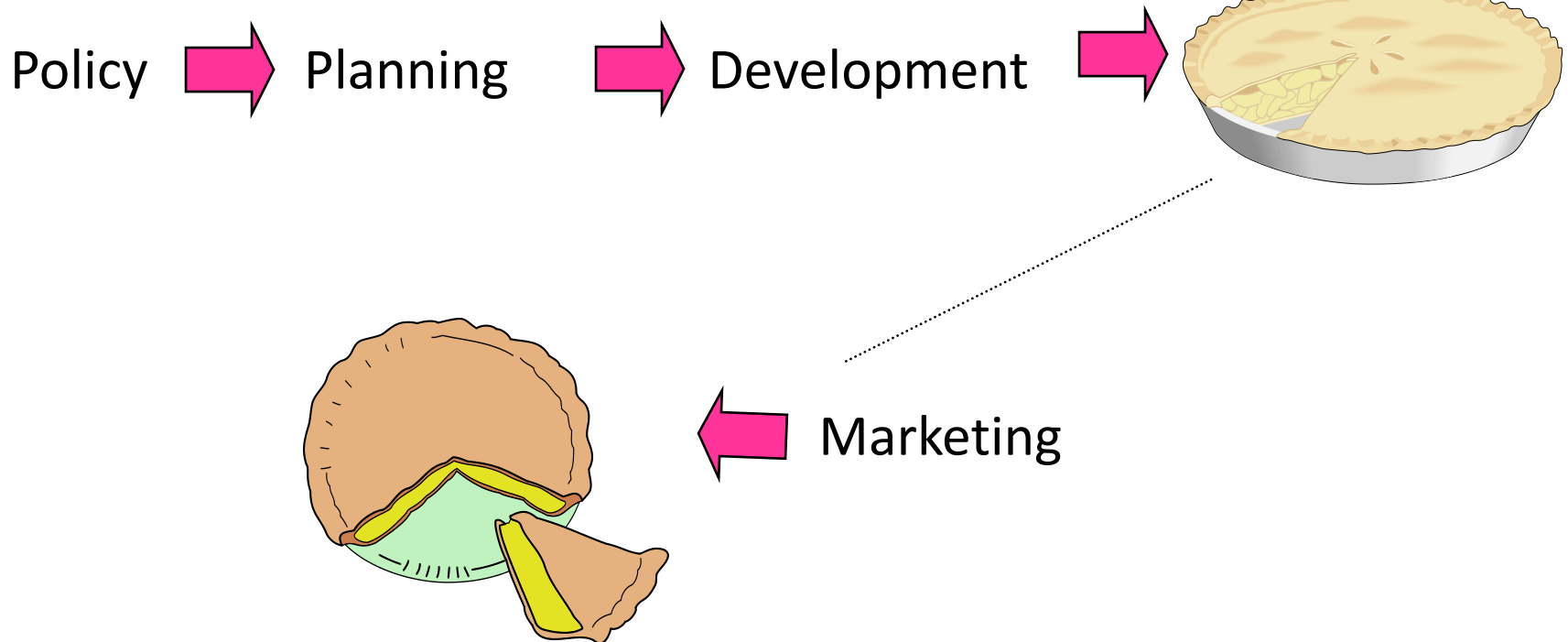
- Generates **jobs and economic opportunities** for local populations
- **Monitors and minimizes negative impacts** to fragile natural areas and cultural heritage and traditions
- **Raises the awareness** of visitors and local residents in the environmental and cultural value of tourism destinations
- **Directly contributes** to efforts to conserve and protect natural and cultural resources



DESTINATION DEVELOPMENT



Tourism Big Picture - Its not about Marketing!



BE DIFFERENT!!



TOURISM

Two categories:

I. The characteristics of tourists **Demand**

II. The destination's characteristics **Supply**

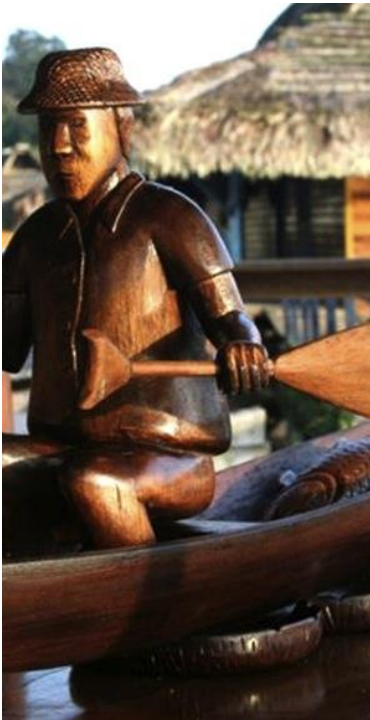
TOURISM TYPOLOGY - DEMAND

Let's now turn our attention to the characteristics of the **visitor**

- Tourism destinations may be affected by many external influences outside their control such as changes in fashion, or political or environmental circumstances.
- Depending on the resources available to the destination, it is wise to diversify and to offer **more than one type of tourism**.

WHAT ARE TRAVELERS LOOKING FOR?

Authenticity



Learning



Participation



Quality



INTEREST IN “EXPERIENTIAL” TOURISM

- The UNWTO ranks “experiential tourism”, which favors **experiences** over **amenities**, among the sectors expected to grow most quickly over the next two decades.
- Experience = Product



DESIRE TO CONNECT WITH NATURE

- Cities of the world, including North America and Europe, are growing much faster than the rest of the countries
- Vacations are increasing about “connecting” with nature through activities like hiking and wildlife viewing



DEMAND FOR AUTHENTICITY

- Modern consumers don't just want experiences...they want **authentic experiences**.
- Contrived experiences based on consumption (e.g. shopping, gambling, etc.) are no longer favored
- Tourists want to see the **real thing** and are savvy enough to easily tell the difference.
- Example: Demand for interactions with captive animals has diminished sharply as tourists seek the authentic experience of witnessing wild animals in their natural habitat.

DESIRE FOR ACTIVE ADVENTURE



- Younger market segments AND an increasing number of Baby Boomers want experiences that provide excitement and some degree of risk-taking.
- With that said...safety is still highly valued, and businesses that offer “hard adventure” tours (mountain biking, rafting) need proper training and safety measures.

TOURISM SUPPLY

- Reminder – SUPPLY is the **destination's** characteristics
- What are the basic elements of a tourism destination?

Destination appeal and experiences offered are shaped by:

Attractions &
Activities

Private and
Public Amenities

Accessibility

Human
Resources

Image and
Character

Price

ATTRACTIONS AND ACTIVITIES

**WHAT DO
VISITORS LIKE TO
DO?**



ATTRACTIONS AND ACTIVITIES

- Simply having a lodge or hotel may be enough to bring visitors to your destination, *but is not enough to keep them there very long.*
- Visitors need things to see and do...we call these **attractions and activities**.
- Often the focus of visitor attention, and possibly the initial motivation for the tourist to visit the destination, **attractions and activities**, can be categorized as:
 1. **Natural** (e.g. beaches, mountains, parks,)
 2. **Historical** (e.g. iconic buildings, heritage monuments, religious buildings)
 3. **Cultural** (e.g. museums, theatres, art galleries, cultural events)
 4. **Recreational** (e.g. hiking, mountain biking, sailing)

NATURAL ATTRACTIONS

- Waterfalls
- Lakes
- Rivers
- Forests

Nature-Focused Activities

- Viewing landscapes
- Wildlife viewing
- Birdwatching
- Photo safaris
- Trekking / hiking



HISTORICAL ATTRACTIONS

- Castles, palaces
- Archeological sites
- Monuments
- Architecture
- Historical museums
- Religious sites



CULTURAL ATTRACTIONS

Arts tourism

- Theater
- Concerts
- Galleries
- Festivals
- Carnivals
- Events

Indigenous cultural tourism

- Tribal villages
- Visits to cultural centers
- Arts and crafts
- Cultural performances

Rural cultural tourism

- Village tourism
- Agro or farm tourism
- Eco-museums
- Cultural landscapes
- National parks
- Wine trails

Culture-Focused Activities

- Photography
- Painting
- Pottery
- Dance
- Cookery
- Crafts
- Language study



RECREATIONAL ACTIVITIES

Passive

- Boating
- Fishing
- Walking

Soft Adventure

- Backpacking
- Camping
- Canoeing
- Hiking
- Horseback Riding
- Kayaking
- Rafting
- Scuba diving
- Snorkeling
- Surfing
- Canopy zip lining

Hard Adventure

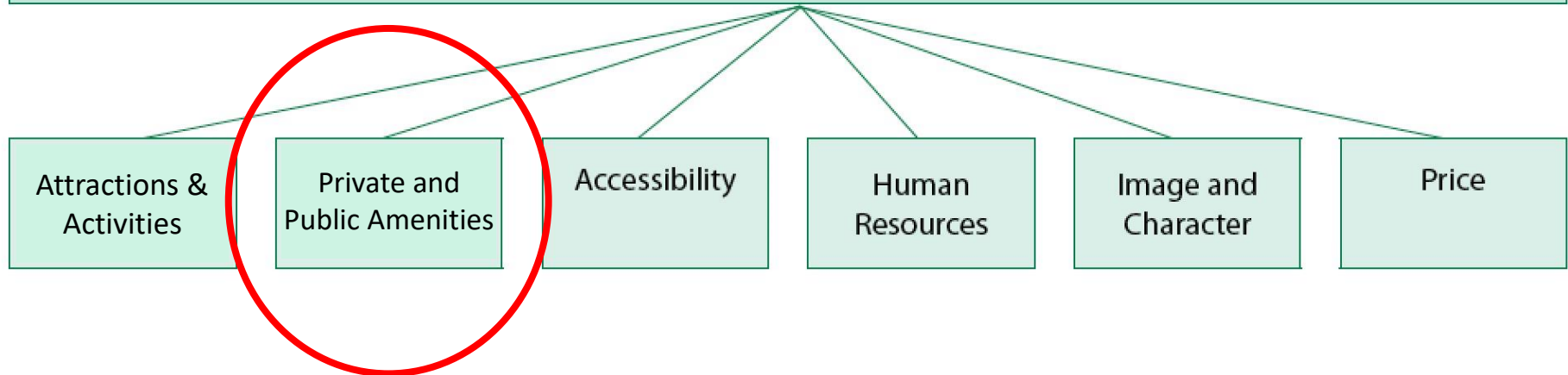
- Caving
- Climbing (rock/ice)
- Trekking
- Mountain biking



TOURISM TYPOLOGY - SUPPLY

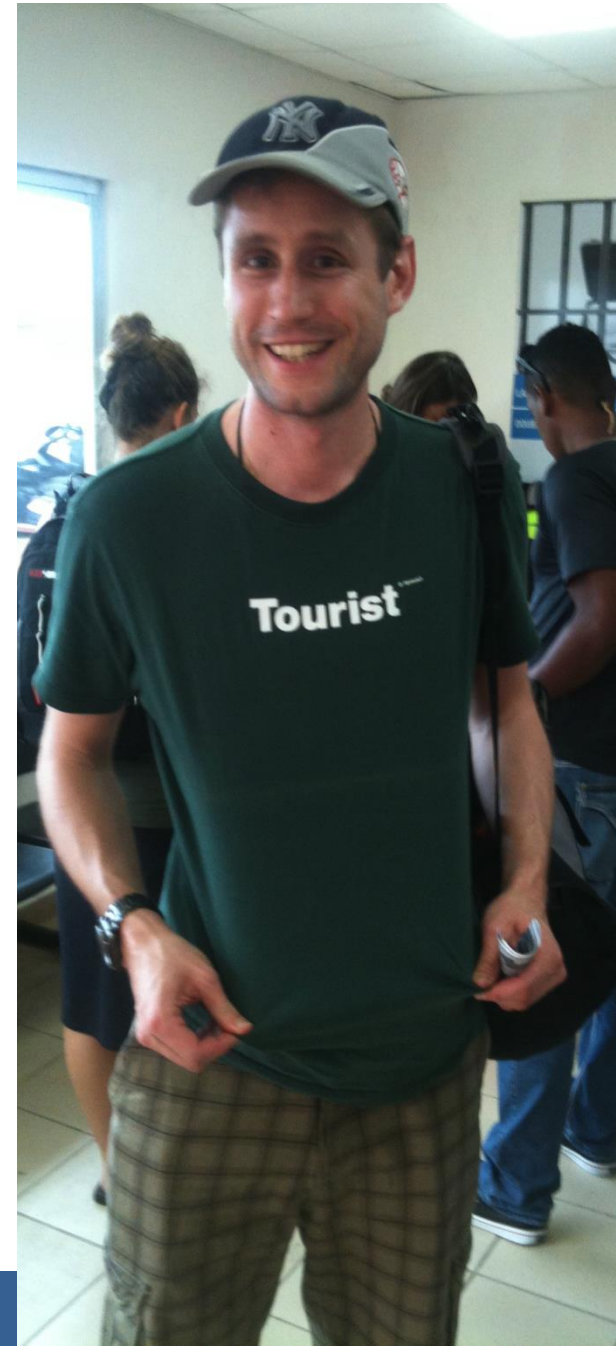
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AMENITIES

**WHAT DO TOURISTS
NEED?**



AMENITIES

- These are the wide range of services and facilities which support the visitors' stay and include direct services for the visitor such as accommodations, food services, visitor information, trails, guides, operators and shopping facilities.

VISITORS NEED A PLACE TO SLEEP!

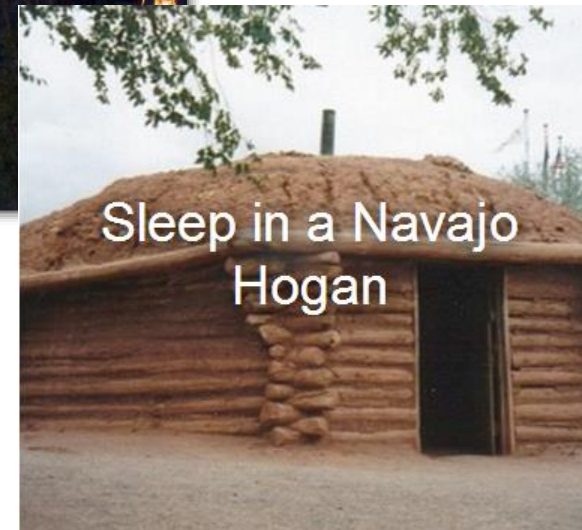
- Lodging acts as an “anchor” product that keeps visitors in your destination longer.
- This creates opportunities to sell those visitors other products like tours, food, arts and crafts.



VISITORS NEED A PLACE TO SLEEP!

Common types of lodging:

- Hotels
- Resorts
- Bed and Breakfast
- Homestay
- Campground
- Tent Camps
- Hostel



**VISITORS NEED A
PLACE TO EAT!**



VISITORS NEED A PLACE TO EAT!

- Visitors expect a meal with “local” flavor, something that is unique to your community or region.
- Although visitors enjoy eating local specialties, they still have basic culinary preferences that are important to consider when developing a menu.

What are they?

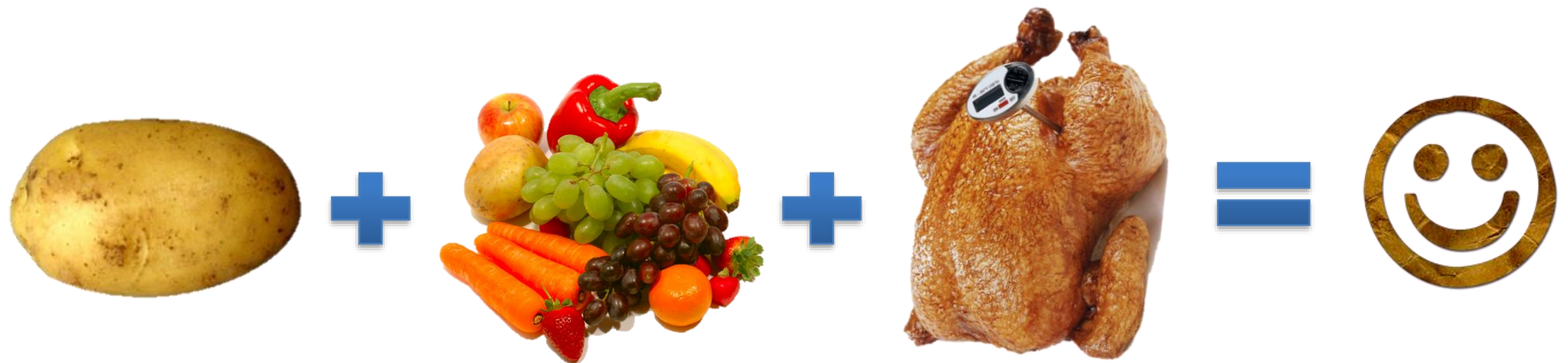
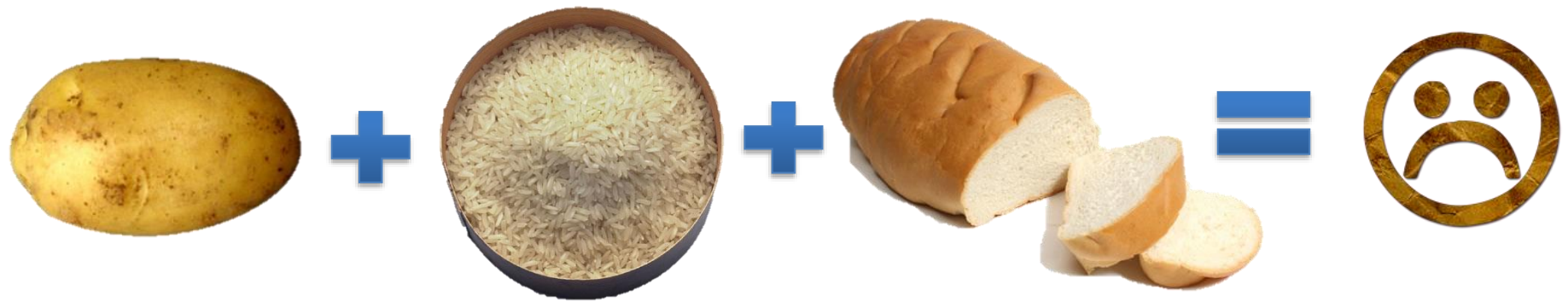
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VISITORS NEED A PLACE TO EAT!

- Diversity of meals: particularly if you are offering set menus (not the same lunch/dinner every day)
- And most importantly...delicious food!



VISITORS NEED A PLACE TO EAT!

- Organic: Similar to buying local, organics foods that are produced without pesticides and fertilizers are highly valued in developed countries.
- Vegetarian/Vegan options: This especially important with younger travelers. Also, just taking the meat off the plate is not a good option. Replace it with some kind of prepared vegetarian option.



VISITORS NEED GUIDES!



DESTINATION GUIDES & TOUR

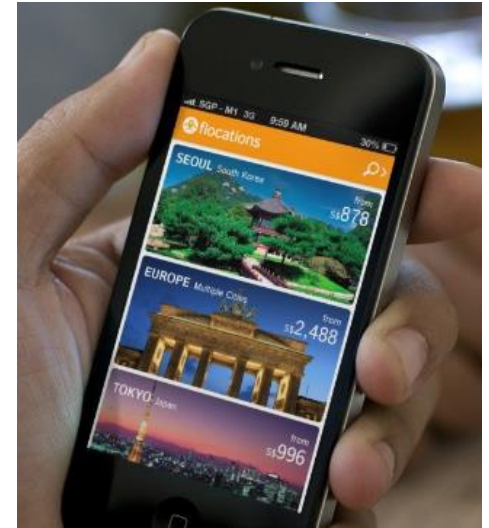
OPERATORS

- Local guides act as “**Destination Ambassadors**”, and have a unique ability to share the local culture and nature in an authentic way
- Often work as “**step on**” guides with inbound operators/”big city” guides
- Excellent opportunity for **job creation** with local residents, especially with resource extractors
- Although local guides have inherent knowledge, they still need **specialty training** (e.g. interpretation, language, first aid)



VISITORS NEED INFORMATION!

- Visitors often arrive to destinations in need of additional information (e.g. apps, maps, suggested itineraries, business contact information)
- **Visitor Information Centers** are good BUT don't forget technology!!



**VISITORS LIKE
TO SHOP!**



VISITORS LIKE TO SHOP!

- Visitors like to shop for **crafts, artwork, and souvenirs** of all kinds from the areas they visit.
- Developing these products creates additional jobs in the destination, and can also provide an additional source of revenue for local residents.



VISITORS LIKE TO SHOP!

- Tourist like to buy **merchandise** from the places they've visited. Develop a line of merchandise that promotes your brand, but that also is well designed and meets today's clothing and merchandise trends.



MARKET SEGMENTS - SAMPLES

WHAT ARE MARKET SEGMENTS?

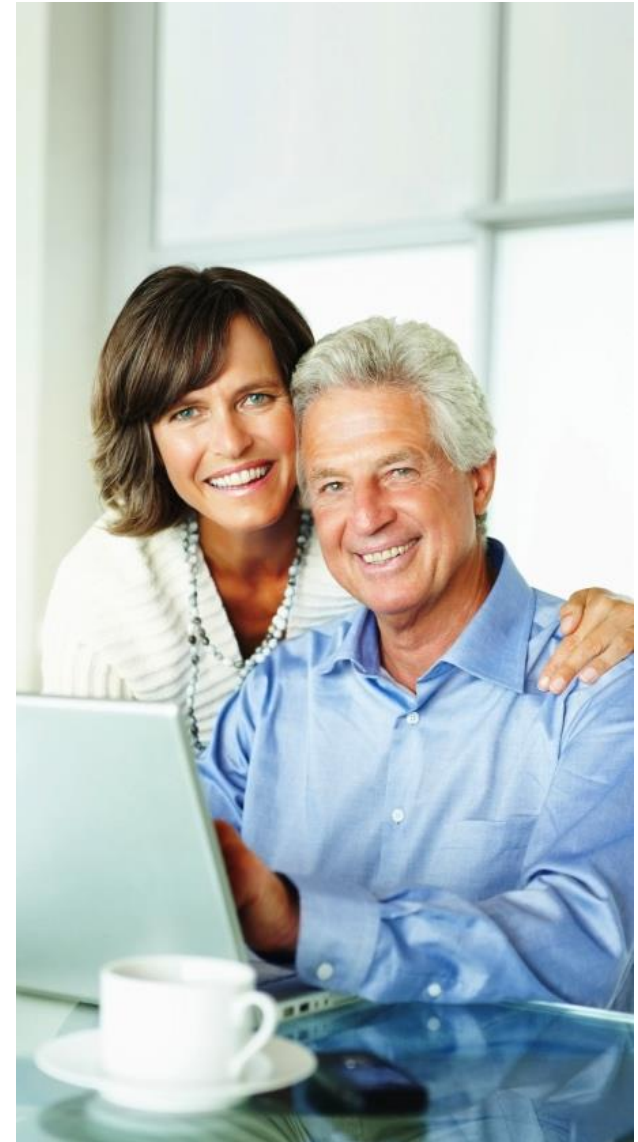
Market segments in travel and tourism are individuals or groups that display unique shared characteristics, which may include:

- Visitor demographics
- Visitor motivations
- Visitor travel patterns
- Visitor interests
- Visitor spending patterns



BABY BOOMERS

- Older, but wiser set with an element of affluence
- Heightened level of cultural and environmental awareness in their everyday lives
- 67% are willing to choose a travel firm that protects and preserves the environment and cultural heritage of destinations
- More likely than any other group to make donations to historic, cultural and educational organizations



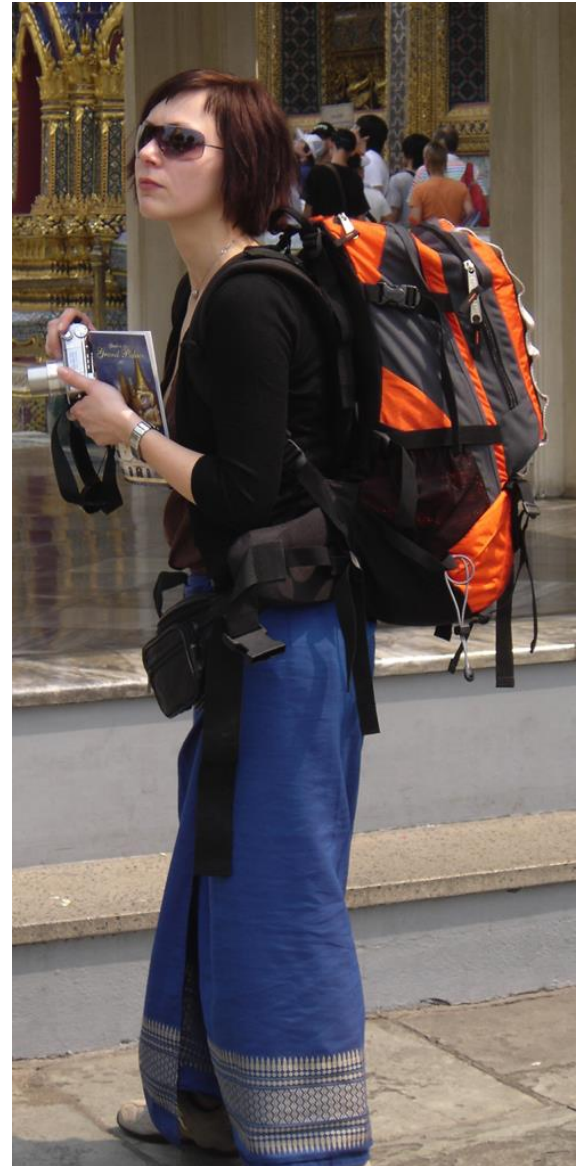
YOUNG PROFESSIONALS

- Well-educated and environmentally aware travelers.
- 25% are under age 35, giving this market segment an adventurous flair.
- 50% live in large cities,
- Show a distinct preference for destinations with authentic historic sites, different cultures, and educational experiences
- Most likely to be aware of travel companies' practices to preserve the environment of destinations



BACKPACKERS

- Part of the “youth” travel market (under 25), one of the fastest growing segments in tourism (20% of all international arrivals)
- Preference for budget accommodations and informal activities
- Flexible itinerary, self-organized, long-haul, multi-destination trip
- Social - Emphasis on meeting locals and other travelers



TOURISM TYPOLOGY - DEMAND

LEISURE TOURISM

- Leisure tourism is the term used to describe tourism for the main purposes of **recreation and leisure**.
- It is typically thought of in terms of the multi-day vacation, but it may include day trips also.
- There are many different types of tourism within this sector such as adventure tourism, ecotourism, cultural tourism, packaged beach vacations and so on.



ADVENTURE TOURISM

- According to the Adventure Travel and Tourism Association (ATTA), adventure travel is defined as trips that include at least two of the following three activities:
 1. Physical activity
 2. Natural environment
 3. Cultural immersion



ADVENTURE TOURISM

Is resilient

- Less risk-adverse, look for “off the beaten path” destinations

Attracts High Value Customers

- Average 8 day trips @ \$3,000 per trip

Support Local Economies

- Mass tourism = 80% economic leakage from destination
- Adventure tourism = 67% linkage to destination



CULINARY/FOOD TOURISM

- **Culinary tourism** or **food tourism** is the exploration of food as the purpose of tourism
- Pursuit of unique and memorable eating and drinking experiences
- Not limited to gourmet food
- Differs from **agritourism** in that culinary/food tourism is considered a subset of **cultural tourism** (cuisine is a manifestation of culture) whereas agritourism is considered a subset of **rural tourism**



AGRITOURISM

- Involves any agriculturally based operation or activity that brings visitors to a farm or ranch
- Agritourism includes a wide variety of activities, including
 - Buying produce direct from a farm stand
 - Picking fruit
 - Feeding animals
 - Staying at a farm or ranch
- Example of “adding value” to an existing product

[The story of a farmer from Idaho, US \(6.5min\)](#)

https://www.youtube.com/watch?v=dC_tX0Klzis



CULTURAL / HERITAGE TOURISM

- Subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.
- Cultural heritage tourism is one of the fastest-growing segments of the tourism industry worldwide.
- Given Indian Country's rich traditions in music, art, and dance, cultural tourism presents a substantial opportunity for growth.



NATURE TOURISM

- Form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism.
- More than just hiking, focus on experiencing nature in a variety of settings.

Example: Bird Watching

BUSINESS TOURISM

“Business tourism is another important and growing segment, one that is less seasonal than leisure tourism and more resilient to political change”

- Is travel to attend an activity or event associated with business interests.
- A key component of business tourism is the **MICE sector: meetings, incentives, conventions and exhibitions.**
- Business travellers, particularly conference delegates, may travel with their partners and can be persuaded to spend extra time in the destination for leisure purposes.
- Business tourism is high quality and high yield and can be positioned as a key part of an economic development strategy.
- The sector is resilient to the types of events and economic downturns that affect leisure tourism adversely.

SPIRITUAL TOURISM

- Spiritual tourism is tourism motivated strongly for Spiritual reasons. This may include pilgrimages to significant religious places or those seeking spiritual information or guidance or seeking to understand other countries traditions

VISITING FRIENDS OR RELATIVES (VFR) TOURISM

- This term refers to travel to visit friends or relatives and could be the primary purpose of a trip, or could be a combination of visiting friends and relatives with a vacation.
- The extent to which VFR visitors use services such as accommodation and attractions will vary, some may stay exclusively with their friends/family while for others this may be a combination.
- Globalization is facilitating more of those who live and work in different countries from those in which they were born and this will inevitably increase VFR travel.

SO IF THAT'S WHAT TOURIST'S WANT....

- How do we get there?

BUT FIRST SOME QUESTIONS

- Is tourism a good fit for our Tribal Community?
- If so, what broader Tribal Community objectives can tourism help us address?

CAN TOURISM CONTRIBUTE POSITIVELY TO TRIBAL COMMUNITY OBJECTIVES?

1. Promoting sustainable development
2. Creating new products and catalyzing economic development
3. Stimulating employment and job creation
4. Gaining and maintaining competitiveness
5. Preserving local resources
- 6. Improving the quality of life**

HOW CAN A TRIBAL COMMUNITY GET STARTED IN DEVELOPING ITS POTENTIAL?

1. Understanding where you are now (Situation Assessment)
2. Determining where you want to be (Vision, Market Position and Development Options)
3. Understanding how to get there (Sustainable Destination Strategy)
4. Execution (Implementation & Monitoring progress)

A word cloud of "thank you" in various languages. The most prominent words are "thank you", "merci", "grazie", "efharisto", "danke", "arigato", and "spasiba". Other visible words include: "buznyg", "spas", "merkzi", "menlau", "blagodaria", "kiitos", "stuuityi", "kinisou", "talofa", "mèsi", "taiku", "supas", "aitäh", "nkosi", "aabar", "shukria", "tānan", "matondi", "manana", "skee", "ahsante", "madlobt", "nuhun", "trugéré", "dankewol", "kőszőnőm", "chokrane", "miigwech", "obrigado", "murakoze", "dziekuje", "sađol", "hvala", "nandri", "multumesc", "paldies", "cheers", "raziak", "dziakuju", "rahmat", "paldies", "danki", "sulpáy", "blagodaram", "soolong", "tashakor", "matondo", "wela", "lin", "bedankt", "sobodi", "salamat", "marahaba", "omol", "ngiyabonga", "waita", "manjuthe", "bayarlalaa", "saha", "dėkoju", "arigato", "meharbani", "modupe", "shukriyaa", "dankegon", "yekeniele", "vinaka", "dekuji", "waybale", "obrigada", "dakujem", "tanemirt", "takk", "maururu", "shukran", "barkal", "grassie", "mahalo", "shakran", "danke", "akiba", "wado", "tack", "zikomo", "tanmirt", "misaotra", "dankie", "grācijas", "gratzias", "spasiba", "gracias", "gracias".