

CGG30 Unit 1: What is Travel and Tourism?

Activity 2: Why do People Travel?

Overview

You will gain insight into how major world factors such as politics, demography, technology, culture and economics can impact travel. You will also gain an understanding about what draws people to certain locations and what repels people from traveling.

Lesson

To understand why travel and tourism are so popular it is important to look at what draws people to these activities. It is also important to recognize that people may have travel plans that are never realized. There are many things that motivate people to travel, but there are also many things that deter people from traveling as well. Examine the graphic organizers below which help to summarize the travel draws and travel deterrents.

Table 1: Travel Draws		
Travel Draw	Explanation	Examples
1. Adventure	Usually attracts younger people that enjoy strenuous physical activity and that want something “unusual.”	Rock or mountain climbing, bungee jumping,
2. Specialty Travel	Usually is a once in a lifetime travel.	Climbing Mount Everest, visiting Mecca
3. Recreation Travel	Usually involves a lot of relaxation and typically revolves around warm climates with water.	A winter holiday visit to a Caribbean Island or a family trip to Florida
4. Family/Social	Going with family members or with others to visit family members	A family trip to England to visit uncles and grandparents
5. Environment	Traveling to enjoy the wonder and beauty of natural areas such as National or Provincial Parks	Canoe camping in Algonquin Provincial park

6. Business Travel	Involves traveling with business to go to a conference, convention or tie up a business deal.	A Tim Horton's Franchise owner flying to Kapuskasing to open another restaurant.
7. Cultural	Traveling to see and learn about the historic, cultural, musical, and architecture of a place.	A school trip going to Italy and Greece during the March Break Backpacking across Thailand and visiting UNESCO World Heritage Sites.

People usually travel to fulfill some inner need or desire. Therefore, it makes sense that one will travel to locations that draw them based on their cultural, environmental or familial attraction.

Table 2: Travel Deterrents		
Travel Deterrents	Explanation	Example
1. Fear	Many people do not want to travel for fear of being robbed or becoming ill	Some people are leery to travel to Asia and Africa because of diseases that are more prevalent than in North America.
2. Climate	Some people avoid coming to North America during our winters	People may not want to go places in Asia during the rainy season (monsoon)
3. Health	Poor health may limited when people can travel	When people are quite young and old, they are sometimes more susceptible to certain illnesses and may avoid travel
4. Money	People may want to travel, but find it difficult to save enough money. When a recession occurs, travel is even more limited	If you are saving money to go to college, you may not be able to budget a trip across Canada during the summer months
5. Lack of Motivation	Believe it or not, some people prefer staying close to home and are not interested in traveling	People stay in their local cities and do all their leisure activities there.

6. Holidays	Some people do not have long enough holidays to really fulfill their true travel destinations. Some people do not have any holidays.	If you have a two-week holiday, it is hard to travel from Ontario to Australia. If you factor in cost and jet lag as well, your visit would be very expensive and short indeed.
7. Life Stage	If you have young children this will likely limit your options for destinations and types of travel.	You will not likely take a 3 and 5 year old to Nepal to hike the Annapurna Circuit (250km trail with a backpack)

What are the Larger World Factors that impact Tourism?

Demographic Factors: If a country is young then it is likely that its people will not have the time or money to do a lot of traveling. Some countries in Africa, for example, have an extremely high number of young people. However, the average GDP is less than \$1000 per person. They do not have a lot of disposable income to travel. Canada, on the other hand, has a large portion of its population that are baby boomers. These people have either already retired, or will do so in the next 10 years. Canadian baby boomers have plenty of disposable income and can therefore enjoy the luxury of traveling within Canada and abroad. Much of North America and Europe are the same.

Political Factors: Whether a country has a stable and/or democratic government can also influence the amount of travel that occurs to it and within it. China, for example, has recently relaxed its tourist restrictions and has opened up its economy to foreign tourism and development. China has recently played host the 2008 Olympic Games which brought millions of tourists.

Economic Factors: How well a country is doing economically will also impact the level of tourism in that country, but also how much money local inhabitants will be willing to spend outside the country as well. A country, for example, may be in a recession: a period of general economic downturn where there is a decline in GDP for two or more consecutive quarters. If this occurs, people will have less money to spend traveling. Moreover, generally foreign investments may also decline which may result in the country appearing less attractive. Thailand experienced an economic recession in 1998 which negatively impacted tourism.

Cultural Factors: Some countries have an incredible cultural draw to them. Africa and Europe have long histories and, as a result, have a vast array of cultural artifacts and sites to visit. The ancient civilizations that existed here are a true motivation for many tourists to visit these continents.

Technological Factors: The Technological Development of a country definitely has an impact on the level of tourism the country experiences and also the amount of travel that the locals do themselves. India, for example, has 1000's of tiny villages, some of which are remote and difficult to access. Tourists may have difficulty accessing some of these. On the other hand, France has an incredible infrastructure and is visited by some 75 million people a year. You can rapidly through the country from place to place by air,

train, car, Chunnel, bus, foot, taxi, and bicycle. Moreover, you can stay in touch with loved ones through Internet, and phone. We are truly in a global village.

Assignment

1. What is the difference between travel draws and deterrents? Include examples.
2. What would be the most significant thing to draw you to a travel destination?
3. What would be the most significant factor that would deter you from traveling right now?
4. Is traveling something that interests you and how much of it will you make a part of your life in the future? Where would you like to go and why does this place interest you?