

CREATIVE WORK

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THE ADVANTAGES OF TOURISM



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INTRODUCTION

In the context of creative work on **Tourism** our group was called to deal with "**The advantages of tourism**". We cooperated and found all the advantages of tourism. We studied them and we put them together in the following pages.



TOURISM:

ETYMOLOGY

The word *tourism* was used in 1811. It is formed from the word *tour*, which is derived from Old English *turian*, from Old French *torner*, from Latin *tornare*; 'to turn on a lathe', which is itself from Ancient Greek *tornos* (τόρνος);
lathe.

TODAY'S MEANING

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

GENERAL BENEFITS OF TOURISM

On a large scale tourism offers a good alternative to some more destructive industries for generating income both on nationally and privately.

The tourism industry encompasses many different areas, so it also creates jobs in many different areas. It provides jobs for the locals. Hotels, bars, transport, shops, and restaurants all need staffing. Tourism can provide much-needed employment for people. All of this creates many different levels of employment for people in a given community.

In many places the introduction and development of tourism gives local people an opportunity for economic and educational growth that would not otherwise be available. It raises the profile of the place generally. Tourism gives the locality a chance to show itself off and raise its profile in the world.

Tourism can provide economic incentives for a place to preserve, regenerate, and provide upkeep in their urban and wildlife areas. It can also provide an incentive for investment in infrastructure such as roads and rail networks, as well as funding local medical and education facilities.



THE ADVANTAGES OF TOURISM...

...FOR THE TOURIST DESTINATION

(nominally) :

- ② Employment
- ② Increased Spending in the Local Community
- ② Diversification
- ② Infrastructure
- ② Social advantages
- ② Environmental Advantages
- ② Opportunities
- ② Cultural exchange
- ② Foreign Exchange earning
- ② Growth of Service Sector

...FOR TOURISTS (nominally) :

- @ Fun and enjoyment
- @ Health and wellness
- @ Recreation
- @ Meet new people
- @ Spend time with families



ALL THE ADVANTAGES OF TOURISM (with explanation) :

Employment: One of the easiest advantages to identify is the jobs tourism brings. This ranges from directly influenced positions like tour guides, hotel staff, coach services, and restaurants. What's great about tourism is that the supporting industries like retail and food production also benefit.

Increased Spending in the Local Community: This comes twofold. First you have the money that is spent directly by tourists in the economy because there is a huge range of basic human requirements that need to be purchased. In its own way, tourism supports global trade.

In addition, the tourism dollars that are earned, by both businesses and individuals is often re-injected into the local economy. So you've got more money being earned locally thanks to tourism, which is then spent in the local economy as well. This is called multiplier effect, because a dollar earned is reintroduced back into the local economy, again and again.

Diversification: In addition to bringing prosperity to an economy, it also allows an economy to develop a new form of income. This acts as an insurance policy in case of hard times, because the additional dollars coming in can help support traditional industries in case they come under financial pressure. Tourism allows a community to diversify their sources of income, and rely less on a single industry.

Infrastructure: The additional revenue that comes into a community also benefits the local council or governments. It means more tax dollars, which allows public projects to be launched or developed. This means the infrastructure improves, with new roads being built, parks developed and public spaces improved. The better facilities brings in more visitors, but is a fantastic benefit to local residents, especially when there is enough revenue to build new airports, schools and hospitals, which all support the economic development even further.

Social advantages: There are also fantastic cultural advantages to tourism. It can be a source of pride for local communities, and allows them to look at their history, and cultural heritage and develop their own community identity. This helps the local residents to maintain their traditions and culture, while also showcasing it for all the visitors. This advantage of tourism is what has saved many local heritage sites from destruction, in addition to giving tourists a wonderful insight into the local ways of life.

Environmental Advantages: Many tourism operators are differentiating themselves from their counterparts by offering tours and packages with an environmental twist, and supporting the conservation of the local area. This helps both the environment in dealing with the influx of tourists, but also helps to build a strong reputation for the tourism operator.

Opportunities: Bringing tourists into a community gives it new life, and creates opportunities for entrepreneurs to establish new services and products, or facilities that would not be sustainable based on the local population of residents alone.

Growth of Service Sector: Services sector engaged in tourism sector get the most out of tourism sector. A large number of businesses engaged in service sector such as airlines, hotel, surface transportation, etc. grows with the growth of tourism industry.

Foreign Exchange earning: Many tourist destinations attract a good number of foreign tourists. This helps the country earn foreign exchange.

Recreation: Travel based recreation provides relief from the monotony of daily routine. A change in place and climate helps a traveller to recharge his mind, body and spirit.

Meet new people: Tourism helps people in building international relations.

Cultural exchange: Tourism gives opportunity to people of various cultures to assimilate together. People belonging to various cultures meet together and understand each other. This gives them an opportunity to build respect for each other. Hence, it fosters cultural harmony.

Health and wellness: Many people visit other places for the purpose of getting treatment for diseases, improving health and prevent diseases. This is called Medical and health tourism. Wellness tourism aim at achieving complete mental, psychological and physical well-being.

Fun and enjoyment: Many people travel for fun and enjoyment. They simply do whatever excites them, or gives them enjoyment.

Spend time with families: The life of modern people is hectic. They are too busy in their professional life. There is immense pressure even on children. Hence, such people plan for a holiday trip to spend quality time with their families.



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