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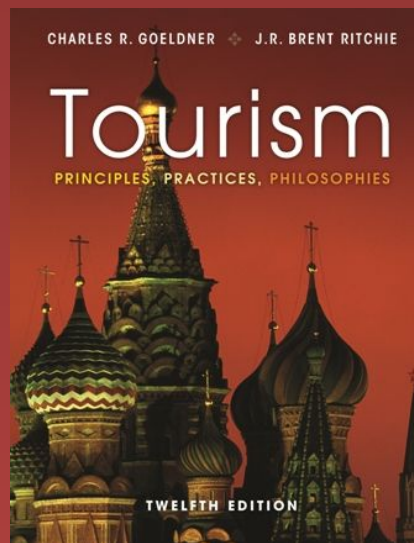
# Theory of Tourism

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# LITERATURE

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- Chris Cooper Charles Goeldner „Tourism; Principles, and Practise, Philosophies” Ulster 2005
- V.T.C Middleton- „Marketing in Travel and Tourism” London 2001
- F Kotler „Marketing for Hospitality and Tourism” Ulster 2008



# TOURISM

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Principles, Practices, Philosophies

Charles R. Goeldner  
J. R. Brent Ritchie

TWELFTH EDITION

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# CHAPTER 1

## Tourism in Perspective

# LEARNING OBJECTIVES

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- Understand what tourism is and its many definitions.
- Learn the components of tourism and tourism management.
- Examine the various approaches to studying tourism.
- Appreciate how important this industry is to the economy of the world and of many countries.
- Know the benefits and costs of tourism.

# BASIC DEFINITIONS AND CONCEPTS OF TOURISM

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# 4 PERSPECTIVES OF TOURISM

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1. Tourist- the tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. The business providing tourists goods & services- business people see tourism as an opportunity to make profit by supplying the goods and services that tourist market demands.
3. The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their country. They consider the receipts from international tourism and the tax receipts from tourist expenditures.
4. Host community. Local people see tourism as a cultural and employment factor.



# DEFINITION OF TOURISM

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Tourism may be defined as the ***processes, activities, and outcomes*** arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

# OTHER DEFINITIONS

- Tourism is a composite of activities, services and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals and groups away from home.
- Tourism is the entire world industry travel, hotels, transportation and other components including promotion that serve the needs and wants of travelers.
- Tourism is the sum total of tourist expenditures within the borders of the nation or a political subdivision.

# UNWTO DEFINITION OF TOURISM

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Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.



**Source:** UNWTO

# INTERNATIONAL TOURISM

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- Inbound tourism- visits to a country by nonresidents
- Outbound tourism- visits by residents of a country to another country
- Internal tourism- visits by residents and non residents of the country of reference
- Domestic tourism- visits by residents of a country to their own country
- National tourisms- internal tourism plus outbound tourism (the resident tourism market for travel agents, airlines etc.)

# VISITOR

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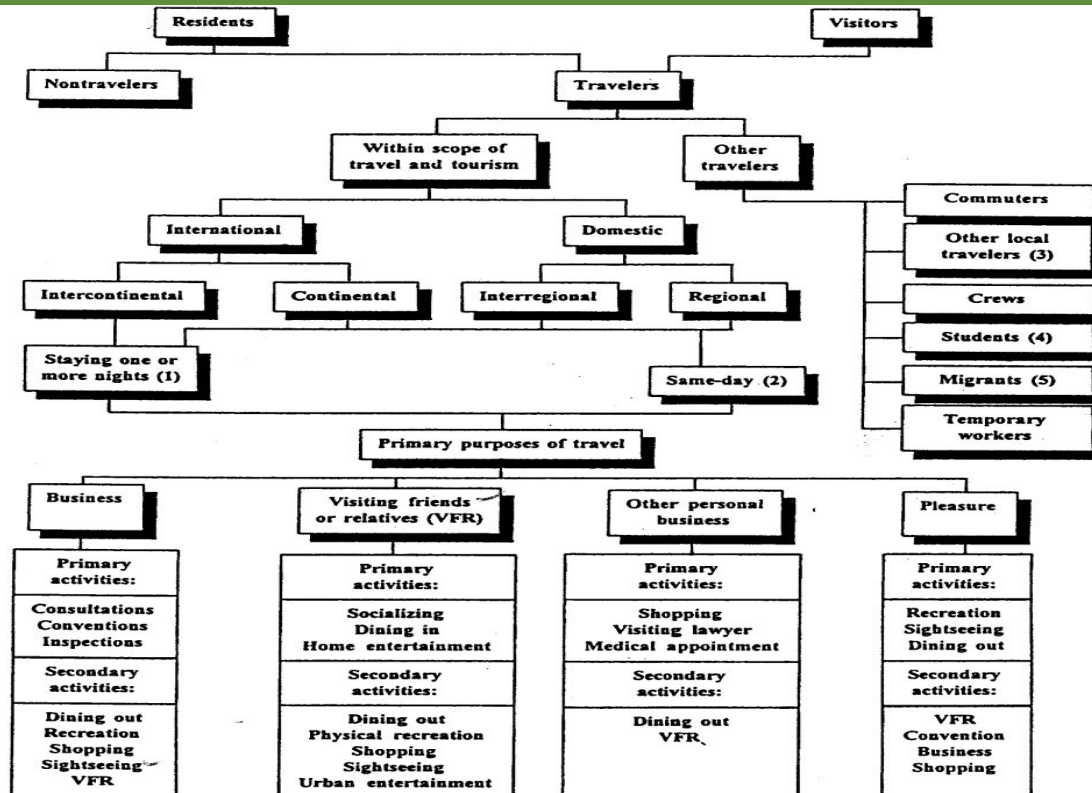
A “visitor” is defined as those persons who travel to a country other than that in which they have their usual residence but outside their usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

# VISITORS

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- Same-day visitors- do not spend a night in a country visited
- Tourists- stay in the country visited for at least one night

# CLASSIFICATION OF TRAVELERS



- (1) Tourists in international technical definitions.
- (2) Excursionists in international technical definitions.
- (3) Travelers whose trips are shorter than those that qualify for travel and tourism; e.g., under 50 miles (80 km) from home.
- (4) Students traveling between home and school only -- other travel of students is within scope of travel and tourism.
- (5) All persons moving to a new place of residence including all one-way travelers, such as emigrants, immigrants, refugees, domestic migrants, and nomads.

# THE TOURISM PHENOMENON: COMPONENTS OF TOURISM AND TOURISM MANAGEMENT

