

## Part A



### Chapter

# 1 What is 'tourism and travel'?

### Learning outcomes

After completing your study of this chapter you should be able to:

- describe some of the key characteristics of tourism
- explain the relationship between the tourism and travel industries in New Zealand
- define and use terms commonly used in the tourism and travel industries.

### Opening activity

Before you start reading this text, have a think about what the word *tourism* means to you. Create a mind-map with the word *tourism* at the centre of the page. Draw lines radiating from this central point and add words, phrases, ideas or even pictures that you believe have some connection or relevance to tourism. Try to add to your mind map as much as you can that will help to illustrate your understanding of the nature of tourism and travel.



Part of the tourism experience is the hustle and bustle of a big city train station – Zurich, Switzerland.

In New Zealand domestic tourism is subdivided into two categories.

An **overnight trip** is:

a trip made in New Zealand, but outside the area in which the respondent usually lives or works day to day, which involves a minimum of one night away from home (and a maximum of 12 months).

A **day trip** is:

a trip made within one day, outside the area in which the respondent usually lives or works day to day, involving travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.

Ministry of Tourism, 2007a – *Domestic Travel Survey*

### International tourism

This occurs when people travel to a country or countries other than that in which they normally reside; that is, residents travelling beyond their country's borders to another country for any reason other than following an occupation remunerated from within the country visited, and staying for not more than one year.

International tourism may be subdivided into two categories:

#### Inbound tourism

This is tourism that involves people (non-residents) *coming into* a country; for example, people from overseas visiting New Zealand.

#### Outbound tourism

This is tourism that involves people (residents) *departing from* a country; for example, New Zealanders leaving New Zealand to travel overseas on holiday.

### Tourist

According to the United Nations, anyone who spends at least one night away from home, no matter what the purpose, is considered to be a tourist.

Tourists can be divided into domestic tourists and international tourists as follows.

#### Domestic tourist

A visitor residing in a country, who travels to a place within the country, but outside his or her usual environment, for at least one night but not more than six months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.



The arrivals area at Auckland International Airport