TOURISM AND HOSPITALITY STUDIES

Destination Geography

Fine-tuned version

Manual on Module III – Destination Geography

(Fine-tuned version) July 2024

Contributors

Dr. Thomas Bauer, Assistant Professor, School of Hotel and
Tourism Management,
The Hong Kong Polytechnic University and
PSHE Section, Curriculum Development Institute

Copyright

© The Government of the Hong Kong Special Administrative Region

Acknowledgements

Introduction

A set of curriculum support package of tourism and hospitality learning and teaching materials is being developed by the Personal, Social and Humanities Education Section of Curriculum Development Institute, Education Bureau for the implementation of the senior secondary Tourism and Hospitality Studies fine-tuned curriculum in schools. The curriculum support package is comprised of five manuals, and they are developed to broaden students' knowledge of the five different units of the Tourism and Hospitality Studies curriculum.

The content of this manual – Destination Geography, should enhance students' understanding of the dynamic nature of the tourism and hospitality industry. In addition, the manual includes activities to deepen students' understanding and help them to apply theories and concepts. Furthermore, students should be able to develop enquiry, problem-solving and decision-making skills through these activities.

All comments and suggestions related to this curriculum support package may be sent to:

> Chief Curriculum Development Officer (PSHE)
> Personal, Social and Humanities Education
> Curriculum Development Institute
> Education Bureau
> 13/F, Room 1319, Wu Chung House
> 213 Queen's Road East,
> Wan Chai
> Hong Kong

July 2024 (Fine-tuned Version)

Contents

Chapter 1: Basic Concepts of World Geography

1.1. Introduction of Hemispheres, Continents and Oceans

1) Hemispheres

The world is split by degrees north and south of the equator. To the north of the equator is known as the **Northern Hemisphere**, and south of the equator is known as the **Southern Hemisphere**.

The world can also be divided into **Eastern** and **Western Hemispheres.** However, these hemispheres are not divided in the same way as latitude and longitude, at the prime meridian. Instead, the imaginary line dividing east from west runs down the middle of the Atlantic Ocean.

The **Western Hemisphere** refers to the half of the Earth that lies west of the Prime Meridian (which crosses Greenwich in London, England, United Kingdom), including the Americas and Greenland.

The **Eastern Hemisphere** is a geographical term for the half of the Earth that is east of the Prime Meridian which crosses Greenwich (England, United Kingdom) and west of 180° longitude, including Europe, Africa, the Middle East, Asia, Australasia and Oceania.

2) Continents

The world has **seven continents:** North and South America (sometimes referred to as one continent called 'The Americas') Europe, Africa, Asia, Australasia (including Oceania), and Antarctica.

Note: The continent of Australasia and Oceania refers to a much larger area than just Australia, because it includes Papua New Guinea, Tasmania, New Zealand and many island groups in the South Pacific, e.g. Fiji, Solomon, etc.

(i) NORTH AMERICA

North America consists of Canada, the United States of America (USA) and Mexico.The region accounts for 15 %* of global tourist arrivals and for 23%* of all receipts. The United States is home to a wide diversity of tourist attractions. They range from the exciting attractions in cities like New York, Los Angeles, San Francisco and Las Vegas to the natural beauty of the many national parks such as the Grand Canyon, Yosemite and Yellowstone. Apart from city attractions in Toronto, Montreal, Vancouver and Ottawa, Canada features thousands of square kilometers of wilderness and natural areas where camping, river rafting, fishing and hunting are the major attractions.

Mexico forms the continental bridge to Central America and its attractions are mainly based on the heritage of cultures such as the Aztec and Maya Indians (Indians are of course at home in India but Christopher Columbus who "discovered" America in 1492 mistakenly believed that he had reached India and hence named the locals Indians).The country is also well known for its beach resorts in places such as Cozumel, Acapulco and Cancun and for its capital, Mexico City which is located 2240 metres above sea level. Inter North-American tourism is the most important type of tourism with

Canadians driving across the border into the United States and US citizens driving north into Canada. The border between the United States and Mexico is, however, very well protected because many Mexicans attempt to cross it illegally to seek employment in the United States.

The Statue of Liberty symbolises the freedom spirit of the United States. It was a gift of friendship from the French people and was erected on Ellis Island, New York in 1886. For millions of immigrants who arrived by ship this was the first sight of their new country. (Photo: FreeFoto.com)

Visitors admire one of the deepest canyons on earth, the Grand Canyon in Arizona. (Photo FreeDigitalPhotos.net) They have the choice of looking at it from above or hiking to its bottom. Some people also travel through the canyon by rafting on the Colorado River that has created this mighty canyon.

(UNWTO, International Tourism Highlights, 2020 Edition)

Exercise 1.1

Look at a map of North America and locate ten cities or natural attractions that you find interesting. Go on-line and find out the 5 most interesting tourism attractions in each of the locations. Compare your findings with those of your classmates.
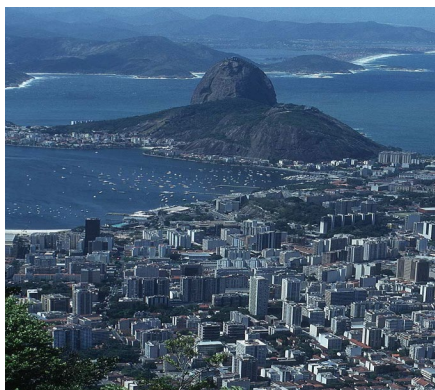

(ii) SOUTH AMERICA

South America is a vast continent connected to Central America by a narrow landbridge. There is no road that connects Panama in Central America to Columbia in South America. This means that access to South America usually requires tourists to use air transport or to approach aboard a cruise vessel. With the exception of Brazil, the language most spoken on the continent is Spanish. South America receives less than 2. 5 % of the world's international tourist arrivals*

Tourism in South America takes place in a variety of locations including the cities of Rio de Janeiro (Brazil), Buenos Aires (Argentina), Santiago de Chile (Chile) and Lima (Peru). The natural attractions include the fantastic waterwalls of Iguazu on the border of Paraguay, Argentina and Brazil; the Atacama desert in Chile where rainfall is hardly ever recorded; the Amazon basin where the world's largest tropical rainforest can still be found (but it is under threat from extensive logging); the high mountain ranges of the Andes which themselves are a continuation of the North American Rocky Mountains and the mainly volcanic mountains that run down the west coast of Central America.

The jewel in the crown of tourist attractions in South America are the Galapagos Islands, a thousand kilometres from the coast of Ecuador which owns the islands. These World heritage listed islands were made famous by the writings of Charles Darwin who, after visiting them and observing their unique wildlife, developed the theory of evolution which is based on the notion of adaptation and the survival of the fittest. Other highlights in South America include the great ruins of Machu Piccu, the last strongold of the Inca civilization and the highest navigable lake in the world, Lake Titicaca.

UNWTO, International Tourism Highlights, 2022 Edition

Sugarloaf mountain in Rio de Janiero, Brasil is one of the most popular tourist attractions in South America. You can reach the peak by travelling on a cable car
(Photo: www.bigfoto.com)

The vibrant port of Buenos Aires, La Boca (the mouth) was once a poor migrant neighbourhood. Today it is one of the most popular tourist attractions in the capital city of Argentina. This is a good example of how tourism attractions can evolve.

(iii) EUROPE

Because of its high concentration of people, relative wealth and the relatively short distances between countries, over fifty percent of global tourism happens within Europe. The automobile is the most important tourism leisure vehicle. The continent offers a great variety of tourist attractions and they are too numerous to list here. Each country has its own major and minor natural and created attractions but broadly speaking Northern Europe (countries such as Norway, Sweden, Finland and Denmark) are attractive because of their natural beauty. Because they are located in the high latitudes (closer to the Arctic) they have to content with severe winters and hence tourism takes place mainly during the warmer summer months of June to September.

Central Europe offers the traveller interesting cities such as Paris, Berlin, Brussels, and Amsterdam with all their associated culture and entertainment.
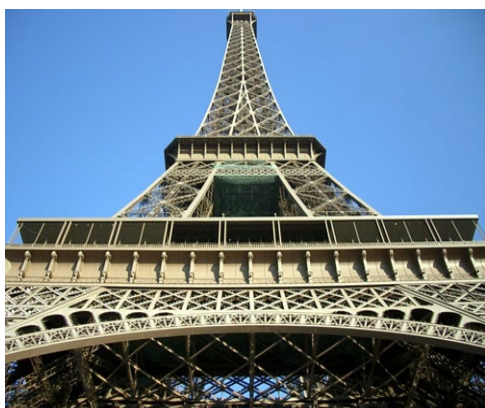
The Eiffel Tower in the French capital Paris is one of the most recognized landmarks in the world (Source FreeDigitalPhotos.net)

Accommodation in Europe is plentiful and ranges from camp grounds to some of the finest 5 Star hotels in the world. Heritage hotels like the Hotel Hornburg (above) in Rothenburg ob der Tauber. Germany provide accommodation with a historic flair.

The medieval walled town of Rothenburg ob der Tauber has been a favourite tourist destination for many years. Recently Mainland Chinese tourists have also discovered its charms, even during the cold and snowy German winter.

The Alpine regions of France, Switzerland, Austria, Northern Italy and Bavaria provide the setting for some of the best mountain scenery in the world: the European Alps, a mountain range that stretches for over 1,100 kilometres. There the traveller can find world class ski resorts where winter sports activities such as downhill and cross country skiing as well as snowboarding are carried out. During the summer months, the Alps are popular as a hiking destination.

The early travellers saw the The European Alps as a barrier that slowed down their travels from Central to Southern Europe. Today the Alps provide the setting for summer tourism (hiking) as well as winter tourism (skiing) and aircrafts can cross them in less than one hour. Climate change and the predicted increase in air temperature will lead to the retreating of glaciers and a rise in the altitude where snow falls.

The United Kingdom (UK) consists of England, Scotland, Wales and Northern Ireland. The attractions include its cities (in particular London), its culture and history and its natural beauty. Many stately homes and castles can be found across the UK.

London is the capital city of the United Kingdom. The Tower Bridge across the river Thames is a well recognised landmark. (Source FreeDigitalPhotos.net)

Balmoral castle in Scotland is the private residence of HM Queen Elizabeth II. The entrance fees paid by tourists and their spending on food, beverages and souvenir items help to pay for the high cost of maintaining the castle and its extensive grounds.

Southern Europe has a more pleasant climate and destinations in Italy, Spain, Portugal, Greece and the countries along the eastern shoreline of the Adriatic Sea are popular summer destinations for tourists from the colder more northern countries of Europe. Apart from beaches these countries are also rich in historical attractions – Venice, Florence, Siena, Athens and Olympia are just a few examples.

Since the fall of the "Iron Curtian" the line that divided the western capitalist countries from those that followed communism in the East, the countries of Eastern Europe have gained popularity as tourism destinations. Cities such as Prague (Czech Republic), Budapest (Hungary) as well as Moscow and St. Petersburg in Russia have become popular destinations.

Exercise 1.2

Locate the following places on a map of Europe: Oslo, Mykonos, Malaga, Athens, Munich, Vienna, Prague, Nice, Budapest, Edinburgh. Why do you think these plaes are popular tourist destinations?

_____

(iv) ASIA

The vast Asian continent stretches from Turkey in the West to Japan in the Far East and from the tundra of Sibiria in the North to the islands of the Indonesian archipelago in the South. It is inhabited by a great variety of people and their cultures as well as the amazing diversity of landscapes provide the most important tourist attractions. The following images and captions provide you with an insight into the diversity of tourist attractions offered in Asia.
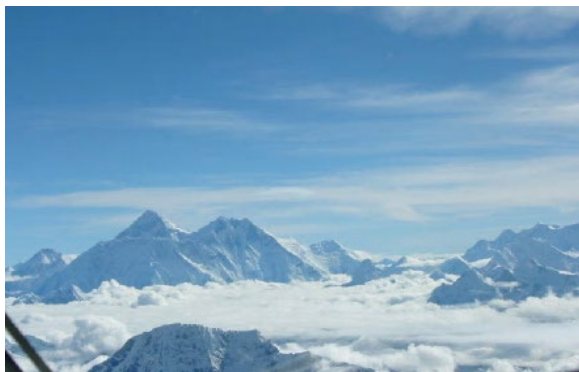
Mt Everest (8850m) is the highest point on Earth. It is located on the border between Nepal and China and was first climbed in 1953. Climbing this peak is an exciting adventure that is open only to a very limited number of very fit people. Ordinary tourists prefer to take a one hour mountain flight to experience the scenic beauty of the Mt. Everest region. In the above photograph, Mt. Everest is the pyramid shaped peak on the left hand side of the picture.

The Forbidden City in Beijing is one of the most important tourism assets of the capital of the People's Republic of China .

Mega sports events like the Olympic Games provide destinations like Beijing with the opportunity to show their tourism attractiveness to the world. The most important benefits of Olympic Games was the opportunity for local leaders to improve the quality of life of residents by improving their living environment. This could include improved air quality, a better public transport system, improved housing and more parks and recreation spaces for locals to enjoy. Tourists also benefit from such improvements.

The Xizang zizhiqu capital city Lhasa provides many attractions but a visit to the Potala Palace is a must for all tourists. The opening of the Qinghai-Lhasa railway has brought many additional Mainland and overseas tourists into Lhasa and visitor management at the palace has become an issue. As in other situations when demand for a product (a visit to the palace) exceeds supply (ability for the resource to accommodate the increased number of visitors) a balance has to be found. This may require the introduction of a booking system where visitors have to pre-book their visit some time in advance.

The ancient Khmer monuments of Angkor located near Siem Reap in the North West of Cambodia provide the country with its main tourist attraction. Managing and maintaining such sites is costly and entrance fees paid by tourists provide revenue to help maintain the site.

The preservation of significant heritage buildings and sites for future generations has become a major issue across Asia. The Ssanggyesa Temple in the Republic of Korea is an excellent example of how buildings can be preserved and still be enjoyed by visitors.

The cave system at Viengxay in Huaphan Province in Laos PDR provided shelter for over 20,000 people during the many years of American bombardment during the Vietnam War era. Today the caves are open for tourists and visitors can be able to tour them using an audio-tour – a pre-recorded story about the history of the caves and its human inhabitants. These caves are an interesting example of how sites of war activities can be turned into tourism attractions that can help to generate income for local people and to reduce poverty.

Many Asian countries offer settings for holidays in the sun such as at a hotel swimming pool in the Sri Lankan capital Colombo (left) and at Kuta Beach on the island of Bali, Indonesia (right).

The integrated resort of Nusa Dua on the island of Bali, Indonesia was established following the development of a tourism master plan. Many up-market hotels are located along the beach and locals have found employment in a variety of positions in these hotels.
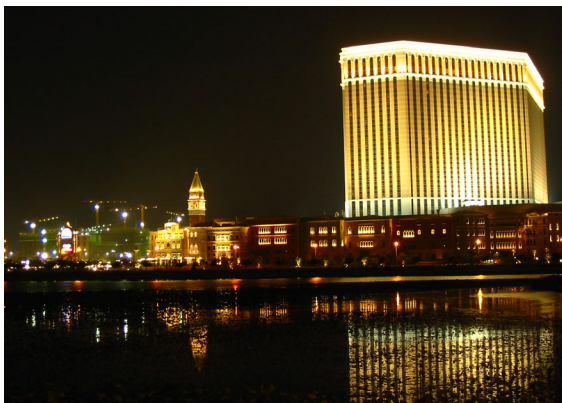
The Venetian Macao provides high class accommodation, conference and exhibition facilities, luxury shopping and gambling on the Cotai Strip.

Hotels are a very important component of the tourism infrastructure in any city. Sometimes they can also be tourist attractions in their own right.

Hong Kong is one of the most popular tourist destination in the world. In 2023 the city welcomed nearly 3.4 million tourists.*
*https://www.discoverhongkong.com/tc/hktb/newsroom/press-releases.html

The one-horned rhino is one of the many endangered species of wildlife across Asia. It is unique to the North East of India where it still exists in national parks but this one was photographed in the zoo in Guwahati, Assam.

The central Asian Republics are among the least visited tourism regions of Asia.
The above photo shows traditional yurt housing near Almaty in Kazakhstan. These dwellings are only put up during the summer months and in this case serve for the staging of wedding parties.

(v) AFRICA

Only a very limited number of countries in Africa have a vibrant tourism industry. The continent only receives 5% of world tourist arrivals and only 3% of tourism receipts.***** The main tourist receiving countries in Africa are:

- Egypt
- Morocco
- Tunisia
- The Gambia
- Kenya
- Tanzania
- Botswana
- Namibia
- South Africa

Most attractions of the above countries are based on the local culture and heritage, natural features and wildlife.. The following photographs serve as examples.

The nomadic Masai of Kenya have a long and proud tradition. Their colourful clothing distinquishes them from other local tribes.This young man has just started a fire without using matches – he used a stick to create friction which created heat and allowed him to set some dried grass alight.

Masai dancers perform for tourists

Elephants and other large mammals such as giraffes and lions provide the backbone of the tourism industry in countries like Kenya, Tanzania, South Africa, and Namibia. Conflicts between wildlife and local people frequently arise when animals such as elephants destroy the crops of people. Moving people away from their normal places of residence and establishing sanctuaries for wildlife there and subsequently allowing paying tourists to view the wildlife generates money that can be used to compensate local people for their loss of income from farming.

Ancient monuments such as the Pyramids of Giza and the Temple of Hatshepsut are the major attractions of Egypt. Often ancient monuments alone are not enough to attract repeat tourists and hence Egypt has developed beach resorts along the shores of the Red Sea where tourists can swim, dive and snorkel in the warm waters.

Tourism can provide the opportunity to improve the living conditions and incomes of poor people. The above photograph was taken from a hot air balloon as it was traveling over houses near the Valley of the Kings near Luxor in Egypt.

Many cruise ships operate on the section of the Nile between Aswan and Luxor.
The scenery along the river banks looks like it has not changed in thousands of years.

A bull is used to draw water from a well so that the farmer can water his crops. This is a very old method of pumping water from underground.

Sunset on the river Nile provides a perfect ending to an interesting day of sailing on the world's longest river.

* UNWTO, International Tourism Highlights, 2020 Edition

(vi) AUSTRALIA and OCEANIA

The island continent of Australia is located entirely in the Southern hemisphere. Much of the continent's interior is desert where very few people live. Early tourism to the country was heavily restricted by the need for long sea voyages. Tourism changed substantially after the introduction of long range aircraft. Even in today's age of fast intercontinental wide bodied jet aircraft, flights from Europe to Australia take almost 24 hours. Up to 2024 April, a total of 7,832,030 tourist arrivals were recorded.*
*www.tourism australia.com

The Sydney Opera House is one of the most recognized landmarks in the world and is the most popular tourist site in the city.
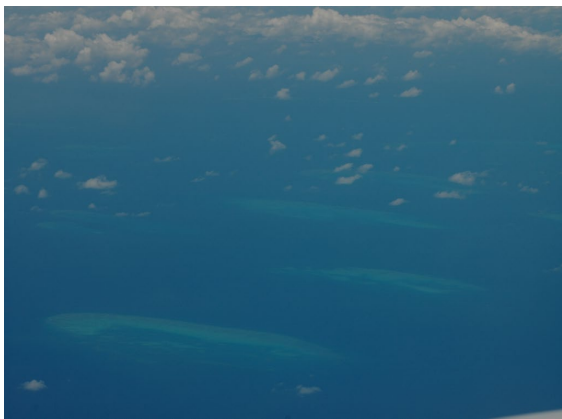
The Great Barrier Reef stretches for two thousand kilometres along the East coast of Australia. Snorkelling and diving are very popular activities. Several Barrier Reef Islands also have comfortable resorts. The reefs are threatened by the impacts of Global Warming.

Surfers Paradise on Queensland's Gold Coast has developed into one of the most popular tourist destinations in Australia. It is a year-round playground for tourists. The slogan of Queensland is "Beautiful One Day – Perfect the Next" indicating that the state can be visited at any time of the year. While this is true for places like Surfers Paradise other parts of the state such as Far North Queensland are more seasonal. Under the influence of the summer monsoon the tropical North of Queensland and

other parts of northern Australia receive heavy rainfall. They are also exposed to tropical cyclones (the equivalent of Hong Kong typhoons) during the wet season from December to April.

Australia is a land of contrasts. Fan palms only grow in the tropical rainforest region of Far North Queensland and tropical rainforests that once dominated the landscape today only cover 1 percent of Australia.

Australia's Outback is a dry but fascinating place. Huge termite mounds (above) and unsealed roads (below) provide a great contrast to the lush coastal regions only 3 hours to the east in Far North Queensland. Travellers who venture into the outback must come well prepared because there are only a few people and if a car breaks down it can be a long time before help arrives. The outback teaches travellers to be self sufficient.

Sometimes the strangest things can become tourist attractions. Australia has many "Big" attractions such as the Big Pineapple, Big Banana or the Big Shrimp but the Big Phantom Skull Cave, located on a private property called "Dundee Park" in Far North Queensland is perhaps the most unusual one.

Beaches like this one in Mission Beach, Far North Queensland provide major tourist attractions along the eastern coastline of Australia.

Exercise 1.3

Using your atlas or *earth*.*google*.com/ locate the Australian state of Queensland. Look at the topography and landscape features to get an idea of why tourism happens mainly in the South East and Far North of the State.

(vii) The Islands of the South Pacific

The islands of the south Pacific stretch over a vast area of ocean. The major countries and territories are New Zealand, New Caledonia, Fiji, Vanuatu, the Solomon Islands, Papua New Guinea, Tonga, Samoa, the Cook Islands and Tahiti. With the exception of New Zealand (the country has some larger

cities) the slow pace of island life, the friendliness of the local population and the scenic beauty, especially the beaches are the main attractions of the South Pacific.

The serenity of a calm morning on the coast of Fiji's main island of Viti Levu symbolizes one of the main attractions of the South Pacific.

Exercise 1.4

Look at a world map and locate as many islands in the South Pacific as you can find. Imagine that you are traveling on a cruise ship in this region. The ship can travel at an average speed of 20 knots (1 knot = 1 nautical mile = 1.852 kilometres). Measure the distance between two islands of your choice and calculate how long the ship would take to cover the distance from one port to the next.

_____

(viii) ANTARCTICA

The Antarctic continent is located at the southernmost reaches of the Earth. Ninety eight percent of the 14 million square kilometer continent is covered by ice. Antarctica is extremely remote and difficult to reach for travelers. Virtually all tourism that takes place there is ship based tourism and most ships leave from the southern most city in the world, Ushuaia in Argentina.

Exercise 1.5

Locate Antarctica on a map and study its geography including glaciers, ice shelves and mountain ranges. Investigate from which ports on other continents ship could leave if they wanted to travel to Antarctica.

_____

Exercise 1.6

Make a list of what things come to mind when you think of Antarctica and discuss why you think that an increasing number of passengers are traveling there.

_____

A small cruise ship approaches the Antarctic Peninsula at Neko Harbour. Travel to the continent is restricted to the warmer southern summer months of November to March.

Penguins like these Adelies are marine animals. There home is the ocean but they come ashore to mate and to raise their young. As you can see in the picture they also don't mind to get a free ride on a floating iceberg**.**

Icebergs are made of fresh water and some 85 percent of the bergs are below water which can make them dangerous for ships.

Sometimes ships can be completely surrounded by ice and unless they are an icebreaker they cannot free themselves.

3) Oceans

The world also has seven important **oceans**: North and South Pacific, North and South Atlantic, the Indian Ocean, the Arctic Ocean and the Southern Ocean.

Oceans are of great importance for our climate and in the tourism context they provide opportunities for cruise holidays and beach vacations.

Exercise 1.7 : Locating the hemispheres, continents and oceans

Read section 1.1. about *hemispheres, continents* and *oceans.* Then, using the atlas, identify the hemispheres and plot the following continents, areas and oceans on a blank map of the world.

1. Identify the following HEMISPHERES:

    - Northern
    - Southern
    - Eastern
    - Western

2. Locate all of the following CONTINENTS:
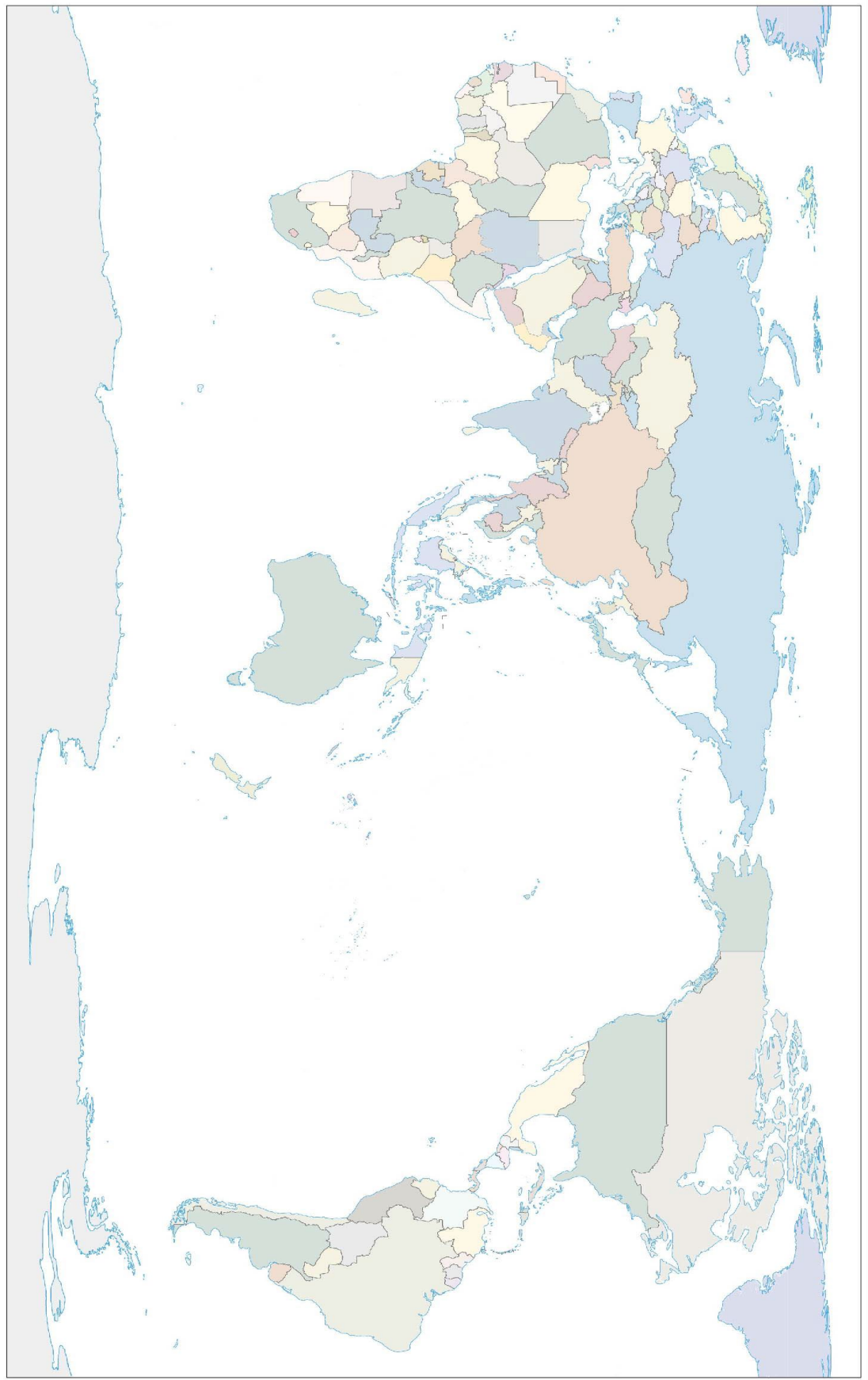
    - Europe
    - Africa
    - North America
    - South America
    - Asia
    - Australasia

3. Now locate the following major OCEANS:

    - North Atlantic Ocean
    - South Atlantic Ocean
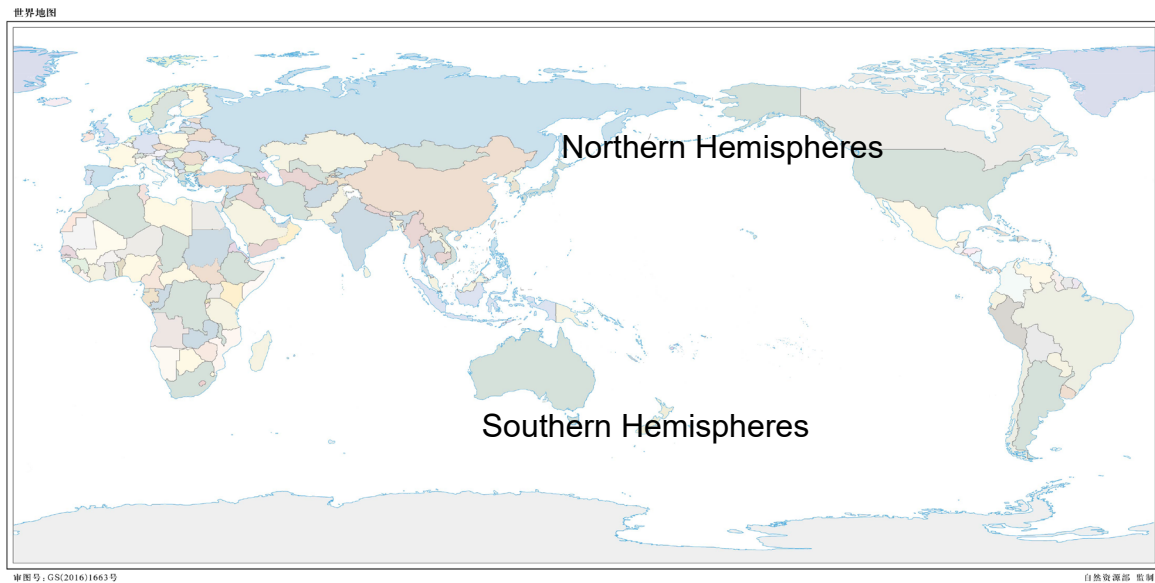   - Pacific Ocean
    - Indian Ocean

世界地图

审图号：GS(2016)1663号

自然资源部 监制

Exercise 1.7 : Suggested Answers

Map of Northern and Southern Hemispheres and Eastern and Western Hemispheres

世界地图

Northern Hemispheres

Southern Hemispheres

审图号：GS(2016)1663号   自然资源部 监制

Western Hemispheres   Eastern Hemispheres ━━━▶   ◀━━━ Western Hemispheres

*This map is for reference only and does not accurately reflect the scale. It indicates the locations of the Eastern and Western Hemisphere as well as the Northern and Southern Hemisphere, providing students with a preliminary understanding.

Map of plotted oceans, areas and continents*

Source: http://bzdt.ch.mnr.gov.cn/
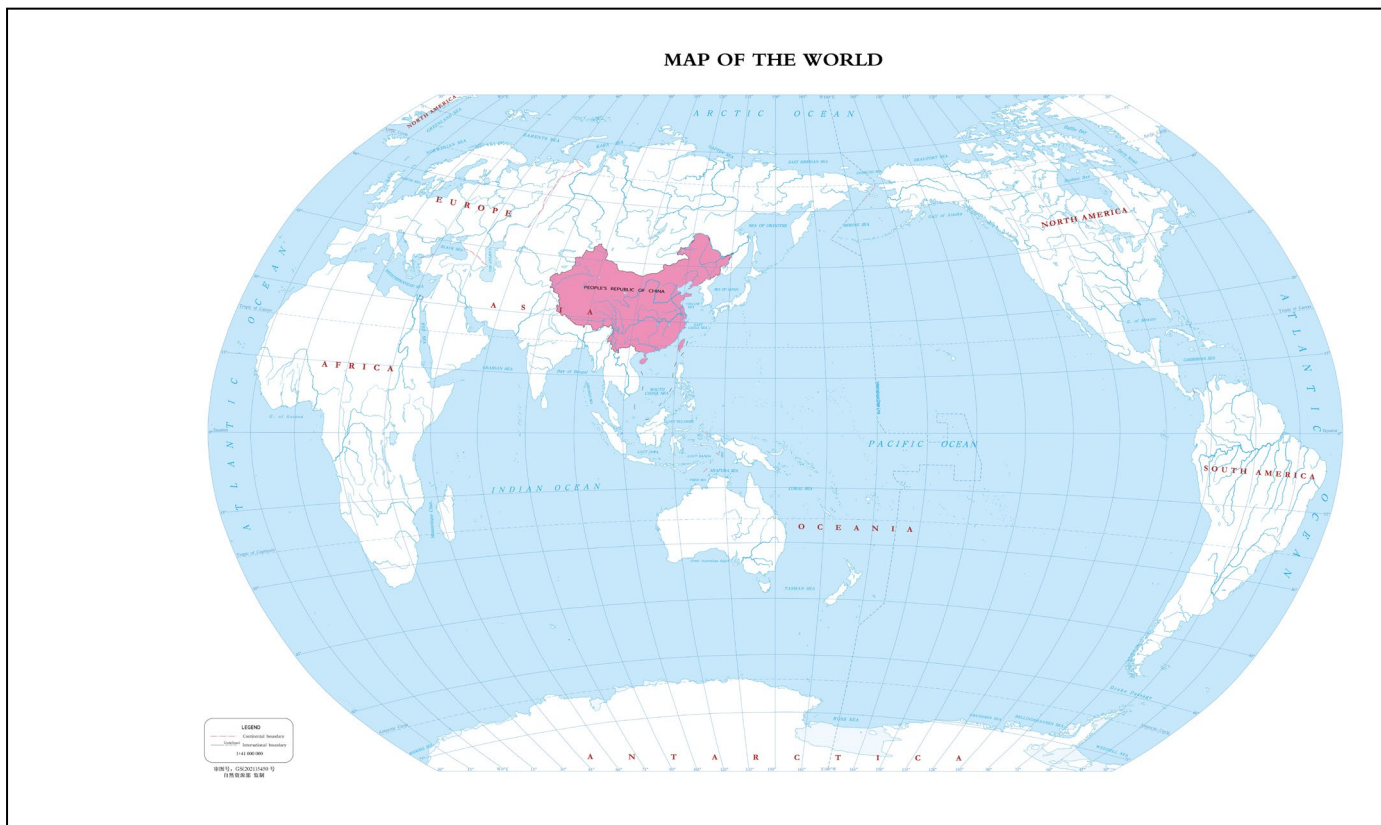
Exercise 1.8 : World's Oceans

Using the atlas, complete the following sentences about the world's oceans:

1.   The _____ Ocean lies between Europe and America.

2.   The world's largest Ocean is the _____.

3.   The _____ Ocean lies to the south of central Asia.

4.   The Hawaiian Islands are to be found in the _____ Ocean.

5.   The Ocean to the east of Brazil is the _____ Ocean.

Exercise 1.8 : Suggested Answers

Complete the following sentences about the world's oceans:

1. The **North Atlantic** Ocean lies between Europe and America.

2. The world's largest Ocean is the **Pacific.**

3. The **Indian** Ocean lies to the south of central Asia.

4. The Hawaiian Islands are to be found in the **Pacific** Ocean.

5. The Ocean to the east of Brazil is the **South Atlantic** Ocean.

_____

1.2. Climate Zones and Seasonality of Destinations

1) Climate Zones

Climate encompasses the temperatures, humidity, rainfall, atmospheric particle count and numerous other meteorogical factors weather in a given region over long periods of time. The climate of a location is affected by its latitude, terrain, persistent ice or snow cover, as well as nearby oceans and their currents.

http://en.wikipedia.org/wiki/Climate

The following table introduces the concept of climate zones which can systematically highlight the climatic features of different regions with typical examples.

Climate Zone	Example	Rain Fall	Temperature	Seasons
Hot-Equatorial	Singapore	Average 241.3cm per annum	27.2 °C	Very humid at all times; wettest from November to January; temperature fairly constant all year
Hot-Tropical	Northern Australia, Coastal Regions	Average153.4cm per annum	26.7 °C	A short rainy season; generally warm and dry
Hot-Desert	Sahara	Less than 12.7cm per annum	Can drop to 0 °C at night; rising to 54.4 °C during the day	Climate constant throughout year
Temperate-Warm/Mediterranean	Rome, Italy	Average 65.7cm per annum	Winter 7 °C; summer 25 °C	Distinct changes from Spring, Summer, Autumn and Winter
Temperate-Cool	Edinburgh, Scotland	Average 65.3cm per annum	Winter 3.5 °C; summer 14.5°C	Distinct Spring, Summer, Autumn and Winter
Cold	Finland	Average 58.5cm per annum	Winter -8.9°C; summer 15.6°C	Long winters changing quickly to short summers
Arctic/Polar	Antarctic Interior	Less than 5cm	As low as -88.3°C	Almost continual darkness in winter changing to continual day light in summer

Table 1.1 – Climate Zones

2) Seasonality

Many people travel to escape from unpleasant weather and climatic condition at the places where they live and travel to somewhere more comfortable. This is especially so in parts of the world that experience very cold and dark winters. North America and Europe are good examples. People in the northern parts of the United States and in Canada escape their winters by heading south to places such as Florida. Europeans from countries like Sweden, Norway, Finland, Great Britain or Germany escape their winter climates by flying to countries such as Spain, Portugal, Greece and Turkey or even as far a the Canary Islands or the Maldives.

Driving in the snow can be dangerous and living in a harsh climate like this can be difficult. No wonder that people prefer to fly to sunny destinations like the Maldives in the Indian Ocean instead where the sun shines all year.

Sun lovers on Bandos Island, Maldives, Indian Ocean

The following table suggests and explains the best time to travel to some destinations based on their climatic features:

Case No.	Destination	Best months to travel	Average Temperature	Avoid	Reasons
1	Caribbean cruise	January to April	24 - 29°C	July to early of December	Hurricane season
2	Sydney Australia	September to November	13 - 22°C	December to February	Hottest months and most rain in February
3	Sapporo Japan	December to March	-4.9 – 4.7 °C	February	Peak snow season
4	Kenya	January to March	14 – 34 °C	April to June and October to December	Rainy seasons and flooding often occurs

Table 1.2 – Best Time to Travel

References:
➢ www.arridecube.com
➢ www.goaustralia.about.com
➢ www.snowjapan.com
➢ www.go2africa.com/kenya

Exercise 1.9

Establish the average monthly temperatures and hours of sunshine for Germany, Hong Kong and the Maldives.

Useful references:

http://en.wikipedia.org/wiki/Climate

3) Climate Change

Al Gore's documentary *An Inconvenient Truth* was released in 2006 and it stimulated a great public debate about the impacts of human activity on climate change. Climate change is any long-term significant change in weather patterns that local people consider to be the normal weather for their specific region. If you are intersted in learning more about issues of climate change and sustainable tourism please join the Wiki of the Sustainable Tourism Advisory Committee of the Pacific Asia Travel Association (PATA), the largest not-for-profit tourism organisation in the world URL: https://www.pata.org/

Tourism will be impacted by a changing climate in many ways. Low altitude ski resorts may have to close if there is insufficient snowfall. Low lying islands in the South Pacific and Indian Ocean may be submerged if sea levels rise significantly. This will lead to a displacement of local populatiosn and to the collapse of the tourism industry. It is therefore very important that we all play our part in minimizing our negative impacts on the environment.

1.3. Definition of GMT, UTC, International Day Line and Time Zones

1) Definition of GMT and the Greenwich Meridian

The current system dates back to October 1884. At the behest of the President of the United States of America, 41 delegates from 25 nations met in Washington, DC, in the USA for the **International Meridian Conference.**

At the Conference the following important principles were established:
1. It was desirable to adopt a single **world meridian** to replace the numerous ones already in existence.
2. The Meridian passing through the principal Transit Instrument (the telescope) at the Observatory at Greenwich, in London was to be the **prime meridian.**
3. That **all longitude** would be calculated both east and west from this meridian up to 180° (i.e. Greenwich would be 0° longitude).
4. All countries would adopt a **universal day.**
5. The universal day would be a Mean Solar Day, beginning at the **Mean Midnight at Greenwich** and counted on a 24-hour clock.
6. That **nautical and astronomical days** everywhere would begin at mean midnight.

What is the Meridian Line?
We have already discussed the Prime Meridian, which is an imaginary line that runs from the North Pole to the South Pole. By international convention it runs through 'the primary transit' instrument (main telescope) at the Royal Observatory in Greenwich. **GMT (Greenwich Mean Time)** became a world time and date standard because Britain's Royal Navy and merchant fleet used it during the nineteenth century.

The meridian at Greenwich is known as **Zero Longitude** and it is the line from which all other lines of longitude are measured. This includes the line that runs 180° away from Greenwich, also known as the **International Date Line.**

There have been many meridian lines during the course of history including 9 lines at Greenwich!

2) International Date Line

The International Date Line is an imaginary line that runs from the North Pole to the South Pole and is **180° away from the Greenwich Meridian.**

3) Co-ordinated Universal Time (UTC)

UTC replaced Greenwich Mean Time (GMT) as the World standard for time in 1986. It is based on atomic measurements rather than the earth's rotation. Other terms used to refer to it include **'Zulu time', 'universal time',** and **'world time'.**

UTC uses precise atomic clocks, short-wave time signals, and satellites to ensure that UTC remains a reliable, accurate standard for scientific and navigational purposes.

Despite the improvements in accuracy, however, the same principles used in GMT have been carried over into UTC, and Greenwich Mean Time (GMT) is still the standard time zone for the Prime Meridian (Zero Longitude), which is used for time calculation.

4) Definition of Time Zones

Twenty-four time zones were established to the east and west of Greenwich with the **International Date Line** lying along the 180° line of longitude. The International Date Line deviates in places to avoid crossing any land.

Zero (0) ° is the central time zone with 12 time zones to the east and 12 time zones to the west of it. Most adjacent time zones are exactly one hour apart, and by convention compute their local time as an offset from UTC (see also Greenwich Mean Time http://en.wikipedia.org/wiki/Time_zones)

Below are two websites for understanding more about how the world has been split into different time zones. You can see that some of the lines are not straight and this is because some states or countries do not want to be split into different time zones.

The line labelled 'The Greenwich Meridian' represents 0° longitude. All countries to the **east** of this are **ahead** of GMT. All countries to the **west** of the meridian are behind GMT.

The first website is the illustration on 'Standard Time Zones of The World' from Encyclopaedia Britannica. More information can be assessed at https://www.britannica.com/science/time-zone#/media/1/596215/167508 ;

The second website in the thematic page 'International Time Zone' from Hong Kong Observatory. It is available at https://www.hko.gov.hk/en/gts/time/worldtime2.htm .

Time zones need to be taken into account when people travel on long flights. "Jet lag" is a term often used by air travellers when they feel tired after an east- west or west –east flight that crosses several time zones.

1.4. Definition of Latitude and Longitude

The latitude and longitude system of precisely locating positions on the Earth's surface has been used since the seventeenth century.

In this system, imaginary lines separate the world. **Lines of latitude** run parallel with the equator. The distance between these latitude lines is always the same anywhere on the globe. These imaginary horizontal lines measure the distance in degrees north or south of the equator. The latitude reference is always quoted first. This co-ordinate shows which parallel line the place sits on, either north or south of the equator.

From the equator to the North Pole there are 90 degrees (the symbol for degrees is °). There are 90° from the equator to the South Pole. 0° is the equator and 90° are at the poles. North of the Equator is measured as **'degrees North'** and south of the equator is measured in **'degrees South'.** 90° North (shown as 90 N) is the North Pole and 90° South (90 S) is the South Pole. Places are referred to as between 0 and 90 ° N or ° S of the equator.

The cross co-ordinate lines are called **lines of longitude** and are sometimes called meridians. These are imaginary vertical lines that run from pole to pole. These are not parallel lines but come together at the pole and are widest at the equator. These lines measure the distance in degrees to the east and west of the Prime Meridian, which runs through Greenwich in the UK.

The **Prime Meridian** is at 0° and there are 180 degrees in both east and west directions. They meet at the **International Date Line,** which is on the other side of the globe from the UK in the Pacific Ocean. Places are referred to as between 0 and 180 ° W or ° E of the Prime Meridian.

To pinpoint a location using only degrees north or south, east or west, would therefore be quite vague. You would only be positioning it within a 70-mile square. The degrees of longitude and latitude are therefore further divided into **minutes** (symbol is ') and **seconds (").** There are 60 minutes in each degree. Each minute is divided into 60 seconds.

Seconds can be further divided into tenths, hundredths, or even thousandths, although this is only used for locating a position very precisely.

Mostly just degrees and minutes are used. For example, Glasgow in Scotland is located at 55°52' N and 4°15' W (55 degrees, 52 minutes north of the equator and 4 degrees, 15 minutes west of the prime meridian passing through Greenwich, England).

Exercise 1.10 :   Latitude and Longitude Co-ordinates

Read 1.4 about latitude and longitude. After your teacher or tutor has explained how co-ordinates are given by describing a feature's latitude followed by its longitude, complete the following activity.

The table below shows the co-ordinates of several places in the world. Study the table and then complete the sentences shown below.

City	Latitude		Longitude	
	°	'	°	'
Hong Kong, China	22	20 N	114	11 E
Tokyo, Japan	35	41 N	139	46 E
Glasgow, Scotland	55	52 N	4	15 W
Nairobi, Kenya	1	25 S	36	55 E
Moscow, Russia	55	45 N	37	36 E
Santiago, Chile	33	28 S	70	45 W

1. Hong Kong is _____ degrees and _____ minutes north and _____ degrees _____ minutes east.

2. Glasgow is _____ degrees and _____ minutes north and _____ degrees _____ minutes west.

3. Nairobi is _____ degrees_____ of the equator.

4. Santiago lies 33 _____ and 28 _____ south of the _____.

5. Moscow is positioned _____ ° and _____ ' north of the _____.

6. Santiago lies _____ degrees and _____ minutes to the _____ of the prime meridian.

7. The city positioned 35 degrees and 41 minutes North and 139 degrees 46 minutes east is _____.

8. The city which lies at 1°25' S and 36°55' E is _____.

Exercise 1.10 : Suggested Answers

Latitude and longitude coordinates

City	Latitude		Longitude	
	°	'	°	'
Hong Kong, China	22	20 N	114	11 E
Tokyo, Japan	35	41 N	139	46 E
Glasgow, Scotland	55	52 N	4	15 W
Nairobi, Kenya	1	25 S	36	55 E
Moscow, Russia	55	45 N	37	36 E
Santiago, Chile	33	28 S	70	45 W

1. Hong Kong is __22__ degrees and __20__ minutes north and __114__ degrees __11__ minutes east.

2. Glasgow is __55__ degrees and __52__ minutes north and __4__ degrees __15__ minutes west.

3. Nairobi is __1__ degrees _south_ of the equator.

4. Santiago lies 33 __degrees__ and 28 _minutes_ south of the __equator__.

5. Moscow is positioned __55__ ° and __45__ ' north of the __equator__.

6. Santiago lies __70__ degrees and __45__ minutes to the __west__ of the prime meridian.

7. The city positioned 35 degrees and 41 minutes North and 139 degrees 46 minutes east is __Japan__.

8. The city which lies at 1°25' S and 36°55' E is __Nairobi__.

Chapter 2: Tourist Attractions

Tourist attractions are kinds of tourism products. People travel to tourist attractions for pleasure, looking for tourist resources, facilities and events that provide them with entertainment and interest. In this section, the term of 'tourist attractions', including its role, functions, attributes and typology would be explained in detail.

2.1. What is 'Attraction'?

1) Definition of Attractions

Any resources, facilities or events that attract tourists to a particular place are called attractions. One broader definition of attraction is provided as below:

> "A tourist attraction is a feature in an area that can be a place, venue or focus of activities and does the following things.
>
> (i)   Sets out to attract visitors/ day visitors from residence or tourist populations, and is managed accordingly.
>
> (ii)   Provides a fun and pleasurable experience and an enjoyable way for customers to spend their leisure time.
>
> (iii) Is developed to realize this potential.
>
> (iv)   Is managed as an attraction, providing satisfaction to its customers.
>
> (v)   Provides an appropriate level of facilities and services to meet and cater to the demands, needs and interests of its visitors.
>
> (vi)   May or may not charge an admission for entry"
>
> Source: Walsh-Heron, J. and Stevens, T. (1990). The management of visitor attractions and events. Prentice Hall.

2) Tourist Attractions and Destinations

According to Swarbrooke (2003), there are some different between attraction and destination :

-   'Attractions' are generally single units, individual sites or very small, easily delimited geographical areas based on a single key feature.
-   'Destinations' are larger areas that include a number of individual attractions together with the support services required by tourists.

Popular attractions will grow into important tourist destinations. Services and facilities such as hotels, restaurants and shops would gather around the attractions for serving the tourists. Most of the world's famous destinations are developed from these major attractions.

Example:

- Orlando (USA)   – Disney World
- Luxor (Egypt)   – Pyramids
- Beijing (China)   – Great Wall

The process of how a single attraction can be developed to a diversified destination can be referred to Figure 2.1 below.
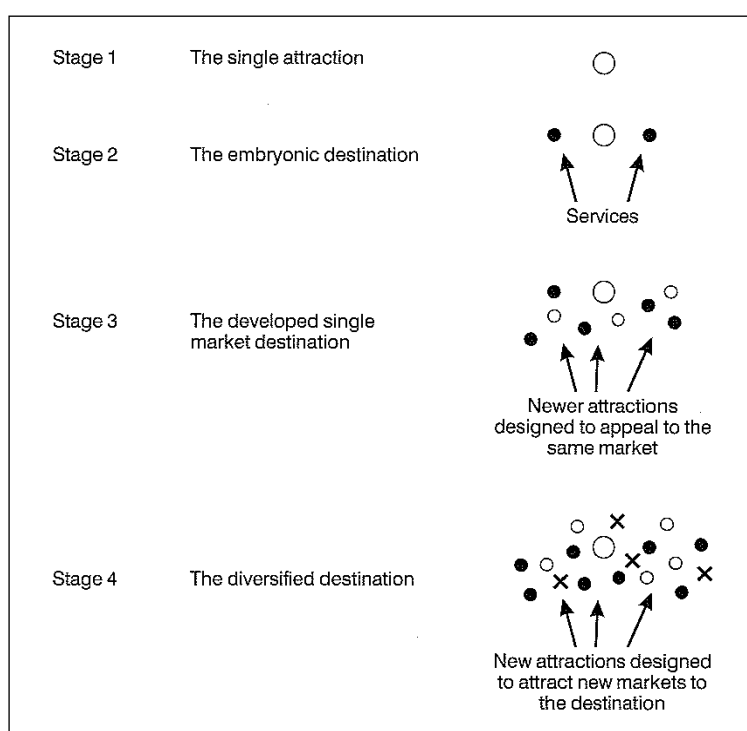
Figure 2.1 – Attractions and the Development of Destinations
Source: Swarbrooke, J. (2003). The Development and Management of Visitor Attractions, 2nd ed. Oxford, UK: Butterworth-Heinemann.

3) Concerns in Developing Attractions and Destinations

Attractions, no matter physical or cultural, are the main pull factor of tourist flow. Without these attractions, there would be no need for other tourist services. Since attraction entices travelers to a destination, the marketing strategies of these destinations tend to focus on these attractions and they are often the symbols of the destinations in the minds of tourists.

However, the attractiveness of a destination will be different for different people, and it may change with time. Therefore, a combination of attractions may help to create a stronger tourist appeal, which can attract different people and prolong the destination life cycle of a tourist destination.

Besides, accessibility of attractions and destinations can be another concern in the development process. From a geographical point of view, a tourist destination can be a resort, a city, an area within a country, the whole country or a larger area of the globe. Therefore, the development and maintenance of efficient transport is important in stimulating tourist flows between tourist generating areas and tourist receiving areas.

2.2. Roles and Attributes of Attractions

1) Roles and Functions of Attractions in the Tourism Industry

The roles and functions of attractions in the tourism industry can be explained in three different aspects:

(i)   *Destinations*

- As mentioned earlier, popular attractions facilitate the growth of a destination and services. Hotels, restaurants and shops gather around the attractions to meet the needs of visitors. It could be said that attractions are the main elements for the development of a destination.

- Most of the world's largest and most successful destinations developed from one major attraction. They take the role as the icon of the destination in minds of tourists.

(ii)   *Transport*

- The existence of major attractions leads to the development of new public transport services to meet the demand of visitors. The Disneyland Resort Line constructed for Hong Kong Disneyland by the MTR is an example.

- Modes of transport can often be an attraction in themselves. Visitors taking the Star Ferry to enjoy the view of the Victoria Harbour is a typical example.

(iii)   *Tour Operations*

- Attractions are vitally important to tour operators who put the attractions together in package holidays.

- Specialist attractions are vital to the provision of special interest holidays by tour operators, such as visiting vineyards in wine tours and tours for theatre shows.
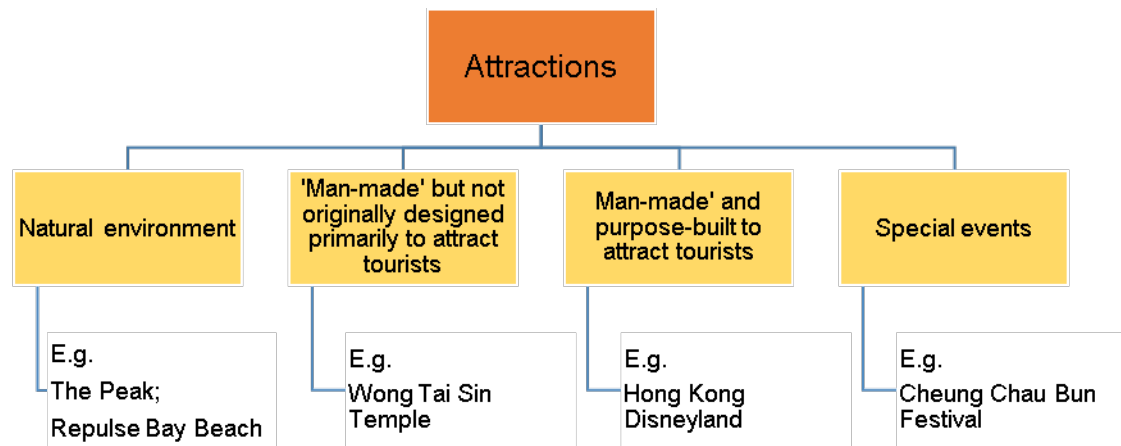
Source: Swarbrooke, J. (2003). The development and management of visitor   attractions, 2nd ed. Oxford, UK: Butterworth-Heinemann.

2) Attributes of Attractions

Attributes of tourist attractions include quality, authenticity, uniqueness, drawing power, and activity options. It is the combination of these elements that sets attractions apart from one another.

(i) High Quality
It is a key guiding value in tourism development. For any attraction this means having a pleasing clean appearance, offering smooth customer-oriented operations and procedures, resource protection and friendly hospitality.
Examples:
- Is this attraction in good, visitor-friendly condition?
- How does it rate in terms of appearance, operations, hospitality and resource protection?

(ii) Authenticity
It refers to how a true picture can be provided by a destination. It means letting the distinctive local flavor of a community shine through in ways that create and produce a "sense of place".
Examples:
- Does this attraction reflect the natural, cultural or economic heritage of the community?
- Does it reflect the communities "sense of place"?

(iii) Uniqueness
It is the "edge" that sets an attraction in your community apart from the competitors somewhere else.
Example:
- Is the attraction unique within a 150 to 300 mile market area?

(iv) Drawing Power
It is measured in terms of the number of visitors who will travel a specified distance to visit your community and whether they will return for repeat visits.
Example:
- What geographic areas do / will customers come from?

(v) Activity Options
They are important characteristics of attractions. The first impulse is to concentrate on buildings, sites and facilities. But, it is important to remember the activities that provide resident and visitors things to do.
Example:
- Does the attraction offer a varied and changing set of activities?

2.3. Typology of Attractions

There are different ways in classifying tourist attractions.

1) The Four Main Types of Attractions by Swarbrooke

Swarbrooke split attractions into four main types:
- Natural environment
- 'Man-made' but not originally designed primarily to attract tourists
- 'Man-made' and purpose-built to attract tourists
- Special events

Natural environment refers to different kinds of natural resources, such as climate, physical features and scenery, etc. 'Man-made' attractions are built attractions and facilities which may or may not be originally designed to attract tourists. Special event is the only category which is temporary and has a limited lifespan when compared with the other three types of common attractions. Figure 2.2 shows how attractions can be classified based on the four main types with examples:

Figure 2.2 – The Categories of Attractions

Source: Swarbrooke, J. (2003). The development and management of visitor attractions, 2nd ed. Oxford, UK: Butterworth-Heinemann.

2) The Five Main Types of Attractions by Goeldner, Ritchie and McIntosh
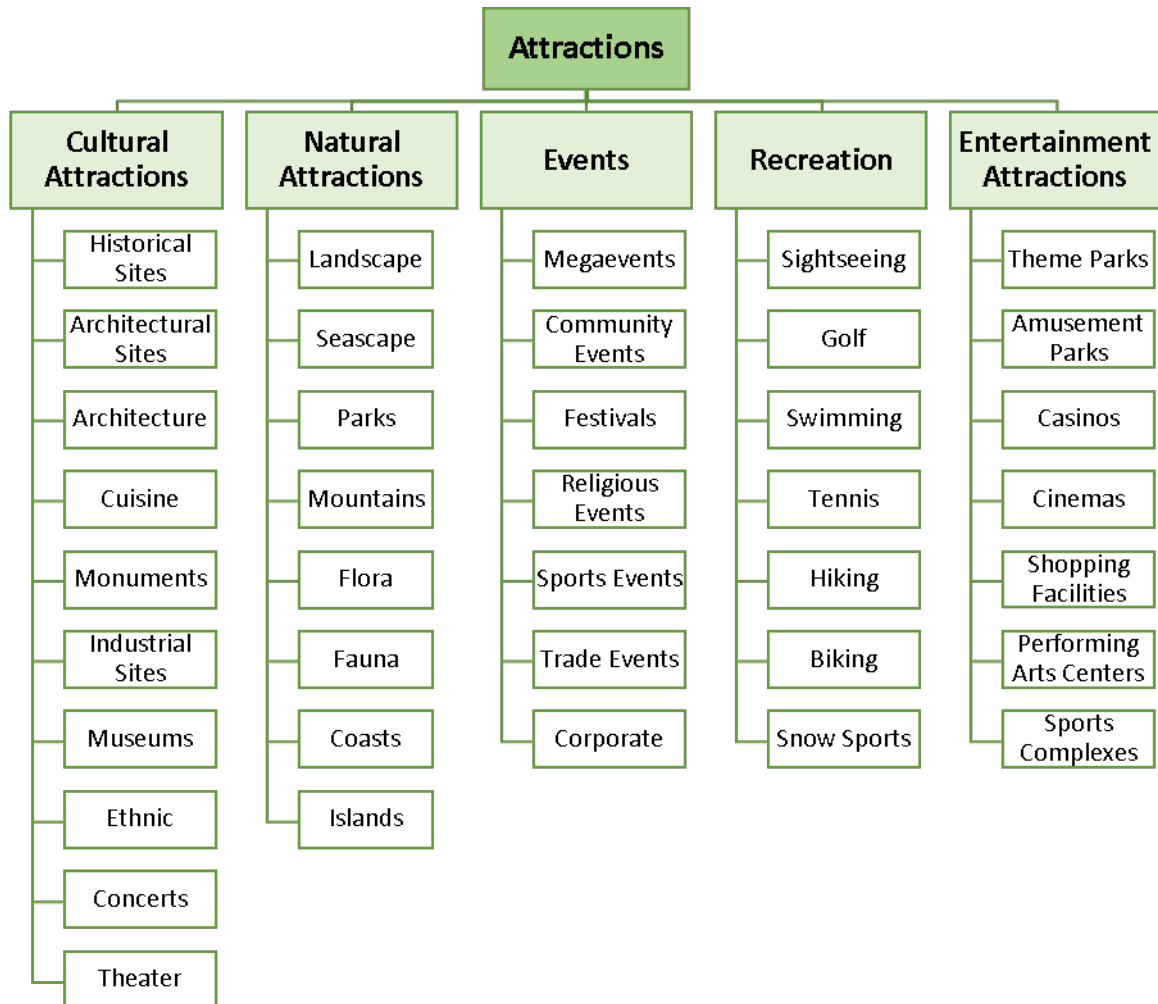
Figure 2.3 – Overview of Attractions

Source: Goeldner, Charles R, Ritchie, J.R. Brent, Mcintosh, Rober W, Tourism – Principles, Practices, Philosophies, 12th ed., Wiley, 2012, p.174

Having a closer look at Figure 2.3, it can be found that other scholars also considered natural resources as one kind of attractions. Besides 'events' which is also categorized as an individual dimension, other man-made elements are grouped differently when compared with Figure 2.2, including cultural attractions, recreation and entertainment attractions.

(I) <u>Cultural Attractions</u>

a) **Historic Attractions**

People have always been interested in their past, so historic sites, historic monuments, historic buildings, historic places and history museums have become important tourist attractions. All of these have special significance in relation to historical events or people. Each country and the various cultural groups within a country have their own unique history which attracts many interested tourists. Examples of historic attractions include:

- The Great Wall of China
- Qin Terra Cotta Warriors, Xian, China (西安兵馬俑)
- The Imperial Palace in Beijing
- The pyramids of Egypt
- The Louvre in Paris
- Chichen Itza in Mexcio

b) **Culture and Customs**

Cultural attractions include the cultural traditions and activities originating from the history and customs of a group of people.

i) Traditions

The traditions of Chinese society in Asia or throughout the world provide a focus of interest for many westerners.

ii) Art

Most tourists like to visit places where art such as paintings, sculpture, graphics and architecture is produced or displayed.

iii) Handicrafts

Handicrafts of many cultural groups are of interest to tourists, and demonstration of the craftsman's skills in making the handicrafts also attracts interest. Sale of arts and crafts as souvenir items or gifts is created by:

- The demand of tourists to bring back a souvenir to remind them of their visit; and

- The desire of many tourists to enhance their prestige among friends and relatives by having something to show that they have visited an exotic destination.

iv) Food

Differences in the types of food and the way which they are prepared provide one of the most interesting ways to learn about another culture. Since people have to eat and usually enjoy doing so, trying new food is a novel experience that is enjoyed by most tourists.

v) Music and Dance

Music and dance are probably the most entertaining and appealing cultural attractions for tourists.

vi) Lifestyle

The lifestyle of a particular culture would be represented by elements of daily life such as:

- Work
- Food and eating habits
- Traditional celebrations
- Religion
- Language

In Asia, the lifestyle of Buddhist monks in Tibet and Thailand also provide a point of interest for tourists who wish to find out more about the influence of religion upon the host society.

c) Religious Attractions

Religion also gives rise to travel. This type of tourism may include pilgrimages, and visits to religious headquarters and religious sites. This form of tourism may stem from the curiosity of a tourist from another faith, or the spiritual motivation/inspiration of a tourist of the same faith. Examples of destinations with famous religious attractions include:

- Mecca in Saudi Arabia for Muslim
- Vatican City surrounded by Rome in Italy for Catholics

Why do tourists find cultural attractions attractive?

1. Tourists may be attracted by the age of ancient relics of their own cultural origins. For example, Hong Kong and overseas Chinese travel to the mainland to look for their roots and to experience the culture of their own country.

2. It can satisfy the desire of appreciating the beauty of the art and architecture.

3. Visitors may be attracted to buildings and places for their historical/cultural meaning rather than their visual appeal, e.g. the site of 1911 Revolution in Wu Chang（武昌）.
4. Tourists are interested in how other people live, work and play. They are attracted by the local/native dances, ceremonies and work skills.

(II) **Natural Attractions**

There are different types of natural resources:

a) ***Climate and Weather***

Climate itself can be an attraction. Some people escape from unpleasant climates to places that are with more pleasant climates. Escape includes leaving cold places in the winter to visit places with warmer, sunnier climates, or alternately escaping from hot summer places to destinations with moderate climates.

At other times, they will seek out places with harsh climates to experience specialist tourism activities. An example is Winterlude, held in Ottawa Canada which has become one of the most popular festivals in North America. The festivals focuses around the Rideau Canal which is turned into the world's largest skating rink.

Mallorca, Spain, a popular winter retreat for residents of Northern Europe

Winterlude
Source:http://www.embracingottawa.com/category/uncategorized/

b) Landforms

Mountains and hills attract tourists for:
- Their fascinating natural features;
- The clear and fresh air;
- Activities such as climbing hills, photography, winter sports, hang gliding, zip lining, etc.

Coastlines with beaches, bays, lagoons, islands and reefs attract tourists for:
- Their beautiful scenery of sun, sand and sea; and

• Activities such as surfing, swimming, diving, fishing, etc.

River systems with lakes and waterfalls attract tourists for:
• Their beautiful scenery; and
• Activities such as swimming, canoeing, fishing, etc.

Special natural phenomena such as volcanoes, hot springs, geysers are important attractions. Special geological formations such as karst (limestone) landscape with caves and stalactites and stalagmites are impressive enough to be major attractions on their own.

The Alps are popular summer and winter destinations.

Niagara Falls in Canada has become famous as the honeymoon capital of the world.

Thermal hot springs in New Zealand are must see places in Rotorua

b)   *Natural Vegetation and Wildlife*
Observation of natural vegetation and animals in their natural environment is increasingly popular. For example, tourists go into the Amazon for its rich rainforest and wildlife. Examples of attractions involving natural vegetation and wildlife can be referred to Table 2.1 below.

Types	Flora/Fauna	Examples	Activities
Tropical rainforests Subtropical forests	Monkeys Birds Butterflies Orchids Mangroves	Amazon Brazil Madagascar Congo Indonesia Xishuangbanna Australia USA Mai Po (Hong Kong)	• Eco-tourism • Eco-tourism • Bird watching
Savannas	Bisons Zebras and wild beasts	Plains of USA Serengeti Plains of East Africa	• Wildlife expeditions and safaris
Temperate forests	Pine forests Redwood trees Pandas	Europe California Alpine bamboo thickets of Sichuan （四川）	• Cycling • Horse-riding
Temperate grasslands	Wild horses	Steppes of Russia	• Wildlife expeditions
Tundra and polar regions	Caribou Wolves Whales Seals Penguins	Northern Canada Alaska Arctic Antarctic	• Wildlife expeditions

Table 2.1 – Vegetation and Animals as Tourist Attractions

Joining wildlife photo safari in Kruger National Park, South Africa and joining Alaskan cruise tour are examples of soft adventure tourism activities.

Why do tourists find natural attractions attractive?

Tourists are attracted by natural resources because they want to:
1. Appreciate the natural wonders of the world
2. Pursue activities that require a natural landscape setting or that depend on the scenic quality

of the rural backdrop
3. Visit the countryside as a destination in order to experience a non-urban way of life
4. See wildlife in its natural habitat rather than in the zoo or safari park setting.

(III) Events

When we think of attractions, we tend to think of permanent attractions. However, many attractions are temporary in nature. These include festivals, sports events, trade events, etc.

Events can be categorized by their scale.

a) Mega-events
Mega-Events such as Olympic Games and the FIFA World Cup are so large that they affect whole economies and reverberate in the global media. The events are mega in terms of attendance, media coverage and level of public financial involvement.

b) Community Events
Community Events are targeted mainly at local audiences. Janiskee (1996) defines community events as:
'family-fun events that are considered 'owned' by a community because they use volunteer services from the host community, employ public venues such as streets, parks and schools and are produced at the direction of local government agencies or non-government organizations (NGOs) such as service clubs, public safety organisations or business associations.

Events can also be categorized by their content.

c) Sports Events
Examples of sports events include Olympic Games, World Championships (various sports), FIFA World Cup Soccer Games, Asian Games, Hong Kong Rugby Sevens, Formula One Motor Racing etc.

The Olympic Stadium, Beijing

d) Corporate and Trade Events (Commercial Events)

Corporate and trade events include meetings, incentive travel, conventions and exhibitions. Their examples include Hong Kong International Wine & Spirits Fair, Hong Kong Food Festival, World Expo, Munich Beer Festival, etc.

e) Arts and Culture Events

Examples of arts and culture events include Cannes Film Festival, Mardi Gras in New Orleans, the United States, Hong Kong Arts Festival, etc.

Cheung Chau Bun Festival

(IV) Recreation

People participate in activities such as swimming, skiing, golf, tennis, cycling, surfing etc. for recreation.

Source: Switzerland NTO

(IV) Recreation

Sometimes, leisure, amusement and sports are the main attractions for a vacation trip.

a) Sunbathing

Sun and surf have always been natural attractions. As people become wealthier, they tend to move farther south where the sun is warmer and more pleasant in winter. They visit beaches not only for the sunshine, but also for sports, such as sailing or surfing.

b) Nightlife

Cinemas, theatres, nightclubs and discos are a part of nightlife. Nightlife is in a special category because certain cities and resorts have such unique and interesting activities that attract large numbers of people.

c)

Gambling

There are 4 types of gambling: pari-mutual wagering, casino gambling, the activities of nonprofit making organizations (mainly bingo and raffles) and lotteries. The travel industry is mainly involved in casino gambling, as well as horse races and dog races. Casino gambling consists of playing slot machines or table games.

d) Skiing

Skiers look for snow and mountains in the wintertime. Skiing has been the fastest growing attraction of all in the past 30 years.

Source: Switzerland NTO

e) Hunting and Fishing

In some countries, visitors pay fees for licenses to fish or hunt.

Source: Philippines NTO

f) Shopping

Shopping has been a by-product of traveling. Recently, shopping has become a reason for traveling. People visit a certain city is partly due to the quality of its shops.

(V) Entertainment Attractions

 a) *Theme and Amusement Parks*
    Theme parks are oriented to particular themes such as adventure, futurism, fantasy etc., or a combination of these in one park. For example, Disneyland in Anaheim, California changed the local amusement park business by integrating shops, shows, and restaurants into a theme embracing adventure, fantasy, history, and science fiction.

Hong Kong Disneyland

 b) *Casinos*
    Las Vegas and Macau are recognized as the premier destinations for casino tourism.

 c) *Shopping Facilities*
    People visit a certain city partly due to the quality of its shops. For example, Hong Kong is well known for being a shopper's paradise, with different high-end shopping malls and outlet malls.

d) **Nightclubs and Discos**

Nightclubs and discos are a part of nightlife, which draw tourists to visit some destinations such as Hong Kong and Thailand.

e) **Zoos**

Zoos have functions similar to those of museums and parks. They entertain and educate visitors and preserve the wildlife in their charge. Zoos serve as centers for scientific research in all areas of zoology and biology, and many zoos are involved in an effort to rescue endangered species through carefully controlled breeding programs.

f) **Aquariums**

Aquariums are special buildings for fish and aquatic mammals, such as dolphins and seals. Visitors are able to observe aquatic animals, from and below the waterline.

g) **Science Museums**

Science museums have displays that help us understand the modern world in which we live.

3) Classification of Attractions by Rank

Another way to classify attractions is dividing them into two main categories by rank: (i) primary attractions and (ii) secondary attractions.

(i) Primary Attractions
They are those which are the main reason for taking a leisure trip. They tend to be those attractions where visitors will spend most of their time either because the site is a vital resource for a preferred activity or it is necessary to spend several hours at least on the site to enjoy all its elements and to obtain value for money. In the latter case the attractions are often those with relatively high entrance charges. Based on these two explanations of primary attractions, it is clear that two good examples are beaches and theme parks respectively.

(ii) Secondary Attractions
They are those places visited on the way to and from the primary attractions. Their role is usually to break a long journey, to provide an opportunity for eating and drinking, or to give the trip some variety. Visits to secondary attractions may be as short as a few minutes. They can be used as a compromise solution to please members of the family or party who may have not wanted to visit the primary attraction but were overruled in the decision-making process.

It should be noted, however, that these are generalizations and that what is a primary or secondary attraction is different for each tourist, depending on their preferences, attitudes and interests.

Source: Swarbrooke, J. (2003). The development and management of visitor attractions, 2nd ed. Oxford, UK: Butterworth-Heinemann.

4) Classification of Attractions by Ownership, Revenue and Profit Orientation

Attractions may also be classified as:
- For profit businesses
- Not-for-profit businesses that still generate revenue,
- Non-income generating entities

Not for profit, but revenue generating businesses can be operated by:
- Government agencies, which provide additional financial support for they feel the local benefit and spin off economic benefits warrant support
- Non-profit organizations, such as the Chinese Temples Association which manages many temples in Hong Kong
- Religious groups, as in the case of the Wong Tai Sin Temple
- Charitable trusts, like the Ocean Park Trust.

Figure ** - a small family operated theme park in Canada, operated as a for profit business

Figure ** - Upper Canada Village in Canada is operated as a not-for-profit business run by the Provincial Government that charges for admission. A Hong Kong example is Ocean Park which is operated by the Ocean Park Corporation, a statutory board. It is a not-for-profit organization that is still expected to generate a surplus.

Figure ** - A lookout at the Peak in Hong Kong is an example of a non-revenue generating attraction.

2.4. Supply Side Aspects of Tourism and Its Role in the Process of Tourist Destination Image Formation

A destination image can be defined as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular place. It is a subjective interpretation of reality made by the tourist. A tourist, who has a more positive image of a destination, means he/ she has a greater likelihood or motivation in visiting the place.

Different forms of attractions are just part of the supply side aspects of tourism. In fact, it covers all kinds of innate and built attributes of a destination which are key factors affecting the formation of destination image. One way of classifying the supply side aspects of tourism is shown in Table 2.8. There are a total of nine categories which have influences on one's image about a destination.

Natural Resources	*General Infrastructure*	*Tourist Infrastructure*
Weather - *Temperature* - *Rainfall* - *Humidity* - *Hours of sunshine* Beaches - *Quality of seawater* - *Sandy or rocky beaches* - *Length of the beaches* - *Overcrowding of beaches* Wealth of countryside - *Protected nature reserves* - *Lake, mountains, deserts, etc.* Variety and uniqueness of flora and fauna	Development and quality of roads, airports and ports Private and public transport facilities Development of health services Development of telecommunications Development of commercial infrastructures Extent of building development	Hotel and self-catering accommodation - *Number of beds* - *Categories* - *Quality* Restaurants - *Number* - *Categories* - *Quality* Bars, discotheques and clubs Ease of access to destination Excursions at the destination Tourist centers Network of tourist information
Tourist Leisure and Recreation	*Culture, History and Art*	*Political and Economic Factors*
Theme parks Entertainment and sports activities - *Golf, fishing, hunting, skiing, scuba diving, etc.* - *Water parks* - *Zoos* - *Trekking* - *Adventure activities* - *Casinos* - *Night life* - *Shopping*	Museums, historical buildings, monuments, etc. Festival, concerts, etc. Handicraft Gastronomy Folklore Religion Customs and ways of life	Political stability Political tendencies Economic developments Safety - *Crime rate* - *Terrorist attacks* Prices
Natural Environment	*Social Environment*	*Atmosphere of the Place*
Beauty of the scenery Attractiveness of the cities and towns Cleanliness Overcrowding Air and noise pollution Traffic congestion	Hospitality and friendliness of the local residents Under privilege and poverty Quality of life Language barriers	Luxurious Fashionable Place with a good reputation Family-oriented destination Exotic Mystic Relaxing Fun, enjoyable Pleasant

Table 2.8 - Factors Affecting the Destination Image
Source: Beerli, A. & Martin,. J. D. (2004). Factors influencing destination image. Annals of tourism research, 31(3), 657-681.

It should be emphasized that the supply side aspects of tourism and its effects on destination image formation are very similar to the pull factors as well as their effects on travel motivations and tourist flow mentioned in the earlier chapters. They are the key factors which affect visitors' perceptions and experience about a destination and also, the intention of travel for potential visitors.

Source:

1: Ozdemir, G. (2007). The role of resort planning in sustaining tourist destination image. GAZDÁLKODÁS: Scientific Journal on Agricultural Economics, Volume 51, Special Issue, Number 19, 246-250.

2: Beerli, A. & Martin,. J. D. (2004). Factors influencing destination image. Annals of tourism research, 31(3), 657-

Chapter 3: Tourist Attractions

3.1. The World Top Ten Destinations

The UN Tourism stated that the decline in air ticket prices, the increase of air routes, the emergence of new technologies and new business models, and the relaxation of visa policies in various countries have promoted the continuous and stable growth of the tourism industry. At present, the tourism industry has become an important pillar industry to promote the growth and development of the world economy, accounting for 10% of the global GDP and job market. The report predicts that by 2030, the number of global trips will increase from 20 billion in 2016 to 37.4 billion, of which the number of domestic tourists will jump from 8 billion to 15.6 billion, accounting for 70% of the total number of tourists.

According to UN Tourism, there are more than one approach in determining the ranking of the world's top tourism destinations. When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account.

Ranked according to the two key tourism indicators– (i) international tourist arrivals and (ii) international tourism receipts – it is interesting to note that 7 of the top 10 destinations appear on both lists, despite showing marked differences in terms of (i) the type of tourists they attract, as well as their average length of stay and their spending per trip and per night. In the case of (ii) international tourism receipts, changes not only reflect relative performance, but also (to a considerable extent) exchange rate fluctuations between national currencies (traveler-generating region and tourist destination region) and the US dollar. To understand the impact of currency fluctuations on tourism flow, read Section 3.4.1 on "Factors Influencing Patterns of Tourist Flows - Relative costs (cost of living and exchange rates)" on p.71 of Module 1 – Introduction to Tourism.

As far as the ranking of the top ten destinations, they are updated annually. The list of destinations can be obtained by referring to UN Tourism.

3.2 The World Top Tourist Receiving Countries in Different Regions

The total tourist arrivals by region shows that in 2019 the top three receiving regions were Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia. The following table shows the world top tourist receiving countries in different regions.

2019 UN Tourism Statistics

Region	Country	2019 Tourist Arrivals (1000)*
Asia	China	65,700
	Malaysia	26,100
	Hong Kong	23,800
	Thailand	39,800
Africa	Morocco	12,900
	South Africa	10.200
	Tunisia	940
Europe	France	89,940
	Spain	83,500
	Italy	64,500
Middle East	Saudi Arabia	17,500
	Egypt	13,000
	Dubai	16,700
North America	United States	79,300
	Mexico	45,000
	Canada	22,100
Oceania (Pacific)	Australia	870
	New Zealand	389
	Papua New Guinea	211
South America	Argentina	740
	Brazil	640
	Chile	450

Table 3.1 – World Top Tourist Receiving Countries
Source: *UNWTO Tourism Highlights, 2020 Edition* *(Data as collected by UNWTO June 2020)

Basic information, including the visa requirement, currency, time difference, and accessibility of the above destinations are provided in the following sections: 3.2.1 – 3.2.7.

3.2.1 Asia – China, Malaysia and Thailand

China	
Location	• Eastern Asia, bordering the East China Sea, Korea Bay, Yellow Sea, and South China Sea, between North Korea and Vietnam
Area	• 9,596,961 sq km
Capital	• Beijing
Population	• 1,425,200,440
Language	• Putonghua
Time difference	• UTC/GMT +8
Climate	• Extremely diverse but lies mainly in the temperate and subtropical zones.
Currency	• Yuan (CNY)
Travelling Visa	• All foreigners require visa
Accessibility	• Transport within cities is excellent. • Many international airports
Tourism natural and human resources	• Historical and cultural architectures • Natural scenery in countryside
Tourist season	• Year round
Peak tourist season	• June to September
Health	• Pay attention to disease alerts issued by WHO

Table 3.2 – Basic Travel Information - China
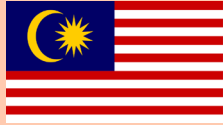
Malaysia	
Location	• Peninsular Malaysia is separated from the states of Sabah and Sarawak by the South China Sea. To the north of Peninsular Malaysia is Thailand while its southern neighbour is Singapore. Sabah and Sarawak are bounded by Indonesia while Sarawak also shares a border with Brunei.
Area	• 329,847sq km
Capital	• Kuala Lumpur
Population	• 25,000,000
Language	• Malay
Time difference	• UTC/GMT +8
Climate	• Tropical
Currency	• Malaysian Ringgit (MYR)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 1 month
Accessibility	• Well development highway system. • Taxis are the best form of transportation in the cities.
Tourism natural and human resources	• Natural scenery and modern architecture.
Tourist season	• May to December
Peak tourist season	• May to December
Health	• Cholera and malaria are the major concerns.

Table 3.3 – Basic Travel Information - Malaysia

	Thailand
Location	• Located in the center of Southeast Asia. A mountainous border with Myanmar to the north and west; a long stretch of the Mekong River separating Thailand from Laos to the north and east; and the Mekong River and the Phanom Dang Raek mountain delineating the border of Cambodia to the east; Stretching down the Malaysian peninsula.
Area	• 514,000 sq km
Capital	• Bangkok
Population	• 65,000,000
Language	• Thai
Time difference	• UTC/GMT +7
Climate	• Tropical climate
Currency	• Baht (THB)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 30 days
Accessibility	• Thailand travel is convenient for visitors as there are many ways to get to Thailand by bus, air, or rail, whether your destination is Bangkok, Phuket, Chiang Mai, or the most remote provinces.
Tourism natural and human resources	• Cultural attractions including ancient temples and palace. • Natural scenery • Entertainment including theme parks and shopping
Tourist season	• Year round
Peak tourist season	• November to May
Health	• Malaria is a concern

Table 3.4 – Basic Travel Information - Thailand

69

3.2.2 Africa – Morocco, South Africa and Tunisia

	Morocco	
Location	• Northern Africa, bordering the North Atlantic Ocean and the Mediterranean Sea, between Algeria and Western Sahara	
Area	• 446,550 sq km	
Capital	• Rabat	
Population	• 32 million	
Language	• Arabic and Berber	
Time difference	• UTC /GMT	
Climate	• Mediterranean, becoming more extreme in the interior	
Currency	• Dirham(MAD)	
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 30 days	
Accessibility	• Morocco has an excellent road and rail infrastructure that links the major cities and tourist destinations with ports, cities and international airports	
Tourism natural and human resources	• Focused on the country's culture and history such as ancient Roman, Islamic and coastal cities.	
Tourist season	• February through September	
Peak tourist season	• July and August	
Health	• Pay attention to disease alerts issued by WHO	

Table 3.5 – Basic Travel Information - Morocco

	South Africa
Location	• Southern Africa, at the southern tip of the continent of Africa
Area	• 1,219,090 sq km
Capital	• Pretoria (Administrative)
Population	• 60,000,000
Language	• Afrikaans, English
Time difference	• UTC/ GMT +2
Climate	• mostly semiarid; subtropical along east coast.
Currency	• Rand (ZAR)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 30 days
Accessibility	• There are 3 major international airports in South Africa. South Africa has an extensive road infrastructure including national highways and secondary roads.
Tourism natural and human resources	• strong on adventure, sport, nature and wildlife travel and is a pioneer and global leader in responsible tourism.
Tourist season	• Year round
Peak tourist season	• July to January
Health	• Most of South Africa is malaria-free, but always check with the game reserves you're planning to visit and take precautions if necessary.

Table 3.6 – Basic Travel Information – South Africa

![Tunisia flag]	**Tunisia**
Location	• Northern Africa, bordering the Mediterranean Sea, between Algeria and Libya
Area	• 163,170 sq km
Capital	• Tunis
Population	• 10,835,873 (est)
Language	• Arabic (official)
Time difference	• UTC/ GMT +1
Climate	• temperate in north; desert in south
Currency	• Tunisian dinars (TND)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 3 months
Accessibility	• An excellent light rail system, especially at north region. • Good domestic air transport's network. • International air transport network connecting with Europe and other North African states.
Tourism natural and human resources	• historical ruins such as Roman-Carthage. • beaches
Tourist season	• Year round
Peak tourist season	• July and August
Health	• General health risk is low.

Table 3.7 – Basic Travel Information - Tunisia

3.2.3 Europe – France, Italy and Spain

	France
Location	• Bordering the Bay of Biscay and English Channel, between Belgium and Spain, southeast of the UK; bordering the Mediterranean Sea, between Italy and Spain
Area	• 643,801 sq km
Capital	• Paris
Population	• 67,000,000
Language	• French
Time difference	• UTC/ GMT +2
Climate	• Moderate Maritime; Continental and Mediterranean
Currency	• Euros (EUR)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 3 months
Accessibility	• Transportation of France relies on public transportation such as rail, underground rails and buses on the road • Inter-continental rail to other European countries
Tourism natural and human resources	• Historical architectures, arts and cultural activities. • Natural scenery including visiting vineyards.
Tourist season	• Year round
Peak tourist season	• April to Mid-September
Health	• General health risks are low

Table 3.8 – Basic Travel Information - France

	Italy
Location	• Southern Europe, a peninsula extending into the central Mediterranean Sea, northeast of Tunisia
Area	• 301,340 sq km
Capital	• Rome
Population	• 61,261,254
Language	• Italian
Time difference	• UTC/ GMT +2
Climate	• Predominantly Mediterranean • Alpine in the far north
Currency	• Euros (EUR)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 3 months
Accessibility	• Italy has an excellent air and railway services for both domestic and international cities. • Good local public transportation system
Tourism natural and human resources	• Cultural attractions including cultural activities and .historical architectures • Natural scenery including ski resorts.
Tourist season	• Year round
Peak tourist season	• April to Mid-October
Health	• General health risks are low.

Table 3.9 – Basic Travel Information – Italy

Spain

Location	• Southwestern Europe, bordering the Mediterranean Sea, North Atlantic Ocean, Bay of Biscay, and Pyrenees Mountains; southwest of France
Area	• 505,370 sq km
Capital	• Madrid
Population	• 47,042,984
Language	• Spanish (official)
Time difference	• UTC/ GMT +2
Climate	• Moderate Maritime and Dry
Currency	• Euros (EUR)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 3 months
Accessibility	• Public transportation is good in most cities. • Madrid and Barcelona both have good subway systems.
Tourism natural and human resources	• Cultural attractions including historical cities and art museums. • Natural scenery such as beaches.
Tourist season	• March through September
Peak tourist season	• July to September
Health	• General health risks are low

Table 3.10 – Basic Travel Information - Spain

3.2.4 Middle East – Dubai, Saudi Arabia and Egypt

	Dubai, United Arab Emirates (UAE)
Location	• UAE located on the Arabian Peninsula bordering the Gulf of Oman and the Persian Gulf, between Oman and Saudi Arabia. • Dubai is one of the seven emirates that make up the United Arab Emirates. • Dubai is located on the southern shore of the Arabian Gulf.
Area	• 4,114 sq km
Capital	• Abu Dhabi, UAE
Population	• 3,500,000 (Dubai, 2010)
Language	• Arabic (official)
Time difference	• UTC/ GMT +4
Climate	• Sub-tropical; arid climate
Currency	• Dirham (AED)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 30 days
Accessibility	• Dubai has an extensive city rail system.
Tourism natural and human resources	• Natural scenery such as mysterious desert; cultural attraction such as mosques; • Man-made attractions such as shopping malls and theme-parks.
Tourist season	• October to May
Peak tourist season	• November to March
Health	• General health risks are low

Table 3.11 – Basic Travel Information – Dubai

	Saudi Arabia
Location	• Bordering the Persian Gulf and the Red Sea, north of Yemen
Area	• 2,149,690 sq km
Capital	• Riyadh
Population	• 38,000,000
Language	• Arabic (official)
Time difference	• UTC/ GMT +3
Climate	• Desert
Currency	• Riyal (SAR)
Travelling Visa	• Visa is required for HKSAR passport holders
Accessibility	• Four main international airports and 22 domestic airports • High quality highway and road networks.
Tourism natural and human resources	• Eco-tourism including travel to the mountainous areas and oases • Culture attraction including Islmaic temple and historical ruins • Leisure and recreation including sports : diving in the Red Sea • Entertainment including theme parks and shopping
Tourist season	• Year round
Peak tourist season	• No significant peak but February and November
Health	• Dengue Fever is a concern

Table 3.12– Basic Travel Information – Saudi Arabia

	Egypt
Location	• Northern Africa, bordering the Mediterranean Sea, between Libya and the Gaza Strip, and the Red Sea north of Sudan, and includes the Asian Sinai Peninsula
Area	• 1,001,450 sq km
Capital	• Cairo
Population	• 83,958,000
Language	• Arabic (official)
Time difference	• UTC/ GMT +2
Climate	• Desert
Currency	• Egyptian Pound (EGP)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 90 days
Accessibility	• Egypt has good domestic air service from Cairo to major cities
Tourism natural and human resources	• Famous cultural attractions such archaeological sites
Tourist season	• Year round
Peak tourist season	• No significant peak
Health	• Concern on yellow fever, malaria, and cholera

Table 3.13 – Basic Travel Information - Egypt

3.2.5 North America – Canada, United States, and Mexico

	Canada
Location	• Northern North America, bordering the North Atlantic Ocean on the east, North Pacific Ocean on the west, and the Arctic Ocean on the north
Area	• 9,984,670 sq km
Capital	• Ottawa
Population	• 36,991,981
Language	• English and French
Time difference	• UTC/ GMT -3 － UTC/ GMT -7
Climate	• Varies widely from temperate in south to arctic in north
Currency	• Canadian dollar (CAD)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 6 months
Accessibility	• Transportation between cities in Canada and USA is mainly by highway and air networks
Tourism natural and human resources	• Natural scenery, leisure and recreation
Tourist season	• May through January
Peak tourist season	• June through October
Health	• General health risks are low

Table 3.14 – Basic Travel Information - Canada

United States	
Location	• North America, bordering both the North Atlantic Ocean and the North Pacific Ocean, between Canada and Mexico
Area	• 9,834,000 sq km
Capital	• Washington, D.C.
Population	• 331,900,000
Language	• English
Time difference	• UTC/ GMT -4 －UTC/ GMT -10
Climate	• Varies widely from tropical in Hawaii to Arctic in Alaska
Currency	• US dollar (USD)
Travelling Visa	• Visa is required for HKSAR passport holders.
Accessibility	• Transportation between cities in Canada, USA and Mexico is mainly by highway and air networks
Tourism natural and human resources	• Cultural attractions, natural attractions, events, recreation and entertainment attractions.
Tourist season	• Year round
Peak tourist season	• Year round
Health	• General health risks are low

Table 3.15 – Basic Travel Information – the United States

	Mexico
Location	• Bordering the Caribbean Sea and the Gulf of Mexico, between Belize and the United States and bordering the North Pacific Ocean, between Guatemala and the United States
Area	• 1,964,375 sq km
Capital	• Mexico City
Population	• 114,975,406
Language	• Spanish
Time difference	• UTC/ GMT -5
Climate	• Varies from tropical to desert
Currency	• Mexican Peso (MXN)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 90 days
Accessibility	• Good air transportation connectivity to and from cities in Mexico.
Tourism natural and human resources	• Cultural attractions • Natural scenery including beaches and coastal attractions
Tourist season	• April through September, • Coastal areas : November through April
Peak tourist season	• December through to the second week of Easter, allso from July to August
Health	• Some areas require malaria's attention.

Table 3.16 – Basic Travel Information - Mexico

3.2.6 Oceania – Australia, New Zealand and Papua New
Guinea

	Australia
Location	• Oceania, continent between the Indian Ocean and the South Pacific Ocean
Area	• 7,741,220 sq km
Capital	• Canberra
Population	• 26,083,000
Language	• English
Time difference	• UTC/ GMT +8 － UTC/ GMT +10
Climate	• Varies widely from arid to tropical
Currency	• Australian dollar (AUD)
Travelling Visa	• Visa is required for HKSAR passport holders
Accessibility	• Excellent transportation system servicing both international and domestic cities
Tourism natural and human resources	• Natural scenery • Aboriginal culture
Tourist season	• Year round
Peak tourist season	• April through September
Health	• General health risks are low

Table 3.17 – Basic Travel Information - Australia

New Zealand	
Location	• Oceania, islands in the South Pacific Ocean, southeast of Australia
Area	• 267,710 sq km
Capital	• Wellington
Population	• 5,135,440
Language	• English
Time difference	• UTC/ GMT +12
Climate	• Varies from temperate to subtropical
Currency	• New Zealand dollar (NZD)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 3 months
Accessibility	• Public transportation within cities is good
Tourism natural and human resources	• Natural scenery
Tourist season	• Year round
Peak tourist season	• December to February
Health	• General health risks are low

Table 3.18 – Basic Travel Information – New Zealand

	Papua New Guinea
Location	• Oceania, group of islands including the eastern half of the island of New Guinea between the Coral Sea and the South Pacific Ocean, east of Indonesia
Area	• 462,840 sq km
Capital	• Port Moresby
Population	• 8,935,000
Language	• Tok Pisin and English
Time difference	• UTC/ GMT +10
Climate	• Tropical
Currency	• Papua New Guinean Kina (PGK)
Travelling Visa	• Visa is required for HKSAR passport holders.
Accessibility	• The mountainous terrain in Papua New Guinea causes very poor roads connectivity between cities. • Travel is mainly by boat or air
Tourism natural and human resources	• Natural Scenery • Adventure tourism • Ancient tribal cultures
Tourist season	• May to October
Peak tourist season	• May to October
Health	• Malaria, Cholera, Hepatitis A, Japanese B Encephalitis, Dengue fever and Typhoid fever are the major concerns

Table 3.19 – Basic Travel Information – Papua New Guinea

3.2.7 South America – Argentina, Brazil and Chile

Argentina	
Location	• Southern South America, bordering the South Atlantic Ocean, between Chile and Uruguay
Area	• 2,780,400 sq km
Capital	• Buenos Aires
Population	• 47,000,000
Language	• Spanish
Time difference	• UTC/ GMT –3
Climate	• Varies from subtropical to sub-Antarctic
Currency	• Argentine Peso (ARS)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 90 days
Accessibility	• Travel within the country by bus and train. • Air transportation networks are well connected with both domestic cities and other South American cities
Tourism natural and human resources	• Natural attractions, cultural attractions and recreation
Tourist season	• Year round
Peak tourist season	• December through March
Health	• General health risks are low

Table 3.20 – Basic Travel Information - Argentina

	Brazil
Location	• Eastern South America, bordering the Atlantic Ocean
Area	• 8,515,767 sq km
Capital	• Brasilia
Population	• 217,240,060
Language	• Portuguese
Time difference	• UTC/ GMT -2 – UTC/ GMT -4
Climate	• Mostly tropical, but temperate in the south
Currency	• Brazilian Real (BRL)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 90 days
Accessibility	• Land and air networks getting to and around Brazil are good
Tourism natural and human resources	• Natural scenery including the Amazon River • Events including annual cultural mega events
Tourist season	• Year round
Peak tourist season	• December to March
Health	• Malaria, yellow fever, and dengue fever are of a concern

Table 3.21 – Basic Travel Information - Brazil

	Chile
Location	• Southern South America, bordering the South Pacific Ocean, between Argentina and Peru
Area	• 756,102 sq km
Capital	• Santiago
Population	• 18,000,000
Language	• Spanish
Time difference	• UTC/ GMT -4
Climate	• Desert in the north; • Mediterranean in the central region; • cool and damp in the south
Currency	• Chilean Peso(CLP)
Travelling Visa	• No visa is required for HKSAR passport holders. Duration of stay up to 90 days
Accessibility	• Good international connections to North American, South American and part of European cities
Tourism natural and human resources	• Natural attractions including the Andes, glaciers, national park • Cultural attractions including Easter Island
Tourist season	• Year round
Peak tourist season	• December - March
Health	• Pay attention to the risk of developing altitude sickness

Table 3.22 – Basic Travel Information – Chile