

# TRAVEL & TOURISM

## SELECTED READINGS



*Tourism is like fire. It can  
cook your food or burn your  
house down.*

R. Fox

The traveler sees what he sees, the tourist sees what he has come to see.

Gilbert Keith Chesterton (1874-1936) British journalist, novelist and poet.

Though there are some disagreeable things in Venice there is nothing so disagreeable as the visitors. Henry James (1843-1916) American author.

Every year it takes less time to fly across the Atlantic and more time to drive to the office. Anonymous

“I am leaving the town to the invaders: increasingly numerous, mediocre, dirty, badly behaved, shameless tourists.” – Brigitte Bardot

“Traveling, you realize that differences are lost: each city takes to resembling all cities, places exchange their form, order, distances, a shapeless dust cloud invades the continents.” – Italo Calvino

## Key Trends in Tourism: Predictions for 2010

A forecast of travel trends plus advice and information for B&B owners and bookers in 2010. (5 /1/2010)

Over the last decade, an ever-resilient travel industry survived bird flu, swine flu, terrorism and climate change only to emerge stronger than ever, with no-frills airlines and online travel companies making international travel an everyday activity for a large number of us.

In 2009, the global recession from which we are still struggling to surface left us all short of cash, and it was thought that holidays would be one of the first luxuries to go. Not so. People didn't necessarily travel less, they travelled differently, and, in fact, many of those who lost their jobs took advantage of the career break to fulfil lifelong dreams of travelling the world.

Environmental as well as economic concerns had more and more of us holidaying at home, making the most of what's waiting on the doorstep, and a loss of faith in travel agents saw savvy travellers taking charge to create their own personalised DIY holidays and avoid paying inflated commission charges.

And as bookers moved away from the traditional package holiday, adventure and activity holidays also became popular. People were looking for something unique, something off the beaten track.

All of this was good news for the B&B industry. Traditionally, independently-owned B&Bs were for those who couldn't afford a hotel; these days, that's most of us. And with an increasing number of 'boutique B&Bs popping up around the place, bed and breakfast is the new black, even for business travelers. The fashion for 'shabby chic', while not a particularly flattering term, has seen B&Bs coming into their own, outdoing the minimalist décor of chic hotels with French dressers and floral fabrics.

These tourism trends are set to continue in 2010 and on into the new decade. Online travel will only become more popular, and as the B&B market gets more familiar with the process of internet booking it becomes increasingly important for properties to have some kind of online presence. Managing a website may not be feasible for many of us, but creating a listing on a site such as [BedandBreakfastworld.com](http://BedandBreakfastworld.com) is a quick, simple and, best of all, free way to reach potential guests from all over the world.

Word of mouth has always been highly valued but nowadays the people you can go to for advice are not limited to just your friends and family. While sites such as [TripAdvisor](http://TripAdvisor) have capitalised on our desire to be heard, be wary of unmonitored sites where false or misleading reviews could potentially be left by hotel employees.

At [BedandBreakfastworld.com](http://BedandBreakfastworld.com), only those who have made bookings are invited to share their thoughts, meaning all reviews are from genuine customers. In either case, use of common sense is advised; we all expect different things from a holiday, and one person's idea of overly attentive staff may be another's idea of excellent customer service.

If the clientele is evolving, the B&B must evolve with it. While most guests appreciate the cosy, homely feel of a B&B, facilities must be kept up to date, and certain added extras are often expected. Complimentary Wi-Fi is offered in most properties these days, and is essential for those hoping to attract business travellers, as is a desk and a decent space to work. A decent-sized television with DVD and a good range of channels in each room will also be appreciated.

Never underestimate the effect of the personal touch. As the consumer becomes more demanding, the key to beating both the recession and your competitor is not to lower your prices but to offer excellent value for money as well as that little something extra. Casa de Billy in Barcelona, for example, equips all its rooms with orthopaedic mattresses, while Daphne Veneto in Rome offers all guests use of a local mobile phone during their stay. It could be something as small as a bowl of fresh fruit in the room on arrival, but these added extras make a big difference to a guest's stay. BedandBreakfastworld.com also allows B&Bs to offer packages to their customers for special occasions or local events.

In November 2008, the Foreign & Commonwealth Office and ABTA predicted that the top holiday hotspots for 2009 would be Israel, Dominican Republic, Cuba, St Lucia, Iceland, Croatia and Australia. This year, the list is headed up by so called 'X-Factor destinations'; once-in-a-lifetime trips will see football lovers off to South Africa for the FIFA World Cup, winter sports fans heading to Vancouver for the Olympics and film buffs going off in all directions to visit the location of their favourite movie. New York regularly welcomes hordes of shoppers looking for the glamour of Sex and the City, for example, and the small city of Forks in Washington is expecting record numbers of visitors after the popularity of the Twilight series. It's not yet clear where fans of Avatar will be heading, at least until space tourism becomes a bit more affordable.

In line with our desire to find a good bargain, other hotspots for 2010 will include cities emerging from recent troubles such as Sri Lanka and Beirut as well as Mexico, where the government have recently invested \$75 million in the beaches of Cancún to entice back tourists after the swine flu outbreak.

British tourists in particular will be drawn to countries outside of the Euro zone where they will receive a favourable exchange rate for their pounds; Egypt and Morocco remain popular, as does Istanbul, which has been named a European City of Culture for 2010.

In the UK and Ireland, where holidaymakers have traditionally jetted off in search of sun, the recent, recession-inspired tourism trend of holidaying at home will remain popular, whether surfing in Cornwall or hiking the Ring of Kerry. Adventure holidays will also continue to be fashionable, as will weddings abroad, and an increased interest in sustainable tourism refers not only to eco-friendly travel but also to 'voluntourism' projects designed to help the local community.

<http://bedandbreakfastworldblog.wordpress.com/2010/01/05/key-trends-in-tourism-predictions-for-2010/>



## **WORLD TOURISM DAY**

The institution of so-called world days to highlight among government and private circles and the public at large, salient features of the activities of intergovernmental organizations, is a widespread practice.

Each year, the organizations belonging to the United Nations System celebrate world days devoted to the United Nations: world peace; human rights; health; literacy; environment; womanhood; childhood; cooperation for development; meteorology; telecommunications, etc.

### **Establishment of the World Tourism Day**

It was at its third session (Torremolinos, Spain, September 1979), that the General Assembly of the World Tourism Organization (UNWTO) decided to institute, commencing in the year 1980.

World Tourism Day is to be commemorated on 27 September each year by appropriate events on themes selected by the General Assembly, on recommendation of UNWTO's Executive Council. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27 September 1970.

The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

The timing of World Tourism Day is indeed particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is of topical interest to hundreds of thousands of people worldwide from all walks of life and to tourists and the operational sector in particular.

The Organization invites all interested parties to take part on 27 September each year in the special celebrations taking place in their respective country or holiday destination.

### **World Tourism Day 2010 to celebrate tourism and biodiversity**

As the world comes together to celebrate 2010 as the International Year of Biodiversity, UNWTO is happy to announce that the World Tourism Day (WTD) celebrations, hosted officially this year by China, will take place under the theme, "Tourism and Biodiversity" (September 27, Guangdong Province). The theme provides a unique opportunity to raise public awareness of the importance of biodiversity to tourism and the role of sustainable tourism in the conservation of life on Earth.

Biodiversity is a key tourism asset and fundamental to its sustained growth. Intact and healthy ecosystems form the cornerstone of thousands of tourist enterprises and products worldwide, attracting hundreds of millions of tourists each year. As a leading economic activity, sustainable tourism has an important role and responsibility in managing and conserving biological natural resources. As a key source of income and employment, tourism often provides strong incentives to protect biodiversity. Sustainable tourism can furthermore generate significant revenues for conservation and community development and help to raise awareness of biodiversity issues.

The theme, "Tourism and Biodiversity," is particularly pertinent in 2010. Concerned by the continued loss of biological diversity, the United Nations Assembly declared 2010 the International Year of Biodiversity. The year coincides with the target adopted by governments in 2002, to achieve by 2010, a significant reduction in the rate of biodiversity loss.

"Tourism and biodiversity are mutually dependent. UNWTO wishes to raise awareness and calls upon the tourism stakeholders and travelers themselves to contribute their part of the global responsibility to safeguard the intricate web of unique species and ecosystems that make up our planet," said UNWTO secretary-general Taleb Rifai.

Central WTD celebrations will take place in Guangdong Province, China. Alongside a series of cultural events organized by the Chinese government, the China National Tourism Administration (CNTA) will host the 2010 World Tourism Day Think Tank around this year's theme. The Think Tank will bring together leading public and private tourism stakeholders, as well as biodiversity experts and members of the media, to highlight the close relationship between tourism and biodiversity, and identify how tourism can contribute to preserving life on Earth and its unique biodiversity.

(May 21, 2010) <http://www.forimmediaterelease.net/pm/3488.html>

## Medical Tourism

### How Traveling to Singapore Could Save Your Life - Explore the Worlds of Medical & Dental Tourism!

With soaring health care costs and long waits for medical procedures, it is becoming increasingly difficult to find quality, affordable treatment. Whether you want cosmetic surgery or life-saving procedures, you might have to dig deep into your wallet or wait several months before receiving the medical or dental care that you require.

Or you could try medical tourism and receive quality care for a fraction of the price and without the long wait!

According to the National Coalition on Health Care, more than 500,000 Americans traveled abroad to receive medical and dental work in 2006. And this is not an isolated trend. Every year, millions of patients from around the globe flock to some of the hottest medical tourism destinations in order to receive five-star treatment at unbelievable prices. Experts predict that by 2012, medical tourism will grow to be a \$100 billion business with more than 780,000,000 patients traveling abroad to receive care from foreign doctors, dentists, and hospitals. These impressive figures don't necessarily include the growing alternative healing sector either. With wellness spas and Ayurvedic healing on the rise, medical tourism is clearly a global phenomenon that deserves greater attention.

By exploring Healism.com, you too can take part in this exciting phenomenon. We outline the steps required for a safe, enjoyable, and successful health vacation to some of the world's most popular medical tourism destinations. We also invite you to participate in our growing online community by visiting the Blog, Forum, Article, and FAQ sections of the site.

We realize that medical tourism can be a strange and daunting concept for many. The aim of Healism.com is to answer your questions, address your concerns, and help you determine whether or not medical tourism is the best option for you. Take however long you need to explore. You absolutely do not want to rush into a decision like this. But when all is said and done, your medical bills, airfare, and accommodations could end up costing less than whatever deductibles and charges you would have to pay in your home country.

<http://www.healism.com/>



## **Climate Change and Tourism: Background**

The growing international awareness about the fast pace of climate change taking place on our planet, together with the impacts that such changes are having on the natural environment, on humans and their economic activities have become evident.

For tourism, climate change is not a remote event, but a phenomenon that already affects the sector and certain destinations in particular, mountain regions and coastal destinations among others. At the same time, the tourism sector is contributing to greenhouse gas emissions (GHG), especially through the transport of tourists.

### **The impacts of climate change**

Climate is an essential resource for tourism, and especially for the beach, nature and winter sport tourism segments. Changing climate and weather patterns at tourist destinations and tourist generating countries can significantly affect the tourists' comfort and their travel decisions. Changing demand patterns and tourist flows will have impacts on tourism businesses and on host communities, as well as knock-off effects on related sectors, such as agriculture, handicrafts or construction.

In small island states and developing countries, where tourism is a major economic activity, any significant reduction in tourist arrivals will have serious employment impacts and generate further poverty.

### **Awareness**

Since the 1st International Conference on Climate Change and Tourism, convened by UNWTO in Djerba, Tunisia in 2003, a growing body of knowledge has been generated addressing the complex relationships between the tourism sector and climate change with important research activities on this subject.

There is now a wide recognition of the urgent need for the tourism industry, national governments and international organizations to develop and implement strategies to face the changing climate conditions and to take preventive actions for future effects, as well as to mitigate tourism's environmental impacts contributing to climate change. Furthermore, such strategies should take also into account the needs of developing countries in terms of poverty alleviation and other Millennium Development Goals.

### **Climate Change & Poverty – a coherent strategy**

UN Secretary General Ban Ki-moon has called for action on Climate to be taken in close coordination with global action on Poverty Alleviation & the Millennium Development Goals.

UNWTO is committed to ensuring that this coherence is applied to the Tourism sector generally and particularly in regard to the world's poorest countries, for whom tourism is a driver of jobs, livelihoods, exports and competitiveness.

<http://www.unwto.org/media/climate/en/climate.php?op=5>

## **Travellers' Dos and Don'ts for Personal Security**

Most travellers do not expect to encounter trouble while away. However, incidents can occur whether you are in your home country or if you are travelling abroad. As with other aspects of safety, being prepared and aware of potential risks are the keys to a safe trip in your home country or elsewhere in the world.

Travellers, as they are often in unfamiliar locations and social contexts, can be especially vulnerable to theft and other crime. By taking some simple precautionary measures and reviewing some of the most common risks, you can help make travelling safer and hassle-free.

- Ask people who have been to that country for information about their experience with safety, customs, and the culture.
- Have your travel agent tell you about the customs and culture of the area(s) where you will be travelling or read more about them.
- Find out where to contact your government's offices abroad.
- Make photocopies of your passport and visa and keep separate from your passport and other travel documents. Also keep a record of credit or bank card numbers along with contact telephone numbers if lost or stolen. Leave copies of these documents and numbers at home or work as well carrying a copy with you.
- Store your passport (if you do not need to carry it while in that country), airline tickets, extra money and other documents in the hotel safe.
- Use a money belt when you need to carry your passport, travel documents, money, credit cards, etc.
- Use your business address on your luggage and carry-on bag instead of your home address.
- Never carry parcels or packages for strangers.

### **At your destination**

#### **Things to do**

- Select a hotel in a safe location
- Make arrangements to arrive before dark whenever possible.
- Make sure your hotel reservations are guaranteed if you are arriving late
- Keep your name or home information private - give the check-in clerk a business card or use your first initials.
- Select a hotel that takes extra measures to ensure your security Request a room with a peephole, dead bolt and chain lock
- Leave instructions with the hotel not to give your room number or name to anyone.

- Request a room change immediately if the clerk accidentally announces your room number out loud.
- Obtain a recommendation on a safe taxi-cab company.
- Make sure your contacts at home or work know your schedule and know how to reach you. Use an established check-in procedure.
- Call your pre-arranged contact (home or office) when you arrive at your destination to report that you have arrived safely.
- Be sure your office knows not to tell others you are away.
- Keep some money in an outside pocket to avoid fumbling through your purse or wallet for tips and other small expenses.
- Read or work while you travel, but remain aware of your surroundings. You look less vulnerable when you are busy.

Ask at the hotel for safe areas to visit or walk through in the neighbourhood. They will be able to make recommendations of areas not to visit.

- Consider carrying a second “dummy” wallet to “give up” if necessary. It should contain some local currency, a small amount of US dollars, a few old receipts, and expired credit cards to make it look real.

#### **Things to avoid**

- Do not draw attention to yourself by displaying large amounts of cash, expensive jewellery or electronic equipment.
- Do not carry large amounts of cash. Use credit cards or travellers’ cheques instead.
- Do not allow your travel plans to be given out to strangers.

#### **Other tips include**

Check your room immediately for any damage. Be sure the locks and telephone work. Report any concerns to reception.

Keep your hotel key with you. Dropping off the key at reception is an easy way for others to know when your room is not occupied.

Close the door securely whenever you enter or exit the room. Check that any sliding glass doors, windows and connection doors are locked every time you return to your room.

Immediately request a security check if you notice a suspicious change in your room when you return.

#### **Do Not**

- Do not answer the door without verifying who is there.

- Do not enter the room if you suspect someone is in there, if you are being followed or if someone is lingering near your door.
- Do not invite strangers or acquaintances into your room or accept invitations to others' rooms. Arrange to meet in a public location such as the hotel lobby or restaurant.

## **Sustainable Consumption**

In order to realize the full importance of fair trade, we must first take a look at ourselves as consumers and the role that we play in global consumption. Consumption refers to the purchasing and/or use of resources and goods, both natural and man-made. As living beings, we are constantly consuming resources throughout our daily lives - eating, commuting to work, checking email, showering, and even simply sitting around watching television.

While consumption is a necessary aspect of life - all living things must consume in order to survive - not all consumption is threatening or harmful to the environment. Sustainable consumption is the "use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life-cycle so as not to jeopardize the needs of future generations." (UN CSD International Work Programme, adopted in 1995).

### **Why Consumption Matters**

Consumption has been steadily increasing in industrial countries during the last 50 years. According to the UN Human Development Report of 1998:

- The burning of fossil fuels has almost quintupled since 1950.
- The consumption of fresh water has almost doubled since 1960.
- The marine catch has increased fourfold.
- Wood consumption, both for industry and for household fuel, is now 40% higher than it was 25 years ago.

This steady increase in consumption has been putting a heavy strain on the environment, which is overwhelming the earth's natural defense mechanisms. We are seeing a decrease in forest size and fish stocks, and an increase in soil degradation and desertification. Additionally, pollution and waste are being produced beyond what the earth is able to absorb, making it even more important for us to monitor and reduce our rate of consumption.

We must also consider who is doing the majority of the consuming. As the UN Human Development Report explains, "Inequalities in consumption are stark. Globally, the 20% of the world's people in the highest-income countries account for 86% of total private consumption expenditures - the poorest 20% a miniscule 1.3%."

The report goes on to state that the richest 20% of the population:

- Consume 45% of all meat and fish, the poorest fifth 5%.
- Consume 58% of total energy, the poorest fifth less than 4%.
- Have 74% of all telephone lines, the poorest fifth 1.5%.
- Consume 84% of all paper, the poorest fifth 1.1%.

- Own 87% of the world's vehicles, the poorest fifth less than 1%.

This growing imbalance is creating harmful socio-cultural impacts, with the poor bearing the most severe costs.

### **Travel as Consumption**

Travel is inextricably linked to consumption, as the entire travel experience relies on various types of consumption: transportation, lodging, food, recreational activities, entertainment, souvenirs, etc. Additionally, tourism is arguably the largest industry in the world and therefore, has a huge global impact.

Viewing travel from the perspective of consumption can change the entire experience of traveling. It can help bring to light the real costs of personal actions, and can help us to make more positive decisions. There are many small things travelers can do that can have a big impact:

- Offset your carbon dioxide emissions at [www.carbonneutral.travel](http://www.carbonneutral.travel).
- Before leaving home, make sure you won't be consuming unnecessary resources while you're gone. Unplug all electronics, reduce the heat on the hot water tank, and lower the thermostat.
- Choose reputable, certified eco-friendly lodging and tour operators. Before you book, ask them what they're doing for the environment and the local community.
- Learn about the culture and customs of your host country, and respect them while abroad. Learn a few words in the local language. Ask permission before taking photos. Be sensitive to other issues that may arise unexpectedly.
- Support the local community. Purchase locally produced products at a fair price, attend local events, frequent locally owned businesses and restaurants.
- Walk, bike, or take public transportation. If you must rent a car, choose the most fuel-efficient model available.
- Reuse the same towels and linens during your hotel stay, and focus on conserving resources - like water and electricity - during your stay.
- Bring a water filter and try to avoid purchasing disposable consumable products that can't be recycled in the local communities you visit.
- Bring your own toiletries as well and help to avoid creating excess waste from disposable and travel-sized products provided by many hotels.

Speak up! Businesses listen to their customers, so let them know what you think of their environmental and socio-cultural practices.

[http://www.sustainabletravelinternational.org/documents/op\\_buylocal\\_sustainableconsumption.html](http://www.sustainabletravelinternational.org/documents/op_buylocal_sustainableconsumption.html)



## Types of traveller: Australia

Tourism NSW (New South Wales, Australia) uses a series of Traveller Types (otherwise known as 'target markets') in its marketing strategies. These are based on two research projects. In 2000, *See Australia* conducted a study into 'holiday mindsets' ie, Traveller Types, based on a 'state of mind' rather than a specific demographics alone.

From this research, five holiday mindsets were derived:

Pampadours, Compatriots, Wanderers, True Travellers and Groupies.

In 2004 *Roy Morgan* produced a segmentation which was designed to match the *See Australia* segments. The *Roy Morgan* holiday mindsets were called the Australian Travel Segments. Different names were given to each mindset in order to distinguish them from the *See Australia* mindsets.

From this research, the segment names were:

Luxury Travellers, Family Travellers, Touring Travellers, Adventure Travellers and Peer Group Travellers.

A description of each Traveller Type and Holiday Mindset is shown below:

### **Pampadours / Luxury Travellers**

*2000 See Australia* description of the Pampadour/Luxury Traveller:

Up-market, DFY (do-it-for-you), indulgent, female skew, white collar and professional skew, using an overseas travel frame of reference, fashion-conscious, traveling in adult couples, 5-star product preference, avoid young children/family destinations.

Holiday Mindset of the Pampadour/Luxury Traveller (*Roy Morgan, 2004*):

"I like luxury and a bit of pampering on holiday. I'm not interested in slumming it when I'm on holidays, or being less comfortable than I am at home. Good quality is so much nicer. I like to veg-out, de-stress, relax and recharge. I prefer overseas holidays to travelling within Australia. I'm not into family-holiday-type places – I prefer to go places where there are no children around. "

### **Compatriots/Family Travellers**

*2000 See Australia* description of the Compatriots/Family Travellers:

Quintessentially middle market, female skew, wanting DFY (do-it-for you) but forced to compromise, family-focused, role-driven, good shoulder market, activities focused, budget conscious, like resorts and don't like camping, favour 3-star, but aspire to 5-star, self-contained an advantage.

Holiday Mindset of the Compatriots/Family Travellers (*Roy Morgan, 2004*):

"I holiday with my children. Holidays are the time when we can be a family again without work, school and other commitments getting in the way. Holidays are about going to a place to relax without hassles - if the children have a good time on holiday, then I can too. I believe you should see your own country first before exploring others. Overseas travel seems too much hassle. Although I'd appreciate a bit of luxury, self-contained accommodation offers the best value for us."

### **True Travellers - Adventure Travellers**

*2000 See Australia* description of the True Travelers/ Adventure Travellers:

Experimental, adventurous, trail-blazing, immersion travelers who want to experience a single destination in depth, active, physical, overseas orientation, seeking difference and challenge, opinion-leaders, white-collar skew, male skew, take longer holidays, will spend more getting there than being there, definitely DIY.

Holiday Mindset of the True Travelers/Adventure Travellers (*Roy Morgan, 2004*):

"When I travel I like to truly experience the place. Holiday and adventure go hand in hand for me. I'm comfortable about taking some risks when I travel – I want some depth to my travel experience. It's important for me to have plenty of physical activity when I'm on holidays. I'm definitely not interested in packaged holidays – I prefer to find my own accommodation and make my own arrangements. I'm OK with travelling on my own. I don't mind a bit of discomfort. Staying in luxury hotels can obscure the real experience of the place. I prefer to mix with the locals, immerse myself in the local flavour. "

### **Wanderers/Touring Travellers**

*2000 See Australia* description of the Wanderers/Touring Travellers:

Marked older skew, adult couples, empty nesters, frequent tourists, DIY, great off-peak market, keen observers, widest range of preferences in transport mode, favour difference, continue their 'Darby & Joan' lifestyle when traveling, like to potter.

Holiday Mindset of the Wanderers/Touring Travellers (*Roy Morgan, 2004*):

"Holidays are a time to explore and discover new things. I'm not interested in vegging out on my holidays – I'd rather have interesting things to see and do. I enjoy looking at things at my own pace. I don't mind being active on holidays, but I'm not looking for excessive physical activity or extreme adventure. I enjoy staying in a small B&B or a self-catered cottage in a scenic place, where we can explore the region at our own pace. "

### **Groupies / Peer Group Travellers**

*2000 See Australia* description of the Groupies/Peer Group Travellers:

Younger male skew, student skew, DIY except for cooking, travel in peer groups, travel in peak periods, strong repeat visitation, fairly physical, want party time, strong on shared activities and reunions, limited budgets, share accommodation, share transport, want bright lights, clubs, pubs etc.

Holiday Mindset of the Groupies/Peer Group Travellers (*Roy Morgan, 2004*):

"I like to have fun with other people when I'm on holidays – I enjoy the social atmosphere. It's great to holiday with friends, enjoying things together, sharing experiences. I'm not interested in holidaying by myself. I like to be physically active. I enjoy excitement and adventure on my holidays. I don't like to be bored or go places where there is not enough to do. I rarely stay in luxury hotels, especially as they are so expensive. Budget is an important factor. As and when I have the money, I prefer to travel overseas - it seems more interesting than holidaying in Australia."

[http://corporate.tourism.nsw.gov.au/Traveller\\_Types\\_p1528.aspx](http://corporate.tourism.nsw.gov.au/Traveller_Types_p1528.aspx)

## TOURISM 2023

“Change is the law of life. And those who look only to the past or present are certain to miss the future.” John F. Kennedy

Since we began working on **Tourism 2023**, there have been some breathtaking changes which have had a dramatic impact on the travel and tourism industry worldwide.

The speed at which the credit crunch morphed into a global recession, combined with fluctuating oil prices, caught many in the industry on the back foot. Regular news headlines about the failure of travel companies have been a grim reminder of the commercial imperative of being fully prepared for the future.

And the pace of change looks set to accelerate. Our world is becoming crowded and our available resources scarce. By the mid-2020s, the UN expects the world population to grow to 8 billion. That’s an additional 1.3 billion people, who will place dramatic new demands on the planet. By 2025, 1.8 billion people are expected to be living in countries or regions with absolute water scarcity. The growth of the middle classes in countries like China and India has the potential to reshape global tourism flows dramatically. “Climate change will also have dramatic impacts on how, where and when (and even if) people travel, and will reshape the industry over time.”

But is the travel and tourism industry ready for these changes? A report by KPMG released in April 2008, just a month before we began work on **Tourism 2023**, suggested not. It ranked transport and tourism as the sectors least well prepared for climate change and among those most commercially exposed to the physical risks it presents. What’s worrying is that these are the changes we can be fairly certain about. What about the things that we are less certain about, but that are really important for the future of the industry? Things like how legislation might shape travel and how active our ageing populations might be? The industry needs to be prepared for uncertain times if it is to prosper.

**Tourism 2023** tackles these questions head on in order to help the UK outbound travel and tourism industry better understand and plan for its future. The project, coordinated by the sustainable development charity Forum for the Future and supported by some of the foremost organisations in the industry, presents a set of four scenarios which explore the critical uncertainties facing the industry and offers vivid images of possible futures.[...]

**Tourism 2023** has identified three specific areas where urgent action is required, where more can be achieved by working together than by any one organisation in isolation. All work programmes are designed to support, complement and build on existing initiatives.

### 1. Sustainable destinations

The industry needs to demonstrate and monitor the economic benefit tourism delivers to destination communities. This will help protect holiday destinations for the future and increase their value and appeal to customers. This will require working in partnership with governments and communities in tourist destinations.

### 2. Low-carbon innovation

We urgently need to seek, find and implement solutions to make tourism a low-carbon, low-impact industry. The industry needs to focus on trialling new technologies and taking them to scale. It should seek

to increase energy efficiency and the use of renewable energy, and to reduce waste and demands on natural resources.

### **3. Driving customer demand**

The industry has an opportunity to increase the market for sustainable tourism by promoting its benefits to customers and by developing further insight into what will motivate people to take sustainable holidays.

[http://www.forumforthefuture.org/files/Tourism\\_2023\\_full\\_report\\_web\\_version.pdf](http://www.forumforthefuture.org/files/Tourism_2023_full_report_web_version.pdf)

## Well-Being and Spa Tourism

There is no doubt that the spa is making a comeback. Despite the recent trend, it is of course a centuries' old phenomenon – a thousand baths were to be found in ancient Rome and the grandest, Thermae of Diocletian, stretched for over 1.4million feet. Today's spas are perhaps not quite as grand but people are certainly catching on to the benefits, both physical and mental, that such visits can bring.

Combining the benefits of a spa visit with a holiday, either at home or overseas, has become increasingly popular in many markets and a growing interest in holidays that provide health and well being benefits, as well as relaxation, have opened up new opportunities for many tour operators and service providers.

An increasing interest in more alternative lifestyles and therapies, fitness, weight-loss treatments, detox diets, mineral and thermal skin treatments and massage and yoga are seen as an antidote to the stress and strain of modern life.

Mintel estimated in their 2007 report that in 2006 135 million pounds was spent in the UK on health and wellness holidays and they forecast that spending will double by 2011. Healthy eating, nutrition, exercise, beauty, relaxation and pampering are becoming more important to people and many want to incorporate those elements into holidays, the research found.

This wave of well being and health is part of a more generic move towards more varied holidays and a desire to seek out new experiences, which are in general more active and focused than a traditional beach holiday. There is therefore scope to breathe new life into certain aspects of the tired and well-worn package holiday format. [...]

"Medical tourism" is the most popular activity in the health and wellness holiday sector in the UK. The over-burdened national health system and rising costs have led people to look abroad for both dental and medical procedures as well as cosmetic surgery – in particular breast enlargement.

According to research released in 2006 by TRAM, Tourism Research and Marketing, of the Netherlands, medical tourism is a rapidly growing global market which is now being actively developed by both public and private sector tourism and healthcare organizations.

Spa Tourism has been an important part of medical treatment in Central and Eastern Europe for a very long time. Lately the trend has been adopted and reinvented in luxury hotels and specialised Spa Hotels and resorts offering a range of options from Turkish hammams to relaxing Thalassotherapy treatments. A number of Spa Associations actively promote and work on developing the industry further by focusing on spa specialisms such as eco-friendly spas, luxury spas, romantic spas, pampering spas, stress management and maternity options. [...]

It is anticipated that the spa industry will continue to expand at both ends of the market, both in the luxury, holiday segment and the regular, routine treatment sector with prices to suit most pockets. Spas in hotels are now common place and in some cities the high street is becoming peppered with spa salons providing us all with the opportunity to pop in for a treatment in and amongst the weekly shop.

As visiting a spa becomes a more integral part of peoples' lifestyles and personal grooming regimes, an increasing number of spa goers will look to combine the occasional luxury spa experience with a visit overseas. The future therefore certainly looks healthy for this sector of the travel market.

ITTFA, International Tourism Trade Fairs Association, represents some of the best travel trade events worldwide. For more details on our members, see [www.ittfa.org](http://www.ittfa.org)

[http://www.travelmole.com/press\\_article.php?news\\_id=1127229](http://www.travelmole.com/press_article.php?news_id=1127229)



## **WORLD HERITAGE**

A UNESCO World Heritage Site is a place (such as a forest, mountain, lake, desert, monument, building, complex, or city) that is listed by UNESCO as of special cultural or physical significance. The list is maintained by the international World Heritage Programme administered by the UNESCO World Heritage Committee, composed of 21 state parties which are elected by their General Assembly for a four-year term.

The program catalogues, names, and conserves sites of outstanding cultural or natural importance to the common heritage of humanity. Under certain conditions, listed sites can obtain funds from the World Heritage Fund. The programme was founded with the Convention Concerning the Protection of World Cultural and Natural Heritage, which was adopted by the General Conference of UNESCO on November 16, 1972. Since then, 186 state parties have ratified the convention.

As of 2009 [update], 890 sites are listed: 689 cultural, 176 natural, and 25 mixed properties, in 148 states. Italy is home to the greatest number of World Heritage Sites to date with 44 sites inscribed on the list. UNESCO references each World Heritage Site with an identification number; but new inscriptions often include previous sites now listed as part of larger descriptions. As a result, the identification numbers exceed 1200 even though there are fewer on the list.

Each World Heritage Site is the property of the state on whose territory the site is located, but it is considered in the interest of the international community to preserve each site.

### **Pre-convention**

In 1954, the government of Egypt decided to build the Aswan Dam (Aswan High Dam), an event that would flood a valley containing treasures of ancient Egypt such as the Abu Simbel temples. UNESCO then launched a worldwide safeguarding campaign. The Abu Simbel and Philae temples were taken apart, moved to a higher location, and put back together piece by piece.

The cost of the project was US\$ 80 million, about \$ 40 million of which was collected from 50 countries. The project was regarded as a success, and led to other safeguarding campaigns, saving Venice and its lagoon in Italy, the ruins of Mohenjo-daro in Pakistan, and the Borobodur Temple Compounds in Indonesia. UNESCO then initiated, with the International Council on Monuments and Sites, a draft convention to protect the common cultural heritage of humanity.

### **Convention and background**

The United States initiated the idea of combining cultural conservation with nature conservation. A White House conference in 1965 called for a 'World Heritage Trust' to preserve "the world's superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry." The International Union for Conservation of Nature developed similar proposals in 1968, and they were presented in 1972 to the United Nations conference on Human Environment in Stockholm.

A single text was agreed on by all parties, and the Convention Concerning the Protection of the World Cultural and Natural Heritage was adopted by the General Conference of UNESCO on 16 November 1972.

## **Nominating process**

A country must first take an inventory of its significant cultural and natural properties. This is called the Tentative List, and is important because a country may not nominate properties that have not already been included on the Tentative List. Next, it can select a property from this list to place into a Nomination File. The World Heritage Centre offers advice and help in preparing this file.

At this point, the file is evaluated by the International Council on Monuments and Sites and the World Conservation Union. These bodies then make their recommendations to the World Heritage Committee. The Committee meets once per year to determine whether or not to inscribe each nominated property on the World Heritage List, and sometimes defers the decision to request more information from the country who nominated the site. There are ten selection criteria - a site must meet at least one of them to be included on the list.

## **Selection criteria**

Until the end of 2004, there were six criteria for cultural heritage and four criteria for natural heritage. In 2005, this was modified so that there is only one set of ten criteria. Nominated sites must be of "outstanding universal value" and meet at least one of the ten criteria.

## **Cultural criteria**

- I. "to represent a masterpiece of human creative genius";
- II. "to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design";
- III. "to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared";
- IV. "to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history";
- V. "to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change";
- VI. "to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria.)

## **Natural criteria**

VII. "to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance";

VIII. "to be outstanding examples representing major stages of Earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features

IX. "to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals";

X. "to contain the most important and significant natural habitats for in-site conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation."

## **Statistics**

There are 890 World Heritage Sites located in 148 countries (state parties). Of these, 689 are cultural, 176 are natural and 25 are mixed properties. The World Heritage Committee has divided the countries into five geographic zones: Africa, Arab States (composed of North Africa and the Middle East), Asia-Pacific (includes Australia and Oceania), Europe & North America (United States, and Canada) and Latin America & Caribbean.

Russia and the Caucasus states are classified as European, while Mexico is classified as belonging to the Latin America & Caribbean zone. The UNESCO geographic zones also give greater emphasis on administrative, rather than geographic associations. Hence, Gough Island, located in the South Atlantic, is part of the Europe & North America region because the government of the United Kingdom nominated the site.

[http://en.wikipedia.org/wiki/World\\_Heritage\\_Site](http://en.wikipedia.org/wiki/World_Heritage_Site)



## **London 2012 - achieving the vision**

The Olympic and Paralympic Games are held every four years in a different city. In 2012 London will be hosting the games. The London Organising Committee for the Olympic and Paralympic Games (LOCOG) has been set up to take responsibility for planning, organising and delivering the event. This study shows how creating a clear vision and set of values has made it possible to establish SMART objectives for delivering an unforgettable Games.

### **The vision**

A vision is an idealised picture set out in words. Directors or owners of an organisation set a vision to provide a clear direction for its activities. London 2012's vision is: 'to use the power of the Games to inspire change'. LOCOG wants to demonstrate that the Games are about:

- more than sport
- more than London
- being accessible to everybody
- upholding the Olympic and Paralympic values of friendship, excellence, respect, inspiration, determination, courage and equality.

### **Values**

Values represent what the organisation stands for. They can affect who it does business with, how it carries out its activities, the behaviour of its workforce and the management style it uses. LOCOG's values are:

- Inspiration
- Distinctiveness
- Delivery
- Teamwork
- Respectfulness
- Openness.

Effective communication between LOCOG and its stakeholders and partners will ensure that its actions demonstrate its values.

### **Objectives**

The vision sets out a broad aim, which must then be divided into precise objectives. LOCOG's objectives are to:

- stage an inspirational Games
- deliver all venues on time and to specification

- maximise the economic, social, health and environmental benefits
- achieve a sustained improvement in UK sport.

Objectives must be **SMART** to be effective. One of London 2012's **SMART** objectives for its transport strategy is to have 100% of spectators travel to the Games by public transport, cycling or on foot. This is:

**Specific** – related to the transport strategy

**Measurable** – through a target of 100% of spectators

**Agreed** – by those involved in delivering it

**Realistic** – it can be met

**Time related** – it can be achieved in time.



### Objectives in action

The Olympic and Paralympic Games aim to engage young people. LOCOG will do this through its education programme, Get Set. Get Set is directly meeting LOCOG's objective to 'maximise the economic, social and health benefits'. Its objectives are to:

- support the Olympic and Paralympic Values through Get Set's website
- involve young people in the process, through project design, development and delivery
- showcase examples of interesting, inspiring and innovative practice in relation to the Games
- provide opportunities to reward schools and young people for their hard work by encouraging them to join the Get Set Network.

**Conclusion** London 2012 is not just about sport. It aims to create a force for good in society. This is reflected in its core objectives, which address a range of social, economic and environmental issues. Objectives are SMART so that results can be measured, ensuring the impact of the London 2012 Games will last beyond the closing ceremony.

<http://www.thetimes100.co.uk/studies/view-summary--london-2012---achieving-vision--145--353.php>

