

## **2. Tourism**

Tourism is a relatively new concept in a way that only recently has it been considered valuable enough to be the object of serious business endeavours or academic study. Tourism has become a major force in the economy of the world and recognition of its importance by governments has accelerated the study of tourism. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008: 3-5)

### ***2.1 Definition of tourism***

Tourism is a word with many meanings. It includes many different components and that is why it is difficult to come up with a meaningful definition that can be universally accepted. It essentially consists of elements such as activities, services and other industries that deliver the travel experience. Generally people think tourism to be an industry where people travel to destinations with different motivations like sightseeing, relaxing on the beach, shopping or visiting friends and relatives. The World Tourism Organization (WTO) defines tourism as follows: "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. (Goeldner & Ritchie 2009: 4-7)

### ***2.2 Definition of a tourist***

To define a tourist is not a simple matter either; everybody is not the same. People have different needs and motivations for travelling; they differ for example in personalities and demographics, and these factors affects considerably on what type of tourist is in question. The types of tourists can be classified in two basic ways that relate to the nature of their trip. Are the tourists domestic or international and what is the purpose of their visit?

Domestic tourists travel within their own country of residence, usually without anything to do with currency exchange, language barriers or visa implications. In contrast, an international tourist travels outside the country of residence and there

may well be currency, language and visa implication. This distinction between domestic and international tourist is starting to be vague and more indistinct in some parts of the world through the collaborations of different countries. For example the European Union has made it possible to travel to different countries without having to exchange currency or even need a passport.

The other way to classify tourists is by examining their purpose of visit. Conventionally there are three categories used. Leisure and recreational tourists include those who are on a holiday, sports and cultural tourist and people visiting their friends and relatives. Another category is “other tourism purposes” where a tourist may be on a study-holiday or visiting the destination due to some health related issues. Third category is the people travelling for business and professional purposes and may be taking part for example in a meeting or a conference. (Cooper et al. 2008: 15)