

TOURISM MACROECONOMICS

I mid term exam

chap
2

Tourism is a complex phenomenon that need to adopt a multidisciplinary approach: infact the tourism activity has been studied by many disciplines (economics, geography, sociology...)

→ Leiper Model (1990)

One of the most popular model used in tourism is Leiper model, which defines tourism as a system composed by three key dimension:

- ① **TOURIST** → is the main element of the system
- ② **SPACE** → is divided into three regions:
 - **Traveller generating region** → where the stimulus which motivate the trip begins
 - **Destination region** → where the most of economic impact of tourism activity takes place
 - **Transit region** → which is the journey, through space and time, that is needed to reach the destination
- ③ **INDUSTRY** → is a system of activities and organization that are involved in the production of tourism services

→ Tourism economics

The tourism economics investigates all the economy aspects derived from the activity of a tourist.

TOURIST experience is the object to study.

↳ = is an individual who, for leisure or other purpose, temporarily leaves the place of residence for being hosted in a destination, activating economics effects.

in economics field

Tourism economics → is a branch of economics that studies economic effects of tourism:

- expenditure
- investments
- structure and organization of the market (price, quantity, competition...)
- policy and planning
- issues related to international tourism

* Tourism economics identifies five moments of the tourism experience:

- ① **ANTICIPATION** = is the decision and planning of the activity
- ② **OUTWARD JOURNEY** = is the physical moment towards the destination
- ③ **EXPERIENCE** = is the direct fruition of the activities located in the destination
- ④ **RETURN JOURNEY** = is the movement from the destination to the region of origin
- ⑤ **MEMORY** = is the recall of the tourism experience when the activity is totally over.

→ Definition of Tourism

Identifying the tourism phenomenon is very difficult because there are many definitions for the word "tourism". UNWTO (United Nations World Tourism Organization) provides to define the tourism phenomenon, the correct terminology and criteria related to the measurement of tourism.

DEFINITION OF TOURISM (1994 by UNWTO) = Tourism is the activity of persons travelling to and staying in place outside their usual environment for less than a year for any many purpose (leisure, business or other personal purpose) other than to be employed by a resident entity in the country or place visited.

This definition includes three key dimension:

- 1) **MOVEMENT** → where does the tourist travel.
- 2) **LENGTH OF STAY** → how long does the t. travel.
- 3) **MOTIVATION** → why does the tourist travel.

1) Regard the **MOVEMENT**

Tourism is an activity of travelling outside the usual environment of an individual.

↳ this is intended as the geographical area which the person conduct his regular life routine.

2) Regard the **LENGTH OF STAY**

Tourism is an activity which the maximum length of stay is of 1 year.

UNWTO defines as well:

- **VISITOR** = any person travelling
 - ↳ tourist
 - ↳ excursionist
- **TOURIST** = (or overnight visitor)
 - is a visitor who travels for more than 24h.
 - This type of trip imply that visitor stays overnight in the destination, at least for one night
- **EXCURSIONIST** = (or same day visitor / day tripper)
 - is a visitor who stays in the destination less than 24h

3) Regard the **MOTIVATION**

Tourism is an activity which the purpose of visit could range from leisure to business, from visiting friend and relatives to culture and heritage interest.

↳ BUT it is important to understand that UNWTO'S definition of tourism doesn't include purpose of visit related to the exercise of an activity remunerated in the visited place.