

# Contents

## Our Changing World



### 1 GLOBAL TOURISM — Is Tourism the Way to Go? 2

- GATEWAY 1 How does the nature of tourism vary from place to place? 4
- GATEWAY 2 Why has tourism become a global phenomenon? 27
- GATEWAY 3 Developing tourism at what cost? 55

### 2 FOOD RESOURCES — Is Technology a Panacea for Food Shortage? 90

- GATEWAY 1 How and why have food consumption patterns changed since the 1960s? 92
- GATEWAY 2 What are the trends and challenges in the production of food crops? 119
- GATEWAY 3 How can the problem of food shortage be addressed? 150



### 3 HEALTH AND DISEASES — Are We More Vulnerable than Before? 174

- GATEWAY 1 What are the global patterns of health and diseases? 176
- GATEWAY 2 What influences the spread and impacts of infectious diseases? 200
- GATEWAY 3 How can we manage the current and future spread of infectious diseases? 222

TEST YOUR UNDERSTANDING — O-LEVEL 250

TEST YOUR UNDERSTANDING — N(A)-LEVEL 256

# 1 GLOBAL TOURISM

## Is Tourism the Way to Go?



In this Chapter, you will explore these key questions:



**How does the nature of tourism vary from place to place?**



**Why has tourism become a global phenomenon?**



**Developing tourism at what cost?**

**CHECK-IN****Arches National Park**

It's a miracle to see when you travel  
The exciting terrain across the land  
Sprouting up from nowhere like statues  
Brilliant rock from Mother Nature's hand

This summer my vacation was dotted  
With rock so magnificently strong  
The color that continues to amaze me  
Snapping pictures as I travel along

Arches National Park is so shocking  
For you cannot even imagine the look  
Enormous rock with such stunning colors  
Like fantasy from a child's story book

You look up with eyes wide with wonder  
Questioning what happened and when  
For it's a place you'll truly want to see  
Over and over again!

**Marilyn Lott**

**Figure 1.1** Arches National Park, United States of America.





# How does the nature of tourism vary from place to place?

Earth is home to physical and human environments which attract tourists. For instance, more than 80 million people visit France each year. This makes France the world's most visited country by international tourists in 2012. After France, the most visited countries include the United States of America (USA), China and Spain. Figure 1.2 shows the different attractions offered in various parts of the world.



**Figure 1.2** Various tourist sites. **a)** Gyeongbok Palace, Seoul, South Korea. **b)** Jiuzhaigou Valley, China. **c)** Times Square, New York City, USA. **d)** Former Nazi concentration camp of Auschwitz-Birkenau, Poland.

1. Which of these destinations is most appealing to you? Why?
2. Suggest different reasons why people would be attracted to each of the destinations shown.
3. Identify which other places in the world you might like to travel to and explain why.

## Who are the tourists?

According to the World Tourism Organization (UNWTO), **tourists** are persons travelling to and staying in places outside their usual environment for more than 24 hours but not more than one consecutive year for leisure, business and other purposes (refer to Figure 1.3).

Therefore, tourism refers to the activities of tourists. Tourism can be categorised into either international or domestic. **International tourism** refers to tourism outside of a tourist's own country. **Domestic tourism** refers to tourism within a tourist's own country.

For example, a family who lives in Shanghai and visited Beijing for three days would be considered domestic tourists. This is because the family did not leave China for this trip.

### PITSTOP 1

1. Describe the difference between domestic and international tourism.
2. Classify the following activities as domestic tourism, international tourism or non-tourist activity. Explain your answers.
  - a) A Singaporean businesswoman working in Dubai for two years
  - b) Town planners from Southeast Asia attending a three-day conference held in Vancouver
  - c) A couple living in Rome spending New Year with relatives in Sicily



Figure 1.3 Definition of a tourist.

## How do tourist destinations differ from one another?

Different environments offer a wide range of opportunities for various tourist activities. These include natural environments such as coasts and mountains. They also include human environments such as cities and historical sites. Different places and environments may provide different opportunities for tourist activities depending on the characteristics of the location. These places and tourist activities include:

- Places of scenic beauty;
- Places with good facilities;
- Places with rich culture; and
- Places of conflicts.

A destination may have a different tourist activity from another because of its topography, climate, history or investment in facilities. Destinations with warm climates and clear coastal waters allow activities such as swimming, sun-bathing and picnicking, but not activities such as skiing. On the other hand, destinations with cold climates and mountains provide opportunities for skiing and related activities (refer to Figures 1.4a and 1.4b).



Figure 1.4a) Playing on a tropical beach. b) Skiing on a mountain at a destination with cold climate.

## Places of scenic beauty

Many of the earth's natural environments have become major tourist destinations. These include mountains, valleys, rivers, deserts, waterfalls, coral reefs and rainforests. These places attract tourists with their awe-inspiring scenery. They are different from the built environments of towns and cities where many tourists come from. They provide opportunities for mountaineering, hiking, cycling and swimming.

For example, wildlife sites such as the plains of Kenya give visitors a chance to watch lions, elephants and giraffes closely in their natural habitat. Another example of a site of scenic beauty is Jiuzhaigou in China, which is shown in Figure 1.2b.



Check out the different tourist destinations available in Singapore by visiting <http://www.visitsingapore.com/en>. Identify three destinations you could visit and explain why.

Mountainous areas have unique combinations of vegetation, wildlife, weather and high altitude that draw mountaineers. Examples of such areas include the Rocky Mountains in North America and the Himalayas in South Asia. Tropical coastal resorts are popular among tourists who want to escape the cold winters of Europe and North America. Such coastal resorts include Phuket in Thailand and Cancun in Mexico (refer to Figure 1.5c). More of these places are shown in Figure 1.5.



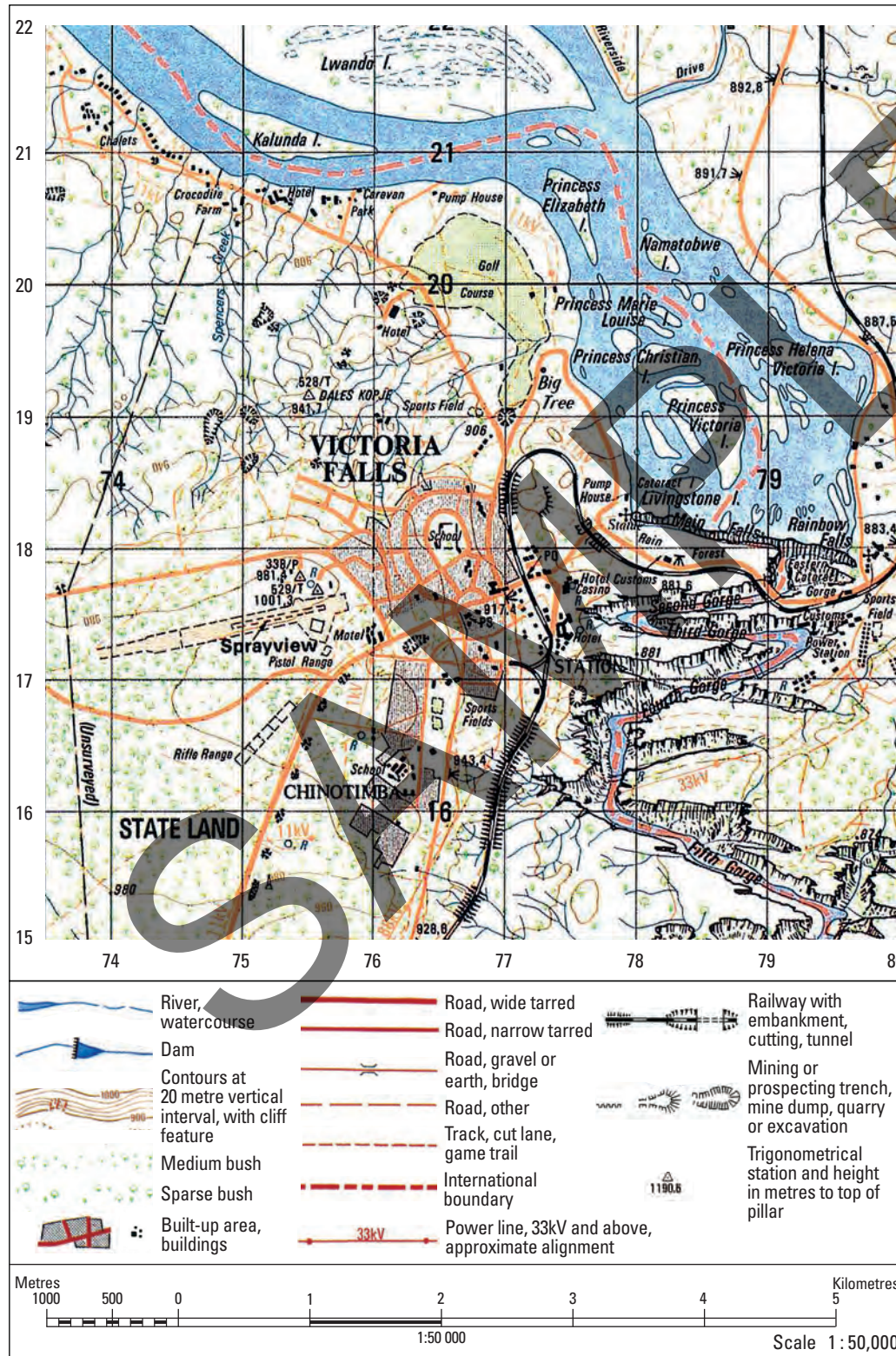
- Landscapes including waterfalls and forests
- Coastal resorts
- ▲ Wildlife
- ▲▲ Mountains

**Figure 1.5** The world's major locations for places of scenic beauty. **a)** The Grand Canyon, USA. **b)** Halong Bay, Vietnam. **c)** Cancun, Mexico. **d)** Victoria Falls, Zambia and Zimbabwe.



**Honeypot tourism** frequently refers to tourism that attracts large numbers of people due to a site's scenic beauty. These sites tend to become overcrowded during peak seasons. Examples of such honeypot sites are the Grand Canyon, a national park in the USA (refer to Figure 1.5a) and the small limestone islands at Halong Bay in Vietnam (refer to Figure 1.5b). As tourist facilities such as hotels, shopping centres and transport stations are developed at these sites, more tourists are attracted to these sites, like bees to flowers; hence, the term 'honeypot'.

One of the earth’s most spectacular scenic beauties, Victoria Falls, is located on the Zambezi River on the boundary of Zimbabwe and Zambia in Africa. Between April and June when the flow of water in the Zambezi River is the greatest, the falls are 1.7 kilometres wide and spill into a plunge pool that is more than 100 metres deep. The beauty of the rising mist and the roar of the falling water attract an average of 300,000 visitors a year. As shown in Figure 1.6, many tourist facilities have been developed in the surrounding area to serve the needs of tourists. This in turn attracts more tourists to visit Victoria Falls.



**Connect**



Learn more about the skills used to read topographical maps in *All About Geography Upper Secondary Physical Geography*, Chapter 4, Gateway 1.

**Figure 1.6** Topographical map showing some of the tourist facilities at Victoria Falls.


**PITSTOP 2**

1. Refer to Figure 1.5.
  - a) Name three regions where coastal resorts are concentrated.
  - b) Besides winter sports, why do tourists visit mountainous areas?
2. Refer to Figure 1.6.
  - a) If you are at the station (grid square 7717), in which direction must you travel if you are heading towards the Rifle Range (grid 7516)?
  - b) Using the centre of the Main Falls as the reference point, identify the six-figure grid reference of the Falls.
    - c) Using the centre of the Main Falls as the reference point, calculate the distance and identify the direction of Victoria Falls from the school at grid square 7618.
    - d) The highest point of the Main Falls stands at an elevation of 993 metres. Calculate the difference in elevation between the highest point of the Main Falls and the railway station in grid square 7717.
    - e) Identify the map evidence which shows that the governments of Zambia and Zimbabwe have taken steps to preserve the scenic beauty of this area.
    - f) Describe the relationship between the relief and the types of tourist attractions.
    - g) You are a tourist visiting Victoria Falls for the first time. You would like to stay at the hotel nearest to the Main Falls. Which hotel should you choose and what is its straight-line distance from the Main Falls?
    - h) Apart from viewing the falls, list other tourist activities you could do when visiting Victoria Falls.

## Places with good facilities

Places with good facilities offer a wide variety of activities. One of the outstanding characteristics of such places is having facilities that will attract and serve tourists. Examples of these are specialised buildings for functions and accommodation for visitors. These include:

- Meetings, Incentives, Conventions and Events (MICE) facilities;
- Medical facilities; and
- Theme parks.

### Meetings, Incentives, Conventions and Events (MICE) facilities

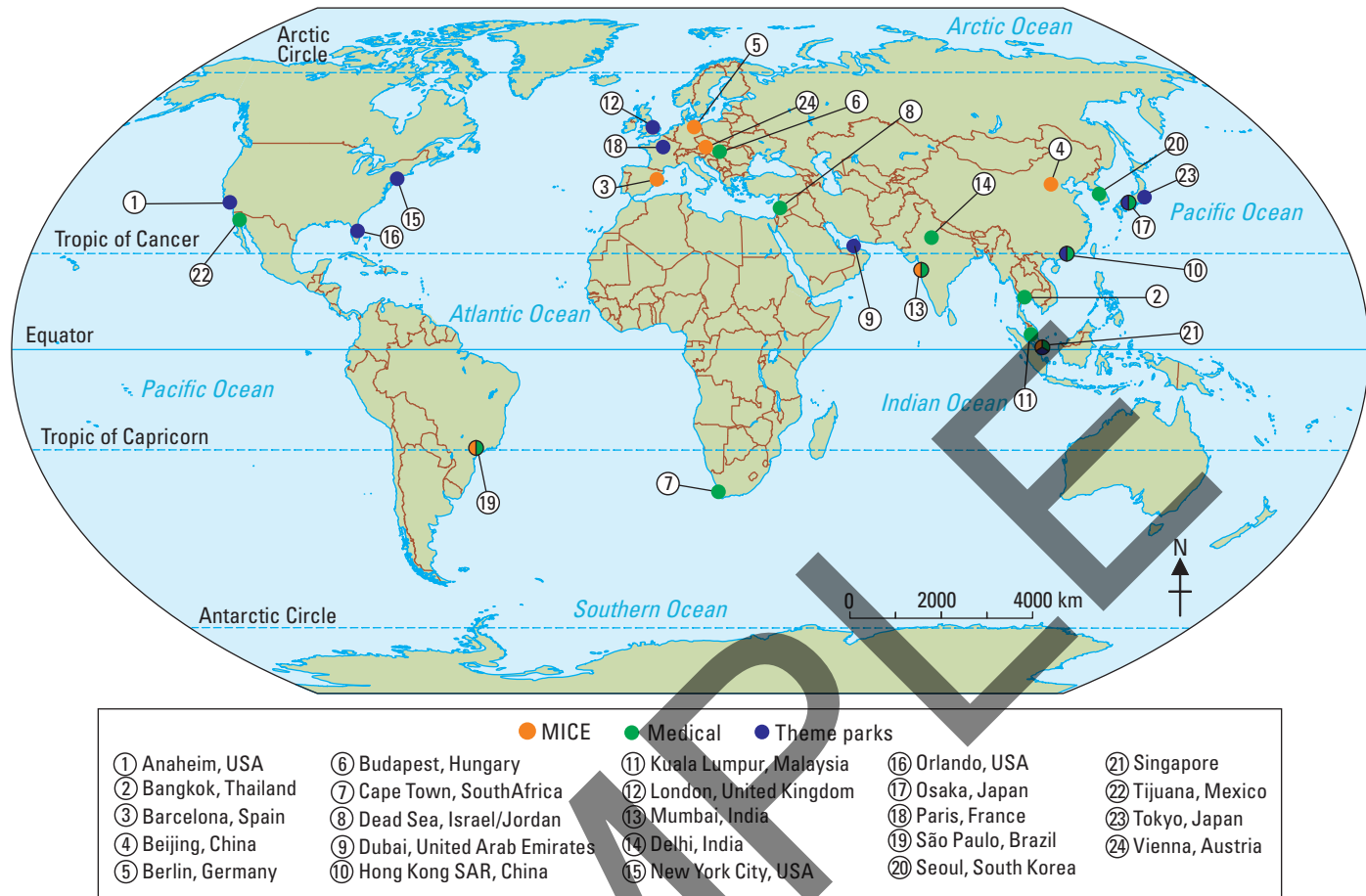
**MICE** is an acronym for Meetings, Incentives, Conventions and Events. Such activities help attract a substantial number of tourists to an area. Figure 1.7 shows the distribution of the world's major MICE locations.

MICE locations usually have venues that can host large-scale events such as meetings and conventions. There are also supporting infrastructure and services such as hotels and retail shops. These attract organisers who organise trade fairs and international conferences, which bring in more business travellers.

Some cities are more successful in getting a share of the growing market for MICE than others. This is especially true for cities located along international air routes. There are also advantages for cities associated with other attractions such as coastal resorts, entertainment and shopping.

According to the International Congress and Convention Association, Singapore was the leading convention city in Asia Pacific in 2012. It was a title the country had held for ten consecutive years. According to the Singapore Tourism Board (STB), Singapore drew 3.2 million business travellers in 2012. These business travellers accounted for 24 per cent of all visitors to Singapore for that year.





**Figure 1.7** The world's major locations for places with good facilities.

As a top MICE destination, Singapore has hosted important meetings, conventions and events. These include the Annual Meetings of the Boards of Governors of the International Monetary Fund (IMF) and the World Bank Group in 2006, the Youth Olympic Games in 2010 and the International Air Transport Association (IATA) Global Aviation Human Capital Summit in 2011.

Key factors that contribute to Singapore's success are its reputation as a major aviation hub, the availability of reliable telecommunication networks and a variety of shopping and entertainment options nearby (refer to Figure 1.8). For these reasons, the Marina Bay Sands Expo and Convention Centre was voted Asia's Best MICE Hotel in 2011 and 2012.



**Figure 1.8** MICE facilities in Singapore. Such facilities attract tourists who travel for business reasons, such as attending trade fairs and conferences. **a)** A venue for large-scale events at Suntec Singapore Convention and Exhibition Centre. **b)** Retail shops at Marina Bay Sands.



## Medical facilities

A growing number of people are travelling internationally for medical reasons. Many of them are from developed countries (DCs) such as the USA and the UK. Some of them are from less developed countries (LDCs) seeking better medical treatment than what is available in their home countries.

These tourists may want to avoid long waiting periods or high costs for medical treatment in their home countries. They may also want to seek better quality medical procedures that may not be readily available in their own countries.

A country will attract more medical tourists if it offers quality health care services at affordable prices. As Figure 1.9 shows, medical costs vary from country to country.

Medical procedure	Singapore (US\$)	India (US\$)	Malaysia (US\$)	South Korea (US\$)	Thailand (US\$)
Valve replacement with bypass <sup>1</sup>	29,500	8,500	18,500	33,000	20,000
Hip replacement	20,700	8,000	18,500	15,500	13,000
Knee replacement	18,500	9,500	12,500	15,000	11,500

<sup>1</sup>A valve replacement is an operation to replace one or more heart valves with a mechanical heart valve or a biological one from the patient's own body or from an animal. A bypass is an operation to direct blood through new veins outside the heart because the veins in the heart are blocked or diseased.

**Figure 1.9** A comparison of average health care costs among different countries in 2013. Adapted from: *Patients Beyond Borders* (2013).

**Medical tourism** is when people travel to a destination to undergo medical procedures that would enhance or restore health. They often travel to countries with excellent reputations for medical procedures.

South Korea is a popular destination for those seeking cosmetic surgery. This is because the country is renowned for its highly skilled doctors and advanced technology. Medical tourism is also on the rise in Singapore (refer to Figure 1.10).

## Singapore medical tourism booming

Tourism receipts from medical travellers in 2010 hit an estimated S\$940 million, a jump of about S\$200 million compared to the year before.

Some hospitals have expressed optimism this figure would increase further.

One of the foreign patients was Setiawan Djody, who was listed by the Rolling Stones as one of Asia's top guitarists.

But his rockstar status took a plunge after he suffered from liver cirrhosis due to excessive alcohol consumption.

In 2009, he sought treatment at the Asian Centre for Liver Diseases and Transplantation (ACLDT).

It was through word-of-mouth and the centre's track record that made Singapore his choice destination. "There is an integrated system in Singapore. The hospital, the liver centre, (medical) facilities and

infrastructure. There's also a good airport," Mr Setiawan said.

"The quality is very good. I've been in hospitals in New York and Japan. But in Singapore, it is my home."

In the World Health Organization's last world health report on health systems, Singapore was ranked 6<sup>th</sup> out of 191.

A liver transplant package at the centre can set a patient back by S\$300,000.

This is considerably more expensive compared to treatments offered in India, Thailand and Indonesia.

But despite high costs, medical travellers still chose Singapore as it is a trusted medical hub in the region.

The ACLDT at Gleneagles Hospital said it expects to see 15 to 20 per cent more medical tourists in the next two to three years.

**Figure 1.10** An article on the rise of medical tourism in Singapore. Adapted from: Channel NewsAsia (2 October 2011).



## Theme parks

Theme parks are places with amusement park settings or are attractions that have a central subject or theme, such as movies. Theme parks cater to a variety of people, including the young and old.

A theme park is often a large-scale enterprise that is part of an international chain. For example, the Walt Disney Company operates theme parks in California and Florida, USA; Tokyo, Japan; Hong Kong, China; and Paris, France. Figure 1.11 shows some examples of theme parks.



**Figure 1.11a)** Walt Disney World, Florida, USA. **b)** Window of the World, Shenzhen, China. **c)** Everland Resort, Yongin, South Korea.

The Walt Disney World in Florida, in the southeastern part of the USA, occupies an area about one-fifth the size of Singapore. It consists of six theme parks and water parks, five golf courses, dozens of recreational venues and 23 on-site themed hotels. The theme park attracted around 17 million visitors in 2011, making it the most visited tourist site in the world.

Apart from being based on films, theme parks may also be based on other subjects such as history, education and fantasy. Water parks are also considered as theme parks. Other examples of these parks are shown in Figure 1.12.

Theme	Example	Description
<b>Famous landmarks</b>	Window of the World Shenzhen, China	Features miniature replicas of famous tourist spots around the world, including the Eiffel Tower, the Great Pyramids of Giza and the Statue of Liberty
<b>Fantasy and adventure</b>	Everland Resort Yongin, South Korea	Features different zones such as European Adventure, Magic Land and American Adventure
<b>History and heritage</b>	Upper Canada Village Morrisburg, Ontario, Canada	Exhibits the lifestyle and heritage of an 1860s town in Upper Canada, a former British province that is now part of the Canadian state of Ontario

Figure 1.12 Theme parks around the world.

### PITSTOP 3

1. Explain why recreational facilities may be found close to MICE centres.
2. Explain why Singapore is successful in attracting medical tourists.
3. More than 750,000 citizens of the USA travel internationally every year for medical treatments.
  - a) Suggest a reason for this phenomenon.
  - b) With reference to Figure 1.7, identify the nearest country where such tourists can travel to for their medical treatments.
4. With the use of examples, explain what makes a theme park an appealing destination for tourists.
5. Complete Figure 1.13 which shows what a tourist might be interested in (tourist interest), what type of tourism it is (tourism category) and the possible destinations for that type of tourism (possible destinations).

Tourist interest	Tourism category	Possible destinations
I want to hike up a mountain.		
I need surgery to correct a sports injury.		

Figure 1.13 Tourist interest, tourism category and possible destinations.

## Places with rich culture

Culture refers to the distinct ways in which people live that have developed over time. It includes their language, social customs, values and beliefs. Millions of tourists travel to experience the rich cultures of the past and present. The types of tourism that feature places with rich culture include:

- Heritage tourism;
- Film-induced tourism; and
- Pilgrimage tourism.

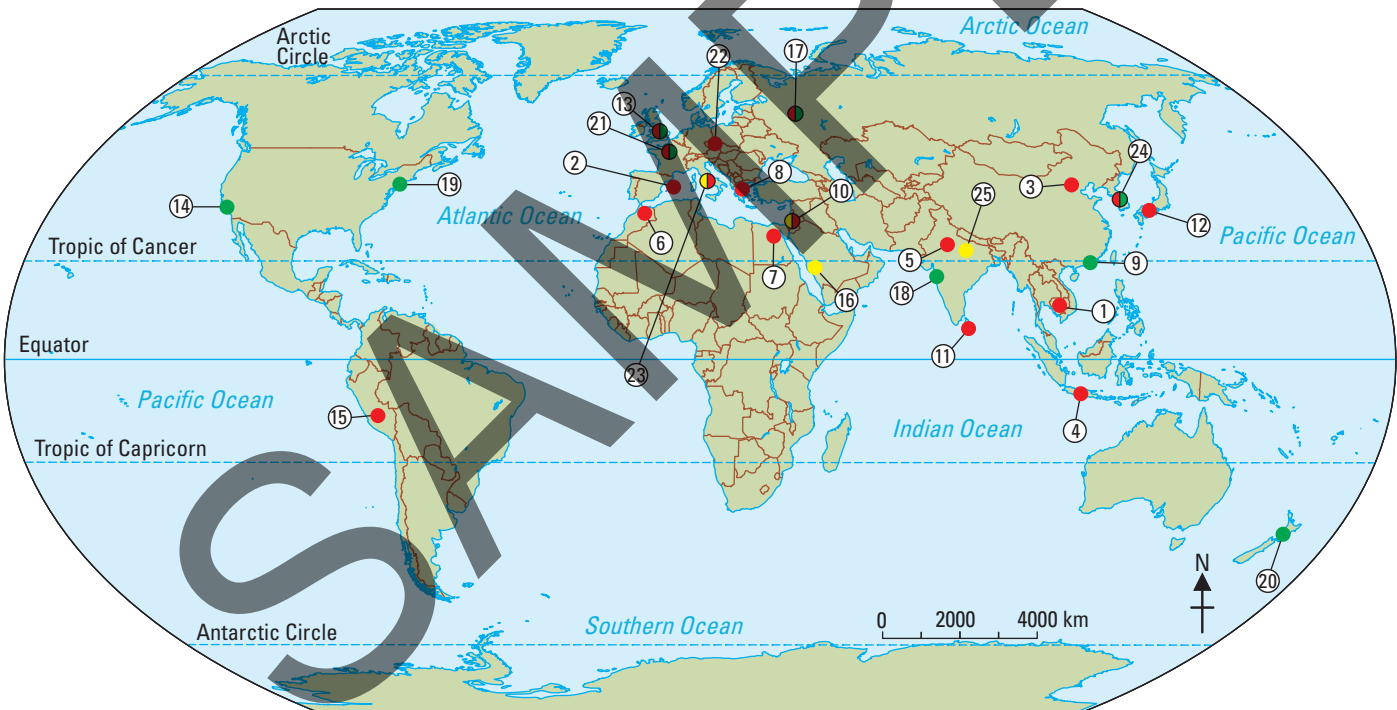
### Heritage tourism

**Heritage tourism** is when people travel to locations to experience different cultures and to understand the history of places better. Heritage sites and activities help reinforce national identities for domestic tourists. They also help promote a country's identity, culture and history to international tourists.

Examples of heritage sites and events include museums, traditional festivals, and national and historical monuments. Many of the world's heritage sites, such as the ones in Figure 1.14, draw millions of tourists. Figures 1.14 and 1.15 show some examples of places with heritage tourism.

### IN SG

Singapore has many sites for heritage tourism. These include the ethnic quarters of Chinatown and Little India, museums such as the National Museum of Singapore and heritage buildings such as Chijmes. It also includes Fort Canning Hill, which was the possible site of a Malay kingdom in the 14th century. The Hill served as the Command Centre for British forces in Singapore and was the site of the residence of Sir Stamford Raffles.



		● Heritage	● Film	● Pilgrimage		
① Angkor, Cambodia	⑥ Fes, Morocco	⑪ Kandy, Sri Lanka	⑬ London, United Kingdom	⑯ Mecca, Saudi Arabia	⑳ Matamata, New Zealand	㉑ Paris, France
② Barcelona, Spain	⑦ Giza, Egypt	⑫ Kyoto, Japan	⑭ Los Angeles, USA	⑰ Moscow, Russia	㉒ Prague, Czech Republic	㉒ Prague, Czech Republic
③ Beijing, China	⑧ Athens, Greece	⑬ London, United Kingdom	⑮ Machu Picchu, Peru	⑱ Mumbai, India	㉓ Rome, Italy	㉓ Rome, Italy
④ Borobudur, Indonesia	⑨ Hong Kong SAR, China	⑭ Los Angeles, USA	⑰ Moscow, Russia	㉔ New York City, USA	㉔ Seoul, South Korea	㉔ Seoul, South Korea
⑤ Delhi, India	⑩ Jerusalem, Israel	⑮ Machu Picchu, Peru	⑱ Mumbai, India	㉕ Varanasi, India	㉕ Varanasi, India	㉕ Varanasi, India

Figure 1.14 The world's major locations for places with rich culture.



### London, UK

The city attracts over 15 million international tourists each year to sites such as the Tower of London and Buckingham Palace.



### Beijing, China

The city's historic centre includes the 600-year-old Forbidden City (also known as the Imperial Palace) and the Tiananmen Square.



### Machu Picchu, Peru

This 'Lost City of the Incas' is located 2,350 metres above sea level in the Andes Mountains of South America. As the last stronghold of the Inca Civilisation, its attractions include 500-year-old stone architecture, walls, ramps and terraces. The site also has spectacular views of the Peruvian Andes.



### Kandy, Sri Lanka

Sri Lanka's cultural capital hosts an annual procession of dancers, drummers, elephants and devotees during the *Esala Perahera* or 'Festival of the Tooth', which usually occurs in July or August.

**Figure 1.15** Examples of locations for heritage tourism.

Some places are so unique that the United Nations Educational, Scientific and Cultural Organization (UNESCO) has declared them World Heritage Sites. These sites are selected for their cultural significance to the world and their own countries. As of 2012, 745 World Heritage Sites have been listed for their cultural and natural significance.

#### IT LINK

Learn more about the World Heritage Sites and discover the basis for their selection. Visit <http://whc.unesco.org/en/list>.

## Film-induced tourism

**Film-induced tourism** is when people travel to see locations featured in films. This is despite the fact that specific names of locations are not always used in films.

Films can influence the destination choices of tourists. People may want to travel to places which have been featured in films, which they may not have considered before watching the films. By visiting these places, tourists can understand how certain scenes of the film were filmed.

Tourists may also have other reasons for visiting a site featured in a film. By visiting these sites, curious tourists can understand how these places inspired parts of the film.

An example is the 3-D film *Avatar*, which featured scenery inspired by Zhangjiajie National Forest Park in China (refer to Figure 1.16b). In an attempt to attract more international tourists and ride on the film's success, local officials renamed one of the park's rock columns as the *Avatar Hallelujah Mountain* (refer to Figure 1.16d). There are now also special *Avatar*-themed tours that tourists can join. All these serve to encourage tourists to visit the park.

Tourists often want to visit locations featured in films. Examples of these locations and films are shown in Figure 1.16c.

Location	Featured in
Various locations in New Zealand (refer to Figure 1.16a)	<i>The Lord of the Rings</i> film series
Lotte World, Seoul, South Korea	<i>Stairway to Heaven</i> drama series
Slums of Mumbai, India	The movie <i>Slumdog Millionaire</i>

**Figure 1.16d)** Avatar Hallelujah Mountain, Zhangjiajie National Forest Park, China.

**Figure 1.16c)** Examples of famous locations featured in films.



**Figure 1.16a)** Remains of the set of *The Lord of the Rings* in Matamata, New Zealand.



**Figure 1.16b)** Zhangjiajie National Forest Park, China.







## Pilgrimage tourism

**Pilgrimage tourism** is when people travel to take part in a religious activity. This usually involves a journey to a sacred place, such as a shrine, a mosque, a temple or a church, that is important to a person's beliefs and faith. Major religious holidays or events also play a big role in drawing large crowds to these sites.



**Figure 1.17** Key pilgrimage destinations and the religions and events associated with them. **a)** The Vatican City. **b)** The Western Wall in Jerusalem, Israel. **c)** Varanasi, India. **d)** The Kaaba in Mecca, Saudi Arabia.

Key religious sites attract an estimated 300 million pilgrims a year, according to the UNWTO. These key pilgrim destinations include Mecca, Saudi Arabia, for Muslims; Jerusalem, Israel, for Jews, Christians and Muslims; the Vatican City for Catholic Christians; and Varanasi in India, for Hindus. These key sites are shown in Figure 1.14 and Figure 1.17.

The annual Hajj to Mecca, Saudi Arabia, is the world's largest pilgrimage. It attracts over three million pilgrims that include 1.8 million from other countries. A pilgrimage to Mecca is a religious duty for every physically able Muslim.

## Places of conflict

Places of conflict refer to areas where wars, battles, man-made tragedies and unfavourable political situations have occurred. Such places are often visited by tourists who want to participate in dark tourism.


### Dark tourism

**Dark tourism** is tourism that involves travelling to sites associated with death and tragedy. People who take part in dark tourism usually include survivors, relatives and friends of those affected, as well as people interested to know more about an event.

Dark tourism sites include battlefields, fortifications, museums and memorials at locations that are important in modern history. Figures 1.18 and 1.19 show some examples of dark tourism sites.



**Figure 1.18** Key dark tourism sites. **a)** Cu Chi Tunnels, Vietnam. **b)** Tuol Sleng Genocide Museum, Cambodia. **c)** Ruins of Pompeii, Italy.



Event/Site	Example	Description
<b>Military campaign</b>	Cu Chi and Vinh Moc Tunnels, Vietnam	Tunnels which were dug and used in the 1960s and 1970s by the Vietcong to hide from American forces who supported South Vietnam. The Vietcong was a Communist guerilla group in what was then known as South Vietnam.
<b>Terrorist attack</b>	Ground Zero, New York City, USA	The former location of the World Trade Center, which collapsed on 11 September 2001 after a terrorist attack. The twin towers collapsed after terrorists slammed two hijacked planes into the buildings, killing more than 3,000 people.
<b>Human atrocity</b>	Nanjing Massacre Memorial Hall, Nanjing, China	Built to commemorate the mass murder and rape that occurred in Nanjing after the city fell to the Japanese in December 1937.
<b>Genocide</b>	Tuol Sleng Genocide Museum, Cambodia	A security prison used by the Pol Pot Government from 1975 to 1979 for interrogation and torture.
<b>Prison or concentration camp</b>	Auschwitz, Poland	One of several concentration camps developed by the Nazis in World War II for Jews and prisoners of war.

Figure 1.19 Key dark tourism sites around the world.

#### PITSTOP 4

- Discuss the value of declaring places as UNESCO World Heritage Sites.
- Explain why the locations used for films and television programmes may eventually attract tourists.
- Refer to Figure 1.19.
  - How are the Cu Chi and Vinh Moc Tunnels in Vietnam different from the rest of the sites?
  - Compare the type of tourists who are likely to visit the Cu Chi and Vinh Moc Tunnels with those who might visit Ground Zero in New York.
- What attracts tourists to visit the following destinations?
  - Zhangjiajie National Forest Park, China
  - Mecca, Saudi Arabia
  - Machu Picchu, Peru

## What factors affect the nature of tourism?

Tourism can be affected by natural and human factors. Examples of natural factors include the type of landscapes as well as climate and weather. Some landscapes, such as the Grand Canyon in the USA, can attract visitors because of their scenic beauty. Others, such as the Sahara Desert, do not attract as many visitors because of their hostile environment.

Examples of human factors include the costs of travelling, the effectiveness of marketing and the quality of infrastructure. A destination that is cheap, is marketed well or has excellent infrastructure will generally draw more tourists than one which is expensive, has a negative reputation or has poor infrastructure.

Tourism is also affected by different groups of people that help promote it as an industry.

## Roles of different groups in promoting tourism

Different groups involved in the promotion of tourism are:

- Government;
- Media; and
- International organisations.

### Government

Governments play a crucial role in promoting tourism in their country. They can influence the number of visitors and their length of stay, authorise air landings and allow the building of facilities such as hotels. Governments are often directly involved in planning, funding and building infrastructure projects linked to tourism, such as airports, roads and ports. They also play a major role in ensuring the safety and security of the sites that tourists frequently visit.

Governments may also set up agencies that devise strategies to help promote tourism in their country. These strategies may include tourism marketing campaigns and promotional events.

For example, the Singapore Tourism Board (STB) is a government agency that promotes Singapore as a tourist destination. The STB also develops tourism as an industry, facilitating tourism-related businesses to invest in Singapore. Examples of tourism-related businesses are those involved in hotels, resorts, cruises and airlines.

The STB encourages the development of new attractions, such as the River Safari and the Integrated Resorts. It also creates new business opportunities for the tourism industry in Singapore. The STB aims to develop Singapore as a leading tourist destination for leisure and business in the region.

Figure 1.20 shows how government funding of tourist organisations and promotions can have a positive impact on tourism.

#### IT LINK

Learn more about how the Singapore Tourism Board (STB) is promoting tourism in Singapore. Visit <http://www.visitsingapore.com/en>.

## China focus of tourism push



Tourism Australia will be lifting its marketing spending on China, as well as fighting off efforts by the United States to take a slice of this lucrative and fast-growing sector.

About 30 per cent of Tourism Australia's offshore marketing spending goes on efforts to attract Chinese tourists, with this figure set to increase over the next 12 months.

Tourism Australia's executive general manager of marketing, Nick Baker, said China was a massive growth market, with an increase of about 23 per cent expected in Chinese tourism over the next year.

He said the aim was for Chinese to see Australia as "their holiday resort". But he warned that Australia could face tough competition from the United States. US President Barack Obama recently spoke about the importance of tourism and incentives to encourage tourists from China.

According to new figures, close to half a million Chinese tourists visited Australia last year.

China is Australia's most valuable international travel market, worth A\$3.3 billion in 2010.

Last year, Tourism Australia released its China 2020 Strategic Plan, which aims to lift outbound trips from China to 860,000 visitors annually by 2020, worth around A\$9.5 billion.

**Figure 1.20** An article on how Australia plans to attract more tourists from China. Adapted from: *The Sydney Morning Herald* (16 February 2012).

## Media

Media reports about a country or an area could influence the decisions of tourists to visit it. The term 'media' refers to the channels through which news and information are communicated to the public. It includes television, radio, newspapers and the Internet.

Positive reports, such as the friendliness of the local population, an interesting culture, good shopping opportunities and attractive scenery, can encourage tourists to visit. On the other hand, negative reports, such as those of incidents of violence, disease outbreaks and natural disasters, can deter visitors both immediately and for many years to come (refer to Figure 1.21).

As a result of the media, tourists are now more aware of destinations that they have previously not considered. Visits to Antarctica, treks in the Himalayas Mountains, homestays with indigenous groups and long-distance cruises are growing in popularity because of favourable media reports.

TripAdvisor voters say Italian beach is world's best

– 21 February 2013

Seychelles shark attack kills UK man on honeymoon

– 17 August 2011

Deadly explosions rock Bangkok protests

– 23 April 2010

Norway shooting leaves 77 dead

– 22 July 2011

Cherry blossom season starts in Tokyo

– 18 March 2013

**Figure 1.21** Media reports can encourage or discourage tourists in visiting a place.

Travel writers often offer their comments on various media platforms such as travel websites, travelogues and guidebooks. Their main purpose is to offer opinions and review about destinations they travelled to. They often evaluate destinations for their readers. Some aspects covered may include climate, accommodation, transport and features to look out for. They may also advise the 'dos' and 'do nots' on tourist behaviour (refer to Figures 1.22a and 1.22b). These reviews are easily accessible from various media platforms and may influence the decisions of travellers in terms of deciding their final destination.

## Fiji Travel guide

The Fiji islands are an inviting paradise with some of the friendliest locals in the world. From the moment you arrive in Fiji you will be struck by the natural beauty of the islands but equally moved by the genuine and kind-hearted Fijian people. Any stress just melts away as you explore the stunning beaches, warm tropical climate and laid-back island atmosphere. 'Bula' (meaning hello in Fijian) is a word you will hear everywhere you go and is always exclaimed with a smile. It is this welcoming atmosphere and stunning natural beauty that make a holiday to Fiji the experience of a lifetime.

Fiji has a range of activities to suit everyone and they can be as relaxing or adventurous as you like. Spend your holidays relaxing around the pool and your nights dining in style or strolling along the beach. But if action and adventure is more your style, there are plenty of activities to get your pulse racing. Many of the activities revolve around water sports (it is an island after all!) and depends on your skill level. You can try your hand at diving, snorkelling, parasailing and golfing. Tours and cruises are excellent ways to experience the striking beauty of this tropical oasis in comfort and style.

**Figure 1.22a)** An article from a travel website that encourages readers to visit Fiji. Adapted from: <http://www.travelonline.com> (2012).



**Figure 1.22b)** A review about Fiji from a blog. Adapted from: *Rapid Pulse*, <http://kevincassell.com/blog> (28 April 2008).



## International organisations

An international organisation is a group of different countries that work together for a common purpose (refer to Figure 1.23). Reports produced by international organisations can encourage or discourage tourists in visiting a place. Examples of such organisations include the Organisation for Economic Co-operation and Development (OECD) Tourism Committee, the UNWTO and the World Health Organization (WHO).

The OECD Tourism Committee meets regularly to actively promote the sustainable growth of tourism. OECD member countries come together to address economic, sustainability and employment issues in tourism. The Committee also produces guidelines on measuring the social and economic impacts of tourism. It also produces analyses of key challenges that affect tourism, such as those that involve employment and local developments.

Another leading international organisation for tourism is the UNWTO. The UNWTO promotes tourism as a way of spurring economic growth and environmental sustainability. It also strives to improve tourism knowledge and tourism policies worldwide. The UNWTO introduced a Global Code of Ethics for Tourism, which promotes tourism as a means of achieving the United Nations Millennium Development Goals (MDGs).

There are some similarities and differences between the goals of the OECD Tourism Committee and UNWTO regarding tourism. A comparison of the role of OECD and UNWTO is shown in Figure 1.24.



**Figure 1.23** The 19th UNWTO General Assembly in 2011 showing representatives from different countries.

OECD	UNWTO
Works primarily with governments, as well as international organisations such as the UNWTO and the International Labour Organization	Works primarily with private organisations, including tourism organisations and the academic community, as well as governments
Has 38 member countries, majority of which are developed countries such as the UK, Japan and South Korea	Has 157 member countries
Provides tourism statistics from OECD members and selected non-members	Provides tourism statistics from its 157 member countries
Promotes tourism as a tool for national growth and job creation	Promotes sustainable tourism development and tourism as a tool for poverty reduction, and job and business creation

**Figure 1.24** The role of OECD and UNWTO.

An international organisation that provides leadership on global health matters is the WHO. As the WHO is the leading authority for health within the United Nations system, it is capable of influencing global behaviour. For example, the WHO has provided situation updates and health advisories on avian influenza (H5N1) from 2003 to 2013. Such information discourages tourists from visiting at-risk countries.

### IT LINK

Learn more about UNWTO's Global Code of Ethics for Tourism. Visit <http://www.unwto.org/ethics/index.php>.

### IT LINK

Learn more about useful travel guides, articles and tips. Visit:

- Wikitravel- <http://www.wikitravel.org>
- Lonely Planet- <http://www.lonelyplanet.com>
- The Guardian Travel- <http://www.guardian.co.uk/travel>
- The New York Times Travel- <http://www.nytimes.com/pages/travel>
- Time Style Travel- <http://style.time.com/category/travel>

**PITSTOP 5**

1. Read the article in Figure 1.20.
  - a) Why is Tourism Australia increasing its marketing spending in China?
  - b) What is the size and potential of the market for Chinese tourists to Australia?
2. Give one example each of how media reports could:
  - a) encourage tourism in an area; and
  - b) discourage tourism in an area.
3. Evaluate the extent to which international organisations may affect tourists' decisions on visiting certain countries.
4. Describe the type of facilities necessary for medical tourism to occur in a location. Suggest how governments, the media, international organisations and travel writers can help promote medical tourism in this location.

SAMPLE



## INVESTIGATE THIS 1

### A. Hypothesis

The aim of this geographical investigation is to find out the number of tourists at a specific tourist attraction in Singapore. An example of an attraction is the Jurong Bird Park where visitors can participate in activities such as viewing bird shows, feeding the lorries, having lunch with parrots and playing in the bird-themed water playground.

Formulate a hypothesis as follows: Tourist attractions with a large number of activities would attract more visitors. To test this hypothesis, you need to find out the number of activities in a tourist attraction and its number of visitors. You would need the help of your classmates to conduct similar fieldwork on a similar day and time at several other tourist attractions. If your class is divided into five groups, then as a class you can gather data on visitor counts for five tourist attractions. The more tourist attractions you and your classmates cover, the more reliable your results will be.

### B. Collecting data

To investigate the hypothesis, you need to:

- Count the number of activities tourists can participate in at each tourist attraction; and
- Count the number of tourists.

#### Equipment:

- Recording sheet (Resource sheet 1.1)
- Plain paper, pencil and eraser
- Camera
- Questionnaire sheets
- Pocket tally counter

#### Procedure:

1. For each tourist attraction, count the number of activities visitors can participate in. You can get this information either by going online to the website of the tourist attraction or by asking at the enquiry counter.
2. Choose either the entry or exit of each tourist attraction as a site to observe and count the number of visitors. Note the suitability of the site in terms of its likelihood of having many visitors and a relatively safe area to stand to observe and count.

**Resource sheet 1.1**

Recording sheet for investigation 1, Textbook page 15

Your name: \_\_\_\_\_ Names of group members: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Number of activities: \_\_\_\_\_

Number of activities	Number of visitors	Visitor count

3. Make sure all visitor counts are conducted for all selected tourist attractions over the same time period, such as from 11.30 am to 12.30 pm on a particular day. This standardisation is necessary as the number of visitor counts taken and the time of the day will influence your results.

Traditional tally method

1	3	5	10

4. Use either the pocket tally counter or the traditional tally method to assist with counting.

### C. Analysing data

1. Get the data from all the groups and complete the table in Resource sheet 1.1.
2. Identify the relationship between tourist attractions with a large number of activities and number of visitors.
3. Suggest reasons to explain the relationship identified.
4. Note if there are any anomalies and suggest reasons for them. Consider whether there were any conditions that could have affected the accuracy of your results.

### D. Presenting data

1. Plot a scatter graph to show the relationship between the number of activities in tourist attractions and the number of visitors (Refer to Chapter 4 of *All About Geography Upper Secondary Physical Geography*).
2. Include photographs of the various attractions.

### E. Forming a conclusion

1. State whether the hypothesis has been proven or disproven. If proven, accept the hypothesis. Otherwise, reject it.
2. Reflect on the reliability of data collected by taking into account conditions which may have resulted in inaccuracies of the data. Think of ways to minimise or prevent these inaccuracies.
3. Evaluate the data collection methods used by assessing if they were the most appropriate methods. If they were not, suggest ways to improve the methods.



## CHECK-POINT

Use the following questions to check your understanding and apply what you have learnt.

1. Describe the differences between dark tourism and medical tourism.
2. Discuss the advantages of Singapore as a centre for MICE tourism.
3. Refer to Figure 1.7. Describe the global distribution of major locations for theme parks.
4. Refer to Figure 1.25.
  - a) Describe the trend in tourist arrivals for the three countries between 2002 and 2012.
  - b) Which country experienced the highest percentage increase of tourist arrivals between 2002 and 2012?
5. Refer to Figure 1.5b. Describe the type of tourists that will be drawn to the place.
6. Refer to Figure 1.6. What features of the environment attract tourists to the place?
7. 'Government plays a key role in promoting tourism.' How far do you agree with this statement? Support your answer using examples.

Year	Vietnam	Singapore	Malaysia
2002	2.40	7.56	13.29
2003	2.60	6.12	10.57
2004	2.90	8.32	15.70
2005	3.40	8.94	16.43
2006	3.80	9.75	17.54
2007	4.10	10.28	20.97
2008	4.20	10.10	22.05
2009	3.80	9.68	23.64
2010	5.05	11.64	24.57
2011	5.90	13.20	24.70
2012	6.80	14.30	25.03

**Figure 1.25** International tourist arrivals (millions) for Vietnam, Singapore and Malaysia from 2002 to 2012. Adapted from: Vietnam National Administration of Tourism (2012), Singapore Tourism Board (2012) and Tourism Malaysia (2012).