

## Chapter 1: Global Tourism – Is Tourism the Way to Go?

### Chapter content

Learning Outcomes	Content	Main Terms
<b>Key Question 1: How does the nature of tourism vary from place to place?</b>		
<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>Describe and give examples of different types of tourism</li> <li>Explain why tourist activities are different at different places</li> <li>Discuss the roles of different groups in promoting tourism</li> </ul>	<p>A) <u>Knowledge</u></p> <ul style="list-style-type: none"> <li>Tourists are people who travel and stay away from their normal place of residence for more than 24 hours</li> <li>Tourism may be categorised according to types of attractions offered to tourists. Different places and environments provide different opportunities for tourist activities:             <ul style="list-style-type: none"> <li>Places of scenic beauty                 <ul style="list-style-type: none"> <li>Mountain regions, coastal resorts, national parks offer opportunities for honeypot tourism (e.g. Grand Canyon National Park in USA)</li> </ul> </li> <li>Places with good facilities                 <ul style="list-style-type: none"> <li>MICE facilities offer opportunities to host large-scale events to attract tourists (e.g. Singapore hosted the Youth Olympic Games in 2010)</li> <li>Medical facilities offer opportunities for medical tourism (e.g. Singapore is a reputable medical hub in Southeast Asia)</li> <li>Theme parks (e.g. Disneyland in Japan)</li> </ul> </li> <li>Places with rich culture offer opportunities for                 <ul style="list-style-type: none"> <li>Heritage tourism (e.g. Machu Picchu in Peru)</li> <li>Film-induced tourism (e.g. Lotte World in South Korea is the filming site for Stairway to Heaven)</li> <li>Pilgrimage tourism (e.g. Mecca in Saudi Arabia)</li> </ul> </li> <li>Places of conflicts offer opportunities for dark tourism (e.g. Tuol Sleng Genocide Museum in Cambodia)</li> </ul> </li> <li>Role of different groups in tourism             <ul style="list-style-type: none"> <li>Government</li> <li>Media (e.g. Travel writers)</li> <li>International organisations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Tourist</li> <li>MICE</li> <li>Honeypot tourism</li> <li>Medical tourism</li> <li>Film-induced tourism</li> <li>Heritage tourism</li> <li>Pilgrimage tourism</li> <li>Dark tourism</li> </ul>
	<p>B) <u>Skills</u></p> <ul style="list-style-type: none"> <li>Classify key global tourist attractions by type</li> <li>With reference to a map, describe distribution of key global tourist attractions by type</li> <li>Identify key features of specific tourist sites and associated tourist activities</li> </ul>	

Learning Outcomes	Content	Main Terms
<b>Key Question 2: Why has tourism become a global phenomenon?</b>		
<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>Describe the trends of both domestic tourism and international tourism</li> <li>Describe the changing nature of global tourism</li> <li>Explain the growth of global tourism</li> </ul>	<p>A) <u>Knowledge</u></p> <ul style="list-style-type: none"> <li>Trends in the global tourism industry in terms of destinations, country of origin and tourist dollars for:             <ul style="list-style-type: none"> <li>Domestic tourism</li> <li>International tourism</li> </ul> </li> <li>Evolution of mass tourism in the form of the package holiday to niche tourism such as eco-tourism</li> <li>Development of short haul destinations and the growth of long haul destinations</li> <li>Reasons for the growth of global tourism             <ul style="list-style-type: none"> <li>Developments in technology                 <ul style="list-style-type: none"> <li>Better and affordable transport</li> <li>E-services: online booking of tours and tickets</li> <li>Ease of access of information</li> </ul> </li> <li>Demand factors arising from changing profile of tourists                 <ul style="list-style-type: none"> <li>Disposable income</li> <li>Leisure time</li> <li>Changing lifestyle</li> </ul> </li> <li>Destination factors                 <ul style="list-style-type: none"> <li>Attractions</li> <li>Investment in infrastructure and services</li> <li>Access to information</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Domestic tourism</li> <li>International tourism</li> <li>Mass tourism</li> <li>Niche tourism</li> <li>Package holiday</li> <li>Short haul destinations</li> <li>Long haul destinations</li> <li>Eco-tourism</li> <li>Technology</li> <li>Budget airlines</li> <li>Tourist profile</li> <li>Demand factors</li> <li>Disposable income</li> <li>Changing lifestyle</li> <li>Destination factors</li> </ul>
<ul style="list-style-type: none"> <li>Explain why tourism is subject to fluctuations</li> </ul>	<ul style="list-style-type: none"> <li>Impact of events that hinder the growth of tourism             <ul style="list-style-type: none"> <li>Disasters (e.g. Japan tsunami in 2011)</li> <li>Recessions (e.g. Global recession of 2008 – 2011)</li> <li>Political situations (e.g. Thailand political unrest in 2010)</li> <li>Diseases (e.g. Germany E. Coli outbreak in 2010)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Fluctuation</li> </ul>
	<p>B) <u>Skills</u></p> <ul style="list-style-type: none"> <li>Extract information on trends in global tourist industry from graphs or tables</li> <li>Extract information on factors affecting growth of the global tourist industry from maps, graphs or tables</li> <li>Analyse tourist revenues using diagrams such as bar graph and pie chart</li> <li>Analyse top tourist destinations and tourist origins for a selected country using flow maps and pie charts</li> </ul>	

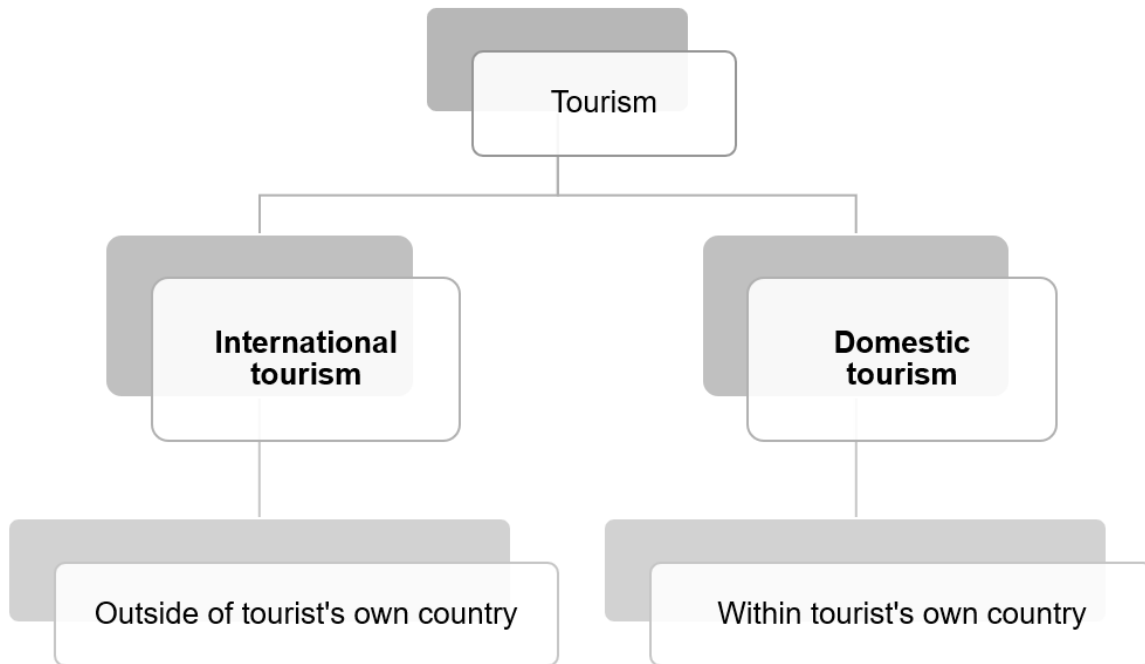
Learning Outcomes	Content	Main Terms
Key Question 3: Developing tourism at what cost?		
<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>Assess the impact of tourism on a country</li> <li>Explain how tourism can be made sustainable</li> <li>Discuss the roles of various groups in taking care of the tourist areas</li> </ul>	<p>A) <u>Knowledge</u></p> <ul style="list-style-type: none"> <li>Impact of the growth of tourism on a country               <ul style="list-style-type: none"> <li>Economic                   <ul style="list-style-type: none"> <li>Advantages                       <ul style="list-style-type: none"> <li>Employment opportunities</li> <li>Growth in income</li> <li>Development of infrastructure and facilities</li> </ul> </li> <li>Disadvantages                       <ul style="list-style-type: none"> <li>Seasonal unemployment</li> <li>Under-use of facilities at certain times of the year</li> <li>Shortage of services</li> </ul> </li> </ul> </li> <li>Socio-cultural                   <ul style="list-style-type: none"> <li>Advantages                       <ul style="list-style-type: none"> <li>Preservation of local customs and heritage</li> </ul> </li> <li>Disadvantages                       <ul style="list-style-type: none"> <li>Dilution of local customs and heritage</li> <li>Increased crime</li> </ul> </li> </ul> </li> <li>Environmental                   <ul style="list-style-type: none"> <li>Advantages                       <ul style="list-style-type: none"> <li>Conservation of natural environments</li> </ul> </li> <li>Disadvantages                       <ul style="list-style-type: none"> <li>Vandalism</li> <li>Littering and pollution</li> <li>Destruction of habitats</li> <li>Carbon footprint</li> <li>Increased congestion</li> </ul> </li> </ul> </li> <li>Managing the impact of tourism               <ul style="list-style-type: none"> <li>Conserve fragile environments</li> <li>Promote sustainable tourism through laws and regulation and support from local population</li> <li>Responsibilities of various groups in conserving and protecting tourist areas                   <ul style="list-style-type: none"> <li>Local communities through community-based tourism</li> <li>Visitors</li> <li>Tour operators</li> <li>Planning authorities</li> <li>Non-governmental organisations (e.g. The International Ecotourism Society)</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Employment</li> <li>Infrastructure development</li> <li>Preservation</li> <li>Custom</li> <li>Heritage</li> <li>Carbon footprint</li> <li>Conservation</li> <li>Fragile environment</li> <li>Sustainable tourism</li> <li>Eco-tourism</li> <li>Community-based tourism</li> </ul>
	<p>B) <u>Skills</u></p> <ul style="list-style-type: none"> <li>Extract information from sources regarding tourism in a selected country</li> <li>Design questionnaires – layout, format, wording and number of questions</li> </ul>	

## Chp 1 Gateway 1 – How does the nature of tourism vary from place to place?

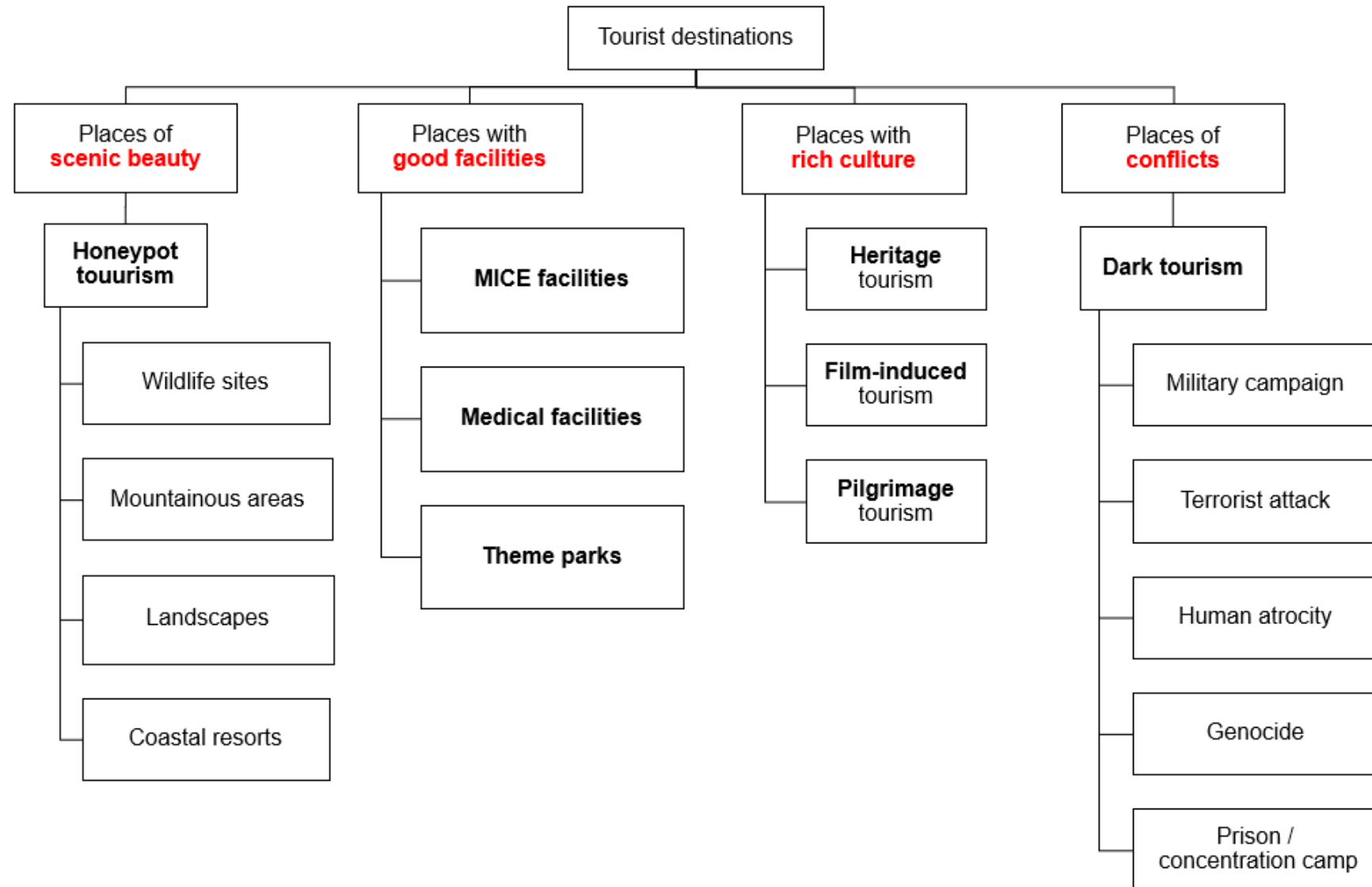
### Who tourists are

**Tourists** – World Tourism Organisation (UNWTO)

- Movement: travelling to and staying in places outside their usual environment
- Period of stay:  $24 \text{ hrs} < t < 1$  consecutive year
- Purpose: leisure, business and others



## Differences between tourist destinations



## Places of scenic beauty

### Places of scenic beauty

- **Awe-inspiring scenery**
- Different from the built environment of towns & cities
- Activities:
  - (a) mountaineering
  - (b) hiking
  - (c) cycling
  - (d) swimming



Types	Explanation	Example
1. <b>Wildlife sites</b>	Watch animals closely in habitat	Plains of Kenya
2. <b>Landscapes</b>	Waterfalls & forests	Jiuzhaigou National Park (China)
3. <b>Mountainous areas</b>	Unique combination of vegetation, wildlife, weather and high altitude (attract mountaineers)	Rocky Mountains (North America) Himalayas (South Asia)
4. <b>Tropical coastal resorts</b>	Escape cold winters of Europe & North America	Phuket (Thailand) Cancun (Mexico)



### Honey-pot tourism

- Attract large numbers of people → overcrowded during peak seasons
- Tourist facilities developed
  - (a) hotels
  - (b) shopping centres
  - (c) transport stations
- Examples
  - 1) national park at Grand Canyon (USA)
  - 2) limestone islands at Halong Bay (Vietnam)



### Places with good facilities

Places with good facilities:

Tourism	Explanation	Examples
<p>1. <b>Meetings, Incentives, Conventions and Events (MICE) facilities</b></p> 	<ul style="list-style-type: none"> <li>• Attract substantial number of tourists</li> <li>• Host large-scale events</li> <li>• Supporting infrastructure (hotels, retail shops)</li> <li>• Attract organisers who organise trade fairs &amp; international conferences → more business travellers</li> <li>• Successful in getting a share of growing market               <ol style="list-style-type: none"> <li>1) Located along international air routes</li> <li>2) Associated with other attractions                   <ol style="list-style-type: none"> <li>(a) coastal resorts</li> <li>(b) entertainment</li> <li>(c) shopping</li> </ol> </li> </ol> </li> </ul>	<p>Singapore: <u>leading convention city in Asia Pacific</u></p> <ul style="list-style-type: none"> <li>• Hosted important meetings, conventions and events               <ol style="list-style-type: none"> <li>1) Annual Meetings of the Boards of Governors of the International Monetary Fund (IMF) &amp; World Bank Group</li> <li>2) Youth Olympic Games</li> <li>3) International Air Transport Association (IATA) Global Aviation Human Capital Summit</li> </ol> </li> <li>• Factors               <ol style="list-style-type: none"> <li>1) <u>Major aviation hub</u></li> <li>2) <u>Reliable telecommunication networks</u></li> <li>3) Variety of <u>shopping &amp; entertainment</u> options</li> </ol> </li> <li>• Examples: MBS (Asia's Best MICE Hotel)</li> </ul>
<p>2. <b>Medical facilities (medical tourism)</b></p> 	<ul style="list-style-type: none"> <li>• Medical procedures → enhance / restore health</li> <li>• Countries of origin               <ol style="list-style-type: none"> <li>1) Developed countries (DCs)</li> <li>2) Less developed countries (LDCs)</li> </ol> </li> <li>• Purpose               <ol style="list-style-type: none"> <li>1) quality health care services at <u>affordable</u> prices</li> <li>2) avoid <u>long waiting periods &amp; high costs</u> for medical treatments (in home country)</li> <li>3) seek <u>better quality</u> medical procedures (not readily available in home country)</li> </ol> </li> </ul>	<p>South Korea → cosmetic surgery</p> <ol style="list-style-type: none"> <li>1) advanced technology</li> <li>2) highly-skilled, experienced doctors</li> <li>3) excellent reputation for medical procedures</li> </ol>

### 3. Theme parks



- Places with amusement park settings / attractions having central theme → cater to variety of people
- Large-scale enterprise → part of international chain
- Other themes

Theme	Example	Description
Famous landmarks	Window of the World, China	Miniature replicas of famous worldwide tourist spots
Fantasy & adventure	Everland Resort, S.Korea	Different zones <ul style="list-style-type: none"> <li>○ European Adventure</li> <li>○ Magic Land</li> <li>○ American Adventure</li> </ul>
History & heritage	Upper Canada Village, Canada	Lifestyle & heritage of town in Upper Canada


#### Walt Disney Company

- Operates theme parks in
  - (a) California and Florida, USA
  - (b) Tokyo, Japan
  - (c) Hong Kong, China
  - (d) Paris, France
- Walt Disney World, Florida  
→ most visited tourist site

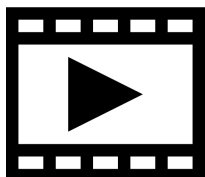


## Places with rich culture

Places with rich culture:

Tourism	Explanation	Examples										
<div>1. <b>Heritage tourism</b></div> <div></div>	<ul style="list-style-type: none"><li>Travel to locations:<ol style="list-style-type: none"><li>experience different <u>cultures</u></li><li>understand <u>history</u> of places</li><li>reinforce <u>national identity</u> (locals)</li><li>promote country's identity, culture &amp; history to international tourists</li></ol></li><li>Declared as <b>World Heritage Site</b> by United Nations Educational, Scientific and Cultural Organisation (UNESCO) → cultural &amp; natural significance</li></ul>	<ul style="list-style-type: none"><li>Sites<ol style="list-style-type: none"><li>Museums</li><li>Traditional festivals</li><li>National and historical monuments</li></ol></li><li>Example of locations<table><tr><th>Region</th><th>Sites</th></tr><tr><td>London (UK)</td><td>Tower of London &amp; Buckingham Palace</td></tr><tr><td>Beijing (China)</td><td>Forbidden City &amp; Tiananmen Square</td></tr><tr><td>Machu Picchu (Peru)</td><td>Lost City of the Incas (architecture, walls, ramps, terraces, spectacular views of Peruvian Andes)</td></tr><tr><td>Kandy (Sri Lanka)</td><td>Esala Perahera (annual festival procession of dancers, drummers, elephants and devotees)</td></tr></table></li></ul>	Region	Sites	London (UK)	Tower of London & Buckingham Palace	Beijing (China)	Forbidden City & Tiananmen Square	Machu Picchu (Peru)	Lost City of the Incas (architecture, walls, ramps, terraces, spectacular views of Peruvian Andes)	Kandy (Sri Lanka)	Esala Perahera (annual festival procession of dancers, drummers, elephants and devotees)
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## 2. Film-induced tourism



- See locations featured in films  
→ specific names of locations not in films
- Travel to places featured in films (not considered before watching film)
  - 1) Understand how scenes were filmed
  - 2) Understand how places inspired parts of film

- D-D film Avatar
  - Scenery inspired by Zhangjiajie National Forest Park (China)
  - A rock column renamed → Avatar Hallelujah Mountain
  - Special Avatar-themed tours – encourage tourists visit park
- Locations

Location	Film
1. Matamata (NZ)	film series <i>The Lord of the Ring</i>
2. Lotte World, Seoul (Korea)	drama series <i>Stairway to Heaven</i>
3. Slums of Mumbai (India)	movie <i>Slumdog Millionaire</i>

## 3. Pilgrimage tourism



- Take part in religious activities
- Sacred places: important to beliefs & faith
- Major religious holidays / events → draw large crowds

### Examples

Destination	Area	Religion	Religious holidays / events
1. Vatican City	Europe	Christianity (Catholic)	Easter & Christmas
2. Jerusalem (Israel)	Middle East	Christianity	Easter & Christmas
		Islam	Ramadan
		Judaism	Yom Kippur
3. Mecca (Saudi Arabia)	Asia	Islam	Haji
4. Varanasi (India)		Hinduism	Ganga Festival

Annual Haji to Mecca: world's largest pilgrimage  
→ religious duty for every physically able Muslim

## Places of conflicts

### Dark tourism

**Dark tourism:** travel to sites associated with death & tragedy

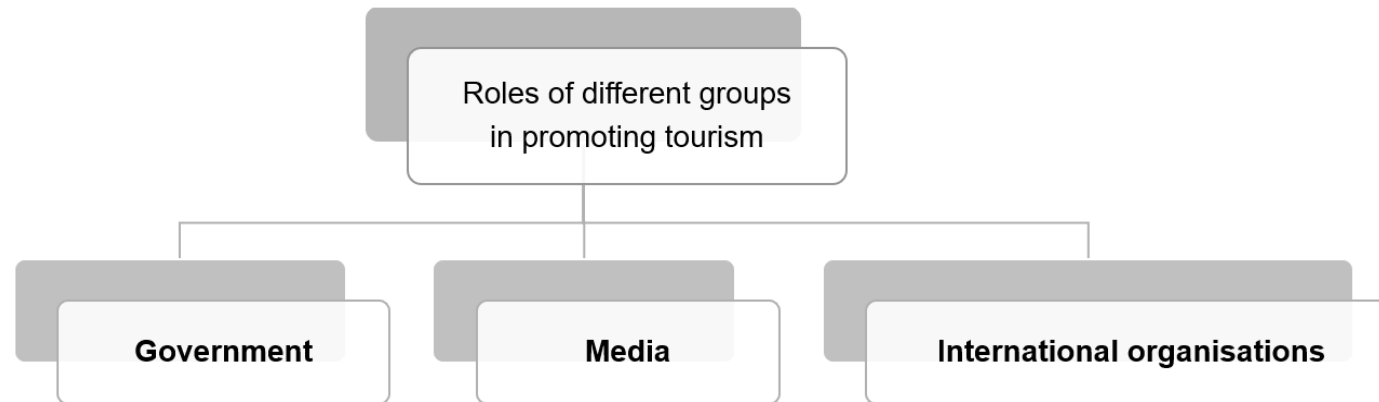
- Visitors
  - (a) survivors
  - (b) relatives and friends of the survivors
  - (c) people interested to know more about events
- **Places of conflict:** areas where wars, battles, man-made tragedies and unfavourable political situations occurred
  - visited by tourists who want to participate in dark tourism

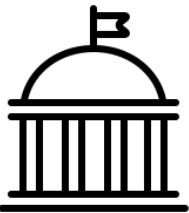




### Key dark tourism sites

Event / site	Example	Description
1. <b>Military campaign</b>	Cu Chi and Vinh Moc Tunnels (Vietnam)	Vietcong <u>dug tunnels to hide</u> from American forces (Vietnam War)
2. <b>Terrorist attack</b>	Ground Zero (New York City)	Terrorists <u>hijacked and slammed two planes</u> into World Trade Centre (11/9/2001)
3. <b>Human atrocity</b>	Nanjing Massacre Memorial Hall (China)	<u>Mass murder and rape</u> carried out by Japanese in occupied Nanjing (WWII)
4. <b>Genocide</b>	Tuol Sleng Genocide Museum (Cambodia)	<u>Security prison</u> used by Pol Pot Government for interrogation and torture
5. <b>Prison / concentration camp</b>	Auschwitz (Poland)	Concentration camp developed by Nazis for <u>Jews &amp; prisoners of war</u> (WWII)

## Factors affecting the nature of tourism



Roles	Explanation	Examples
<b>1. Government</b> 	<ul style="list-style-type: none"> <li>• Influence <u>number of visitors &amp; length of stay</u></li> <li>• Authorise <u>air landings</u></li> <li>• Allow building of <u>facilities</u> (hotels)</li> <li>• Planning, funding and building tourism-related <u>infrastructure</u> projects               <ul style="list-style-type: none"> <li>(a) airports</li> <li>(b) roads</li> <li>(c) ports</li> </ul> </li> <li>• Ensure <u>safety &amp; security</u> of tourist sites</li> <li>• Set up <u>agencies</u> → strategies to promote tourism (tourism marketing campaigns &amp; promotional events)</li> </ul>	Singapore Tourism Board (STB) <ul style="list-style-type: none"> <li>• Develop tourism as industry, facilitate tourism-related businesses (hotels, resorts, cruises, airlines) to invest</li> <li>• Encourage development of new attractions               <ul style="list-style-type: none"> <li>(a) River Safari</li> <li>(b) Integrated Resorts</li> </ul> </li> <li>• Create new business opportunities for tourism industry</li> <li>• Develop SG → leading tourist destination</li> </ul>

<div>2. Media</div> <div></div>	<ul style="list-style-type: none"><li>• <u>Influence decisions</u> of tourists to visit an area</li><li>• Channels:<ul style="list-style-type: none"><li>(a) television</li><li>(b) radio</li><li>(c) newspapers</li><li>(d) Internet</li></ul></li><li>• <u>Travel writers</u> → offer comments on media platforms (travel websites, travelogues, guidebooks)<ul style="list-style-type: none"><li>o Opinions &amp; reviews about destinations</li><li>o Evaluate destinations for readers</li><li>o Advise 'dos' and 'do nots' on tourist behaviour</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Reports<table><tr><th>Report</th><th>Tourist</th><th>Examples</th></tr><tr><td>+ve</td><td>encourage</td><td>(a) friendliness of local population (b) interesting culture (c) good shopping opportunities (d) attractive scenery</td></tr><tr><td>–ve</td><td>deter</td><td>(a) incidents of violence (b) disease outbreaks (c) natural disasters</td></tr></table></li><li>• More aware of destinations previously not considered<ul style="list-style-type: none"><li>(a) visits to Antarctica</li><li>(b) treks in Himalayas Mountains</li><li>(c) homestays with indigenous groups</li><li>(d) long-distance cruises</li></ul></li></ul>	Report	Tourist	Examples	+ve	encourage	(a) friendliness of local population (b) interesting culture (c) good shopping opportunities (d) attractive scenery	–ve	deter	(a) incidents of violence (b) disease outbreaks (c) natural disasters								
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<div>3. International organisations</div> <div></div>	<ul style="list-style-type: none"><li>• Group of different countries → work together for common purpose</li><li>• <u>Reports</u> → encourage / discourage visitors</li><li>• OECD &amp; UNWTO<table><tr><th>OECD</th><th>UNWTO</th></tr><tr><td>Work with governments &amp; international organisations</td><td>Work with private organisations &amp; governments</td></tr><tr><td>Tourism statistics from members &amp; selected non-members</td><td>Tourism statistics from 157 member countries</td></tr><tr><td>Promote tourism → national growth &amp; job creation</td><td>Promote tourism as sustainable development → poverty reduction, job &amp; business creation</td></tr></table></li></ul>	OECD	UNWTO	Work with governments & international organisations	Work with private organisations & governments	Tourism statistics from members & selected non-members	Tourism statistics from 157 member countries	Promote tourism → national growth & job creation	Promote tourism as sustainable development → poverty reduction, job & business creation	<div>OECD &amp; UNWTO &amp; WHO</div> <table><tr><th>Organisations</th><th>Explanation</th><th>Examples</th></tr><tr><td>Organisation for Economic Co-operation and Development (OECD) Tourism Committee</td><td><ul style="list-style-type: none"><li>• Produce guidelines – measure social &amp; economic impacts of tourism</li><li>• Analyses key challenges that affect tourism (employment and local developments)</li></ul></td><td></td></tr><tr><td>United Nations World Tourism Organisation (UNWTO)</td><td><ul style="list-style-type: none"><li>• Improve tourism knowledge &amp; tourism policies worldwide</li></ul></td><td>Introduced Global Code of Ethics for Tourism</td></tr></table>	Organisations	Explanation	Examples	Organisation for Economic Co-operation and Development (OECD) Tourism Committee	<ul style="list-style-type: none"><li>• Produce guidelines – measure social &amp; economic impacts of tourism</li><li>• Analyses key challenges that affect tourism (employment and local developments)</li></ul>		United Nations World Tourism Organisation (UNWTO)	<ul style="list-style-type: none"><li>• Improve tourism knowledge &amp; tourism policies worldwide</li></ul>	Introduced Global Code of Ethics for Tourism
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		World Health Organisation (WHO)	<ul style="list-style-type: none"><li>• Situation updates &amp; health advisories</li><li>• Deter tourists from visiting at-risk countries</li></ul>	Avian influenza (H5N1): 2003 ~ 2013
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**Typical questions****Structured questions**

- 1 A group of students in Kuala Lumpur, Malaysia wanted to investigate medical tourism. They approached a specialist private hospital and were allowed to conduct a survey with overseas hip replacement patients who had volunteered to be interviewed. The students visited the hospital on 1 February, 1 April and 1 June to ensure they have a large enough sample, with different patients on each day.

A table showing the responses of the patients surveyed is given below. (N2017/P2/Q1)

Results of hip replacement patient survey

origin of patients	Australia	China	EU	Indonesia	Middle East	USA
number of patients	18	22	7	97	14	9
cost of operation in Malaysia (US\$)	8700	8700	8700	8700	8700	8700
cost of operation in home area (US\$)	18100	10700	15100	6600	25200	39300
average waiting time in Malaysia	under 2 weeks	under 2 weeks	under 2 weeks	under 2 weeks	under 2 weeks	under 2 weeks
average waiting time in home area	3 months	up to 1 year`	5 months	1 to 2 years	8 months	4 months
cost of flight to Malaysia (US\$)	325	200	530	105	580	690

- (a) For a hip replacement patient from China, what is the difference om cost of having the operation in Malaysia as compared to China? [1]

The difference in cost of having the operation in Malaysia as compared to China is US\$2,000.

- (b) The students thought that the cost of the airfare from the home area influenced the number of patients from different areas. State a suitable hypothesis to test this idea. [1]

A suitable hypothesis may be: The lower the cost of airfare from home area, the higher the number of patients. This is supported by the fact that Indonesia, which has the cheapest airfare to Kuala Lumpur, has the highest number of patients seeking treatment in Kuala Lumpur.

- (c) One student thought that the waiting time in the home area might be a more important factor than the cost of airfare. Use the information from the table above to argue why this might be a feasible explanation. [3]

Using information from the table above, the cost of flights from Australia, the EU, the Middle East and the USA to Malaysia is relatively high: US\$ 325, US\$ 530, US\$ 580 and US\$ 690 respectively. Respectively, the average waiting time for these same countries are 3, 5, 8 and 4 months, and the number of patients are 18, 7, 14 and 9. Compared to Indonesia and China, both of which have cheap flights to Malaysia (US\$105 and US\$ 200), the countries have a shorter waiting time. People from Australia, the EU, the Middle East and the USA would rather pay more for their flight tickets to get their hip replacement done in Malaysia likely because of the even shorter waiting time of under 2 weeks.

- (d) In their evaluation, the students recognised that factors other than airfares and waiting time might influence patient numbers. Suggest and justify how other factors might be investigated other than by survey. [5]

Some other factors that may influence the number of patients include the quality of medical service and the affluence of the patients. To obtain information on these factors, the students could conduct stratified sampling. They could select a few developed countries (DCs) as well as less developed countries (LDCs) and collect information from patients arriving from specifically these countries in Kuala Lumpur to have their hip replacement treatment done. In addition, they could conduct their survey in a few public and private hospitals (possibly 3 from each type), which would help ensure that the sample data collected is more accurate.

It could be predicted that more affluent patients (likely to have arrived from DCs) would choose private hospitals, as private hospitals usually have a higher standard of medical services than public ones. On the other hand, the less affluent patients (likely from LDCs) would visit public hospitals.



### Open-ended questions

1 'All tourists want destinations with beautiful sceneries.'

How far do you agree with this statement? Give evidence to support your answer. [8]  
(N2016/P2/Q3b)

I only agree with the statement to a certain extent. Tourists have different objectives they want to achieve in their travels, and viewing beautiful scenery is just one of the many tourist activities that they can take part in. Some tourists, particularly eco-tourists, want to visit places with scenic beauty to enjoy nature, to relax or to participate in outdoor activities such as hiking. Examples of destinations that offer such honeypot tourism with beautiful scenery include mountainous regions (e.g. the Alps), coastal resorts (e.g. Maldives) and national parks (e.g. Grand Canyon National Park in the United States of America).

Besides beautiful scenery, another example of a popular tourist destination are places with good facilities and infrastructure. For instance, places with good Meetings, Incentives, Conferences and Events (MICE) facilities attract organisations to host large-scale events to boost tourism, such as Singapore's ability to host the Youth Olympic Games in 2010. Advances in medical services and facilities offer opportunities for medical tourism; in Southeast Asia, Singapore is an example of a popular medical tourist destination because of its world-class medical infrastructure. Places with theme parks (such as Disneyland in Tokyo) and other entertainment infrastructure also attract tourists seeking fun. In addition, many tourists interested in heritage tourism also like to visit culturally rich places, such as Machu Picchu in Peru. Some of these tourists also travel to pilgrimage sites like the Vatican City (for Catholics) and Mecca in Saudi Arabia (for the Muslims making their hajj). Furthermore, there are some people who take interest in dark tourism. They visit places like Tuol Sleng Genocide Museum in Phnom Penh, Cambodia, or Auschwitz in Poland to learn more about the atrocities committed in these places.

- 2 'The roles of different groups of people may conflict with one another in promoting tourism.'  
 Discuss how far you agree. Give evidence to support your answer. [8]  
 (N2015/P2/Q4b)

I agree with this statement only to a certain extent. While it is true that the roles of different groups of people may conflict with one another in promoting tourism, this is not always the case. When interests and goals are similar, different groups of people may work together.

Governments and their planning authorities are one group of people who promote tourism. As they have direct control over the implementation of laws and regulations to allow and restrict people from entering the countries, governments have a large influence over the tourist industry. They could also order the development of infrastructure and other tourist destinations to attract tourists into the country. For example, Shanghai Disneyland Park, which opened in 2016. Sometimes, however, government efforts to promote tourism may come into conflict with the media. Negative reports often deter visitors. In the case of Shanghai Disneyland Park, reports on vandalism shortly before the opening of the attraction discouraged visitors (especially foreign tourists) from visiting the place. In this way, government efforts to promote tourism can at times go against the interests of the media in their reports and attempts to draw awareness.

However, the government can also work hand-in-hand with the media in promoting tourism. An example of this is the Singapore Tourism Board (STB), which was established by the government to promote Singapore as a tourist destination and develop the tourist industry. Positive media reports in Singapore and abroad on local tourist destinations like the Singapore Zoo and unique landmarks such as the Marina Bay Sands (MBS) have helped attract tourists to the city-state. The Singapore government has also used media outlets like billboards and television to advertise Singapore as a tourist destination in other countries. In this case, both the Singapore government and media have collectively contributed to the increase of tourism in Singapore.

International organisations promoting tourism may also come into conflict with governments and their goals. An example of such an international organisation is the United Nations World Tourism Organisation (UNWTO). It promotes the development of sustainable tourism and often provides environmental and social guidelines to local governments in an attempt to minimise the negative impacts of tourism in these places. The guidelines often place restrictions on the government in developing facilities and infrastructure that the latter perceived to be useful in

attracting tourists. Many governments, therefore, choose to ignore the guidelines, as they contradict the goals of economic growth through the development of the local tourist industry.

Some international organisations can also cooperate with governments in promoting tourism. The tourism committee of the Organisation for Economic Cooperation and Development (OECD), for instance, collaborates with together with the UNWTO. It promotes tourism as a tool for national economic growth and the creation of jobs. The network of countries includes Japan, South Korea and the UK.

To conclude, while conflicts may exist among groups as a result of different interests, they could be minimised and even managed if the groups are willing to work towards a common goal of promoting tourism.