

TRAVEL AND TOURISM

HMG1101

Karen Goodlad

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NEW YORK CITY COLLEGE OF TECHNOLOGY



CLASS LEARNING OUTCOMES

Define tourism and describe the important international tourism organizations

Discuss the economic impact of tourism

Summarize the sociocultural impact of tourism

WHAT SEGMENTS OF THE HOSPITALITY INDUSTRY ARE ASSOCIATED WITH TOURISM



Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries and places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

--*STATISTICS 2008 UNWTO AND UNITED NATIONS*

http://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectors/Service_exports/Trade_in_services/ITC-UNWTO%20National%20Tourism%20Export%20Strategies.pdf

REASONS FOR TRAVEL



CATEGORIES OF TOURISM



PROMOTORS OF TOURISM

Government

Tourism Boards

Tour Operators

Travel Agencies

Tour Wholesale and Consolidators

Destination Management Companies

WHAT DOES IT MEAN TO BE PROMOTOR OF TOURISM?

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

Retrieved from UNWTO: Why Tourism: <http://www2.unwto.org/content/why-tourism>

PROMOTORS OF TOURISM: GOVERNMENTS

- United Nations World Tourism Organization
 - What is their mission?
 - Look at the “[UNWTO Tourism Data Dashboard](#)”
 - List two data sets you want to explore and state why
 - Look at the [glossary](#) page
 - List five terms that are new to you and, in your own words, make a connection to the information you read in the textbook.
 - Look at the [events](#) page
 - Select an event and explain, in your own words, the category of tourism associated with the event



WTO REPORT THE IMPACT OF COVID 19 ON TOURISM



The impact of COVID-19 on tourism

The impact of COVID-19 on tourism will cost the world economy 4 trillion dollars. Developing countries will be among the most affected ones. Check the report or the [latest information](#) from the World Tourism Organization.

REPORT

Did you know?

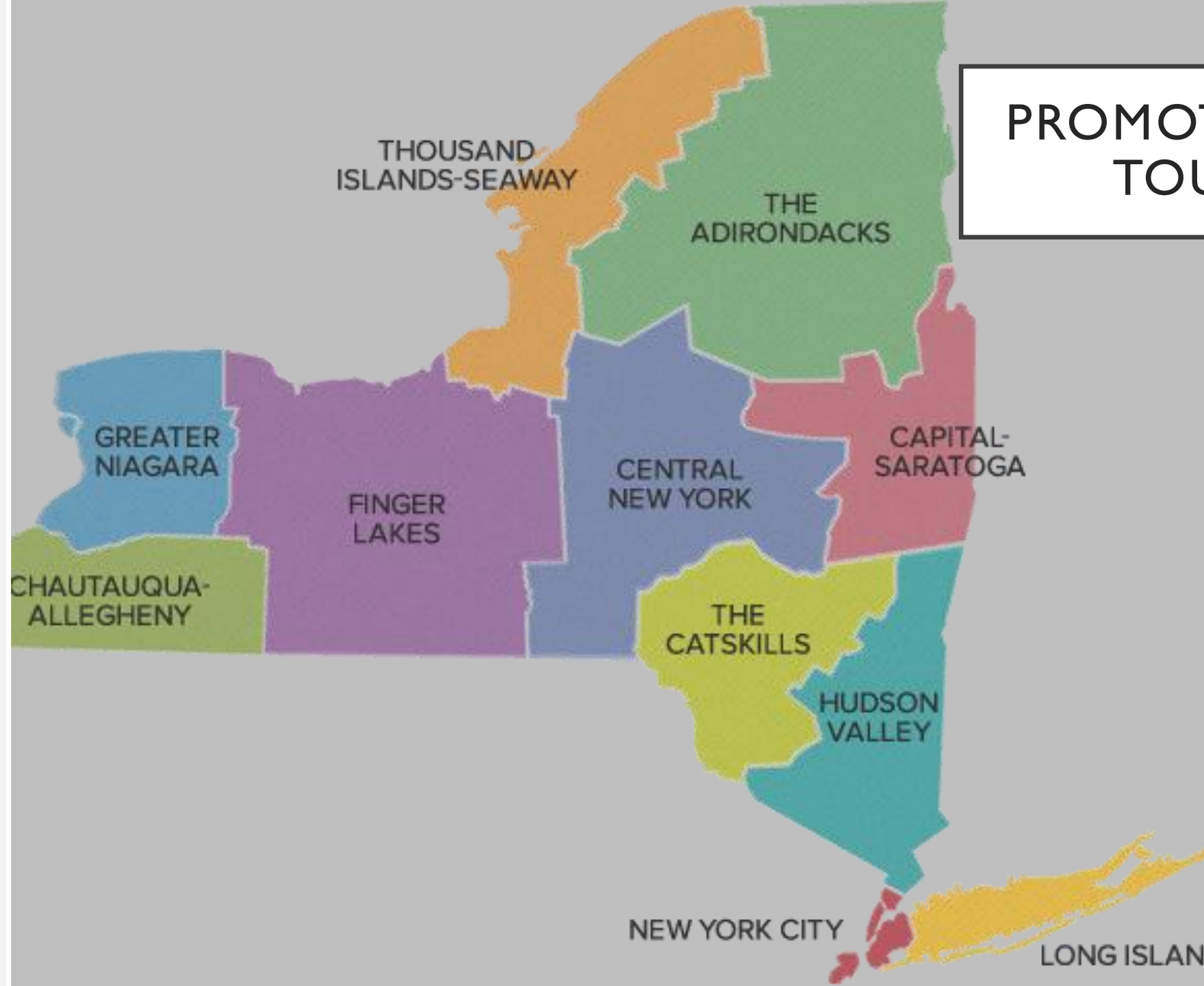
Tourism employs one in every ten people on Earth. Because of the pandemic, 100-120 million direct tourism jobs are at risk.

UNWTO foresees that domestic tourism will return before international tourism. Managed well, this could benefit rural communities.

The asymmetric roll-out of vaccines magnifies the economic blow tourism has suffered in developing countries, as they could account for up to 60% of the global GDP losses.

Global vaccination plan crucial for a recovery

PROMOTORS OF TOURISM: TOURISM BOARDS



- [I Love NY](#)
- [New York City & Company](#)
- [Uncork NY](#)
- [The Power of Travel](#)



PROMOTORS OF TOURISM: OTHER

Atlas Obscura: <https://www.atlasobscura.com/>

TOURISM CONNECTIONS WITH HISTORY

In the textbook a brief history is presented. The author, Walker states “In the 2000s, international tourism temporarily declined as a result of the September 11 attacks, severe acute respiratory syndrome (SARS), bird flu, and war. However, tourism is projected to grow at a rate of between 3.0 and 3.5 percent a year, according to the World Travel & Tourism Council“ (Walker, p. 95, 2020).

Today, we are amid a dramatic decrease in tourism that is unprecedented. List three concerns that a director of tourism for NYC may have for the next 12 months.

NEXT CLASS MEETING OCTOBER 19

- Complete the homework as posted on the OpenLab
- Submit the written portion of the Concierge Assignment via blackboard before 8:30am, October 19
- Watch the videos posted about current events in tourism