

CGG30 Unit 1: What is Travel and Tourism?

Activity 3: Types of Tourism

Overview

You will explore the differences between mass and sustainable tourism and their more specific forms.

Lesson

Types of Tourism

Mass Tourism can be defined that involving usually a large number of tourists to a limited number of destinations. These tourists usually spend short periods of time in one place but have a large impact on the culture and natural environments of those places visited. Moreover, mass tourists are much more likely to take advantage of package-tours and all-inclusive deals.

Sustainable Tourism can be defined as tourism which has a lower impact on the cultural and natural environment. Tourists usually travel in smaller groups and stay in places for a longer period of time. Sustainable tourism is often referred to as eco-tourism or alternative tourism. Sustainable tourists usually learn a bit of the local language, purchase goods in small shops and stay in guesthouses or camp. They have a more minimal impact on the physical environment than mass tourists.

Sustainable tourism has been growing tremendously over the past decade at almost three times the growth rate of mass tourism. People are interested in tour companies and hotels that practice environmentally sound practices. Of the specific types of tourism identified, nature tourism, wilderness tourism and “soft” adventure tourism would be considered sustainable forms of tourism. The other types would likely fall under mass tourism.

More Specific Types of Tourism

Below is a list of definitions and examples of very specific types of tourism. These types of tourism account for virtually all the types of tourism.

Adventure Tourism: Tourism that is associated with a type of physical challenge and adventure like rock climbing or hiking through a rainforest.

Cultural Tourism: Tourism that involves learning about a country’s culture and history, by visiting museums, cultural heritage sites, local sites and other significant cultural features.

Sports Tourism: Tourism that involves traveling somewhere specific to partake in sports activities like a biking holiday in Germany or going to the Winter Olympics in Whistler in 2010.

Recreation Tourism: Tourism that involves heading south or heading to a quiet spot to spend time on the beach or in a park.

Health Tourism: Tourism that involves going away to a Spa or Health Resort to rejuvenate oneself.

Religious Tourism: Tourism that involves traveling to religious sites yearly or once in a lifetime such as Mecca, Saudi Arabia or St. Paul's Cathedral, Vatican City.

Nature Tourism: Tourism that involves traveling to a more pristine location to study the flora and/or fauna of a region and includes ecotourism.

Wilderness Tourism: Tourism that involves traveling to wilderness areas "off the beaten path" to experience something quite different. Travel to interior regions of Algonquin Provincial Park would be a good example.

Business Tourism: Tourism that involves travel to go to a conference, network or complete a business transaction.

Family/Social Tourism: Tourism that revolves around traveling with or to visit family in another location. A trip to Toronto to visit cousins and Aunts and Uncles would be considered Family tourism.

Assignment

1. What is the difference between Mass Tourism and Sustainable Tourism? Categorize the specific types of tourism under either Mass Tourism or Sustainable Tourism.
2. Why do you think Sustainable Tourism is growing in popularity and why is it seen as something that is better in the long run?
3. Have you ever experienced any of the above specific types of tourism? If so, which ones and where did you go? If not, which specific types seem to interest you the most?