

## Introduction to Tourism

### A. Major points to study

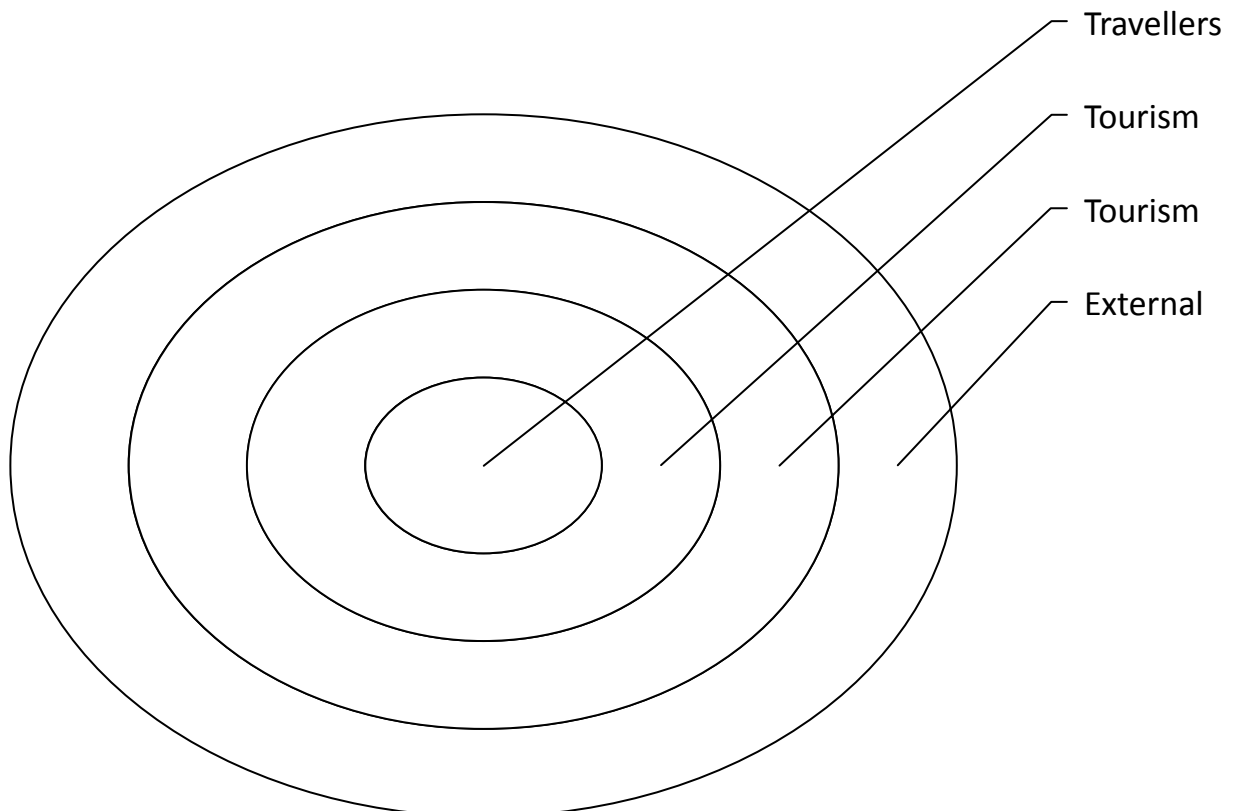
1. Understand travel and tourism as an integrated discipline
2. Understand tourism as a service industry
3. State the major industry sectors with respect to careers in tourism
4. Distinguish the meaning of “travel” and “tourism”, “tourist” and “excursionist”
5. Classify inbound and outbound tourism
6. Understand the types of tourism nowadays

### B. Myth and Reality

- ✧ The majority of tourism in the world is international.
  - ✓ \_\_\_\_\_ tourism accounts for about \_\_\_\_\_ of tourist trips.
- ✧ Most tourism journeys in the world are by air.
  - ✓ The majority of trips are by transport on \_\_\_\_\_.
- ✧ Tourism is only about leisure holidays.
  - ✓ Tourism includes all types of \_\_\_\_\_ of visit, e.g. \_\_\_\_\_, conference and \_\_\_\_\_.

### C. An Integrated Model of Tourism

Source: Cook Roy A. Yale Laura J. & Marqua Joseph J. “Tourism - The Business of Travel”, 2<sup>nd</sup> Edition. Prentice Hall, 2001. chapter 1 pp.7



**D. What are the meanings of “travel” & “tourism”, “tourist” & “excursionist”?**

**1. Travel VS tourism**

*What is travel?*

- ✧ All \_\_\_\_\_ from one place to another, including journeys made by people who \_\_\_\_\_ a country or who just \_\_\_\_\_ a country without stopping (Transit passenger).

*What is tourism?*

- ✧ Activities of people travelling to and staying in places \_\_\_\_\_ their usual environment (exclude frequent and \_\_\_\_\_ trips between \_\_\_\_\_ and workplace) for less than a \_\_\_\_\_ and whose main purpose is not to \_\_\_\_\_ for living.

**2. Three principal strands of tourism**

Domestic tourism	_____ tourism	
	Inbound/ Incoming tourism	_____ tourism
People travel _____ their own country.	People _____ another country.	People travel _____ from their country of residence.
<i>A New York family flied to California.</i>	<i>President Obama visited Hong Kong.</i>	<i>Ms. Kong who lives in Hong Kong went to the United States.</i>

**3. Inbound VS Outbound tourism**

They are both forms of \_\_\_\_\_ tourism.

*What is inbound tourism?*

- ✧ \_\_\_\_\_ visits of another country

*What is outbound tourism?*

- ✧ \_\_\_\_\_ visits to another country

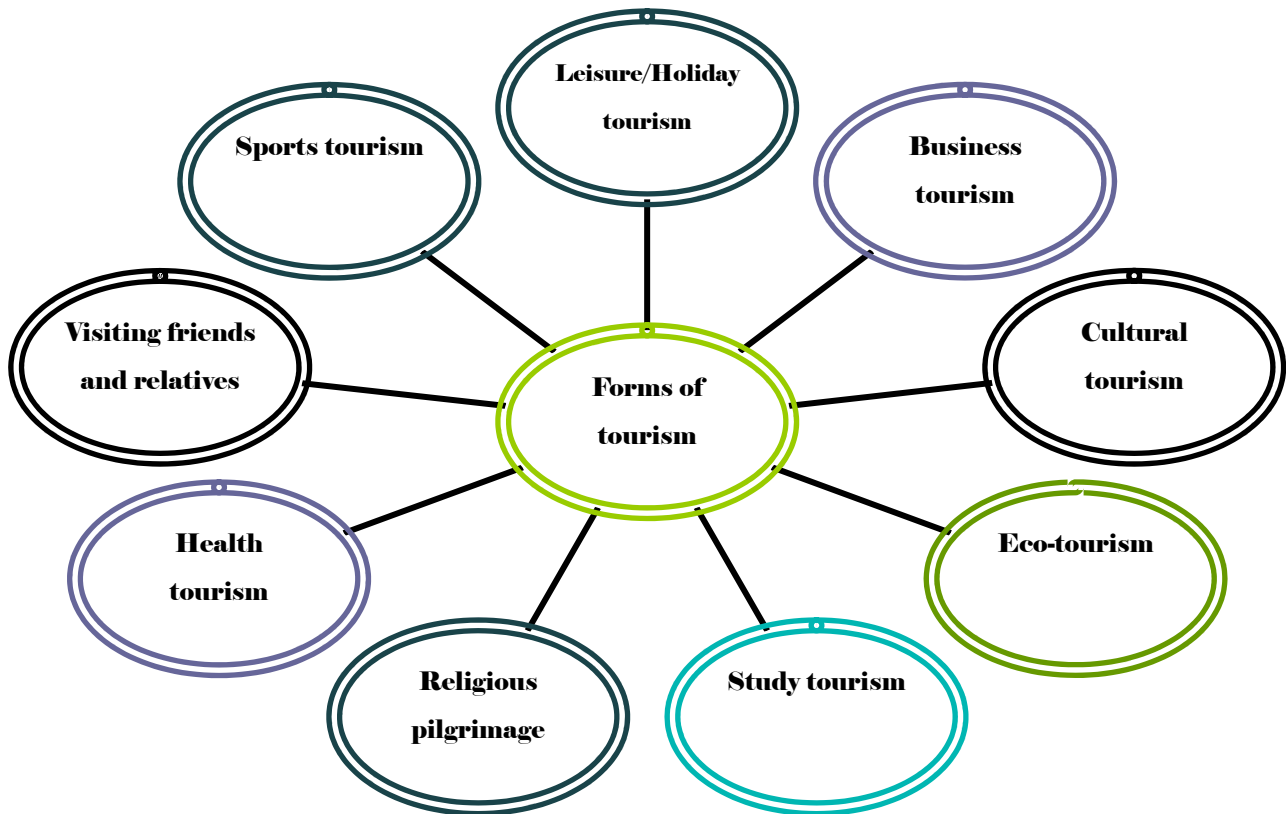
→ Mr. and Mrs. Smith live in Hawaii. They visited Hong Kong this weekend.



They are inbound tourists to \_\_\_\_\_ and outbound tourists to \_\_\_\_\_.

Hong Kong receives \_\_\_\_\_ tourism while Hawaii generates \_\_\_\_\_ tourism.

#### 4. What are the forms of tourism nowadays?



Forms of tourism	Characteristics/ Key features	Example
Leisure/Holiday tourism		
Business tourism		
Cultural tourism		
Eco-tourism		
Study tourism		
Religious pilgrimage		
Health/ Medical tourism		
Visiting friends and relatives		
Sports tourism		

### 5. Tourist VS Excursionist VS Non-tourist

Who is tourist (\_\_\_\_\_ visitor)?

- ✧ travel to destinations outside the \_\_\_\_\_ and workplace, and stay for at least \_\_\_\_\_, for the purpose of \_\_\_\_\_ or business.
- ✧ e.g. non-residents

Who is excursionist (\_\_\_\_\_ visitor/ \_\_\_\_\_ tripper)?

- ✧ \_\_\_\_\_ visit a destination and stay for \_\_\_\_\_, for the purpose of \_\_\_\_\_ or business, but not for \_\_\_\_\_.
- ✧ e.g. \_\_\_\_\_ passengers

Who is non-tourist?

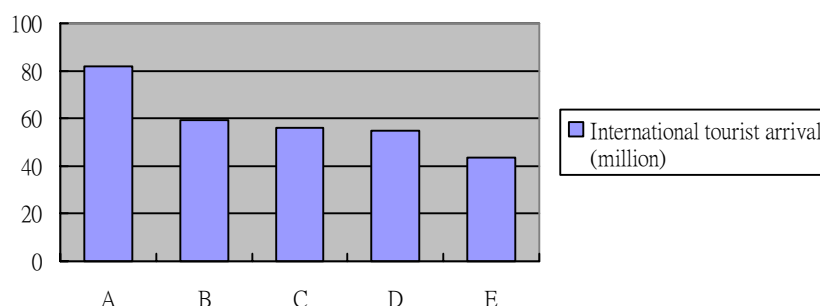
- ✧ not included in \_\_\_\_\_ statistics
- ✧ e.g. transit passengers, permanent \_\_\_\_\_, border worker, refugee, \_\_\_\_\_ representative, members of armed force

→ Checkpoint! Can you classify the following cases? Tick your answer in the box.

Classification	T	E	N
1. Mr. Fung, a computer sales man visiting the United States as part of his sales area.			
2. Mr. Chan, as engineer working for Microsoft Company was sent to China for 3 years.			
3. Mrs. Tam has a day trip to Lamma Island for visiting relatives.			
4. Chinese People's Liberation Army Forces report duty to the Hong Kong Government and stay in the region for 1 year.			
5. A passenger travelling to Australia waited for 8 hours at the Singapore Airport Transit Hall for another flight.			
6. The company director flying to Shanghai for signing a contract and returning to Hong Kong within the same day.			

➔ **Your top tourist destination of the world VS World top tourism destination in 2007**

**Top tourist destination of the world in 2007**



Source: UNWTO

Rank	International tourist arrival (million)
A.	81.9
B.	59.2
C.	56
D.	54.7
E.	43.7

**Top tourism spender of the world in 2007**

Rank	International expenditure (US\$ billion)	Expenditure per capita (US\$)
1.	82.9	1008
2.	76.2	252
3.	72.3	1189
4.	36.7	595
5.	29.8	23

➔ **Prepare.** *What would I study in the future if I like tourism? Is tourism an integrated discipline?*

Browse the websites of those 2 universities providing full-time degree courses for tourism and hospitality studies. Write down 5 subjects that they include.

1. The Chinese University of Hong Kong → [www.baf.cuhk.edu.hk/htm/program.htm](http://www.baf.cuhk.edu.hk/htm/program.htm) (Major Required courses)
2. The Hong Kong Polytechnic University → [www.polyu.edu.hk/~htm/](http://www.polyu.edu.hk/~htm/) (Programme structure, Common subjects)

Hotel and Tourism Management (CUHK)	Tourism Management (PolyU)
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

E. **Consolidation Mind Map**

What are related to tourism? e.g. subject, industry, job opportunity

What is TOURISM?