

# The Geography of Tourism and Recreation

environment, place and space



C.M. HALL and  
S.J. PAGE



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# THE GEOGRAPHY OF TOURISM AND RECREATION

*The Geography of Tourism and Recreation* presents a comprehensive introduction to tourism, leisure *and* recreation and to the relationships between them. Illustrated throughout, this accessible text includes a wealth of international case studies spanning Europe, North America, Australasia and Asia. Each chapter highlights the methods of analysis used by geographers to analyse recreation and tourism, and highlights the similarities and differences between the way recreation and tourism is analysed. Recent perspectives developed in human geography are introduced (e.g. gender studies and post-modernism) and a range of chapters examine:

- the demand of recreation and tourism
- the supply of recreation and tourism
- the impacts of recreation and tourism
- tourism and recreation in urban and rural environments
- tourism and recreation in wilderness areas and other peripheral regions
- tourism and recreation planning and policy
- the future for tourism and recreation

Spanning the spectrum of recreation and tourism, this book introduces both landmark studies and the most recent contributions to the field to present the first detailed evaluation of how recreation and tourism are separate and yet integrated aspects of the wider leisure phenomenon.

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Environment, Place and Space

*C.M.Hall and S.J.Page*



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The purpose of this book is to provide an account of the growth, development and changes that are occurring within the geography of tourism and recreation. A purpose made all the more interesting because it is written by two geographers who, at the time the manuscript was completed, did not work in geography departments. While the book covers a lot of material, the authors acknowledge that there are a number of significant areas which have not been fully covered, and could not be unless the book was almost twice its size.

To a great extent this book concentrates on the developed world. However, it is not a discussion solely of Anglo—North American Geography, as this would neglect the substantial contribution of geographers from Australia, New Zealand and the South Pacific; rather it deals with the literature on the geography of tourism and recreation in English. This is not to deny the substantial research base that European geographers have in tourism and recreation. But, with a small number of significant exceptions, such as Doug Pearce in New Zealand who has introduced much of the European literature to North America and Australasia (e.g. Pearce 1989), the majority of English-speaking geographers have developed most of their work in tourism and recreation in isolation from the European experience.

This book therefore serves to identify many of the major concerns and interests of geographers in the fields of tourism and recreation. There is clearly a substantial body of work in the sub-discipline. However, as the book also notes, the field is not seen as seriously as perhaps it could be. A conclusion with substantial implications not only for the further development of the sub-discipline but also for the growth of Tourism Studies as a separate field of academic endeavour. Indeed, the book observes that we are in a time of transformation and change in terms of a better positioning of tourism and recreation issues within the contemporary concerns of social theory and human geography, while simultaneously also having increased demands to be more 'applied' with respect to industry and tourism education. It is within this context that this book is written.

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# INTRODUCTION

## Tourism Matters!

Tourism is widely recognised as the world's largest industry. The figures on the size and significance of tourism are staggering. For example, according to the World Tourism Organization (WTO) (1996) in 1995

- World tourist arrivals reached 567 million, 3.8 per cent over 1994 figures.
- More than 360 million passengers were carried on international air services, an increase of 5 per cent over the preceding year.
- International tourism receipts (excluding international transport) increased by 7.2 per cent between 1994 and 1995 to US\$372 billion. International fare receipts in 1995 were estimated at US\$60 billion.
- Tourism receipts represented more than 8 per cent of the world merchandise exports and one-third of world trade in services.

However, tourism, tourists, and their impacts, are clearly not evenly distributed. Substantial differentiation occurs at a variety of international, regional and local scales. For example, to continue the snapshot from 1995:

- The Middle East was the fastest growing region (11.8 per cent for arrivals and 29.7 per cent for tourism receipts), followed by South Asia and East Asia and the Pacific.
- The Americas showed a substantial growth of tourist arrivals in 1995 of 4.4 per cent, while

international tourism receipts for the whole continent stagnated at 0.2 per cent above the 1994 level.

- Africa witnessed a slight improvement in the growth rate of tourist arrivals, while tourism receipts rose by almost 6 per cent.
- Europe continued to be the most visited region of the world in 1995 with close to two-thirds of international tourist arrivals.
- East Asia and the Pacific lost its position as the fastest growing region with an 8.6 per cent growth in arrivals and a nearly 12 per cent increase in tourism receipts. The region generated close to 90 million trips, of which 70 per cent were intraregional. In 1995, the number of Japanese travelling abroad reached 15 million (+10 per cent over 1994 figures).
- International tourism grew faster in developing countries both for arrivals and receipts, reflecting a wider redistribution of tourism revenues in favour of the traditional and new emerging tourism destinations in the third world.
- Europe outbound travel was up by almost 2 per cent. The long-haul market from Europe has grown faster than intra-European travel.

Yet tourism is also highly dynamic and is strongly influenced by economic, political, social, environmental and technological change. For example, following the dramatic downturn in a number of South-East Asian economies in the second half of 1997 and early 1998, the WTO revised its