TYPES OF TOURISTS AND TYPES OF TOURISM

Form 5 Term 1
Ann Maureen Samm-Regis
## Reasons People Travel

<table>
<thead>
<tr>
<th>Voluntary reasons</th>
<th>Involuntary reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends or relatives</td>
<td>Conferences</td>
</tr>
<tr>
<td>Holiday</td>
<td>Health concerns</td>
</tr>
<tr>
<td>Leisure</td>
<td>Meetings</td>
</tr>
<tr>
<td>Recreation</td>
<td>Official missions</td>
</tr>
<tr>
<td>Business</td>
<td>Religious pilgrimages</td>
</tr>
<tr>
<td>Sports</td>
<td>Study</td>
</tr>
</tbody>
</table>
WHY DO TOURISTS VISIT THE CARIBBEAN?

1. **Climate:** tropical climate all year
2. **Physical features:** beaches, cliffs, volcanoes, caves, reefs, springs etc
3. **Flora:** flowers, plants, trees, forests
4. **Fauna:** birds, butterflies, other insects
5. **Heritage:** colonial buildings, forts, tombs, museums, historic villages, dockyards
6. **Festivals:** Reggae Sumsplash, Jazz Festivals, Carnival, Crop Over, La Rose and John Canoe/Junkanoo/Jonkunnu
7. **Sports:** cricket, football, golf, windsurfing, diving, game fishing, water skiing, athletics, Great Race, Dragon Boat racing
8. **Exhibitions:** fabric, culinary, craft, trade
9. **Conferences:** scientific, medical, educational, telecommunications, Rotary, Lions, Chamber of Commerce etc
10. **Religious activities:** pilgrimages, revivals, religious celebrations and conferences
When do tourists visit the Caribbean?

- Prior to the 1980s most tourists visited the region from December to March to escape winter in their homeland.

- Today, because of the variety of attractions, they come throughout the year.
KINDS OF TOURISTS

1. International tourist
2. Regional tourist
3. Domestic tourist
4. Excursionist
INTERNATIONAL TOURIST

- A person who travels outside his or her own country of residence and outside of his/her geographic region
  - e.g. a Trinidadian visiting the US or the UK
- They cross international boundaries
REGIONAL TOURIST

- A person who travels within a well-defined geographic region.
  - e.g. a Trinidadian visiting Barbados
DOMESTIC TOURIST

- A person who spends at least one night away from home but within his/her own country of residence
  - e.g. a person from Kingston visiting Montego Bay or a person from Trinidad visiting Tobago
ExcurSionist

- a person who visits a place but sleeps somewhere else, e.g. a cruise ship
**RELATED TERMS**

- **Same-day visitors:** Spend less than 24 hours at a destination
- **Stop-over or Stay-over tourists:** stay at their destination **overnight**
- **Yachties:** travel by yachts; may enter a port for a few hours or stay a length of time for climatic reasons, to repair yachts, or to attend some special festival or regatta.
Some tourists come as groups in packaged tours where airfare, hotel accommodation and itineraries are fixed.
TYPES OF TOURISM

1. Community-based tourism: aims to encourage travellers to stay in places other than tourist resorts and to experience life within a community.

2. Independent tourism: people do their own research, book their own transport and accommodation (do not rely on travel agents or tour operators).

3. Cruise ship tourism: passengers sleep and eat on the cruise ship and call into each port for a day. They might visit nearby shopping plazas and take arranged excursions.

4. All-inclusive tourism: offers everything a tourist requires in one resort location: e.g. accommodation, food, spas, shopping malls, entertainment, beaches etc.

5. Time-share tourism: aka ‘vacation ownership’: individuals purchase the right to stay in a property for a given period of time (usually a week) rather than a share of the property itself. The time-share period can be sold on or exchanged for a similar period in another location.
THE TOURISM PRODUCT
THE TOURISM PRODUCT

- To increase its revenue earning capacity, the tourism sector must attract more visitors i.e. the destination must be promoted both to local inhabitants and to foreigners.

- To do so, tourism is promoted by advertisers or marketing specialists who sell a product called the tourism product.
The TOURISM PRODUCT includes all the experiences and facilities provided for tourists by the tourism industry.

NB: The tourism product also includes transportation, accommodation, shopping facilities, entertainment/recreation, food and beverage etc.
TOURISM PRODUCTS IN THE CARIBBEAN

- **Beautiful scenery:** sandy beaches with crystal clear waters, warmed by the generous Caribbean sun, dotted with hotels and other holiday resorts.

- **Rich Heritage:** A rich legacy of forts, plantation houses, sugar mills, artifacts etc.

- **A warm, friendly cosmopolitan population** which practices diverse cultural traditions (dress, language, food, religious observances).
TOURISM PRODUCTS IN THE CARIBBEAN

- **Shopping** for arts, crafts, clothing and souvenirs unique to the Caribbean
- **Sporting facilities**
- **Entertainment opportunities**: calypso, limbo, reggae, steelband, bele, Divali, hosay etc
- **Evergreen rainforest with a variety of flora and fauna**, providing a peaceful and tranquil atmosphere for hiking, picnicking and bird watching etc
TOURISM PRODUCTS IN THE CARIBBEAN

The tourism product is advertised through:

1. Direct marketing by hotels, airlines etc.
2. By indirect marketing through an intermediary (travel agents, tour operators), tourism bureaus and departments
PROMOTION METHODS

1. Word-of-mouth
2. Information in magazines, brochures and newspapers
3. Mass-media Ads on radio stations, television channels and the internet
4. Large graphic advertisements displayed in travel agencies
5. Minister of Tourism in charge of coordinating tourism development
6. Tourism offices in embassies abroad
7. Workshops and seminars for travel agents, tour operators and airline representatives
TOURISM PRODUCTS

Traditional tourism products:
- ‘sun, sea, sand’ tourism

New tourism products:
- Cultural and heritage tourism: (food festivals, carnivals, music, dance, art and craft, historical sites and artefacts, museums etc.)
- Nature/Eco-tourism
- Sports tourism: participants and spectators e.g. golf tournaments
- Agro-tourism: farm tours, historic plantations, agricultural museums etc.
- Health tourism: weight loss, mineral water spas, etc.
sun, sea and sand

cotourism

sport tourism

firstclasstourism.net

rivana-agritourism.com

agrotourism
Cultural/heritage tourism

Health tourism

Special events tourism
HOMEWORK

WB page 210, Questions 1-7
1. The traditional attractions of the Caribbean to tourists can best be described as:
   A. Oceans and beaches
   B. Sun, sea and sand
   C. Culture and heritage
   D. Culture and sport

2. A person who takes his family to the beach for the day is best described as:
   A. A domestic tourist
   B. A regional visitor
   C. A domestic excursionist
   D. A domestic visitor

3. When individuals or groups part-own the rights to stay in a particular property, this is called:
   A. All-inclusive
   B. Time share
   C. Excursionism
   D. Self-catering

4. Which of the following is the best description of ecotourism:
   A. Environmentally responsible travel to natural areas
   B. Travel for wildlife viewing
   C. Travel for environmental conservation activities
   D. Travel which creates the lowest carbon emissions
5. Which of the following developments is likely to result in more money in the local economy?
A. A cruise ship port
B. An all-inclusive resort
C. A health spa
D. Small guest houses

6. Complete the sentences:
   a. People who visit a place for more than 24 hours but less than a year are called ……………
   b. People who travel to another region or continent are called ……………
   c. People who travel to places within their home region are called ………
   d. People who travel within their own country are called ……………
   e. People who visit a place for less than 24 hours are called………………
   f. People who visit a place but sleep somewhere else are called ……………
ANSWERS

1. B
2. C
3. B
4. A
5. D

6. 
   a) tourists
   b) international tourists
   c) regional tourists
   d) domestic tourists
   e) visitors
   f) excursionists
ATTRACTION TOURISTS (Q7)

Write an essay on the above topic. Begin by explaining what is meant by ‘tourism’. Identify TWO types of tourists. State ONE country from which each kind of tourist you have identified may come. Describe TWO traditional attractions which bring tourists to the Caribbean. Apart from hotels, describe TWO other types of accommodation tourists use. Suggest to a hotel THREE activities it could provide to attract more tourists. Explain why EACH of these would be successful.
(a) Explain what is meant by ‘tourism’:
Tourism is the movement of people from where they live to somewhere else for leisure, holidays or other non-work reasons.

(b) Identify TWO types of tourists:
international tourists, regional tourists

(c) State ONE country from which EACH kind of tourist you have identified may come.
- International tourist: From USA, Japan, or China
- Regional tourist: From Jamaica, Barbados, Guyana, St. Lucia or any other Caribbean territory
7) Attracting Tourists: Answer

(d) Describe TWO traditional attractions which bring tourists to the Caribbean.

- The warm tropical climate characterized by lots of sunny days, bright blue skies and cool sea breezes. Tourists from temperate countries are attracted by the warm weather, especially during their winter months.
- The lovely scenery and the beautiful beaches, many of which are white sand beaches. Tourists from temperate countries are particularly attracted to the beaches in the Caribbean which afford them the opportunity to sunbathe and get a lovely tan and to swim/bathe in the warm Caribbean Sea.

These are features of our traditional ‘sun, sea and sand’ tourism.
7) **Attracting Tourists: Answer**

(e) Apart from hotels, describe TWO other types of accommodation tourists use.

- **Guest house**: a private house offering accommodation to paying guests.
- **Eco-lodge**: a type of tourist accommodation designed to have the minimum possible impact on the natural environment in which it is situated.
- **Camping site/campground**: a site where people on holiday can pitch a tent.
- **Self-catering villas or apartment**: accommodation with facilities to cook one's own meals.
- **Inn**: a house providing accommodation, food, and drink, especially for travellers.
- **Hostel**: an establishment which provides inexpensive food and lodging for a specific group of people, such as students, workers, or travellers.
7) ATTRACTING TOURISTS: ANSWER

(f) Suggest to a hotel THREE activities it could provide to attract more tourists. Explain why EACH of these would be successful.

- **Watersports**: these are fun and have the added benefit of allowing guests to take in some sun while engaging in fun activities

- **Rock-climbing**: this is a very popular activity amongst youths in particular and is both challenging and enjoyable

- **Health spa treatments/massages/saunas, etc** – these would be particularly attractive to women interested in being pampered while on vacation and are a great stress reliever

- **Health activities such as fitness classes or a gym**: this would give guests the opportunity to keep fit and maintain their health and fitness regimen while on vacation

- **Excursions/wildlife watching**: this would give guests additional things to do outside of the hotel and would save them the trouble of planning these excursions themselves.

- **Live entertainment e.g karaoke night**: gives guests the opportunity to get together and interact with each other, local entertainers/artistes, etc

- **In-house casino**: for those who like trying their luck at gambling