

4. Where do tourists go?

Learning objectives

At the end of this chapter the reader will be able to:

- Describe for the countries of the world:
 - the major tourist attractions.
 - the major tourist destinations for the residents.
 - where visiting tourists come from.
- Define and correctly use the following terms: balance of payments, social tourism, invisible export, convertible/hard currency

Tourism destinations: attractions and tourist flows

Introduction

This section comprises a survey of the countries of the world from a tourism perspective. The focus will be on the flows of tourists to and from each country and the major tourist attractions within each country.

The study of tourist movements is important for several reasons. For those at a destination it is vital to know the origins of the visitors. By knowing where the market comes from, marketing plans can be drawn up to reach potential travelers. Also, by studying the geographic characteristics of existing tourists, it may be possible to identify additional untapped market areas. For example, we may note that visitors to a particular "sun and fun" destination tend to come from cold-weather cities within a 200-mile radius (approx. 517 kilometers) of the destination. Further analysis might show several large cold-weather centers of population within 200 miles (approx. 517 kilometers) where there is at present no marketing effort. These would be potential market areas for expansion of the marketing effort.

From a theoretical viewpoint the study of tourist flows is also important. By analyzing existing tourist flows, general principles can be developed to explain the movements of tourists. By applying these principles to other destinations we can identify areas of potential future tourist movements.

Regions of the world

The vast majority of domestic tourism occurs in developed countries. Europe accounts for over half of all domestic tourism while tourism to the Americas (North America, Central and South America and the Caribbean) adds an additional 37 per cent; East Asia and the Pacific contribute less than 10 per cent of the total; Africa, the Middle East and South Asia combined only have 2 per cent.

The same situation is true when international travel is considered. Europe receives over two-thirds of all international arrivals and well over half of all receipts. The Americas receive approximately 16 per cent of all international arrivals and 25 per cent of all receipts. East Asia and the Pacific, which account for 10 per cent of arrivals and receipts, are the regions of the world showing the greatest rate of growth. The pattern of international arrivals and international travel receipts is shown in Exhibit 32.

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The top two generators of tourism expenditures are the United States and West Germany. They are followed, at some distance, by the United Kingdom, Canada, Japan and France.

The United States is also the major beneficiary of tourism receipts. It is followed by Italy, Spain, France, the United Kingdom and West Germany. In terms of arrivals, however, the order is different. Italy receives most international tourists followed by Spain, France, the United States and Czechoslovakia. Finally, the vast majority of international travel occurs between neighboring countries.

United States of America

Domestic tourism. Because of the physical size of the United States and the large number of Americans who have the time, money and desire to travel, it is difficult to summarize tourism in the United States.

There are three main areas where tourism is of particular importance. These regions are New England along with the Adirondack and Catskill mountains, Florida, and California.

The extensive population of the New York metropolitan area in combination with the population of New England makes for a sizable tourist potential. Added to that are the attractions of the region. New England combines a rich historical heritage with areas of outstanding natural beauty. The original European colonists left a unique architectural style in addition to historical sites concerned with the American Revolution and early independence. Scenic resources run the gamut from the rocky shore to the forested mountains, the latter a particular favorite in the fall as the colors change. In the summer, coastal resorts offer tranquility and recreational opportunities. In the winter the 645 centimeters-plus of snow attracts both downhill and cross-country skiers.

Florida benefits from an excellent year-round climate. In the winter it attracts tourists from the North. Because it is a peninsula, it combines sunshine with water-based recreational opportunities. Florida is also popular as a seasonal or year-round stay option for retirees. Summer is the traditional time for family vacations and the many commercial attractions of the area offset the fact that humidity makes vacationing uncomfortable.

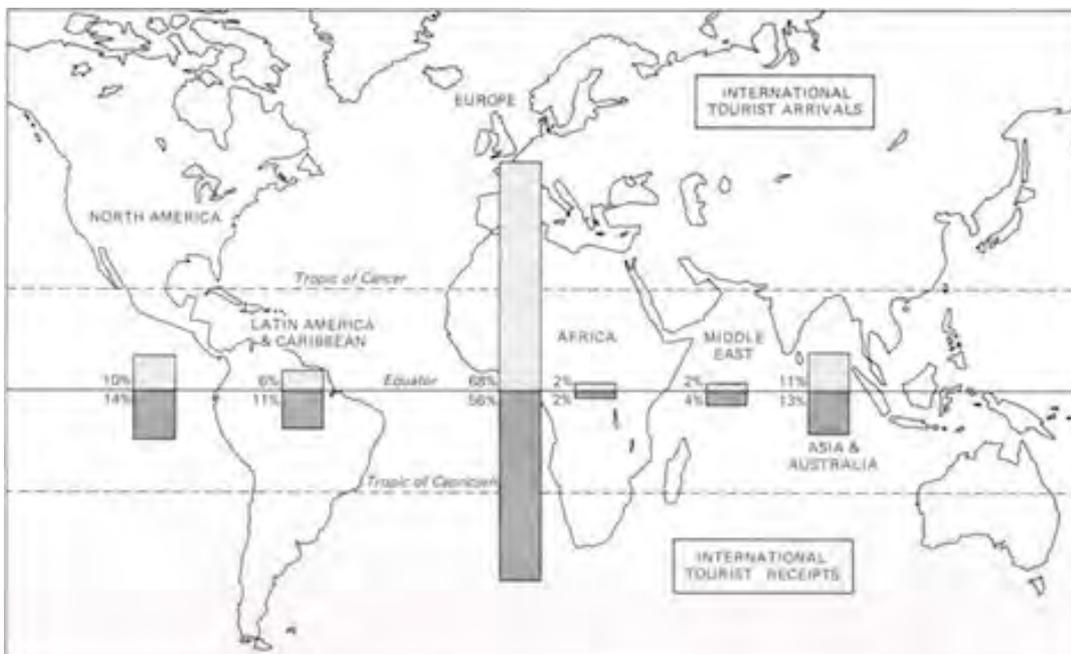


Exhibit 32: Pattern of international arrivals and receipts.

California's many tourist attractions revolve around the Sierra Nevada Mountains and national parks, the sunshine and the sea, and the inherent recreational opportunities afforded by them.

The importance of tourism in developing the West must be mentioned. Tourism has opened up areas that once were inaccessible and of questionable economic value. The region has relied upon scenery and recreational opportunities, and the result is that tourists are now exposed to such things as the diverse cultures of the Southwest, gambling opportunities in the middle of the desert at Las Vegas, and skiing in Colorado.

National parks have played a large part in this. The first national park, Yellowstone, was opened in 1872. In 1920 the various national parks attracted over 5 million visitors. Today that number is well over 100 million visitors annually.

International tourism. On an international level, Americans account for over 20 per cent of world tourist arrivals, and the United States is the major tourist-generating country in the world. However, on an index of foreign travel per 1,000 inhabitants, the United States rates very low. The reason has to do with distance. Outside of trips to Canada and Mexico, travel to a foreign country involves considerable distance and expense. A trip of 7,770 kilometers from New York to San Francisco is considered a domestic trip. If a tourist left London and traveled that same distance he or she would cross 10 frontiers. The impact of US international travel has to be considered in this light.

On the other hand, the United States had only a 6.5 per cent share of the world's international tourism market in 1986. The result of more Americans traveling abroad compared to the rest of world visiting the United States means that the United States has a travel budget deficit. In 1986 it was slightly less than USD 9 billion. The major destinations for traveling Americans are Canada, Mexico, the United Kingdom, West Germany and France.

By far the major country of origin for foreign visitors is Canada followed by Mexico and Japan. Shared borders with Canada and Mexico account for the rankings. The major places in the United States visited by foreign tourists are, in order, California, New York, Florida, Hawaii and Washington, DC

Traditionally, visitors to the United States have been relatives of recent immigrants; European artists, scholars, writers and students who want to experience the American way of life; and business people who combine business with pleasure. Attempts to attract the pleasure travel have been moderately successful. The state of Florida was able, through package deals, to bring a number of British tourists over during the past few summers.

Regions. For the purposes of tourism, the United States is divided into various regions. These are New England, New York/New Jersey, Mid-Atlantic, South, North-Central, Northwest, Southwest and the Pacific.

New England, as mentioned earlier, is known for its rich variety of coasts, mountains, forests and colonial history. In the winter it offers recreational opportunities in the ski resorts; in the summer, along the coast. Many of its historic sites have been preserved and renovated to their former glory. The fall colors bring visitors from great distances. Of particular note is Boston, Cape Cod, Salem and the American village at Old Sturbridge.

New York City is a major business and trade center. It attracts numerous conventions, whose participants often stay afterwards for additional sightseeing. Attractions abound: museums, Broadway shows, the United Nations, Statue of Liberty, to name a few. Upstate New York has a number of areas of outstanding natural beauty. The Finger Lakes region is one that offers many recreational opportunities. Resorts in the Catskills continue to offer respite from summer in the city. Niagara Falls has lost its reputation as the honeymoon capital of the world, but it still attracts millions of tourists annually.

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The Mid-Atlantic states have important business and convention destinations in addition to their attraction for pleasure visitors. The presence of the nation's capital, Washington, DC, brings a great deal of business and convention travel. Nationally important monuments and museums add to the attraction.

The South boasts urban attractions, beautiful scenery and sun, and fun attractions of Florida. The city of New Orleans is renowned for the cuisine and jazz of its French Quarter. The scenery of the great Smoky Mountain National Park as well as the Everglades of Florida attract numerous visitors. With its combination of sun, beaches and commercial attractions, Florida lures tourists on a year-round basis.

The North-central region is the heart of America's industrial belt. It offers many recreational opportunities including lakes and woods suitable for hunting, fishing and water-related activities. Various European and Scandinavian ethnic groups are predominant in this region. The metropolitan areas of Detroit and, especially, Chicago offer fine museums and entertainment.

The Northwest region is made up of the Northern Rockies and the Plains states. Much of the area is rural and there is much travel for the purpose of visiting friends and relatives who have moved. Outdoor recreational opportunities abound. This region offers open space, mountains and lakes suitable for hiking, hunting, fishing and winter sports. A number of National Parks, including Zion and Yellowstone, are major attractions. Mount Rushmore, the Badlands and the Black Hills evoke memories of the Old West.

The Southwest has an excellent climate which stimulates retirement living. It boasts a variety of man-made attractions such as Six Flags Over Texas, the coastal attractions of the gulf area and the deserts and mountains of Arizona and New Mexico. Particular mention should be made of the Grand Canyon and the Painted Desert.

The Pacific states are best known for sightseeing and entertainment. The casinos of Nevada and the entertainment and theme park industries of California are dominant. A number of National Parks, Sequoia and Yosemite to name but two, and the excellent climate offer outdoor recreation opportunities. The Sierra Nevadas offers facilities for both summer and winter sports. In addition we should note such urban attractions as Los Angeles and San Francisco and the wine regions of California.

Canada

International tourism. Because of the socioeconomic status of its citizens, Canada is one of the top five tourist-generating countries of the world. Slightly more than half of all Canadians take an annual vacation. Canadians account for well over 50 per cent of the visitors to the United States. The volume of travel is aided by several factors. Ninety per cent of the Canadian population lives within a few hundred miles of the American border, and the border itself does not represent a major barrier. In addition, there are close business and communication ties between the two nations. A recent proposal allowing for free trade between the countries was approved and should act as a stimulant of both business and pleasure travel. The major beneficiary of Canadian tourism is the state of Florida, followed by the Western states. Significant travel also occurs to New England, New York/New Jersey, and the Great Lakes. Most vacation travel between Canada and these regions is by car and is of short duration.

Only about 10 per cent of Canadians go overseas on vacation. The major destination is Western Europe, particularly the United Kingdom, Italy and France. But there is also a well-defined (and growing) movement to the sun of Florida, Hawaii, Mexico and the Caribbean. In recent years travel to the sun destinations has been growing at the expense of travel to Europe.

In-bound tourism is overwhelmingly from the United States. Almost 90 per cent of international arrivals to Canada are from the United States. Significant numbers arrive from Europe, largely the United Kingdom, Germany and France. Asia accounts for the next group of tourists, which are overwhelmingly from Japan. Europe has had the largest absolute increase in numbers of tourists to Canada while Asia has had the most significant percentage increase. Approximately four times as many tourists visit from Europe as do from Asia.

Domestic tourism. In Canada a trip involves a journey of more than 80 kilometers away from home. Most trips are taken to see friends and relatives. Travel to a vacation spot is followed in importance by outdoor recreation, city activities, and rural sightseeing as reasons for taking a trip. Almost three-quarters of all trips are taken by car, and about 60 per cent of all trips occur between June and September. Quebec and Ontario, the two most populous provinces, account for most trips.

British Columbia, known for its natural beauty, offers the fjord-like coast of the Pacific Ocean, mountains, and a West Coast climate. There are numerous recreational resources including waters for rafting and salmon fishing, sandy beaches, and parks. Various seaside and hot springs resorts are to be found throughout the province.

Newfoundland has a number of fine parks and museums. Tuna and salmon fishing are popular. The Cabot Trail from Newfoundland to Sydney is regarded as one of the most scenic trips in Canada. Nova Scotia maintains its Scottish heritage in a variety of summer activities.

The scenery and natural phenomena of New Brunswick give it the title "Picture Province". Among the attractions are the river road from St John, especially in the fall, Magnetic Hill and Hopewell Rocks near Moncton, the Bay of Fundy and Fundy National Park, and the Reversing Falls at St John. At high tide the rising water in St John Bay causes the St John River to flow "backwards".

The scenic St Lawrence River flows through Quebec for most of its 1,200 kilometers. Southern Quebec province offers easy getaway access to the wilderness for urban populations. In winter the Laurentides attract downhill skiers. The cities of Quebec and Montreal are well known, the former for its old city and excellent cuisine, the latter for its Olympic stadium and shopping facilities.

Ontario contains the country's largest city, Toronto, and its capital, Ottawa. Since the majority of the population is contained in the St Lawrence Lowlands and the Lake Peninsula, southern Ontario, together with Quebec, is important as a getaway vacation spot.

Manitoba attracts tourists to its capital, Winnipeg. The Riding Mountain National Park is known for its buffalo while the many surrounding lakes offer excellent fishing.

Saskatchewan is best-known for its vast wheat fields, its Big Muddy Badlands, and its lakes and fishing.

The Canadian Rocky Mountains provide the backdrop for the spectacular scenery of Alberta. Banff and Jasper national parks, in addition to the scenery, are known for their hot springs and ice fields. The largest permanent body of ice between the Arctic and Antarctic is the Columbia ice field. While Banff and Jasper are known as headquarter resorts, the two main cities of Edmonton and Calgary are known, respectively, for Klondike Days and the Calgary Stampede.

Latin America

Mexico. The vast majority of Mexico's international tourism consists of trips of short duration from visitors from the United States. Canada is the second most important market followed by visitors from its neighbor to the south, Guatemala. The fact that Mexico takes in much more from foreign tourists than Mexican tourists spend

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abroad means that tourism surpluses make the difference between a balance of payments surplus or deficit. The balance of payments is an accounting of the transactions between countries. When country A exports more than it imports it has a balance of payments surplus. The reverse situation leads to a balance of payments deficit.

Tourism tends to be concentrated in a few tourist centers. Tourists are attracted to Mexico for three things: historic and archaeological sites, the culture, and the sun, sand, and sea.

Mexico City, the capital, is the oldest city in North America. Nearby are two outstanding attractions, the Floating Gardens of Xochimilco and the great pyramids of Teotihuacan. A variety of archaeological sites dealing with Mayan culture surround Mexico City.

Various Mexican towns offer a glimpse into part of the culture. Particularly noteworthy are the ancient city of Puebla, the art center of San Miguel de Allende, and the fishing center of Patzcuaro.

Acapulco has long been known as the major resort community in Mexico. The town is located on the southwest coast in a series of bays extending 16 kilometers. It has recently been challenged by the eastern resort of Cancun, a totally planned community. The prime tourist season is from November through March.

Domestic and outbound tourism has increased in recent years. Growth is tempered by the fact that Mexico's wealth is unevenly distributed. Just over 10 per cent of the population can afford to travel abroad for a vacation. However, foreign travel is considered a status symbol. In addition, a highly developed system of credit finance exists unlike any other in Latin America.

The vast majority of Mexican travel is to the United States. Increasing numbers of Mexicans, however, are traveling to Europe.

Central America

Tourism to Central America is, at present, limited by the political problems of the area and its lack of tourism infrastructure. However, the area boasts much of interest.

In Guatemala, immediately south of Mexico, tourism is second to coffee as a source of income. The country has a number of interesting market towns and archaeological sites. The United States is the principal source of tourists. The other Central American countries together account for about half of all tourists.

Honduras relies on visitors from Nicaragua, Guatemala and the United States, but it lacks a well-developed tourism infrastructure. Co-pan is the site of a Mayan ruin while Comayagua is a well-preserved sixteenth-century town.

El Salvador gets most of its tourists from Guatemala. Visits peak in December although business is spread evenly throughout the year. It is known for its Indian culture, its pre-Columbian ruins, its scenery and its Pacific beaches.

Nicaragua suffers from a poor location relative to other countries and some major physical and political problems, including internal strife. Tourism is not a major factor. It does have a large Indian culture, some Spanish-colonial cities, many lakes and volcanoes, and coastal resorts on both the Pacific and the Caribbean.

Costa Rica has a fairly well-developed tourist infrastructure, and promotion of its tourist attractions has resulted in significant tourist numbers. Central America, primarily Nicaragua, and the United States make up its major sources of tourists. Costa Rica is known for its volcanoes and its shoreline along the Pacific Ocean. Its political and economic stability have greatly helped its tourism development.

Panama's main claim to tourism fame is the Panama Canal. Cruise business accounts for much of Panama's receipts from tourism. Short excursions are also important. Panama's strategic location means that it attracts visitors from a wider variety of countries than any other Central American nation.

The West Indies

The Caribbean is commonly used as a synonym for the historically correct West Indies. The major islands that comprise the West Indies are the Bahamas, Bermuda, Barbados, British Virgin Islands, Jamaica, Trinidad, Cuba, the Dominican Republic, the French West Indies, Haiti, the Netherlands Antilles, Puerto Rico and the US Virgin Islands.

Tourism in the Caribbean dates back to the 1920s. Tremendous growth, however, is a post-World War II phenomenon. North American tourists account for approximately 75 per cent of the arrivals although an increasing number of Europeans are being attracted to the islands. The success of the Caribbean is due, however, to its proximity to North America. On some of the islands such as the Bahamas and the US Virgin Islands tourism is the major industry. On others, Jamaica and Puerto Rico, it ranks second or third in importance.

Tourists are attracted by the weather (tropical, cooled by ocean breezes, and offering almost constant sunshine), the varied scenery, the sandy beaches, the opportunities for water sports such as swimming, sailing, and snorkeling, and the color and culture of the islands. The islands were originally colonized by first the Spanish and then the British, the French, the Dutch, and the Americans. The influence of each culture can still be found there.

The most important tourist centers are Puerto Rico, the US Virgin Islands, Jamaica and Barbados.

Puerto Rico. Puerto Rico receives about half of all the visitors to the Caribbean. Puerto Ricans call their island La Isla del Encanto, or the Isle of Enchantment. The development of tourism there is the result of a number of factors. First, Puerto Rico possesses great natural beauty and a distinctive Spanish culture. Second, the government, beginning in the late 1940s, built a number of hotels at public expense. These facilities, in turn, attracted private capital and other hotel facilities. Third, the 1959 Cuban Revolution caused much of the tourist trade to divert from Cuba to Puerto Rico. Finally, air service between the US mainland and the island was very inexpensive. Originally set up to help migrant Puerto Ricans, the low prices encouraged Caribbean travel from the United States.

Typically we think of demand stimulating supply. That is, when there is a demand for vacations, people are encouraged to develop facilities to meet the demand. From this it can be seen that the supply of tourist facilities, such as hotels and cheap air travel, can actually stimulate demand for vacations.

US Virgin Islands. St Croix, St Thomas and St John make up the US Virgin Islands. Their free-port status means that goods, imported for resale, are exempt from duties and taxes. The result is that tourists can pick up many bargains. The largest island is St Croix, which is also the most historic. St Thomas, the liveliest, offers steel bands and limbo dancers. The most natural is St John with its quiet beaches and wooded mountains.

A problem for the islands is that tourism may have developed too fast and too soon. There is some criticism that speculators, having made a quick profit, have left behind a contrived tourist environment and residents who are unhappy with the way the development has occurred. The future success of these islands will depend on recapturing the original roots of the islands. In addition, the locals will have to be educated to see tourism as a long-term process to be encouraged slowly rather than as a way to make as much money as quickly as possible.

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Jamaica. Jamaica receives approximately 85 per cent of its visitors from North America. Originally tourists came primarily by cruise ship and banana boat. Now the vast majority arrive by air. In addition to its proximity to the market, tourism development in Jamaica was aided by the Cuban Revolution and the excellent efforts of the Jamaican Tourist Board, thought by some to be the best in the Caribbean. Tourism is the second largest foreign-exchange earner and the third most important economic activity after bauxite mining and sugar production.

Jamaica is best-known for its clean beaches of white and pink sand and its sheltered waters. Montego Bay is an international resort; Port Antonio offers fishing and yachting; Kingston is the capital while the North Coast has beautiful beaches and protected bays.

Barbados. Barbados depends on North America for about 60 per cent of its tourist visitors. It is also a traditional vacation center for West Indians from neighboring islands. Recent attempts have been made to tempt more Britons and Europeans to vacation there.

Other tourist centers. There are numerous other islands in the West Indies that have great tourist potential. The British Virgin Islands offer facilities for sailing and other water sports. The attractions of Haiti, namely the culture, which includes voodoo, the Haitian Alps, and the beaches, are overshadowed by the unstable political system. The Dominican Republic, the burial place of Christopher Columbus, has gambling, free-port shopping and water sports. Tourism is the major economic activity for Bermuda. It is known for its coral reefs, its beautiful flowers, and its settings for water activities.

The Netherland Antilles, originally controlled by the Dutch, consist of the islands of Aruba, Bonaire, Curacao, St Eustatius, St Maarten and Saba. Because each island offers something different, island-hopping is popular. The various islands have elements of culture from France, the Netherlands, Great Britain, as well as their own independent histories. Aruba was named "Ora Uba" or "there is gold" by the Spanish. It is best-known for its beaches. Curacao has developed a reputation for inexpensive shopping. Bonaire has great natural greenery. St Eustatius has stressed its history, while St Maarten promotes its dual cultures-French and Dutch. Both cuisines can be found on the island. Saba has no beaches. The local airport is built atop a mountain. Both ends of the air-strip plunge steeply to the sea below. Saba's cool climate (the island rises 884 meters from the ocean) encourages the growth of many flowers and trees.

Cuba was once an important tourist industry because of its political, geographic, and economic ties to the United States. In Havana, the capital, tourists could gamble the night away. After the revolution, Fidel Castro wanted to rid the country of its dependence on the United States. For its part the US government prohibited travel by American citizens to Cuba. As a result the tourist industry in Cuba collapsed.

The Bahamas. The Bahamas share the same kind of tourist attractions and rely on the same market as the other islands mentioned above. Consisting of 3,000 islands, islets, and rocks, this independent nation offers a healthy climate, beautiful marine scenery, some elements of its British colonial background, and excellent bathing, boating, and fishing facilities. Because it is so reliant on the North American market its economy lives or dies with the economic conditions in North America. It is said that the Bahamas catches a cold six months after the United States sneezes. Because of this Bahamian officials are trying to diversify their tourism by developing lower cost facilities to appeal to the Europeans, who tend to stay twice as long as do North Americans. Attempts are also being made to rely less heavily on tourism, although tourism still accounts for about half of all government revenue and provides jobs for almost three-quarters of the population.

The Bahamas' reputation as a retirement haven came about because of the sunshine, inexpensive land, and lack of taxes. Tourism has of late caused land prices to rise and has taken the bloom off this source of business.

Cruising. Caribbean cruising has undergone a remarkable growth in the past two decades. Several reasons account for this. With the introduction of the jet aircraft transatlantic crossing diminished sharply. The shipping companies were left with large ships and no passengers. Thus, they turned to cruising as a way of using their investment. The growing affluence of North Americans provided an impetus for the growth of cruises. Originally, most cruises left from New York, but now most leave from Florida ports. The reason was simple. Why sail through two days of cold, winter weather to reach the sun then leave that same sun early to sail back north?

Another factor that influenced cruising was the increasing cost of fuel. As fuel prices escalated dramatically in the 1970s it made economic sense to build ships specifically for cruising that were lighter than those necessary for a transatlantic crossing. It also made sense to visit a variety of ports rather than spend the entire cruise at sea. In port the ships were not burning up fuel. The variety of islands in the Caribbean offered ships the opportunity to sail from port to port, sometimes spending each day in a different island. Apart from the Greek islands, there is no other part of the world where this is possible.

Again we see an example of supply influencing demand. A combination of supply, transatlantic liners, and demand by affluent Americans led to the development of more cruises by the shipping companies. The price of fuel and the availability of numerous stopping places influenced the present shape of cruising.

South America

South America has outstanding and varied scenery, good beaches, more ski areas than Europe, an attractive climate, numerous wildlife, interesting cultures and examples of important archaeological sites. Yet it is responsible for just over 1 per cent of tourist arrivals worldwide. There are three reasons for this. First, South America is, by and large, undeveloped in terms of attractions and facilities. Second, it is a great distance from the major tourist-generating areas of the world. Brazil, for example, is 4,828 kilometers from both the United States and Europe. Third, there are many intervening opportunities (countries offering the same type of attractions) between South America and the tourist-generating countries.

Argentina. Argentina attracts the largest number of visitors to a South American country. Most come from the neighboring countries of Uruguay, Chile and Paraguay. The largest numbers come in the winter months. When Argentinians travel abroad they go primarily to Uruguay, Brazil and Chile. North America and Europe are the favored destinations of the relatively small number of Argentinians who travel overseas.

The country has a number of attractions. Its capital, Buenos Aires, is well known. The Iguassu Falls, on the river of the same name, is more spectacular than either Niagara or Victoria falls. The Lake District of western Argentina attracts visitors primarily to the northern lakes. Long coastal stretches offer excellent beaches, casinos and resorts. Patagonia in the south marks the foothills of the Andes. The area offers recreational opportunities including hunting, fishing, and golf in the summer and skiing in the winter.

Uruguay. Tourism is the third most important of Uruguay's exports. Approximately 90 per cent of its visitors come from Argentina and Brazil. Of the two, Argentina is more important. The tourists are primarily made up of those wealthy enough to escape from the summer heat. From Montevideo 322 kilometers north to La Paloma there are excellent beaches for sunning and swimming.

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Brazil. Brazil is the largest country in South America, the fifth largest in the world. It runs a negative balance in its tourism account. Much less is brought in by tourism than is spent by Brazilians abroad. The United States is the principal source of visitors, followed by Argentina and Uruguay. Brazil's historical ties with Portugal result in a number of visitors annually from that country.

Brazil is seeking to develop tourism from a domestic base. Domestic tourism, however, is a fairly recent phenomenon. The popularity of water spa resorts in the 1930s led to the beginnings of domestic tourism. A small number of very rich and a growing middle class are stimulating the demand for vacations. The effort has also been helped by the setting up in the mid-1960s of Embratur and the National Tourism Council. Both have sought to assist in planning and financing the development of badly needed accommodation and other facilities such as roads.

There are three major areas of tourist potential. Amazonia has exotic wildlife and huge rain forests. Trips up the Amazon River appeal to a relatively small number of people.

The Northeast has magnificent natural resources including beaches and sunshine, wonderful churches, and towns brimming with what in tourism is called "local charm". The region is called the "Venice of America".

The South-Central region is the heartland of the country. It is the most densely populated port, the most economically developed, and the most urbanized. Rio de Janeiro is known worldwide for its Copacabana Beach. Sao Paulo is the commercial center of Brazil, and its capital, Brasilia, attracts much business traffic. The mountain resorts of the state of Rio de Janeiro serve as weekend retreats for office workers from the cities.

Other countries. Bolivia has a number of resources that have tourist potential such as archaeological and historic sites. However, little has been done to encourage tourism and thus it is of little importance to Bolivia.

The vast majority of tourists to Chile come from Argentina. They are drawn by the spectacular scenery of the Lake District. Portillo, in the Andes in central Chile, is the biggest center of skiing in South America. The ski season runs from June to October although the major months for tourism are January and February. (Remember, the seasons are reversed south of the equator.) There are a number of coastal resorts including the major port of Valparaiso. The island of Juan Fernandez is 643 kilometers west and the setting for Robinson Crusoe. The capital of Santiago is Chile's major tourist city.

Colombia attracts visitors from Venezuela, the United States, and, a distant third, Ecuador. Tourism is encouraged, and there are a number of resorts as well as scenic valleys and dense jungles. The tourist season is year-round and peaks in December.

Tourism is also encouraged in Ecuador. Tourism peaks in the summer months. The largest tourist-generating country is the United States. Visitors are attracted by the mountains, the volcanoes and the local Indian culture.

Paraguay is known for its lakes, rivers and waterfalls. Its capital and the main city to visit is Asuncion.

The United States is the leading generator of tourists to Peru. It accounts for more than twice as many visitors as the second-generating country, Argentina. Peru is known as the site of the lost city of the Incas at Machu Picchu. Extensive ruins are also found in Cuzco and on the plains. The capital, Lima, offers palaces, museums, and a colorful changing-of-the-guard ceremony.

Western Europe

Western Europe is the single most important tourism-generating and tourism-receiving region in the world. Approximately 80 per cent of all tourism in Europe is domestic. Yet foreign travel is gaining in importance. The

most important generators of foreign traffic are West Germany, the United Kingdom and France. The growth of travelers to Spain is the most significant trend in receiving countries. There is a marked seasonal effect with the vast majority of travel occurring during the summer. The automobile is used for about half the vacations taken, and hotels are the primary source of accommodation.

On a global basis Europe is the major tourist destination, accounting for about 75 per cent of all international tourist movements. Tourists come primarily from Western Europe and North America. Tourists from outside of Europe mainly frequent Italy, France, the United Kingdom and Spain.

When Europeans vacation outside of Europe they travel to North America and North Africa, the offshore Atlantic islands, and East Africa.

United Kingdom. The United Kingdom is made up of England, Scotland, Wales and Northern Ireland. The annual "holiday" is very important to the British, and the proportion of the population taking a vacation is over 60 per cent. While an increasing percentage vacation abroad, most holidays are taken within Britain itself. Recent growth in the number of vacations has come from the growing numbers of people who are taking a second and even a third break, usually a short, off-season holiday. However, approximately two out of three vacations are taken in either July or August.

Traditionally the British have had a pattern of spending their vacations at the same seaside resorts year after year. Habits are changing as more and more people travel outside the country. However, the old pattern, particularly with manual workers, can still be observed. Almost three-fourths of main holidays involve a stay by the seaside. Workers from the north of England make for Blackpool; in the south the favored places are Brighton, Margate, and Southend. The Southwest, because of increased accessibility to major population areas and its reliable climate, is the most important tourist region and has been ever since World War II. The major attraction is the coast. The Southwest is closely followed in importance by the Southeast and the South. The coast and the climate are, again, the major reasons.

Most tourists travel to one spot and stay. Only a small percentage take a touring holiday.

Outside of the Southwest, which attracts people from regions both near and far, the majority of visitors to other regions come from areas close by. Analysts have also noted a reluctance for people from the south to travel north on vacation, particularly on their main vacation.

There has been a tremendous growth in the numbers of British tourists traveling abroad. A major reason for the increase has been the growth of inclusive tours offering cut-rate holidays. The average length of stay abroad is two weeks in Europe although visits to North America average four to five weeks. About 90 per cent of all visits abroad are to Europe. In the 1950s the most popular destinations were France and Switzerland; today it is Spain. Increasing numbers are traveling farther afield to Yugoslavia, Turkey, Tunisia and Morocco.

The United States generates more visitors to Britain than any other country. Significant numbers also come from France, West Germany, the Netherlands and Canada. Visits from North America are primarily because of ethnic, cultural and historical ties. Geographic proximity together with the standard of living in the generating country probably accounts for the numbers from Western Europe.

The United Kingdom runs a surplus in its tourism account.

The so-called milk run for international visitors is London, Stonehenge, Stratford-Upon-Avon and Edinburgh. Yet outside of these four places, there is a variety of things to see and do. London is known for its history, its museums, the pageantry of royal occasions, and its theater. A number of famous cathedrals such as Canterbury,

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Winchester, and Salisbury complement the monument of Stonehenge in the south. The Southwest has a mild climate with numerous small harbors. Plymouth was the departure point for the Mayflower Pilgrims. The Roman spas at Bath are spectacular enough without the magnificent eighteenth-century architecture of the buildings. Stratford-Upon-Avon is Shakespeare country and home to one of the loveliest gardens in England at the family cottage of his wife, Anne Hathaway. The Lake District in the northwest of England offers national park land in a lovely setting of lakes, hills, and moors.

Scotland is famed for its capital, Edinburgh, scene of the famous Edinburgh Arts and Music Festival every fall. Known as one of the most beautiful of capital cities, Edinburgh is famed for its spectacular castle.

The north of Scotland offers the Highlands, which attract hikers, cyclists, anglers, and those who want to marvel at its beauty. It is also home to Loch Ness of monster fame.

Wales offers the visitor the combined scenery of mountains and coast.

Eire. Eire is often referred to as the Republic of Ireland, or Southern Ireland. Compared to the rest of the world, Eire is not a major tourism country. Yet tourism is very important to Eire as a means of balancing its accounts with the rest of the world. Outside of Austria and Spain, no other European country is as dependent on tourism for this purpose.

The vast majority of tourists visiting the Republic of Ireland come from Great Britain. Despite a marked decline in numbers because of what the Irish call "the troubles", the violence that has occurred as supporters of the Irish Republican Army have attempted to unite the Republic of Ireland with Northern Ireland, Britain is still overwhelmingly the number-one market. Visitors from the United States comprise the second largest market, followed by travelers from Northern Ireland. These three markets account for essentially all tourist visits.

Tourists visit Eire for two reasons. First, they are attracted by the landscape, green rolling hills and undeveloped countryside that is quiet and restful. Second, they come to see and experience the Celtic culture, a distinctive and relaxed way of life. But this is a very difficult thing to "sell". As tourists are attracted, facilities must be developed for them. However, unless it is done very carefully, the development of modern hotels and restaurants can completely change the way of life that is being sold as an attraction. This is especially true in western Ireland, which has the greatest potential for tourism development. It is also the most rural area, which in itself is an attraction. Many of the locals speak Gaelic and rent out rooms as part of a bed-and-breakfast establishment. As more tourists are attracted there, the locals must speak English. Tourists create a demand for modern hotels. Yet both these factors can begin to break down the traditional way of life that tourists come to see. This is a problem, indeed a dilemma, not only in Eire but also in other lesser developed nations.

Scandinavia

Norway. Because there are no frontier restrictions among Norway, Sweden and Denmark it is difficult to get accurate accounts of travel among these three Scandinavian countries.

Norway is called the "northern playground". The word "ski" is Norwegian and Norwegians have capitalized on their natural resources to provide some of Europe's best ski slopes. In addition to the many winter attractions, Norway offers spectacular scenery, particularly on the Atlantic coast. The Norwegians are also known for their hospitality, their crafts and their quaint old towns.

Over 60 per cent of Norwegians take a vacation of four or more nights away from home in any one year. This high percentage is aided by the fact that all workers are allowed four weeks' vacation annually. Most holidays in

Norway are to summer huts or chalets. Slightly more than 10 per cent of the population vacation abroad. Many visit Britain, about half traveling independently.

Of travelers to Norway, the major markets are Sweden, Germany, the United States, Great Britain and Denmark.

Sweden. Sweden runs a heavy tourism deficit on its balance of payments account. Nearly half of the tourists who annually visit Sweden come from Scandinavia, mainly Denmark and Finland. The British market is large, although many visits are on business.

Sweden has what is described as the least spoiled countryside in Europe. In addition to Stockholm with its royal palace and museums there is interesting folklore and crafts in the Dalarna region. A number of medieval cities and castles are to be found throughout the country.

Denmark. Denmark has over three times as many visitors as does Sweden, although many are travelers from West Germany en route somewhere else who stay only a short period of time. Sweden, the United States, and Great Britain, in addition to Germany, make up over 90 per cent of the travelers to Denmark.

Copenhagen's Tivoli Gardens are a major attraction. A variety of fishing villages and museums, including the famous open-air Maritime Museum, attest to the country's heritage.

Finland. The number-one tourist market for Finland is Sweden, followed by West Germany, Norway, the United States, and Great Britain. About half the tourists are Scandinavian. Helsinki is a favorite starting point for travel to the Soviet Union. The old town of Turku and Lapland in the Arctic are popular attractions.

Iceland. The United States accounts for almost 60 per cent of the tourists to Iceland. The national airline, Icelandic Airlines, markets one-and two-day stopovers for travelers en route to Europe. Reykjavik, the capital, is heated by natural hot springs. Tourists are attracted by the solitude, the geysers, and the glaciers. In addition, there are day trips to the nearby Greenland ice cap. The amount spent by visitors to Iceland is overshadowed many times by that spent by tourists from Iceland.

The Benelux countries

The Netherlands, Belgium, and Luxembourg comprise what are known as the Benelux countries. Because of their location all three have a significant number of visitors who are in transit to somewhere else and might stay a day or two in the region.

Belgium is known for its coastal resorts, the rich history of Flanders, and its capital, Brussels. The 64-kilometer stretch of coast between France and Holland is essentially one long beach made up of firm sand up to 1.6 kilometers wide in some places. Ideal for family holidays, Belgium's prime tourist season is the summer. The major resort towns are Ostend and Blan-kenberghe.

Bruges (the city of bridges) is the best-known and most beautiful of the medieval towns in the Plains of Flanders. Brussels is the site of both the parliament of the Common Market and headquarters of the North Atlantic Treaty Organization (NATO). Its best attractions are the Grande Place, the ornate town square which features a sound-and-light spectacular every night, and the nearby Mannequin Pis, a famous statue of a small boy.

The Ardennes in the south offer spas, streams, parks and woods. A number of designated parks and nature preserves attract the tourist. The town of Spa gave its name to the spa.

The major tourist markets attracted to Belgium are the Netherlands, West Germany, the United Kingdom and France. Outside of Europe, the United States sends the most visitors to Belgium.

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The Grand Duchy of Luxembourg offers lovely scenery, a restful atmosphere, and good fishing and boating. Luxembourg has a romantic quality about it.

The Netherlands attracts tourists to see the spring flower festivals and auctions in the fields around Haarlem. Picturesque villages such as Volendam, where traditional costumes are worn, show a slice of the culture. Dutch hospitality is understated but sincere. Amsterdam, the capital, is a vibrant city with outstanding museums such as the Rijksmuseum and the Van Gogh museum in addition to the very moving Anne Frank house.

West Germany is responsible for about three times as many tourists as the United Kingdom, the second source of visitors. The United States, third as a source of tourists, is responsible for approximately 10 per cent of the visitors to Holland.

France

France, Spain and Italy are the three major tourist countries in Europe. France is a large nation with a number of regions offering a variety of attractions. France has a moderate to ideal climate, is blessed with an excellent location and a rich cultural heritage, and enjoys a well-deserved reputation for fine cuisine.

France was an important destination back in the days of the Grand Tour when the country was thought of as the most advanced and civilized nation in Europe. Outside of the spas, the Riviera, on the Mediterranean, was the first tourist area. It began as a fashionable winter resort center catering largely to the British. After World War II the Riviera became more popular as a summer attraction to middle-class vacationers.

America sends more tourists to France than does any other non-European country. This is probably due to the image that France has as an ally of the United States, the importance of Paris to Americans, together with the other numerous attractions of the country.

There are also strong numbers from West Germany, the United Kingdom, Italy and the Benelux countries. The majority of British tourists visit Normandy and Brittany.

Paris is the most popular attraction for foreigners. The city is beautifully laid out with many wide boulevards offering splendid vistas. As a center of culture, museums, history and shopping, Paris is difficult to surpass. Close to Paris is the palace of Versailles. Built by Louis XIV it is regarded as one of the most outstanding structures in the world.

The rise in domestic tourism can be attributed to events in 1936. At that time all workers were given 15 days of vacation a year. The onslaught of World War II obviously halted any type of tourism. After the war, tourism accelerated because of two factors: increased prosperity of the working classes and the institution of four weeks of holiday with pay for workers. The prosperity led to increased car ownership, more mobility, and the development of vacations based on auto travel.

There are several features to domestic tourism in France. While the French worker has time off, long vacations are expensive. This has led to an increase in camping as a way to have inexpensive holidays. Many tourists use their own cars, sleep in tents or trailers, and fix their own meals. Camping tends to disperse the economic benefits of tourism to rural areas that would not otherwise benefit from visitors.

France is one of many countries offering what is known as social tourism. Social tourism involves a degree of subsidization to people of limited means to allow them to vacation. It often means that people who belong to a club or union can vacation inexpensively. In France this is seen in the *colonie de vacances*, which are hostels for young children located in the country. Opportunities are available for different kinds of outdoor recreation. On the other

hand, many professional organizations own their own apartments and villas, which provide vacations to their members at rates far below that charged by companies in the marketplace.

Another feature of French domestic tourism is the relatively high percentage who stay with relatives while on vacation.

The vast majority of the French vacation in France. Provence-Cote d'Azur is the most popular region. Most tourists travel south although Brittany is a popular regional destination. Spain and Italy are the most favored destinations outside the nation. July and August are the most popular months for holidays. The result, as elsewhere, is congestion and higher prices during the summer months.

In the northern part of France and Upper Normandy are a number of resorts that were very fashionable in the 1920s. A prime example is Le Touquet. These resorts now serve the industrial population of the north of France. Lower Normandy has a number of second homes on the coast owned by Parisians. This area of the Channel coast contains the entry ports for tourists arriving by hovercraft and ferry from England.

Brittany offers a coast ideal for yachting and water sports because of its numerous coves and sandy bays. Small fishing villages show the Breton way of life. However, the region suffers from the moist air coming in off the Atlantic; the humidity is high and there are many cloudy and drizzly days. Winters are mild but not as pleasant as elsewhere in the south. Brittany is also physically remote from major centers of population. Because of the weather, the tourist season is very short.

The resorts of Aquitaine benefit from the southern location. The coast has a wide band of sand dunes. Several resorts, such as Biarritz, are popular in both summer and winter. The Trans-Aquitaine Canal runs parallel to the coast and provides opportunities for sailing and water sports.

Auvergne is the center of the Central Plateau region. Tourism began as an interest in the thermal springs and fresh mountain air as a treatment for various maladies. Winter sports have since developed in a region whose highest elevation is over 1.829 kilometers.

The Cote d'Azur or Riviera is probably the most famous tourist region of France. The coast is attractive; the climate is ideal; the sea is warm and deep blue; the resorts, St Tropez, Cannes, Nice, Monte Carlo (in the Principality of Monaco), are world famous. Originally a winter resort area, summer business in the Cote d'Azur is now three times as important as that in the winter months. Monte Carlo is best-known for its casino gambling.

The popularity of this region has led to a number of problems. Urban expansion has meant an almost continuous line of development the entire length of the coast. This has led to severe congestion. The growth of tourism has also made itself felt in inflated land prices. As a result, tourism has developed inland and swallowed up small agricultural villages. The high prices have also meant that industry cannot afford to develop in the area. While certain types of industry do not combine well with tourism, less industrialized development can offer employment in the off-season. A final problem is that of pollution. Certain beaches have been closed to the public because of this.

As tourism has changed from tourists who would stay many weeks or even months to those requiring cheaper forms of accommodation for a shorter period of time, many resort areas have been unwilling or unable to respond. They also face increasing competition from the resorts of Spain and Italy.

Languedoc-Roussillon on the Mediterranean is the site of the most extensive tourism development operation in Europe. A narrow strip of coast 193 kilometers in length, it had few residents, was not well known, and was backed by land difficult to reclaim. It did have excellent sandy beaches and many lagoons capable of being developed for

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water sports. The result has been the development of several resorts, population 50,000 each, capitalizing on the beaches, the sunshine, and the recreational capabilities of the area.

France has 200 winter sports resorts. Most are in the Alps. The coming of the railway was responsible for the development of tourism in the Alps by opening up previously inaccessible areas. The 11-kilometer tunnel under Mount Blanc has opened up a route between France and Italy. Opinion is divided as to whether or not this will mean that tourists will continue to Italy instead of skiing in France. The popularity of winter sports has meant, amongst other things, that new areas have been developed from scratch. The result has been the repopulation of previously declining communities.

The Pyrennes region, between France and Spain, is a scenic mountain area populated by the Basques. In the foothills is the religious shrine at Lourdes.

The island of Corsica is best-known as the birthplace of Napoleon. Its rocky coastline offers yachting and water sports, while inland there are thermal springs. Corsica remains relatively undeveloped.

West Germany

West Germany and the United States are the world's largest generators of foreign tourists. This is, in great part, a reflection of the strength of the economies of the two countries. However, whereas almost half of the travelers from the United States visit another world region, predominantly Europe, most West Germans vacation within the same region. West Germany shares borders with nine other countries. Denmark is the recipient of most visitors from West Germany although they tend to be short-term excursionists. As a combination of number of tourists and amount of money spent in the destination country, the most important destinations for Germans are Austria, Italy, Spain, Switzerland and France. German tourists spend more per capita than any other national outside of Americans.

Other European countries account for about 70 per cent of the visitors to West Germany. This percentage is one of the smallest for European countries. West Germany ranks a distant fourth among European nations as a destination, behind Spain, Italy and France. The two principal tourist-generating countries for West Germany are the Netherlands and the United States. The United Kingdom, France, and Belgium/Luxembourg follow distantly. The average length of stay tends to be short, an indication that much of the tourism is made up of people en route elsewhere. Visits tend to peak in June and July although tourism is strong throughout much of the year.

West Germany is known for its scenery and culture. The main tourist regions are the Rhine Gorge, the hill country of the Rift Valley, and Bavaria. On the middle Rhine in particular, between Bonn and Bingen, the scenery is spectacular. Romantic castles overlook the river every few hundred yards. Marksburg is the best-preserved of the castles. A number of towns feature curative mineral springs. The Rhine is also a major wine-producing region. Several villages have annual wine festivals. Rüdesheim features the Drosselgasse, an extremely narrow street that is wall-to-wall wine taverns. While Germany is best known for white Rhine and Moselle wine, Assmannshausen is famous for its red wine.

The Rhine Rift Valley, farther south, is best known for the Black Forest, a region that encourages outdoor recreation. Numerous youth hostels are available for the young traveler.

Bavaria is the end point of the 362-kilometer long Romantische Strasse (Romantic Highway) that runs south from Würzburg to Füssen. The capital of Bavaria is Munich, scene of the annual beer festival Oktoberfest. South of Munich lie the German Alps. Garmisch-Partenkirchen is the most famous of the winter sports center. Apart from

winter sports and magnificent mountains (the Alps extend 322 kilometers) Bavaria is also known for the castles of King Ludwig II. His most famous castles are at Linderhof and the fairy tale Neuschwanstein, the "model" for Walt Disney's Disneyworld castle. Other important places are Oberammergau, site of the Easter Passion Play held every 10 years, the former concentration camp of Dachau, and Hitler's nest at Berchtesgaden.

Mention should be made of Berlin. The former capital of a unified Germany, Berlin today is divided into West Berlin and East Berlin, which is Communist controlled. A visit to the city makes for an interesting comparison.

Switzerland

The first visitors to Switzerland were in the Middle Ages when the attractions were the numerous mineral springs. The latter half of the nineteenth century saw the popularity of mountaineering in the country, predominantly by British climbers. Visitors who were attracted by the spectacular scenery or the possibilities of winter sports soon eclipsed the numbers of mountain climbers. Skiing was introduced from Norway in the 1870s and skating from Holland in the 1880s. The popularity of skiing increased dramatically after World War I and owes much of its success to the development of hydroelectric power and a transport system that allowed for the building of ski lifts and aerial cableways that opened up previously inaccessible areas.

Switzerland is blessed with almost year-round tourism. From Christmas to April winter sports are dominant in the Alpine areas in such famous resorts as Davos, Gstaad, St Moritz and Zermatt. Many of these resorts also attract the health conscious. Resorts on the lakes lure visitors, especially from West Germany, for their combination of healthy air and mineral springs. Centers at Montreaux, Lucerne, Lausanne and Interlaken are among the best known. The summer season runs from May to October.

The scenery of Switzerland is the best in Europe and offers abundant natural attractions such as mountains, glaciers, rivers, lakes, along with a good climate.

The country has also gained a well-deserved reputation for standards of excellence in hotel management. The Swiss specialize in comfort, cleanliness, fine food and special service.

Two other reasons for the success of tourism should be noted. First, Switzerland is located at the geographic center of Europe in a prime position to capture traffic across the Alps. Second, Switzerland has traditionally been a neutral country. It offers tourists a legacy of security and freedom.

Switzerland runs a large surplus on its tourism account, which makes up almost 10 per cent of total income for the country.

West Germany accounts for almost one-third of all visitors to Switzerland. The United States is the second most important market.

Liechtenstein. Located in the mountains between Switzerland and Austria, this tiny country is a place to buy stamps and send postcards from. Rumor has it that a Grand Duke put his nation on the tourist map by persuading tour operators in New York to stop in Liechtenstein for lunch. In this way they could advertise "Visit 9 countries in 15 days" rather than "Visit 8 countries in 15 days".

Austria. Mountains cover 70 per cent of Austria. It is not surprising, therefore, that the Alpine region or Tyrol is a major attraction. In the summer the resort center of Innsbruck offers access to glaciers, forests, green valleys, picturesque villages and mountain peaks. In the winter it is a skier's dream.

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To the east is the Austrian Lakeland. Salzburg is the center for this region. A medieval city, it is known for its international music festival. Salzburg is the birthplace of Mozart and, much more recently, the location for the movie *The Sound of Music*.

Vienna was the capital of the Hapsburg Empire, and it remains a beautiful city with fine churches, palaces and museums. It is home to the Spanish Riding School, the Vienna Boys' Choir, and the Vienna Woods.

The peak tourist season is from June until the end of October. Tourism is very important to Austria, being the largest invisible (service) export. Few Austrians travel abroad. The result is a large tourism balance. Almost 60 per cent of visitors to Austria come from West Germany. The Netherlands, the United Kingdom and the United States make up the other most important markets.

Southern Europe

Spain

Tourism in Spain was relatively undeveloped until after World War II. Since then there has been a virtual explosion in visits to that country. Most tourists come from France. Portugal and the United Kingdom make up the other major markets. The growth of tourism can be explained by several factors. For the British the attraction is the sunshine. For the French and the Portuguese the difference is the cost. Because Spain entered the tourism business rather late, prices were lower than in France and Italy where tourism development had driven prices up. With the development of charter flights it became relatively inexpensive to vacation in Spain. Another factor dates back to the 1960s when it became very fashionable in Britain to holiday in Spain, especially on the Costa Brava. Tour operators followed the trend and their promotional efforts attracted even more tourists.

Tourism is the most important part of Spain's economy. Madrid, the capital, is a base for visiting the historic cities of Segovia, Salamanca and Toledo. Some other towns attract tourists largely because they are on main routes to the coast. Tourism, however, is concentrated on the Mediterranean coast and the Balearic Islands, which account for about 70 per cent of visitors to Spain. The Costa Brava (Rocky Coast), the Costa Blanca, and the Costa del Sol are the best known areas although the Costa de la Luz has been promoted in an attempt to spread the benefits of tourism. The Balearic Islands of Mallorca (or Majorca), Menorca (or Minorca), Ibiza, and Formentera have about one-third of all the hotel beds in the country. Mallorca is the major tourist area, largely because of its direct air connections. Congestion is a problem, however.

The Spanish government has been aware of the need to spread the benefits of tourism further, and it has attempted, somewhat unsuccessfully, to promote other regions of the country. The Biscayan and Atlantic coasts offer fine beaches and excellent shelter for sailing. The northern resort of San Sebastian is regarded as the most elegant in the country.

It attracts a number of Spaniards, but tourism is limited to the summer months. The climate is pleasant but not as predictable as in the south. In the Pyrenees and Sierra Nevadas there are a number of ski areas. Spain also boasts various reservoirs as a result of the demand for hydroelectric power. These have potential as recreational resources.

Tourism is very seasonal, peaking in the summer months. There have been efforts, mostly successful, to attract winter tourists from Britain. The fact that most foreign visitors come when domestic demand is high means that a severe strain is placed on all tourist facilities.

The Canary Islands. The Canary Islands, off the coast of Spain, are administered by Spain and consist chiefly of Tenerife, Grand Canary, Palma, Hierro and Gomera. The scenery is spectacular and the islands offer interesting

geological formations. The lack of rainfall means that water can be scarce, and the islands lack the lush summer green of other areas.

The islands have easy access to Europe by air. Additionally, they are a favorite stopping point for cruise ships on their way to Africa and South America.

Portugal and Madeira

A large number of the trips to Portugal are made up of short visits by motorists from Spain, shore visits by cruise ship passengers, and short stopovers by air travelers. Spain accounts for most short- and long-term (over five days) visits. Short-term visits are to see friends and family and, as such, bring in little money. Cruise business is concentrated in Lisbon, the capital, and Funchal on the island of Madeira in the Atlantic. Tourists from the United Kingdom and the United States are important markets.

The Portuguese went after two segments of the market: the upscale tourist and the permanent foreign resident. By encouraging the development of second homes they hoped to encourage tourists who would return year after year and who would bring along friends. This type of tourist tends to spend more on local services. The result is that the economic benefits of tourism spread to many people. This type of investment also requires little government support.

Tourism is concentrated in three areas: Lisbon, the Algarve and Madeira. Lisbon offers a variety of cultural attractions. The nearby resort of Estoril has casino gambling while the Tagus estuary coast is the major area for recreation and a favorite of the affluent, royalty, and the nobility.

The Algarve is the south-facing coastal strip that runs from Sagres to the Spanish border. Numerous fishing villages have developed into vacation resorts catering to tourists who stay for long durations. Because of the location the area relies heavily upon air transportation to bring in tourists.

Madeira lies 644 kilometers off the west coast of Morocco. The climate is magnificent and the scenery spectacular, especially from April to June when the island is ablaze with colorful flowers. A favorite place for affluent Britons, the island still retains that flavor, even as it attracts Swedes and Germans. Tourism is important year-round. Most visitors are short-stay passengers from cruise ships, who stop to buy embroidery, wicker-work, and, the chief export, Madeira wine.

Italy

In the days of the Grand Tour, Italy was the final destination of European travelers. Tourism still looms important for this country. Germany sends the most tourists to Italy, followed by Switzerland, France and Austria. The United States, largely because of its strong Italian-American population, is also an important market.

Tourism exists on a year-round basis. Italy has a temperate climate, fine coasts, and a rich history and cultural heritage. Some of the most notable centers of culture are Venice, Florence, Siena, Rome and Naples. Rome is the seat of Vatican City, center of the Roman Catholic Church. Italy also boasts over 150 hot springs that give life to spas and health-cure centers. Mountain resorts of the Italian Alps attract visitors in the summer and skiing enthusiasts in the winter.

Italy has 8,000 kilometers of coast. The Italian Riviera and western coasts have especially attractive winters and summers that are hot and sunny. The eastern coast is less attractive in the winter. The most popular resort areas are in the north in the region of Liguria (such as San Remo), farther south at Naples and Solerno (Capri and Sorrento), and just south of the Po delta (Rimini and Cattolica).

4. Where do tourists go?

As a source of historic sites Italy knows no equal. Examples of Greek and Roman civilizations abound. A number of towns have their own individual personalities. Verona is built of rose-red brick; Ravenna is famed for its mosaics; Vicenza is known for its Palladian architecture while Pisa has its leaning tower.

In common with other countries, Italy faces the problem of overcrowding in the summer and underutilization the rest of the year. Despite government attempts to change the pattern of holiday-making, most Italians prefer to vacation in the summer, thereby adding to the problem. An additional problem is that most tourism takes place in the north of the country. Despite some success in developing facilities on the island of Sardinia most of the economic benefits of tourism accrue to the north.

Yugoslavia. The completion of the Adriatic Highway from Rijeka in the north to Titograd in the south meant that fishing villages that once could be reached only from the sea were now easily accessible. This opened up Yugoslavia's major tourist resource, namely the long coastline of the Adriatic. The area offers sheltered lowlands, off-shore islands, long, sun-filled summers and warm winters.

In the north is a national park, Plitvice Lakes, which features a staircase of 17 lakes in a gorge cut by the Korana River. In Slovenia, farther to the northwest, is an area of mountains and lakes suitable for relaxation and recreation.

Although Yugoslavia is a Communist country, tourism is encouraged because of the hard currency it brings in. The result is that most tourists are from the West. West Germany, Italy and Austria are the most important tourist-generating countries. A significant number of British tourists have moved east in their search for the sun.

Greece. Despite its many attractions, tourism to Greece has been a recent development. Distance from major tourist-generating countries, political uncertainty, and a lack of infrastructure have prevented the country from maximizing its potential.

Major attractions of Greece are its historic and architectural remains, attractive islands, unspoiled villages and ports, a sunny climate most of the year, and a people known for their hospitality.

West Germany, France and the United States are the principal tourist-generating countries. The income from tourism is over 10 times as much as that spent by Greeks traveling abroad.

Recent concern has been expressed over whether or not the country can handle the number of tourists projected to travel there.

Malta. Malta gained its independence from Britain in 1964. Up until that time the major economic activity was defense related. Tourism now provides substantial income for this Mediterranean island. Reflecting its past, the vast majority of tourists are British. A substantial number even retire to the island.

At one time or another Malta has been inhabited by the Phoenicians, Romans, Arabs, Normans, Knights of St John, French and the British. Each has added to the cultural heritage of the island. The climate is warm in summer, sometimes very hot or cool in winter. It tends to be windy in September. Water sports are available, including sailing regattas.

Eastern Europe and the Soviet Union

Tourism in Eastern Europe is encouraged for two reasons: to publicize the political and economic achievements of the country and to bring in the hard currency required to purchase raw materials. Western travelers are shown the best features of the country in an attempt to impress on them that the political and economic system is working. The need for convertible or hard currency is also important. If the Soviet Union wishes to buy grain from the United States it must pay for that grain in US dollars. To get the dollars it goes to the international money market and

"buys" dollars. The greater the demand for dollars, the greater the price of dollars. If tourists can be encouraged to bring dollars into a particular country and spend the dollars in the country, there is less need to buy dollars on the international market. Socialist countries have very strict currency controls. They tend to specify that a minimum amount of foreign currency be brought into the country per day of the visit. Moreover, tourists may be allowed to take a limited amount of currency, whether foreign or domestic, out of the country when they return home.

All foreign tourism in Eastern Europe and the USSR tends to be under the control of the government. The government owns and manages the facilities. It also controls the movement of its own citizens. A national is allowed to visit a country if it is in the Soviet bloc. To travel outside of the Communist bloc requires a visa, which is very difficult to get.

Czechoslovakia. Czechoslovakia has a well-deserved reputation for its spas, such as those at Carlsbad and Marienbad. The country also has winter sports facilities. Prague, the capital, is a major attraction.

This is the leading tourist-receiving country of the socialist countries. Most tourists come from East Germany, Hungary and Poland.

Bulgaria. Bulgaria has beautiful scenery, a number of coastal resorts along the Black Sea, recreational opportunities, and hot springs in the mountains. The towns, including the capital, Sofia, offer a glimpse into the culture of the old country. Most tourists come from Turkey. Eastern European countries account for the bulk of the remainder.

Romania. Although the skiing in the Carpathians is excellent, Romania's tourist activity is concentrated in the coastal resorts of the Black Sea. Visitors are also attracted to the capital, Bucharest. Eastern Europe accounts for almost 80 per cent of the tourists to the country. They come from Czechoslovakia, Poland and Hungary.

Poland. When tourists visit Poland they go to the historic and cultural attractions of Warsaw (the capital), the resorts on the Baltic coast, the many spas, the ski resorts of the Tara Mountains, and the recreational opportunities afforded in the Masurian Lake district. Poland is second to Czechoslovakia in Eastern Europe in attracting tourists. They come from East Germany, Czechoslovakia and the USSR.

Hungary. In Hungary the attractions are the capital city of Budapest, the lake resort of Lake Catalon, and the folk culture of the small towns. Cruise ships from the Soviet Union come up the Danube. About 70 per cent of visitors are from neighboring countries.

East Germany. Travelers to the German Democratic Republic (East Germany) visit East Berlin, most entering from West Berlin and staying for less than a day, and also Dresden and Leipzig. Tourism is not important to East Germany.

The Soviet Union

Tourists to the Soviet Union are interested in the people (the country encompasses over a hundred different nationalities), the way of life under a Communist system, and the art and architecture of the nation.

The major tourist areas are Moscow, Leningrad and Kiev, in the central region. In Moscow the principal features are the Kremlin, Red Square and Lenin's Tomb. Along the Baltic coast, Tallinn and the ancient city of Riga are much visited. The Crimea and Black Sea regions are the Soviet Union's "Riviera". Major resorts include Odessa and Yalta. Resorts are varied, ranging from coastal towns and spas, founded originally on warm sulphur springs, to the skiing and climbing resorts of the high central Caucasus region. Further east is the Central Asian region. While Tashkent is a modern city, other towns in the region offer memories from past civilizations.

4. Where do tourists go?

The average Soviet worker receives three to four weeks' annual paid vacation. Leisure time is considered an opportunity to recharge the body and soul. Official Soviet policy encourages health resorts and spas for this purpose. Spaces at these places are allocated through the trade unions to workers as a reward for their labor. This type of vacation is another example of social tourism.

The development of tourism from the West is hampered by a general suspicion of foreigners, generally lower standards of food and accommodation, tight controls on tourist movements, a lack of nighttime entertainment, and problems with communication.

Africa and the Middle East

Tourism to Africa and the Middle East is heavily dependent on long-haul traffic. Development of speedy air transportation and inclusive tours has given tourism a boost. Its development, however, is hampered by a lack of infrastructure and political instability. Five distinct regions exist: North Africa, the Middle Eastern countries, West Africa, East Africa, and South Africa.

North Africa

From the viewpoint of tourism, North Africa is best described as the countries of Morocco, Tunisia, Algeria, Libya and Egypt. The development of the region is an extension south of people's desire for the sun.

Tourism in Morocco has several elements. A number of cruise ships call at Casablanca and Tangier; because of its proximity to Spain by ferry (a two- to three-hour ride) there are many visitors from the northern Spanish coastal resorts who stay from one to three days. Moroccan nationals returning home for visits represent another source of tourists. Then there are the Europeans, primarily the French, who come primarily for the sun, sand and sea of the Mediterranean.

The major coastal resorts of Morocco are Mohammedia in the north and Agadir in the south. Skiing is possible in the Atlas Mountains, which rise to a height of 3,962 kilometers. Visitors are also attracted to the culture of the country. It is a place where two worlds meet, the old and the new. An image of romance and mystery is conjured up by such places as Casablanca and the old walled city of Marrakesh, which was popularized by Sir Winston Churchill.

Most tourism occurs in the summer months, although the climate allows for year-round swimming and sunning.

Tourism is the major foreign-exchange earner for Tunisia. Lacking the diversity of attractions of its neighbors, tourism consists primarily of the attractions of its 1,200 kilometers of Mediterranean coast. It relies on package tours arriving by air from Europe, the most important markets being France and West Germany. The country boasts some of the best hotels in Africa. There is a semi-official law that prevents any building being higher than the tallest palm tree.

Tourism in Algeria is under the control of the government. The country is using tourism to bring in foreign exchange and jobs, to encourage balanced economic development to the various regions of the nation, and to revive the old Moorish culture. This latter development is evident in the architecture of the buildings and the revitalization of craft industries to furnish the hotels. Thus, in addition to the typical beach vacation, Algeria is interested in promoting the history and culture of the country. Initiatives have been taken to open up the Sahara to visitors. At various oases, facilities have been built, namely "caravanseraï" or small hotels to cater to the short-stay visitor, luxury hotels to appeal to the longer-stay tourist.

Because of Algeria's colonial ties with France, this country sends most of the tourists to Algeria.

Libya's tourist industry is small and is dominated by visits from other Arab countries. The peak season is in the winter. Political instability hampers tourism development.

Although Egypt has both a Mediterranean and Red Sea coast, both coasts are not well developed as far as tourism is concerned. The prime attractions are the archaeological treasures: the Pyramids, the Sphinx, the Temple of Karnak, Ramses II, the City of the Dead. The mosques of Cairo are magnificent, as is the city of Alexandria. Most visitors come from Arab countries. The summer months are the peak tourist season.

Middle East

The Middle Eastern countries are Israel, Jordan, Syria, Lebanon, Turkey, Iran and Iraq. The major attraction of Israel is religious. The country contains places that are considered holy to three religions: Judaism, Islam and Christianity. Visitors come on pilgrimages, to visit families who have settled there and to see their Jewish ancestral homeland. The United States is the major tourist-generating country. Since the 1960s the proportion of visitors from North America has decreased while that from Europe has increased.

Almost all visitors go to the Holy City, Jerusalem. Bethlehem, the Dead Sea, and the Negev are also major centers of attraction associated with religion.

A growing number of Europeans travel to Israeli resort areas. Tiberias, on the shore of the Sea of Galilee, is a winter resort that features hot springs; Safed is a summer resort. Most tourists arrive in July and August, although there are peaks in March and April (Easter) and December (Christmas).

The Arab-Israeli war in 1967 resulted in Jordan losing land on the West Bank of the Jordan River to Israel, which recovered part of Jerusalem as well as Bethlehem and Jericho. Over 80 per cent of Jordan's hotel accommodations were on the West Bank. Tourism essentially collapsed overnight. Since then attention has been turned to the East Bank. Jordan, called by some "an open-air museum", has a number of outstanding archaeological and historical sites. Chief among these are the ancient "lost" city of Petra, Jarash (a preserved Roman city), Madaba (extensive mosaics), and the Ommayyad castles around Amman. Tourism peaks in the winter months.

The majority of visitors to Syria are from the neighboring countries of Jordan, Lebanon and Turkey. There are a number of desert palaces and Roman ruins. Damascus features a bazaar with over 3,000 shops.

Tourists from other Arab countries have long visited Lebanon. It is a country that possesses a wonderful climate, pleasant scenery, beaches and mountain resorts offering relief from the heat in the summer and skiing in the winter. There are many historic sites and a tradition of hospitality. Beirut alone once had 120 nightclubs and 14,000 restaurants. But the present political situation and civil war has, obviously, had a negative impact on attempts to encourage tourism, particularly from the West. The central government is not strong. Apart from the political ramifications, from a tourism viewpoint this means that overdevelopment of some prime areas has taken place with corresponding problems of visual and waste pollution.

Turkey is a blend of the cultures of the East and the West. It is a Mediterranean, Middle Eastern and Balkan country. Despite its archaeological treasures, tourism development, to date, has concentrated on the coastal regions of Marmara, the Aegean and Levantine seas. Cruise ships account for a large percentage of the visits. If tourism is to develop in a major way it will take the efforts of tour operators. At present Turkey suffers from its distance from major tourist-generating areas and a general lack of knowledge about the country. The leading generators of

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tourists are West Germany and France. There are a large number of Turkish nationals who work in West Germany. This may well have stimulated interest in Turkey as a vacation destination.

Pilgrimages to the Iranian holy cities of Isfahan and Qom account for a large number of visitors. Additionally, there are numerous sites and museums relating to the Persian Empire to attract the tourist. Iraq also has remnants of former civilizations including the ruins of Babylon, which feature the Hanging Gardens, one of the seven wonders of the ancient world. Recent hostilities between Iran and Iraq and an anti-Western bias in Iran have put a strain of tourism development.

Much of the flow of tourism in the countries mentioned above is a flow of Arabs to Arab countries. In attempting to revive Muslim traditions there has, in many places, been a desire to discourage visits from the West. Some Arab countries fear the effect that Western tourists will have on their traditional views toward alcohol and women.

Islamic tourism is centered around several themes. There is an attraction to cities. For the traditionalist, there are the mosques, the baths and the bazaars, while the modern Islamic person travels to cities for business. Second, burial pilgrimages for the dead to such holy places as Najaf, Kadhimain, Hebron and Medina are an important travel motivation. To people who live in or by the desert, water is an attraction. To escape the summer heat many travel to the mountains. Finally, family travel is important such as visits to family members abroad or family members returning home.

West Africa. The Ivory Coast offers the best tourism infrastructure of all the areas in West Africa. The most popular months for visitors are March and December. France is the major tourist-generating country. Tourists are attracted to the beaches set amid fishing villages.

Tourism is less important to the other West African countries. Ghana, Nigeria and Zaire can all capitalize on their coastal beaches, bright scenery, and local color and culture.

East Africa. Kenya, Uganda and Tanzania offer essentially the same type of tourist attractions. Of the three, tourism is most widely developed in Kenya. Over 40 per cent of the tourists to Kenya come from Europe, principally the United Kingdom, West Germany, Switzerland and Italy. The United States accounts for about 10 per cent of the visitors to Kenya. They come to visit the game parks, the wildlife reserves and the coast. The vast majority of tourists visit the capital, Nairobi. From here the attractions are easily accessible. Photo safaris are popular in Nairobi National Park. A variety of other national parks combine magnificent scenery with animals and birds. Some of these are the Aberdare National Park with the Treetops Hotel set amidst mountain scenery; the Meru Game Reserve, and the Tsavo National Park, the largest national park in the world, which lies midway between the coast and Nairobi. The main road and railway line between Mombasa and the capital cross through it. Over one-fourth of the tourists to Kenya spend some time at the coast. The two principal resorts are Mombasa and Malindi.

While Uganda and Tanzania have beautiful scenery and game parks, tourism has not developed. Lake Victoria is a major resource for sailing and fishing although the major attraction is the Murchison Falls in the national park. The political situation in Uganda and the lack of facilities had a great deal to do with the lack of development there.

Tanzania is the largest East African country. Tourist resources exist in the coastal resorts around Dar-es-Salaam, the northern parks near the Kenyan border, and in the parks and game reserves in the southern part of the country. These resources have not, however, been developed to attract tourists.

The Republic of South Africa. Political problems have tempered the development of tourism in South Africa, even though the country possesses some magnificent resources. The Kruger National Park and the Umfolozi Game Preserve are well known. The country shows its ties to the Afrikaner culture. People on the coast move inland

for their vacations; those inland travel to the coast. Spas and country centers exist inland. Mineral waters and hot springs are the source of the spas. Other centers rely on mountains, camping and fishing.

South Africa has 3,220 kilometers of coastal beaches. The chief resort areas are those of the Cape region, particularly those of the Hibiscus Coast.

Asia and the Pacific

Distance and cost have meant that tourism in Asia and the Pacific has been slow to develop. It is expected that, as the focus of the world economy increasingly turns to this area, tourism will become more important, both inbound and outbound. The four areas that have had a long history of tourism are Hong Kong, Malaysia, Thailand and Singapore.

Hong Kong. The British lease on Hong Kong runs out in 1997. After that time the territory reverts to China.

The major generator of tourists to Hong Kong is Japan followed by the United States. Approximately two-thirds of the visitors to Hong Kong are from Pacific-area countries. They come to experience the Chinese culture and the free-port shopping. However, on the nearby islands there are good beaches. Visits tend to be short-term, an average of less than three days. Tourists often stop en route to somewhere else. Despite this, tourism is a major export for the island.

Malaysia. As with Hong Kong, most tourists visiting Malaysia come from within the Pacific region, primarily Thailand. The influence of its membership in the British Commonwealth, however, is felt in the number of visitors from Australia and the United Kingdom. Tourists are attracted to picturesque towns (such as the thatched houses on stilts in the old part of Kuala Lumpur), the Buddhist temples, black sand beaches, jungles and culture of the locals.

Thailand. Thailand attracts visitors from the Pacific region and Europe. The United States accounts for about 10 per cent of tourists to the country. The months of April, May and June are the slowest months. Visitors come to see the temples, ancient cities, religious sites, jungles, and to enjoy the beach resorts. In addition, there are six hill tribes in the country, each with their own culture, who can be visited by tourists.

Singapore. Singapore benefits from its location at a crossroads for both ships and airplanes. It is on the air routes to the Far East and Australasia and has what is regarded as the finest airport in Southeast Asia. However, tourists are usually en route to somewhere else. About half of tourist expenditure is on shopping. Singapore does have beautiful natural attractions including beaches and coral reefs. Government attempts to improve tourism have focused on developing Singapore as the convention capital of Southeast Asia. Conventions bring a captive group and can attract visitors in the off-season. Many festivals have also been developed, focusing on a blend of culture, food, and music.

The Indian Ocean Islands. The white sand beaches, palm trees, high temperatures, clear skies, and warm seas give this area its "island paradise" image. The largest island by far is Madagascar. In fact, its size and limited means of communication pose problems. Tourism is concentrated in the capital of Tananarive, the volcanic "paradise" island of Nosy-Be and at Diégo-Suarez, a bay fringed by coral reef.

Tourism is fairly well established in Mauritius, which offers a variety of scenery in addition to coral reefs and beaches. Reunion, which is French, the Comoros, and the Seychelles, offer the tourist the opportunity to get away from it all. Facilities are lacking but the features of these islands will bring tourists and facilities to meet their needs. The problem will be to ensure that development does not harm the natural beauty of the islands.

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India. The chief tourists to India come from the United Kingdom and the United States. The attractions are the wildlife, ancient monuments, and, perhaps more importantly, the culture. The country offers a blend of Hindu, Moslem and European influences. The dominant religions are Hinduism and Islam and many of the attractions relate to these. Temples and mosques, holy cities, and religious festivals abound. The most famous attraction is, of course, the Taj Mahal. A major problem for tourists is the large size of the country. The package circuit is recommended for many tourists: Bombay, Udaipur, Agra, Benares and Dehli.

Sri Lanka. Europe sends about two out of every three tourists to Sri Lanka (formerly Ceylon). The country has beaches comparable to those in the Caribbean, all 1,600 kilometers of them. There are also a variety of ancient monuments and temples. The peak months for tourism are between December and April, while the monsoons discourage tourists in June and July.

Taiwan. Most visitors to Taiwan are from the Pacific region, notably Japan. North America accounts for a large number of tourists. The area has great natural beauty. The Taroko Gorge is reputed to be one of the wonders of the world while the vertical cliffs along the east coast are said to be the world's highest. Additionally, Taiwan offers a combination of old and modern China.

South Korea. As with Taiwan, Japan is the major source of tourists to South Korea. Approximately 80 per cent of visitors come from the Pacific region. The main attractions are Seoul, the capital, with its palaces and museums, and Kyongju, known for its temple and museums.

Japan. Because of the strength of its economy, Japan has a heavy tourism deficit on its tourism account. Japanese travel to Southeast Asia (largely Hong Kong and Taiwan), the United States and the United Kingdom. Travel abroad has been aided by the development of inclusive tours. Despite the distance separating the two, the United States is the major tourist-generating country for Japan.

There are many tourist regions in Japan. Hokkaido, the northernmost island, offers winter sports and mountain scenery. Tohoku, the northeastern section of the main island, is known for its national parks, hot springs and local festivals. Kanto includes Tokyo in addition to shrines and temples; in the center of the main island of Honshu is Chubu, which features seven national parks, outstanding natural resources, and ski resorts. Kansai, which contains the cities of Kyoto and Osaka, has beautiful scenery and seascapes as well as the ancient capitals of Japan. Hiroshima, site of the first atomic bomb dropped on Japan, is in Chugoku. Located on the western end of the main island, it has beaches, coastal plateaus, and the Inland Sea National Park. Finally, Kyushu is an island with a subtropical climate, six national parks and a variety of historic sites.

Australia. New Zealand is the principal tourist-generating country for Australia, followed by the countries of North America. Tourism peaks in December, February and August.

Tourists come for three reasons. About one in four visitors, mainly those from New Zealand and Great Britain, travel to visit relatives. Large numbers from neighboring islands visit for a change of physical environment and for recreation. Third, many travelers come for business reasons but stay for pleasure.

Australia does possess various natural attractions such as the Great Barrier Reef, Ayers Rock, and superb beaches. There is a fairly well-developed domestic tourism business. The Australians greatly enjoy outdoor recreation.

New Zealand. The tourist season in New Zealand runs from November to March. Most visitors come from Australia. The attractions are both natural and cultural. The scenery is spectacular; the country offers opportunities

for sport and recreation such as sailing, skiing, hunting and fishing; Maori settlements show the life and culture of the native people.

South Pacific. Tourism in the South Pacific islands varies from the well-developed Fiji Islands to the less important (from a tourism perspective) Solomon Islands and Cook Islands. Tourism to these islands accounts for a very small percentage of Pacific tourism. Australia, followed by the United States, sends most tourists to these places. Visitors come for the natural beauty (mountains, lagoons and vegetation) and the beaches. The various island cultures can also be experienced.

Oceania Islands. Tourism to the islands of Oceania is a little greater because of Guam, an American island that has an extensive infrastructure. Japan and the United States send most tourists to Guam and to the other islands of Oceania, namely American Samoa, Tahiti, Trust Territory and Western Samoa. The islands are known for their climate, spectacular sunsets, clean beaches and friendly people.

Study questions

- In which regions of the world does most domestic and international tourism occur?
- List the three regions in the United States where tourism is of prime importance.
- Canadians account for well over 50 per cent of the visitors to the United States. Why is this?
- Caribbean cruises have undergone a remarkable growth in the past 20 years. Why is this?
- What attracts tourists to Mexico?
- What two factors are presently limiting the growth of tourism in Central America?
- What factors account for the large numbers of North Americans who visit Great Britain?
- List the three major tourist countries of Europe together with their major attractions.
- Why does Eastern Europe encourage tourism?
- Why do people visit the Soviet Union and what factors limit the development of tourism from the West?

Discussion questions

- Select five countries and, for them, describe:
 - the major tourist attractions;
 - where their residents travel to on vacation;
 - where visiting tourists come from.