

CGG30 Unit 1: What is Travel and Tourism?

Activity 1: What is Travel and Tourism?

Overview

To begin with, you will refresh your understanding of the terms "tourist" and "travel" and then gain an appreciation of their difference. You will complete a chart analysis to determine which areas are most popular for travel and then you will research and speculate why these are popular destinations.

Lesson

Have you ever wondered what it might be like to go trekking in the Himalayas, go on a balloon safari in the Serengeti, visit the monkey temples in Kathmandu, or tour the Eiffel Tower in Paris? If you answered yes to any of the above mentioned tourist destinations, you are like the rest of us. Most people have dreamed of escaping their lives to go on a cultural, religious, natural or historical exchange. People travel for all sorts of reasons and find themselves refreshed and able to re-focus when they return home. Just how popular is the travel and tourism industry?

According to the Canada Tourism Commission, Canadians spent 57.5 billion dollars in the travel and tourism industry in 2004. This is an increase of 6.4% over the previous year. Canada also employed 626000 in direct travel and tourism related jobs in 2004.

On the world front, tourism is also on the rise (World Tourism Organization). In 1950 the world saw only 25.3 million tourists. In 1960, the number was 69.3 million. In 1970 the number had risen to 165.8 million and in 1980 it was up to 278.2 million. In 1990 there were 441 million tourists worldwide and by 1999, there were 612 million tourist arrivals worldwide. According to the World Tourism Organization, 2004 had 763 million tourists worldwide. Europe was the most popular continent followed by Asia/Pacific, America, Africa and the Middle East. The travel and tourism industry generated over 820 billion in 2004. The pattern of the most spending remained similar to the continents mentioned above with the exception of the Middle East, where more money was spent than in Africa. Clearly, the number of tourists keeps growing yearly, as does the amount of money they spend.

You do not have to leave your country to be considered a traveler, however. You need not travel outside your country to be a tourist either. Consider the following key definitions and examples to help clarify the important differences.

Definition	Example
1. Tourist: people who visit a location for more than 24 hours , but less than one year (World Tourism Organization)	1. A person that backpacks across Europe for 3 months and then returns home at the end of the summer.
2. Tourism: people that travel away from home and have some fun. This also includes the industry that supports the tourist	2. A family that takes a trip to Florida during the winter holiday season. This includes the accommodations, transportation, and attractions that support this trip.
3. Travel: refers to movement from one place to another	3. A person leaving their home each day to travel to work or school.

The following table highlights the most popular continental tourist destinations visited in 2004.

International Tourist Arrivals –2004 (World Total –763 million)	
Continent	Total number of tourists (in millions)
1. Europe	416.4
2. Asia and the Pacific	152.5
3. Americas	125.8
4. Africa	33.2
5. Middle East	4.6

Assignment

1. Define the following terms: Tourist, Tourism and Traveler.
2. How much money did Canadians spend in the travel and tourism industry in 2004?
3. How many more worldwide tourists were there in 2004 than in 1990?
4. Which continent is the most popular for tourists to visit? Explain why you think this continent is so popular?
5. Which continent is the least popular for tourists to visit? Explain why you think this continent is so unpopular?