

TOURISM

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CONTENT

- **From Travelling to Tourism**
- **Tourism System**
- **Geography of Tourism**
- **Measuring Tourism Contribution**

FROM TRAVELLING TO TOURISM

- Changes in purposes and motivators of travelling
- Prehistoric time
 - Travelling to survive
- Early Ages
 - Trade and barter of goods (coin currency)
 - Military campaign (Roman Empire), collecting taxes
 - Spa resorts
- Middle Ages
 - Trade, Crusade
 - Religious purposes - pilgrimages
- The Renaissance
 - Discovering new places – the age of colonization
 - Desire to broaden experience and knowledge
- The Industrial Revolution
 - Economic and social changes (working hours, leisure time, etc.)
 - Means of transport
- Modern Tourism
 - Mass tourism

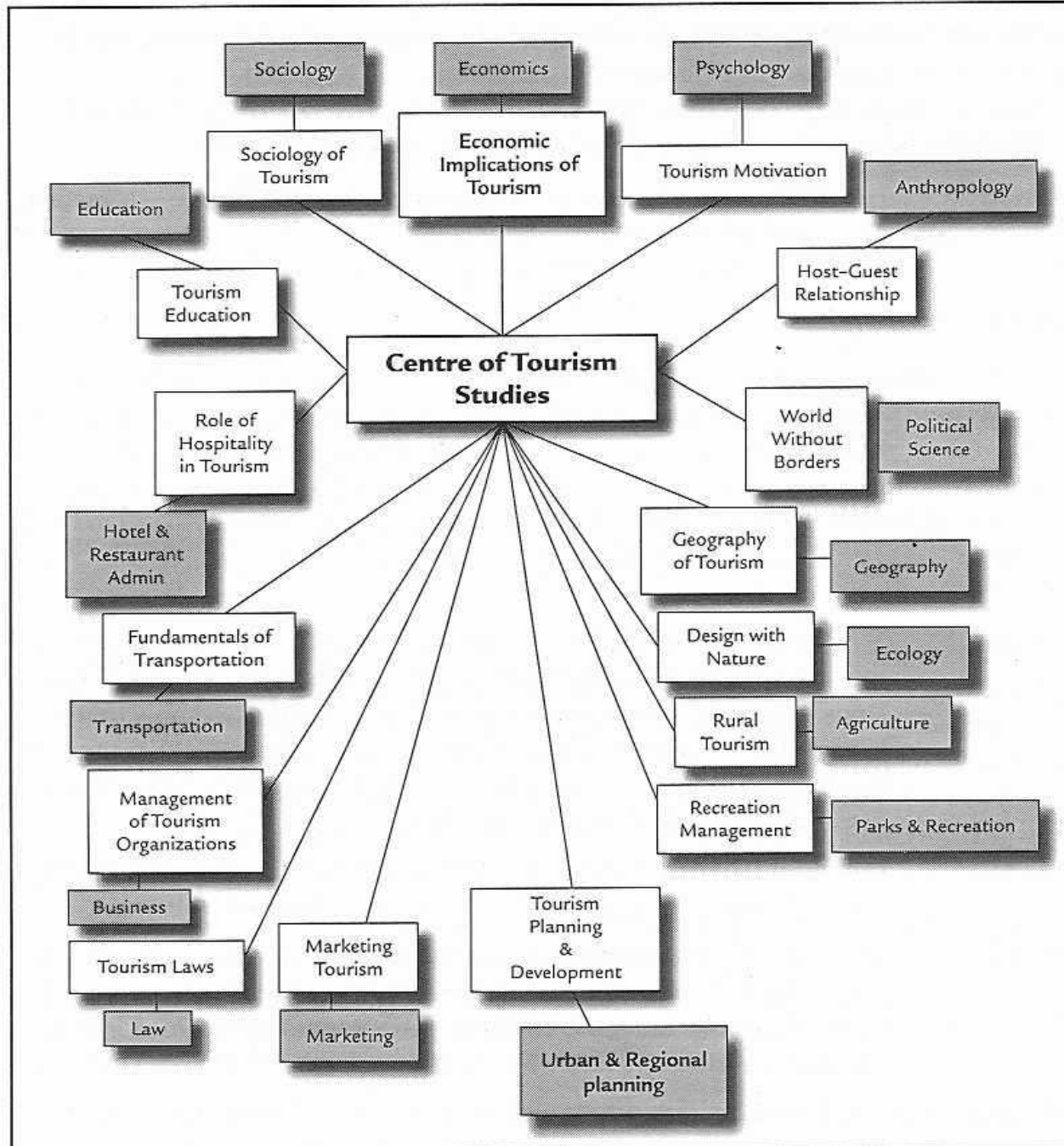
DEFINITION

Key words:

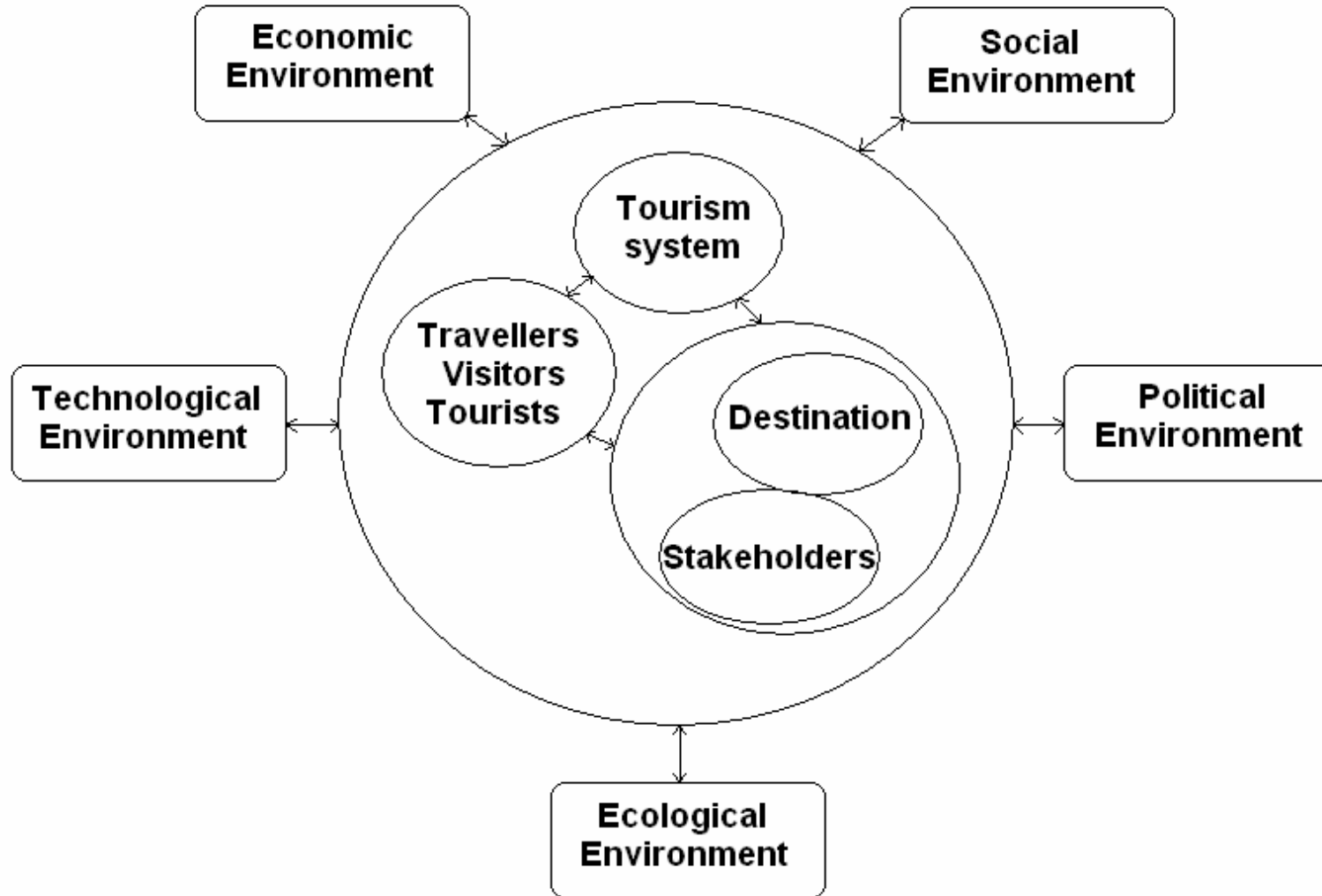
- Movement
- Place
- Duration
- Purpose

Tourism is an activity when persons travel from their residence to another place where they stay for not more than one complete year and their reasons of travelling are mainly leisure activities, business or other purposes.

The Multidisciplinary Character of the Tourism Industry



TOURISM SYSTEM



TOURISM IMPACTS

➤ **Economic impacts**

- jobs, GDP, investments, export
- leakage

➤ **Social and cultural impacts**

- Support of traditional culture, education, technology
- Pressure on changing traditional activities, invade privacy, commercialize

➤ **Environmental impacts**

- Restoration, conservation and protection, development of infrastructure
- Environmental damage, pollution

SUSTAINABLE TOURISM

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.

➤ three principles:

- Ecological Sustainability
- Social and Cultural Sustainability
- Economic Sustainability

EXTERNAL IMPACTS ON TOURISM

➤ **Natural disasters**

- floods, tornados, tsunami, etc.

➤ **Political problems**

- totalitarianism, wars, terrorist attacks

➤ **Economic situation**

- inflation, economic crisis, price level, etc.

GEOGRAPHY OF TOURISM

- **Tourism** = socio-economical feature with geographical aspects
- **Geography of tourism** = *studies and analyses of rules and factors that influence location and development of tourism in a certain area (destination)*

LIST OF COUNTRIES

Afghanistan

Kyrgyzstan

Argentina

Mexico

Australia

Oman

Canada

Philippines

China

Slovenia

Cuba

South Africa

Georgia

Switzerland

India

Thailand

Israel

Ukraine

Jamaica

Zambia

GEOGRAPHY OF TOURISM

➤ **Selective factors**

- Political, legislation, economic, social, demographic and urbanisation, environmental, technical and psychological

➤ **Localization factors**

- Natural and cultural

➤ **Realization factors**

- Transport, accommodation, catering, travel organizers, etc. - stakeholders

MEASURING TOURISM CONTRIBUTION

- Structure of the Tourism industry
 - = a group of economic activities
 - not product specific
 - participation of private and public sectors' activities
 - Accommodation
 - Catering (food service)
 - Passenger transportation
 - Distributors
 - Tourist activities
 - Tourist organizations

MEASURING TOURISM CONTRIBUTION

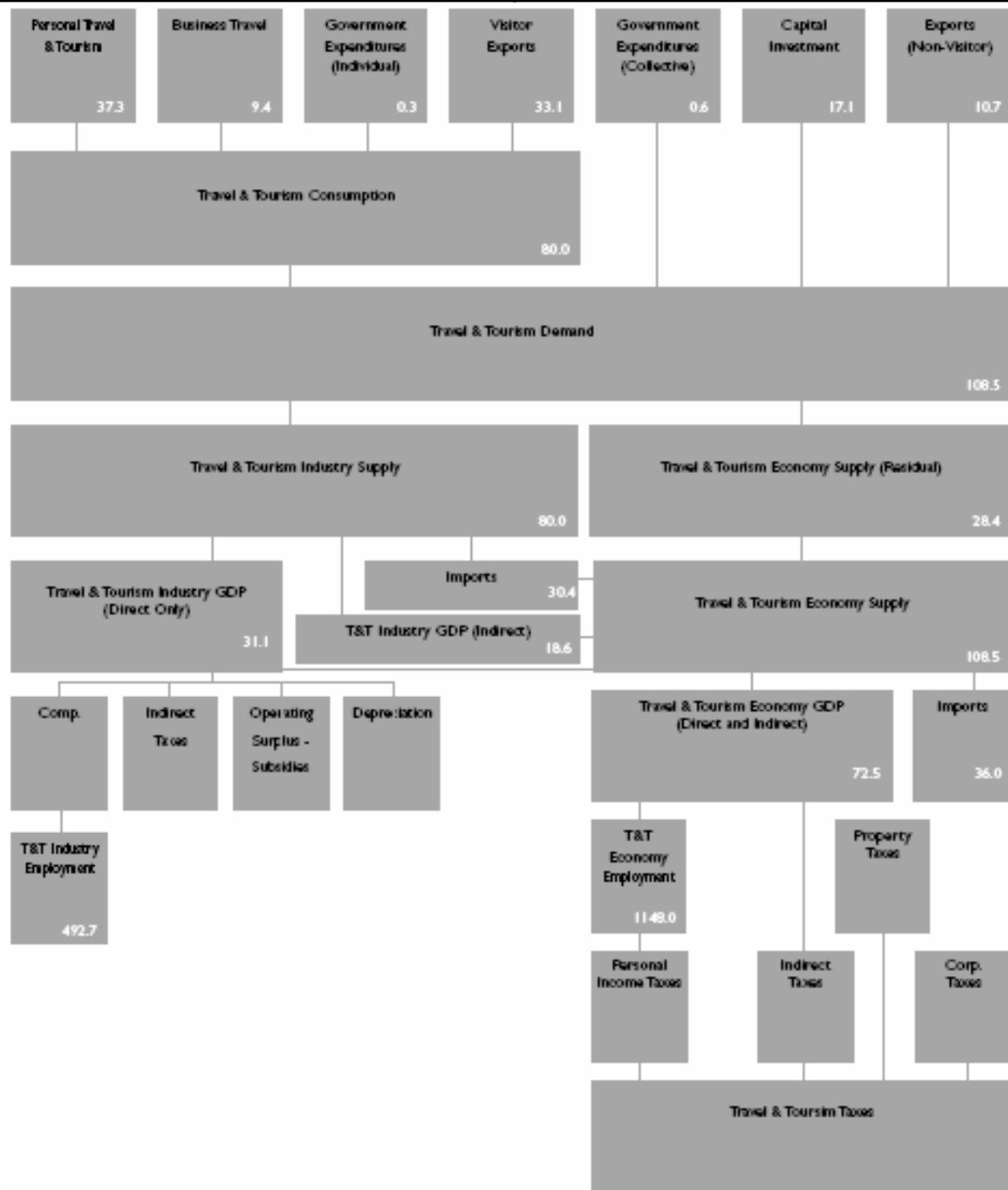
- Measuring Tourism Contribution
 - Methods
 - Identifying Tourism Activity
 - Standard Classification of Economic Activities
 - Tourism Satellite Accounts
 - Economic Data
 - The Balance of Payments
 - Forms and Categories of Tourism

MEASURING TOURISM CONTRIBUTION

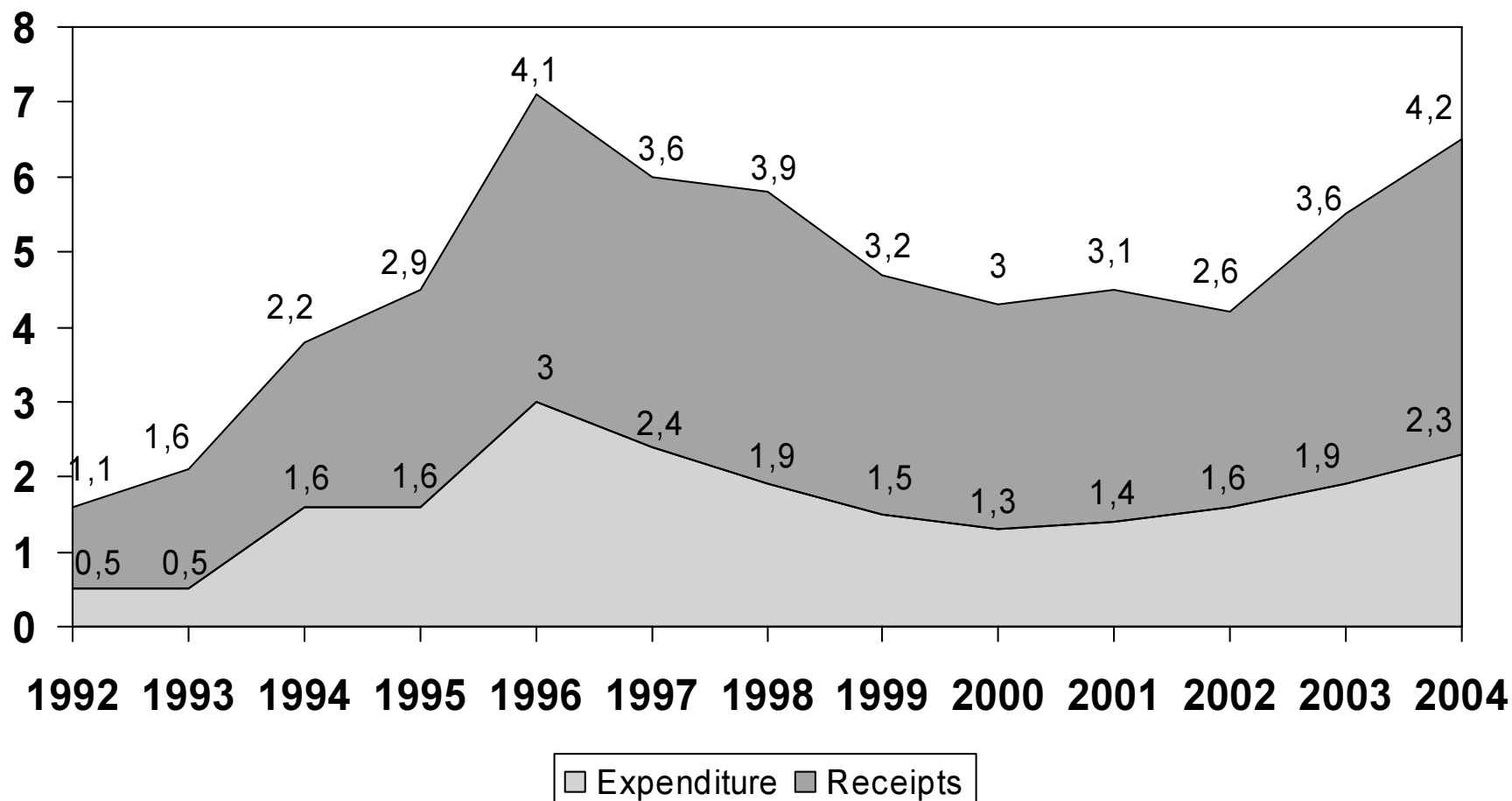
- Identifying Tourism Activity
 - tourism = complex industry
 - International Standard Classification of Economic Activities
 - categories of economic activities
 - compiling statistics
 - traditional method – supply or production perspective
 - underestimated economic growth of tourism

MEASURING TOURISM CONTRIBUTION

- Tourism Satellite Accounts
 - Standard International Classification of Tourism Activities
 - connection between tourism demand and tourism supply
 - including
 - direct and indirect tourism activities
 - direct and indirect employment
 - tourism-related capital investments and taxes

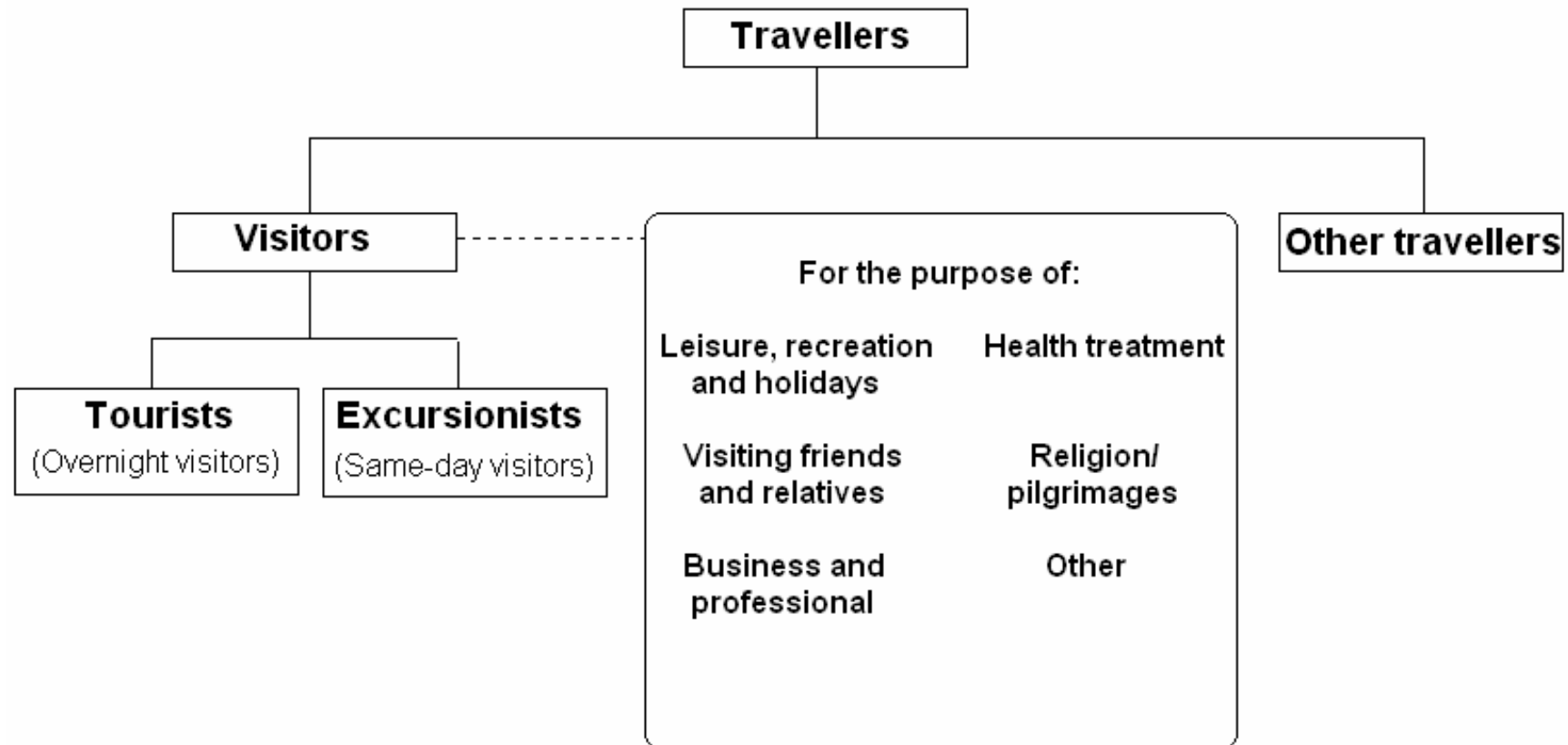


Tourism Receipts and Expenditure (billion USD) 1992-2004 Czech Republic



FORMS AND CATEGORIES OF TOURISM

➤ Traveller vs. Visitor



FORMS AND CATEGORIES OF TOURISM

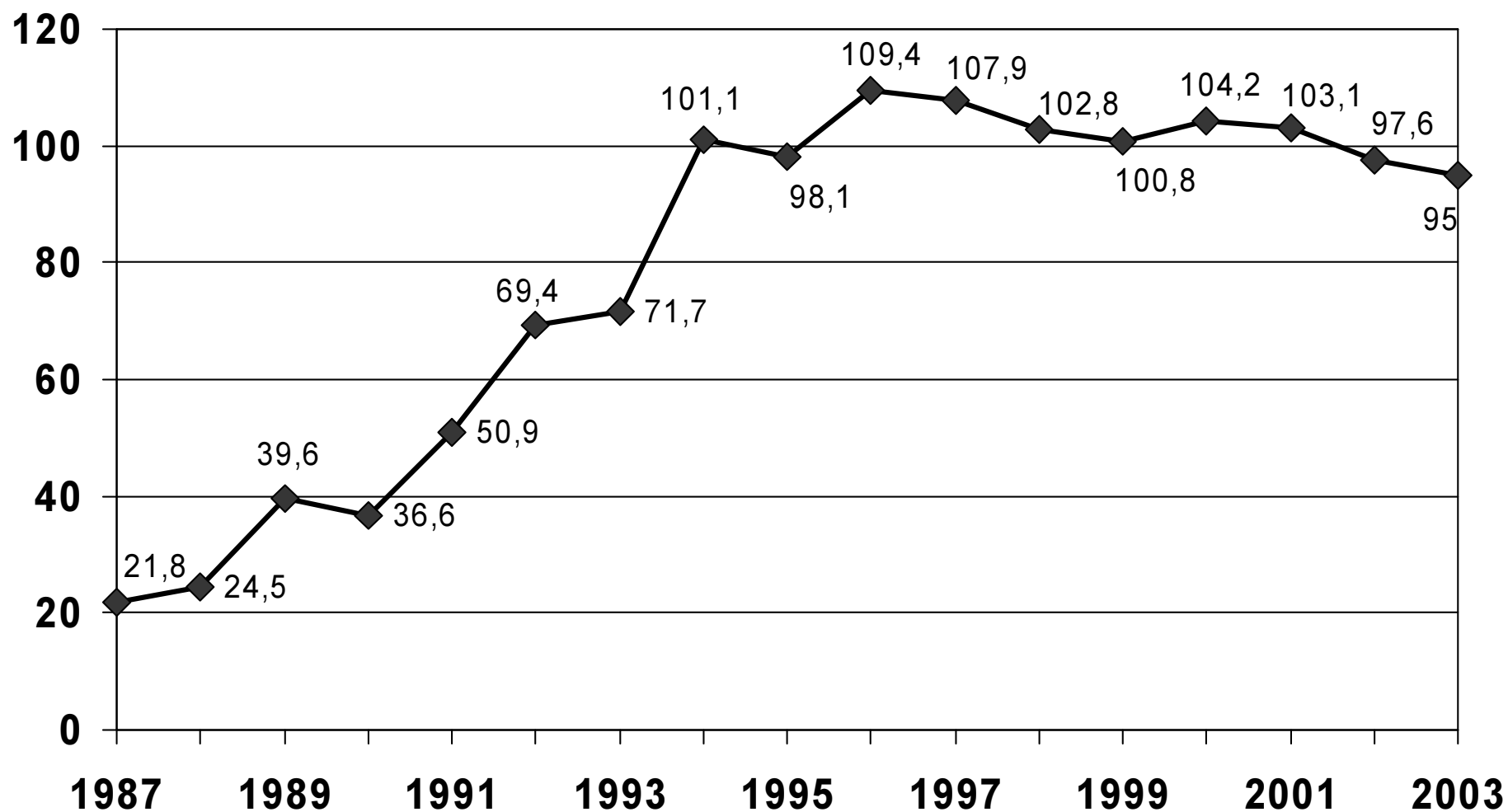
➤ **Forms of Tourism**

- Domestic Tourism
- International Tourism
 - Inbound Tourism
 - Outbound Tourism

➤ **Categories of Tourism**

- Internal Tourism
- National Tourism
- International Tourism

Inbound Tourism (in mil) 1996-2003 Czech Republic

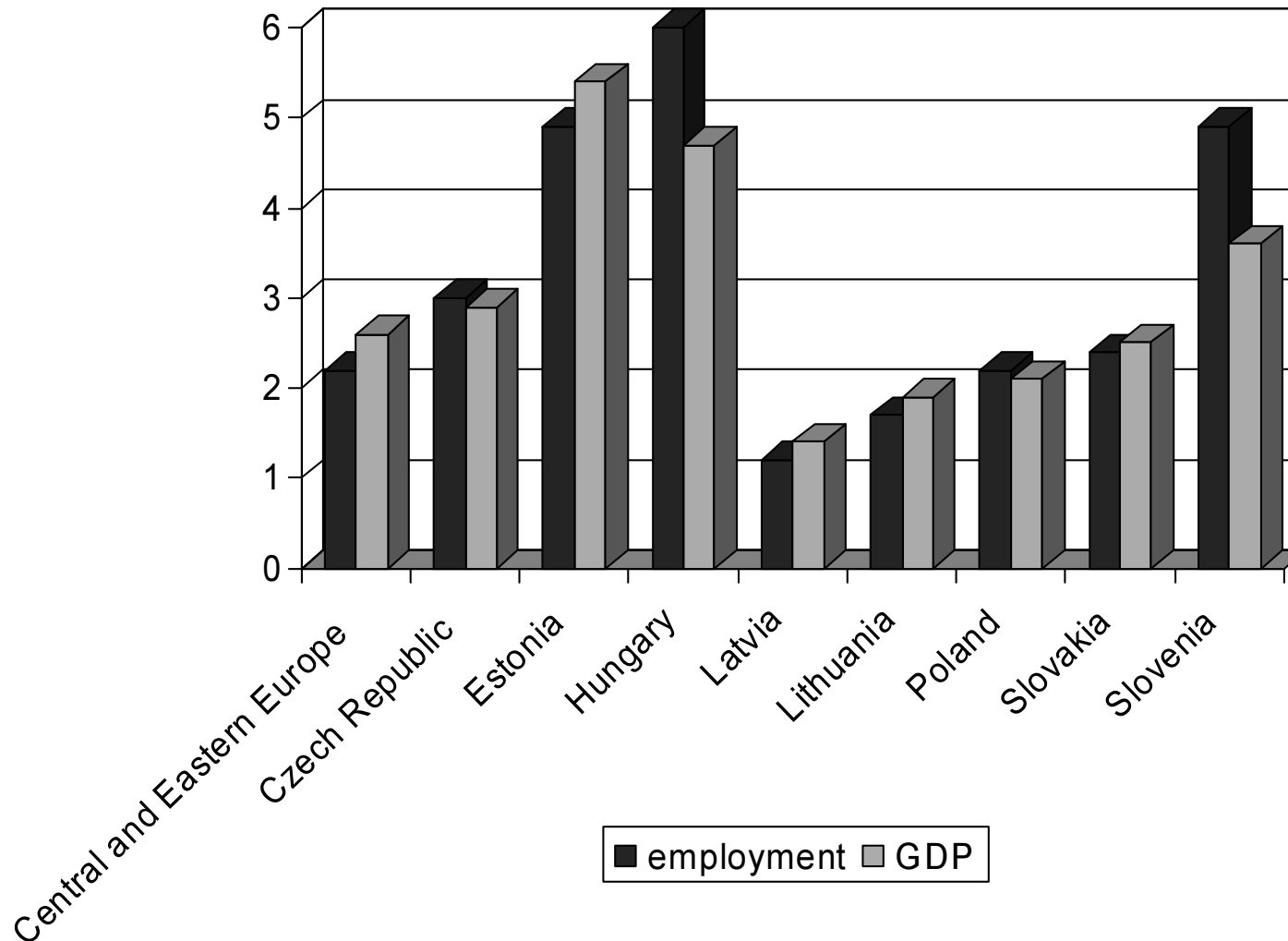


TOP20 – Arrivals in Europe 1998

Country	Arrivals (in thousands)	Country	Arrivals (in thousands)
France	70 040	Portugal	11 295
Spain	43 396	Greece	10 916
Italy	34 933	Switzerland	10 900
United Kingdom	25 744	Netherlands	9 320
Poland	18 780	Ukraine	6 208
Austria	17 352	Belgium	6 179
Hungary	16 812	Ireland	6 064
Germany	16 511	Czech Republic	5 482
Russia	15 805	Norway	4 538

Direct Economic Impact on Tourism (%) 2003

– Central and Eastern Europe



ESSAY

➤ Topic:

Should Government Support Tourism?

➤ Extent: 500-800 words

➤ Spacing: one and an half

➤ Deadline: 12th December 2006

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THE END