

TOURISM IN A GLOBAL CONTEXT

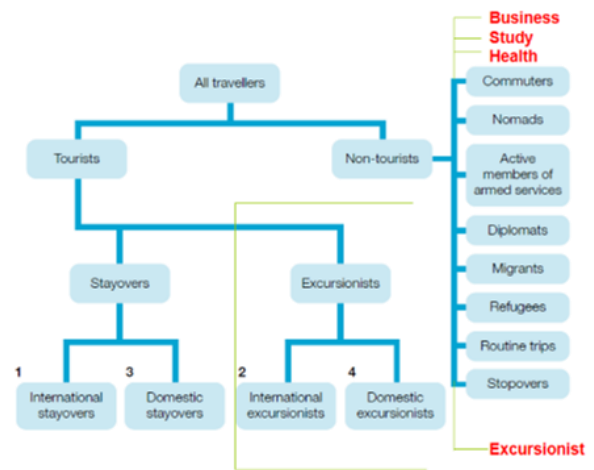
INTRODUCTION TO AUSTRALIAN AND GLOBAL TOURISM

- **Tourism in Australia**
 - 8.7 million international visitors, spending 41.2 billion. +6.2%
 - 95.7 m domestic overnight trips. +6%
 - Statutory Authorities and Government Agencies
 - **Federal:** Steve Ciobo **State:** Adam Marshall
 - **Ideally:** Bridge between people and culture, economic opp. for destination, environmental protection and sustainable tourism.
 - **Potential Negatives:** Increase of social, cultural gaps and inequalities, economic exploitation, destruction of environment, sleaze and crime, unsustainable tourism.
 - **Top 5 Global Tourism Assoc.:**
 1. UN World Tourism Organisation (Madrid-national tourism ministries)
 2. World Travel and Tourism Council (London-large tourism and hospitality companies)
 3. International Air Transport Association (Geneva- airlines)
 4. International Hotel and Restaurants Association (Switzerland- member hotels, restaurants and national associations)
 5. Cruise Lines International (USA-cruise companies with affiliated travel agents and wholesale tour operators)
 - Where the bloody hell are you campaign produced in 2007. (confronting language, banned in the UK, different social contexts worldwide=different understanding, limited/not-exact translations meant loss of original meaning.)

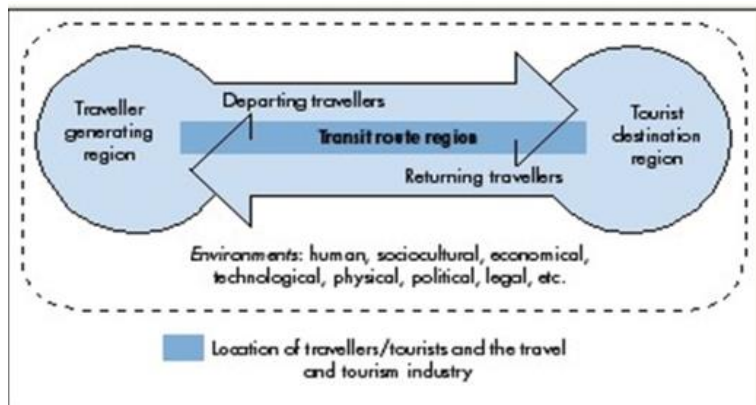
TOURISM DEFINITIONS AND SYSTEMS

- **Definitions:**
 - **Industry:** Tourism is the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.
 - **Holistic:** As well as the sum of the processes, activities and outcomes arising from the relationship and interactions amongst stakeholders, host communities and surrounding environments.
 - **Social Activity:** Tourism is travel and temporary stay, involving at least one night away from the region of a person's usual home that is undertaken with the major expectation of satisfying leisure needs that are perceived as being better able to be satisfied outside of the home region.
- As a social activity tourism comprises of a:
 - **Spatial Component** -must travel away from home (Domestic, International-outbound, inbound, long haul, short haul, medium haul)
 - **Temporal Component**-minimum/maximum time to classify as a tourist (overnight stay min /1 year max)
 - **Travel Purpose**-dominant categories are (1) leisure and recreation, (2) visiting friends and relatives, (3) business. (VFR, MICE, Sport, Health, Study etc.

- **Types of Tourists** →
- **5 Platforms:**
 1. Advocacy platform (1950s & 1960s)
 2. Cautionary platform (1970s)
 3. Adaptancy platform (1980s)
 4. Knowledge-based platform (1990s)
 5. Ethics platform
- **Three main measures of Tourist Activity:**



1. Visitor/Tourist Numbers
 2. Visitor Nights (at TDR)
 3. Visitor/Tourist Expenditure (at TDR excluding route costs)
- Australia's statistics are collected through ABS (Short Term Arrival and Departure Statistics), Tourism Research Australia (International/National Visitor Survey).
 - **TOURISM SYSTEM** is a set of elements comprising of a tourist (or set of tourists), a touristic trip generating region (TTGR), touristic travel routes (choice), a tourism destination region (TDR or TDR's) and Tourism industries. All of which interact among themselves and with their environments.
 - All tourism systems are open because environmental factors shape tourism and tourism has impacts on environmental factors.
 - **Environments:** Socio-cultural, economic, political, legal, technological, physical etc.
 - **Analyse Systems through:** functions (purpose), structures (arrangement), operations (methods), interrelationships (interconnections).



Tourists	Human Element: persons on Touristic Trips
Traveller Generating Regions (Touristic Trip Generating Region)	Geographical Element: places where a tourist's trip begins and normally ends
Transit Routes (Touristic Travel Routes)	Geographical Element: places where tourist's main travelling activity occurs
Tourist Destination Regions (TDR)	Geographical Element: places where a tourist's main activity occurs
Tourism Industries	Organisational element: collections of managed organisations in the business of tourism, working together to some degree in marketing tourism and providing services, goods and facilities

Categories	Origin regions	Transit regions	Destination regions
Travel agencies	■	◆	◆
Transportation	●	■	■
Accommodation	◆	■	■
Food and beverages	◆	■	■
Tour operators	●	●	■
Attractions	◆	◆	■
Merchandisers	●	◆	■
■ Major ● Minor ◆ Negligible			

Example of Impact of Technology on TR and TDR (Weaver & Lawton 2014, p.37)

