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The Tourists are Coming!

The Tourists are Coming!

An Introductory Text
To The Travel and Tourism Industry

By

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Dickman, Sharron

The tourists are coming, the
tourists are coming! : an
introductory text to the

FOREWORD

This text answers a need for Australian students interested in the travel and tourism industry.

A number of text books are available on this subject, many with information and examples which are useful to the Australian student. However, Australia is a unique continent. Its distance from other major population centres and its specific geographic situation give it special problems and advantages in the area of travel and tourism.

In 1980 the Footscray Institute of Technology permitted me to take advantage of the Professional Experience Programme to be released from normal classroom duties in order to prepare this text which would be particularly appropriate to our students in the Hospitality Studies Area.

The new text will fulfill the needs of Australian students, by combining general information with specific Australian facts and figures, as well as Australian examples of planning and development programmes and advertising and promotion campaigns.

In this way students at Footscray Institute of Technology will be able to more fully appreciate the role Australia plays in the world travel scene.

DEDICATION

This book is dedicated to the memory of Mr. Graham Lee of Australian Pacific Tours, whose love of the industry, and whose enthusiastic support of training and the Footscray Institute courses in particular, was an inspiration to many.

He will be sadly missed.

The Tourists are Coming!

The Tourists are Coming!

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INTRODUCTION

The popularity of mass tourism is a twentieth century phenomenon. Although people have been travelling for centuries, and many of them have been pleasure travellers, the actual development of tourism as a mass form of recreation and leisure is a relatively recent occurrence.

Many changes in lifestyle have helped to create the environment in which tourism has become an accepted activity. Mainly the changes in lifestyle, in family patterns, in the working environment, in education and in transport have all been major contributors towards the current popularity of tourism.

Tourism is still, however, generally limited to the world's elite population. In many Third World countries the idea of the average citizen being able to take his family on a holiday is simply impossible. Lack of discretionary income, and prohibitive government regulation mean many millions of people will not ever have the opportunity to travel internationally, and may have the opportunity to travel internally within their own country severely curtailed. But this does not mean that these people are unaffected by the tourist boom. Foreign visitors to their own country mean that these same individuals may see and meet tourists. The effect this has on their own lives and their attitudes towards the more

parts of the world and, of course, made travel possible to all parts of the world.

The cliché about the "shrinking world" in which we live is, of course, very true when it is reviewed in context of the tourism boom. Literally no place is inaccessible. The tourist today can find tours to Tibet, to deepest Africa, and of course to the Antarctic.

The main barriers to travel today are not geographical...the Amazon is as available for tourism as the Nile, or the Rhine, or the Thames. Barriers there are, however, and they are mostly political. These barriers include visa and passport control, entry and exit permits, customs and immigration, currency regulations, and similar government regulations and procedures. There are international organizations reviewing these barriers and working on ways of easing them, making tourism even more available for everyone.

Research and government planning are finding ways of easing the regulations, of making travel easier and safer for the tourist, and of encouraging the traveller to visit more and more destinations both at home and overseas.

Most countries maintain a tourist development authority, usually responsible for gathering information, conducting research, and the promotion, regulation, development, control and evaluation of tourism and its effects on the receiving country.

National tourist offices are busy all over the globe creating advertising and promotion packages to lure visitors to their own country. to see their own particular sights, sample the cuisine, buy the local products, and enjoy themselves sufficiently to tell others how wonderful it all is, and to hopefully become return visitors again.

Obviously for some countries the task is easier than for others. Some countries - particularly those in Europe - have seemingly all the advantages. They are easy to get to in terms of transportation costs and time involved in travel. They have easy entry regulations, they have famous and popular sights, an economy that makes them attractive in terms of accommodation and food costs, and they have good shopping and good amenities.

For these countries the problem is, often, not to encourage more tourists, but to plan and develop the tourist facilities in a way that will be beneficial not only to the tourist, but to the locals as well. In such cases the problem may not be to ATTRACT the tourists, but to HANDLE them in the most efficient and beneficial fashion.

On the other hand some destinations have more problems in terms of tourism promotion. Distance, poor climate, problems with the economy, with the government, unemployment, poverty, crime, lack of reliable transport, and quality accommodation facilities and lack of major or well known attractions may mean that a country has a very serious problem attracting visitors.

Australia and the South Pacific region are in the middle point of these two extremes. There can be no doubt that there are some problems for Australia as a major international tourism destination. Australia's distance from the major tourist markets creates problems in terms of long travel times and high travel costs. The size of the country means the attractions -- of which there are a great many -- are spread out, and once again travel times and costs can be prohibitive.

On the other hand, Australia does have a unique appeal to the foreign visitor who has an image of Australia, the vast sheep stations, the spectacular scenery, the amazing wildlife, and who would like to see all these sights for himself. Ayers Rock, the Barrier Reef and the Opera House are attractions which many people in Europe, the Americas and Great Britain are familiar with....at least in pictures. And who can doubt that the Qantas Koala, used so effectively in American advertising campaigns was a tremendous hit with the travelling public?

Of course Australia's distance from the major tourist markets (with the exception of New Zealand) gives special advantages to our domestic tourism promoters. The great variety of the continent, the many unique sights, the extremes, from mountain skiing to tropical big game fishing, all mean that there is an immense selection for the domestic traveller. Such a variety can tempt the Australian traveller to the decision of whether to stay at home and "See Australia First" or to travel to international destinations to see Great Britain, Europe and the Americas.

Australia, like many other countries is beginning to take a keen interest in tourism. The economic benefits have been shown to be considerable. The social benefits have also been analysed and it would appear the choice is no longer limited to a "black and white" situation where tourism is regarded as either very good and to be promoted at any length, or very bad and to be avoided at all costs.

Most countries do not realize that with proper planning and development tourism and related industries can be useful and beneficial contributors to a country's economic and social well-being.

The study of tourism as an academic discipline is relatively new. Related in many ways to economics and geography, it has also been studied in relation to management, and catering and hotel management.

In Australia, Great Britain and the U.S.A. there has been considerable development of tourism studies at tertiary levels, and development of formal tourism courses has occurred in all these countries.

In addition, there has also been considerable training at a different level for individuals involved in the travel planning and travel consultancy areas of the industry. International organizations such as the International Air Transport Association offer courses and training specifically for qualified travel consultants, and there are a number of courses offered by such organizations as National Tourist Offices, and the World Tourism Organization.

In Australia much has been done in the last eight years to improve and develop organized study in the tourism field. One handicap, however, has been the general lack of reference material, course material and textbooks. Many books are available, but most are prepared based on information, statistics and trends gathered in the U.S.A., British or European markets. The uniqueness of Australia's position, its distance from major markets, its unusual market characteristics, have made these books of more academic than practical interest.

CHAPTER 1

HISTORY AND BACKGROUND

Earliest record history devotes much space to the discussion of travel and the journeys of adventurers and traders. Since early travel was time consuming, dangerous and expensive it was not undertaken lightly, or generally for amusement. People travelled because they had to...for business, to make pilgrimages, to fight wars, to avoid wars, famine, disease, drought or flood. These travellers were not tourists in the strict sense. Often the journeys were only intended to be one way...they hoped to settle at their destination and begin a new life.

There were, however, others - mainly soldiers and traders - who travelled extensively and who recorded their adventures. These experiences interested and fascinated those who did not travel, and the stories of characters like Jason and his Argonauts and their adventures in search of the Golden Fleece, had a wide appeal. Homer's *Odyssey* stirred a sense of adventure in listeners, and early travellers like Herodotus, who visited Egypt, Greece, Phoenicia, Cyrenacia, and the Black Sea are still read with interest today.

The first journeys were made with one or more of three basic means of transport: on foot, on horseback or by ship.

By far the simplest and most economical form of transport was to walk to the destination. This did not, by any means, limit the distance some people travelled. Although certainly in early times the majority of the population stayed close to home, and many people never ventured more than a few miles from their place of birth, when travel was required people were capable of great accomplishments.

There is ample evidence to suggest that in each country or region the indigenous population covered huge amounts of country travelling as shepherds, or living off the country. The Australian Aborigine was known to travel great distances in the course of a normal year, wandering, hunting, and searching for waterholes and following rain clouds. There is also evidence to suggest that Asian tribes walked over the Aleutian Islands to eventually arrive in North America.

Travel in its most basic form may have been slow, but it was effective. As a domestication of animals increased, and more sophisticated forms of transport were developed, travel became easier in terms of speed and comfort as well as safety.

TABLE 1

Historical Development of Transport Systems

Year	Mode of Transport	Speed (Miles per Hour)
6000 BC	Camel Caravan	Maximum 8
1600 BC	Chariot	Maximum 20
1784 AD	First English mail coach	10
1825	First steam locomotive	13
1890	Improved steam locomotive	100
1931	Land speed record (Bluebird: Sir Malcolm Campbell)	246
1938	Land speed record (Napier-Railton car: John Cobb)	350
1938	Piston aircraft	400
1952	Liner United States from New York to Le Havre	41
1958	Jef fighter aircraft	1,300
1958	Boeing 707 and DC-8 aircraft	600
1961	Space ship (Vostok 1)	Orbiting 17,560
1967	Rocket plan	4,534
1970	Fighter-bomber (Mirage IV)	1,450
1970	Commercial aircraft - Concorde	1,320
1970	Boeing 747	625

Source: James Reason, Man in Motion: The Psychology of Travel
(London: Weidenfeld and Nicolson) p.3.

Early history of the Western world describes travel as being fairly frequent among the upper classes. They concentrated on visits around the Mediterranean basin, Greece, Italy and Egypt.

Pythagoras, Aristotle and Plato all toured Egypt and other major cultural centres, and Greek citizens travelled to spas, attended festivals, and went to consult the oracle at Delphi. They also visited Olympia to attend the athletic competitions which were regularly held there.

It is estimated that in one season some 700,000 tourists visited what is now part of Turkey during Alexander the Great's reign in order to be entertained by acrobats, jugglers, magicians, fortune tellers, animal acts, and others. This type of tourism movement was made possible by the excellent road systems, and organized transport which included rest houses and teams of horses which could be changed and refreshed at regular intervals. Couriers using a "pony express" system could travel one hundred miles a day, and the roads were crowded with travellers, including students and teachers, religious and military personnel, actors and entertainers, and traders and government officials.

Early Athenian tourists could not only see temples and major buildings, but there were also such things as theatres, festivals, and even dancing girls and gambling. Also in Athens, even in the time of the ancient city-states there were individuals called proxemos, whose main function was to assist travellers and official guests acting very much like the tour guides and escorts of today.

Sophisticated travel was not confined to the Mediterranean, however. Records show that pleasure travel was also well developed in China and Japan at this time. When Alexander the Great reached India "he found well-maintained roads lined with trees and provided with wells, police stations, rest houses. Along one royal highway 1200 miles long and 64 feet wide, man travelled in chariots, palanquins, bullock carts, on asses, horses, camels, elephants."¹

Emperor Wu was a great traveller in China during the 10th Century and wrote extensively of his experiences. Chang Chien, an imperial officer, reached Syria in 138 B.C. with a caravan of 100 men and brought back a detailed account of his adventures (as well as such exotica as grapevines).

Caravans travelled across the deserts and arid expanses of the Middle East, and established the image of the trade caravan travelling with lines of camels stretched across the dunes loaded with spices, procelin and perfumes, and of adventurers like Marco Polo, in flowing robes, having one exciting adventure and dangerous experience after another.

It is wise to jump from the Roman times directly to Marco Polo when discussing the Western World's tourism history. Certainly when the Roman Empire began its decline there was a drastic change in the attitudes towards pleasure travel. The long established economic and political structures were destroyed. The middle class disappeared and commerce decreased. Roads went into disrepair, crime increased as the legal system disintegrated, and the invasions of the barbarians from the North and East effectively destroyed the tourism industry.

Certainly there was still travel...and the Vikings and the Arab Empire were striking out in many new directions, but tourism, or travel for pleasure, died out in the Mediterranean area until after 1100 A.D.

By that time (approximately 1000 AD) the development of Medieval Europe began to again make tourism possible. Once again roads became safer, and an increasing number of government officials and traders began to use them. The increasing interest in trade and manufacturing meant that people were entering new occupations, and moving to new villages and towns. People began to have more money, and, having left the land, were able to travel once again.

Marco Polo left Venice in 1271 with his father and his uncle, and travelling through the Middle East, reached Kubla Khan's palace where he stayed before returning to Venice after an adventure lasting twenty years. After he wrote of his adventures he was totally ridiculed by those who claimed he had invented it all and he lived his final years unhappily - as a result of almost universal disparagement and sarcasm.

In the 1300's Ibn Battuta, another great traveller, left his home in Tangier and made the pilgrimage to Mecca, and visited such places as Spain, India, Samarkand, Ceylon, Sumatra, and Timbuktu.

By the 1300's a new type of tourist was making himself known... the religious pilgrim. Chaucer and his Canterbury Tales could be regarded as one of the first accounts of an organized tour, but his account is only one of many from the period describing pilgrimages and battles and the adventure of travelling, meeting other travellers, and sharing news of home and new destinations.

But these pilgrimages were not really for pleasure. The traveller was again abroad for a specific reason. Indeed, pilgrimages were not supposed to be particularly enjoyable, and the hardships and difficulties made the ultimate rewards all the more valuable and meaningful. Hardship was considered a necessary and fundamental part of the religious experience.

During the reign of Elizabeth 1 of England tourism had achieved a high standard. By this time coaches were popular and that meant that the traveller could set out in style, with servants, with plenty of baggage and equipment, and many of the comforts of home. Certainly travel still involved some risks, and could only be recommended for those with a strong constitution and good health, but facilities, accommodation and food were of a high quality - for those who could afford to pay well. During this time it became popular to send your English gentlemen to the Continent to "complete their education."

The Grand Tour, which usually included parts of Great Britain, France and Italy, became the socially acceptable thing to do.

The young gentlemen - only very rarely were young ladies allowed such an adventure - usually travelled between six months to two years. They travelled with servants and usually a tutor who was responsible not only for continuing education, but also to ensure that they returned home with their morals and religion firmly intact.

The Grand Tour was viewed as an educational experience and it was expected that the young man would visit the correct museums, learn languages and acquire some of the finer arts, such as painting and music. Indeed, much as the traveller today returns home with slides and picture postcards of his journey, the young man on the Grand Tour stopped at each remarkable sight and sketched a drawing, or painted a picture, and returned home with crates of paintings and journals full of sketches and of facts and figures picked up along the way.

If the young traveller was of good character, and if the tutors who accompanied him were dependable, then the Grand tour was considered a success. However, many critics pointed out that this was not always the case, and that scores of Grand Tour travellers returned debauched, having learned nothing, spending all their time visiting the alehouses, meeting local "ladies", and generally behaving in an ungentlemanly manner.

For the Englishman travelling abroad there was also fear for their souls and religious safety, as it was strongly believed that placing susceptible young tourists under the influence of Rome and Catholicism could be a dangerous experience. The tutor, who was frequently also a clergyman, was responsible for seeing the traveller learned about other beliefs, but was not unduly influenced by them. This was important, as Rome was a main destination of the Grand Tour. Visits to Florence, Venice and other Italian centres were important, and time was also spent in France, although the Riviera was avoided as it was a haven for pirates, and many parts of Spain were avoided because the English Protestants feared they might become involved in the Inquisition.

Germany was also avoided by Grand Tourists as it was considered uncivilised and unsafe, and Switzerland with her Alps was regarded as an unpleasant and uncomfortable obstruction to be crossed as quickly as possible.

Guide books were available, and in most major Grand Tour cities guides could be found who would, with varying degrees of scholarship and integrity, familiarise the visitor with the major attractions.

The result of all this Grand Touring was that England became familiar with Europe and the exchange of cultural and social information began in earnest. Travel and tourism, seeing sights for the sake of being able to say you'd seen them, became socially acceptable, and although tourism was limited to the wealthy, it had become an accepted form of education and recreation. The increasing popularity of travel among the upper classes continued, right through the beginnings of the industrial revolution. The economic and social changes that took place in the European/British sphere in the late 1700's were remarkable, and the change from a rural to an urban society completely altered life styles and patterns. The industrial revolution, in fact, was heralding great changes in tourism...bringing it, for various reasons, into the realm of the masses.

popular by fashionable people seeking cures and rest. Spas are still popular today, especially in Eastern Bloc countries, and information is available from Intourist, the U.S.S.R. Tourism Organization, listing the various resorts in the Black Sea area, the Balkans and in Southern Russia. For the Wealthy "taking the cures" at such places as Saratoga Springs in the United States, Bath in England and in many centres in Austria, France and German became a yearly event, and while the socialites visited the private hotels and resorts the general public was imitating them the best they could by visiting such places as Atlantic City in the United States and of course Brighton, in England.

As a result of this interest in the curative powers of sea bathing development began along the coastal areas to cater for the tourists. Shops, restaurants, hotels, theatres, etc. all were built and, by the middle of the 1800's people were making their regular trips to holiday destinations...aided by the popular mass transport invention - the railroad.

It is generally accepted that there were four main factors which affected tourism in this period. (1) relocation of people from rural occupations to paid industrial employment, which meant small amounts of free time became available, (2) increased mechanization and production levels bringing greater productivity, shorter working days and the introduction of paid holidays, (3) new developments in transport, needed to move the increased production, and eventually creating transport modes for the people themselves (4) industrialization meant the development of cities and a sense of overcrowding, thus creating the desire of both wealthy and working classes to use free time to escape from the cities.

The industrial revolution brought these changes with it wherever in the world it took place, so the same development patterns were being followed in the cities of England, Scotland, France, the United States, and throughout the European Continent, and in Asia and Africa.

Changes in attitudes towards health and life style were also occurring. New developments occurred in hygiene and the discovery was made that bathing in sea water could be beneficial, and not harmful as originally suspected.

Europeans had already discovered the health merits of bathing, but their preferences were for mineral springs, generally called spas. Many of these were developed, especially around mountain areas, and were popular destinations, especially for the very wealthy. Spas were differentiated; this one was good for this disease, that one was best for curing that disease (such ailments as digestive problems, overweight, gout, respiratory ailments, kidney and liver problems and some types of heart disease). It was fashionable to discuss which spa you were going to and what cures you hope to achieve. Spas were popularised in many countries, and in addition to Europe and the U.S.A. many mineral springs areas, such as Hepburn Springs in Victoria (near Melbourne) were made popular today, especially in Eastern Bloc countries, and information is available from Intourist, the U.S.S.R. Tourism Organization, listing the various resorts in the Black sea area, the Balkans and in Southern Russia. For the wealthy "taking the cures" at such places as Saratoga Springs in the United States, Bath in England and in many centres in Australia, France and Germany became a yearly event, and while the socialites visited the private hotels and resorts the general public was imitating them the best they could by visiting such places as Atlantic City in the United States, and of course Brighton, in England.

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Although there was much controversy about the safety and viability of railroads for passenger traffic when they were first built (see Chapter 2 on the history of rail travel) the railway became a popular, fast and inexpensive mode of transport, and was very quickly a major factor in the development of tourism.

In 1841 Mr. Thomas Cook organized the first publicly advertised package tour which included a return rail journey and a cut lunch for anyone wishing to attend a temperance meeting. He chartered the train, which ran from Leicester to Loughborough, and carried a total of 570 passengers. The price was one shilling per passenger, and the trip was an unqualified success. Mr. Cook, of course, went on to greater successes, founding the travel company which is still in operation today, Thomas Cook and Sons.

Thomas Cook and the railways provided an opportunity for the working people to travel. They gave the public the opportunity to travel considerable distances at a reasonable price and sufficient speed and efficiency to get them back to their industrial jobs on time.

If the railway was one of the first major transport developments for tourism movement, and opened up travel opportunities for the masses, it must be considered that it had a relatively short life span as a major conveyor of holiday travellers. Thomas Cook advertised that first public package tour in 1841. It was only sixty-seven years later that the next momentous development took place. In 1908 Henry Ford launched the first model T Ford.

Although automobiles had been around for some years, they were - until 1908 - the playthings of the very rich. It wasn't until Ford produced his first, low priced Model T that it seemed possible a "working man" would be able to possess a motor car of his very own. (See chapter 3 on Motor travel for more details). However, by the 1920's cars were rolling off the assembly lines and at a basic price of about \$300 they were still expensive, but becoming more and more within the reach of the average family.

Owning a car was only half the problem. It was still necessary to have roads to drive on and throughout the industrial world there were very few roads of sufficient standard to handle motor car traffic well. In fact, before roads were "sealed" and made weather proof all year round it was standard practice to "put up the car" for the winter, which meant actually putting the car up on blocks and removing the tyres (to save the rubber from rotting) and leaving it until after the spring rains, when the dry weather made roads passable again.

The development of wide networks of usable roads, and the popularity of automobiles gave families the freedom to plan their own travel and to take shorter trips at their own convenience. It is impossible to overemphasise the importance of this development in the growth of the tourism industry. Today, still, the family automobile accounts for approximately 80% of all tourism trips, and is the single most popular form of transport for holidays.

Travel by automobile is convenient and comfortable, as a rule, allowing flexibility in planning, frequent stops if desired, and permitting plenty of space for carrying belongings, and depending on the type of transport involved (four wheel drive, campervan, etc.) can make it possible for people to visit fairly inaccessible regions.

Because travel by automobile is still a personal adventure it means that holidays can be as simple or as complicated as the individual desires. Books have been written about modern adventurers taking cars through deserts, across mountains, and on trans-continental journeys. One adventurer drove a vintage car from North America to South America, over the Andes and through flooded rivers. Another took a Mini Moke from India to England. Quite a few have driven around the coast of Australia, and others cross-country through Africa.

Tourists quickly discovered the joys of travelling by private auto, and even before World War I tourism related industries were beginning to appear, with increases in inns and hotels, and the curious development of petrol stations, often with food outlets and sometimes accommodation.

By World War I the average person was becoming something of a tourist, even though trips were generally fairly short. Obviously most tourism, especially in the America, Britain and Australia, was domestic in nature.

Immediately after World War I there was an increase in not only domestic tourism (as soldiers came back from war, and set off on short holidays visiting family and friends) but also in international tourism. This phenomenon is not unusual. Soldiers and others involved in the action re-visit the areas, often bringing family along to see the site of various battles, landing sites and important events in their life. Often, war means meetings - and marriage to foreigners - and subsequent visits back to see family and friends.

Sea travel was popular between the two world wars, and increasing numbers of travellers passed between Europe/England and the U.S.A. Immediately after World War I there was some interest in a relatively new and fairly dangerous form of transport, the airplane. It had been brought into use during the war, usually for reconnaissance and many military men had seen them. As well, an elite flying corps had been established and many of these men had become infatuated with their flying machines.

After the war they began travelling around rural and city areas, doing demonstrations and - to the very brave - offering short flights. Certainly it was popular attraction when a small plane came into a town to give flying demonstrations, but on the whole the average person considered it dangerous, and probably felt it would remain a military novelty.

By the end of World War II, however, the technical advances in the aircraft industry (see Chapter 5 on the Airlines) had made air travel a much more secure and efficient operation. In addition large numbers of the public had, during military service, been transported from one place to another in airplanes and had, as a result, become more aware of the possibilities and advantages of air travel.

The development of air travel after World War II was especially important for Australia as it meant a major break-through in the isolation barrier of distance between Australia and the rest of the world. Travel time could now be counted in days rather than weeks. The establishment scheduled air routes was a significant development for Australia, often handicapped politically and economically because of its' distance from major northern hemisphere centres.

As Geoffrey Blainey has pointed out in his excellent work The Tyranny of Distance, Australia has always suffered because of her size and remoteness.

"Even in the early days of trade the explorers and shippers tended to ignore the island continent. It was far away from major trading lanes, it was not hospitable, the natives were far from friendly, and it did not really seem to have anything much of value to early traders. They needed and wanted to deal only in terms of items which had high value -- to make the time and expense of fitting out ships and trading expeditions worthwhile -- and Australia, from what they saw of it, did not contain such wealth as gold, precious stones, spices or fragrances. Additionally it did not appear to have a population suitable for exploitation in terms of manufacture -- such as the Indian population who were put to work in jute and cotton factories, etc. For these reasons Australia was avoided. It seemed to promise little, and was not really useful as a stopping over point, or refuelling point, and the major traders, the Dutch, and Spanish, etc. felt that other ports, especially in Africa and Indonesia offered much more convenient re-fuelling sites.

"Certainly stopover points like Jakarta, Singapore, and Ceylon did develop early into major trading centres, and were the destination for travellers, traders and adventurers, but while these places were helped and became important, Australia was, generally, a place you arrived at when you were decidely off course.

"Even when Cook arrived in Australia and explored much of the far more promising Eastern Coast, his final conclusion was that he had discovered more about Australia than anyone else, but that most of it would be of no use to anyone.

"Australia's beginning as a convict colony was largely dependent on the results of the American War of Independence. With the American Colonies now closed as a deportation point for convicts new areas had to be opened, and so, instead of South Carolina and Georgia, England began looking to Australia.

"Australia's importance as a whaling centre was also considered, and some colonies were set up in Tasmania. The settlement of the continent, however, was slow, and in many ways not done with great enthusiasm until the gold rush period of the 1850's when suddenly Australia's potential wealth became worthy of notice. Then new arrivals from all over the world appeared in great numbers and the gold fields rang with a multitude of accents, European, American and Asian.

"People followed the gold rushes across the continent and settlements in the East, South and West all were established. Those who found gold were lucky, but others found other minerals, and still others attempted farming, commerce, small manufacturing, and other trades. After the wars Australia opened its doors to many displaced people from war torn Europe. This concentrated immigration programme was especially strong after World War II and led to large numbers of new arrivals to Australia, from countries in Southern and Eastern Europe. Along with migrants from the United Kingdom the new arrivals increased the population significantly, and had an effect on life styles and social attitudes."

These new arrivals became travellers in their new country, and also tourists and travellers back to their former homes, bringing a cultural mix and an exchange between societies which has made Australia the cosmopolitan country it is today.

This cultural mix has also meant that there is potential for great expansion of the tourist market both domestically and internationally in Australia today.

Tourism developed from the major developments which took place in society and culture during the 20th century. It is dependant on several factors which are present in today's environment. Specifically they are:

1. The establishment of a set working week and of holidays and paid vacation times. While these vary from country to country, they are common in virtually all industrialized nations that there be a set working week (from a 35/40 hour week in England, the U.S.A. and Australia, to a 40 hour week in Japan), and therefore there exists a specified amount of leisure time which can, if desired, be used for recreation and tourism.

2. An increase in discretionary income which enables a person to spend money on travel. Tourism expenditure is optional expenditure, and of course tourism is not the only possible use of discretionary income. It can be used for many things, for example:

- a. increased savings
- b. consumer durables (new cars, colour television, boats)
- c. increased insurance and health care
- d. investments
- e. education (private schooling for children, additional self-education, short courses)
- f. non-durables (clothes, visits to the hairdresser, etc.)
- g. entertainment (books, records, theatres, discos)
- h. tourism and travel.

3. Increased levels of education and awareness. The development of various forms of mass communication, especially television, has meant that the world is now much more accessible. This, combined with higher levels of education, means that the average person is more aware of the world, its attractions, and its problems.

This increased familiarity with the world around us means that people are now more informed about what is happening elsewhere, and when a person is informed they are also more interested. A war, a disaster, a famine is no longer a remote happening, hard to imagine and visualize. It is there, in front of us, often in full colour. This awareness creates greater curiosity, and an increased interest in travel and tourism to actually see for ourselves the things we have read about, heard about, and seen in the media.

4. Increased mobility has meant that visiting various destinations is now possible in a reasonably efficient and economical fashion. The development of mass transportation, and the establishment of travel industry networks, including group and package tours, means that the traveller now has the time, the money, the interest, inclination and finally the means to visit the places he has heard and read about, and seen on his television.

These four factors, time, money, inclination and means are the basis from which the tourism industry of today have developed.

In Australia the industry has, indeed, prospered. Between April, 1979 and March, 1980 a total of 48 million trips of at least one night away from home were taken by Australian residents aged 14 years or older.²

The tourism and travel industry is a major contributor to our economy. In succeeding chapters its contribution to the economic and social pattern of our society will be discussed in detail.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 2

RAILWAYS

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Perhaps no other method of transport - including airplanes - has created such an aura of romance and excitement as the railway.

The "Great Age of Railroading", generally considered to be from about the mid-1800's until the end of World War 1, was a period of intense development, of often unparalleled luxury, and of adventure. The development of the railways, their appeal to the general public, and the continued interest of railway "buffs" has ensured that the history of railroad development is not only carefully chronicled, but much of the enthusiasm and delight of early rail travellers has been passed down to today's public via the preservation of steam train and scenic railroads in all parts of the world.

The early history of railroading is one which coincides with the creation of an industrialized society, and parallels to a great extent the greatest years of the British Empire. No discussion of railroads and the engines that made them great can take place without paying tribute to the British, who were responsible not only for the development and refinement of railroad engineering, but who are also considered to be

the great railroad builders.

Macaulay said he believed "that of all inventions, the alphabet and the printing press alone excepted, those inventions which abridge distances have done most for the civilization of our species."¹

The train was really the first such invention to have a mass effect.

In the earliest days, the first trains were, in fact, horse drawn carts, working usually in the coal mines and other mining areas, involving the use of primitive tracks to help the carts to move more efficiently.

Various types of tracks and wheels become popular and the mines had extensive networks, but it was certainly nothing like a "proper" train. It was in 1810 that the first primitive steam engine was used to pull coal cars around in Northumberland and Newcastle in England. These early steam engines were used to haul coal around the various areas of the mine, and did not really venture outside the mines themselves. It was not long before the miners began hopping rides on the little trains to save walking, and once this was accepted, simple passenger carrying boxcars were developed.

Development continued, especially in terms of engines and tracks, and the first railway was opened in England on September 25, 1825, running

between Stockton and Darlington. The second railway, opened on the 15th of September 1830 was the first major passenger railway, and ran between Liverpool and Manchester.

The Liverpool and Manchester Railway was opened by the Duke of Wellington and the initial ceremony, which was not without its serious problems, was witnessed by crowds estimated at 50,000.

The new form of transport was a spectacular success. It carried 71,951 passengers and 4,063 tons of freight in its first three months of existence.

It provided cheap, if not comfortable transport, and was able to continue this growth despite its many discomforts. The carriages were open and the passengers were drenched in the rain, and covered by smoke and soot from the engines in fine weather. Brake systems were very unsophisticated...to put it mildly.

But the discomfort and danger were of little concern to the traveller, who found this new form of transport delightful, and the early traveller was more than prepared to accept the risks. One major risk, according to the eminent physicians of the day, concerned health. It was believed that travelling at such great speeds (up to 25 miles an hour) could be fatal. Death would occur because a person would be travelling at such speed that the lungs would not be able to breath in air normally,

and rail passengers would die...by suffocation and lung collapse.

Even if travel had proved dangerous to people, train development would have continued. The governments of the industrialized world saw the potential in the railways as a tool for commerce, industry, immigration and agriculture. With railways new areas would be opened up for settlement, new cities could be developed, farmers could get their crops and livestock to market, and manufactured goods could be transported from their point of production to the various areas of distribution.

Thus, the laying of track, and the establishment of intercontinental railways became prime goals in almost all the industrial countries, and in all the countries of the British Empire. Australia, Canada, England, the United States, and also Russia, India, South East Asia and parts of Africa and South America began building railways, and importing rolling stock (engines, cars, etc.) from the major quality supplier...England.

By 1846 England had laid 4,540 miles of railway track and the doom of canal and coach traffic was certain. The railway age had begun and steam transport was the new master. The first continental railway was opened in 1835 running from Brussels to Malines.

The development of railways in Europe meant that the traditional Grand Tour was also bound to fade away. Now touring would be possible for thousands of people, not just the very rich, and because travel was easier, the scope of the original tour was now too simple and too confined.

By 1842 the inclusive cost of the rail and cross-Channel journey from London to Paris had fallen to a little over two pounds. Prussia and Belgium were linked by rail in 1843 and France and Italy began building a link in 1857 to eliminate the tedious crossing of the Alps. The new style "Grand Tour" was becoming not only more affordable, but far more "grand" in terms of the sights which could be visited and the ease and comfort the trip would now claim...even young ladies might now see some of the rest of the world.

In both Australia and the United States the railway presented great benefits. Both countries, large and virtually unpopulated in their Central and Western sections, had need for efficient, safe and reliable transport to link the populations of the two coastal regions, and in both countries it was felt that the establishment of a railway would promote development of the country as a whole.

In America three locomotives were imported from Great Britain, and had their first trial run in 1829 in Pennsylvania. Experiments were conducted through 1830 in South Carolina and in Ohio (although the famous Baltimore and Ohio railway was still using horses until 1832).

In Australia, proposals were made in 1833 to build a railway line connecting Sydney and Parramatta, although it was not until 1854 that Australia's first steam line was opened.

First-class cars were lighted by oil lamps, heated by foot warmers, and comfortably upholstered. Second-class coaches had a roof, but did not have sides, and third-class passengers rode in open box-car like affairs. "Early cars were linked by chains and when the De Witt Clinton started its first run in the United States, the taking up of slack threw the passengers out of their seats in the first car, then the second.

"At railway stations the stationmaster climbed to a lookout with his spyglass and when he caught sight of a puffing locomotive he shouted 'Smoke ho!' to alert passengers. As the engineer approached the station he sounded the whistle to warn the gang of roustabouts to bring the train to a stop; brakes were usually unreliable. The rails often lost their spikes and buckled to pierce cars and passengers. Trains were often derailed and accidents became still more common in the 1840's when faster engines were developed."²

But railway travel and development were not just an impulsive adventure or a romantic notion...it was a fact of economic life.

Miles and miles of track were laid around the world, and the development and refinement of the locomotive brought succeedingly more powerful and safe engines. In the United States, for example, there was a total of forty (40) miles of track laid at the end of 1830. By the end of 1885, just fifty-five years later there was a total of 125,379 miles of track.

These figures compare very similarly to the patterns of development going on elsewhere around the world. As mentioned previously, Australia, like the rest of the industrialised world, was also building track and importing engines.

In 1854 a horse pulled a coach-like vehicle on rails from Goolwa to Port Elliott, a distance of eleven miles. This rail service, established in South Australia, was actually considered Australia's first railway, and was open to the public. It was only a few months later, however, that Victoria could boast having the first steam train. It was on the 12th of September, 1854, that the Melbourne to Hobson's Bay Railway Co. opened their steam-operated railway system, travelling a distance of 2½ miles, from Flinders Street to Port Melbourne.

The first grants of land were made in 1853, and orders were placed with English manufacturers for locomotives, rolling stock and other equipment. Owing to a delay on delivery, a locally made engine produced by Robertson, Martin and Smith of Melbourne, was built in ten weeks, at a cost of 2,700 pounds and was able to haul trains on opening day.

"All Melbourne knocked off work. Flags and bunting fluttered from buildings in Flinders Street and elsewhere. There was a hum of elation in the air. Next day the Argus reported: 'Long before the hour appointed - twelve o'clock - a great crowd assembled round the station at the Melbourne terminus, lining the whole Southern side of Flinders Street, from the station

to the wharf.'

"The favoured ones, a large company of ladies and gentlemen issued with invitations, waited on the platform. The Governor and his lady were late in arriving, but in the meantime there was plenty to see. The Argus reported: 'The two first class carriages and one second-class carriage were handsomely painted and varnished and very commodious. But the locomotive attracted the most attention from by-standers.'"

"...At 12:20p.m. Melbourne's first station-master, Mr. William Jones, gave the 'All Clear.' The guard signalled driver William Parrison and the train pulled out to the waving hats, and cheering, and with the band of the 40th bravely playing."³

The journey to the Port Melbourne station (then called Sandridge) was completed successfully in ten minutes. When they arrived, amidst cheering, three hundred guests sat down to luncheon and rounds of toasts and speeches. Finally, at 4:15 it was time for the return trip to Flinders Street. At this point the celebrations were dampened considerably. The train would not start. No amount of quick repairs or discussion could get the thing going, and finally, after off-loading women and children, then special guests, and finally the Governor himself, it became apparent that the train had done all it intended to do that day. To the Governor's disgust he returned to Flinders Street in a carriage.

If South Australia had the first "train" and Victoria has the first real steam-powered engine, New South Wales can, at least claim, it had been the first state to draw up plans for a train. As far back as 1830 when the Liverpool to Manchester line had opened in England a suggestion had been put forth to open a line from Sydney to Parramatta. The road journey was dangerous, the road was rough, there were constant threats from robbers, and it was felt the train would improve things considerably. Lack of population caused the idea to lapse.

In 1846 a public meeting was held in Sydney to discuss the establishment of a railway in Sydney. A company was formed in 1849 and on July 3, 1850 ground was broken for the rail line linking Sydney and Golburn.

There were many problems, including financing, and gauge disagreements, and the discovery of gold which meant rail line workers disappeared to search for gold rather than build a railway line. Eventually the government stepped in, brought out workers from England, imported British engines, and on the 26th of September, 1855 the first section of rail line in New South Wales was officially opened. The section was a little over 13 miles and ran from Sydney to Granville.

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and thousands of people showed up. Unlike the Melbourne opening, there was no problem with the engine and it made the four hour one way trip back and forth successfully. The railway age had begun in Australia.

Railways were being built everywhere, and in some cases through some incredible terrain. In 1870 they began work on a railroad-ship route across Peru, and the Amazon line to the Atlantic and Pacific coasts. Railroad building, particularly in the mountains and jungles was not easy, and thousands of workers died in many isolated parts of the world. The railway in Peru is the most classic example. Working in the late 1800's thousands died (figures are inaccurate but generally estimated at between 7,000 and 8,000) driving track through the mountains at altitudes of more than 15,000 feet (pilots are advised to use oxygen at over 12,000) working a maximum of two hours a day because of the strain on heart and lungs.

In Chile and Bolivia the line was extended and there parts of it reach an altitude of 14,000 feet. This means the train has stops scheduled frequently after reaching an altitude of 7,000 feet so the passengers can acclimatize.

America finished its transcontinental line in 1869, on the 10th of May when the last spike was driven at Promontory, north of the Great Salt Lake in Utah. The ceremony marked the joining of the Central Pacific and Union Pacific railroads. Because the point of joining had not been previously established, rival grading gangs passed one another and the

Union Pacific gangs went on constructing 225 miles of parallel grading until they were officially stopped. They were being paid by the Government on a mileage basis, so apparently they saw no reason to stop until they were forced to do so. The temptation to continue on was also strong, as land grants went along with the payments.

The Canadian Pacific was completed in 1885, and although these two railways were engineering feats worthy of attention and admiration, the completion of the Trans-Siberian Railway takes the honours as the event that celebrated the completion of the longest railway in the world. The Trans-Siberian which runs 5,801 miles, was opened in sections, and was built over a period of almost thirty years, from 1891 to 1916.

In Australia the transcontinental railway was one of the inducements held out to Western Australia to encourage it to join the Australian Federation.

Construction was authorised in 1911, the first work was begun in 1912 and it was completed in 1917. It was a monumental task, and deserves some detailed consideration. An excellent short description of the challenge of the transcontinental railways appears in A Pictorial History of Australian Railways, by Ron Testro:

"During the four years of actual construction, 3,500 men were employed on the line - almost a brigade of soldiers. They had to be

provided with accommodation, food, water and other facilities as both ends of the lines wormed their way out into the desert. This was similar to the American Western Union Railway, but was done at a time when Australia had a population of fewer than five million. The "shock troops" in this desert "battle" (in summer shade temperatures were recorded of up to 114 degrees) were the navvies, working for eight shillings a day.

As the lines pushed out, the construction trains not only carried accommodation to be set up in the depot camps, but also provided retail stores, postal and banking facilities, and a mobile hospital in the cars. Many men lived with their families in tents and temporary boarding houses, which were pulled down and carried on the construction trains as the lines grew.

Besides the supplies for the people, food and water had to be carried for 750 horses and camels; water for the locomotives had to be carted up to 200 miles, and coal had to be transported by sea and land all the way from Newcastle in New South Wales. Bores were put down for water, in one case to a depth of 1,470 feet. But in the early days of construction the bore water was unsuitable and corroded the boilers.

Today the Australian inland is still unconquered. But it is safe, provided you obey the rules and take precautions against the hot sun, isolation and lack of water.

With airlines flying overhead, modern luxurious transcontinental trains speeding through the uninhabited desert country, and motor cars constantly travelling along the long coastal road around the Great Australian Bight, it is sometimes not realized today, what the mystery of the inland was to earlier generations.

There is no doubt that the country is still formidable, but a century ago people regarded the inland with awe. No other continent inhabited by people - Asia, Africa, North or South America - presented a greater challenge to explorers. In 1839 the dauntless Edward John Eyre was one of the first to traverse some of the inland country.

This was the inhospitable country that the transcontinental line was to cross many years later. Western Australia at that time was isolated from the rest of Australia; the only contact was by sea, and ships took up to a week to steam from Fremantle to Sydney. As federation of the Australian colonies drew closer, Western Australia, flushed with gold discoveries in the 1890's was in no mood to rush headlong into the proposed Commonwealth. The west had always been suspicious of the slick east but it was the promise of a transcontinental link that finally convinced Western Australia of the need to join the Federation."⁴

In the late 1800's, while Australia was making its momentous decisions concerning the transcontinental railroad, there was no question that the railroad had come of age, and gloriously so, elsewhere as well.

But perhaps nowhere did the railroad reach the heights of comfort and elegance that it did in the United States. Even in England it was fashionable to travel by luxurious train, and the services were excellent, and eventually the development of the private car, particularly for members of the Royal family was considered to be a logical addition to the trappings of luxury.

But it remained for the brash, young and wealthy Americans to take the comfort of train travel to its extremes.

Perhaps Lucius Beebe, in his book The Big Spenders gives the best impression of the early days of travel by train for the "in crowd."

"In its golden years the Century was all Pullman (Mr. Pullman years before had decided to make rail cars more luxurious, offer sleeping accommodation and decent food), a mobile grand hotel peopled with names that made news and so much in demand for its speed, prestige, and luxury that it sometimes ran in as many as seven sections and so choicely regarded by its owning carrier that, in the years of steam motive power, relief engines with steam up and a crew aboard stood by all through the night at division points in case of motive power failure along the way. Delay of the Century was unthinkable both from the viewpoint of the importance of its passengers and from the fact that in its mail and express cars millions of dollars in negotiable paper were carried on every run with interest mounting into hundreds of thousands of dollars

while in transit.

....In 1905 its one dollar fifty cent dinner included either terrapin Maryland or lobster Newburg as well as sirloin steak, long a favourite above tenderloin, and often pheasant and game birds in season. In 1919 the flower bill for the Century's dining cars alone came to \$1000 a month, and the dining car department was expected to lose \$2.00 for every \$1.00 it took in.

"The departure of the Century every afternoon from Grand Central Station in New York was a ceremony. Passengers, followed by porters and their luggage walked to their sleeping cars down a red carpet lined with potted palms. They paused at the gate to surrender their tickers, from which a train secretary took the name of every passenger both for future records and in case messages were received during the night. Newspaper reporters covered the train's departure with cameramen in tow just as they covered the sailing of Atlantic liners..."

"However, from the period of about 1890 until the second World War no status symbol in the lexicon of wealth glittered more elegantly than the private railroad car. No property was more explicit evidence of having arrived both socially and financially, since its occupancy breathed of privilege and aloofness and its resources of luxury were almost limitless. When all else has been achieved...a chateau, English

butlers, fleets of Rolls Royces, town cars, powdered footmen, a box at the theatre, gold plate at table and old masters on the walls, there remained the crowning glory of elegance...the sleek, dark green private hotel car.

"The first private cars were built for railroaders of presidential rank, and their immediate subordinates, general managers, and then directors and large stockholders in railroads. They soon became required status symbols for any senior executive and business tycoon, whether he had railroad connections or not.

"The cost of the private cars rose with the passing years, and of course the furnishings and materials used in the cars. In the early 1870's it was not uncommon to spend a minimum of \$25,000, although one was commissioned in that period for a cost of \$100,000. Then, by 1915, the cost of a quality personalised car had risen to about \$75,000 and perhaps the top price paid in the final flowering period of the private railroad car was \$350,000 by Mrs. James P. Donahue.

"For these substantial sums private car owners could point to a considerable variety of conveniences and luxurious appointments, all of them contained, of necessity, within the clearances and dimensions specified by the railroads.

"Beyond this, the imagination and financial resources of the owners took over. English butlers and French chefs were often supplemented by valets and personal maids and secretaries. The mother-of-pearl buttons in Mrs. Schwab's stateroom on Loretto II suggested the availability of seven servants. Gold dinner services were often indicated, and Mrs. E.T. Stotesbury pointed to her gold plated plumbing fixtures as a genuine economy. "Saves so much polishing, you know." ⁴

Air conditioning, jewel safes, wine bins, and refrigerators large enough to, contain supplies to entertain immense groups were built in. One even had a marble sunken bathtub. When Cissy Patterson, publisher of the Washington Times Herald travelled, her butler carried with him seven complete and different sets of slip covers for every piece of furniture in the car. Mrs. Patterson liked variety and they were changed every day in the week. She was also devoted to flowers, and florists along the right-of-way were alerted in advance by telegraph and had wagonloads of fresh blooms at strategic stopping places. The flower bill, on occasion, came to \$300 a week.

The private car on the Great Northern Railroad of Louis Hill, son of the Empire Builder and an ardent motorist in the early days of gasoline, contained a garage at one end, available by a ramp and sleeping space for a chauffeur and a mechanic.

Incontestably the most elaborate long-distance private-car safari was that arranged for his family and suite of domestics by Dr. William S. Webb of the Wagner Company in 1889 for the round trip between New York and San Francisco. To this end Dr. Webb, who was in fact a surgeon of some practical experience, assembled an entire private train of four palace cars serviced by no fewer than twenty retainers, not counting train crews and conducted with all the safeguards of a military convoy passing through hostile territory.

Ahead next to the engine there was a combination baggage and sleeping car with accommodation for the Webb servants and the trunks of the entire party. There was also a complete armory, and a surgical dispensary. The remainder of the car contained a bath, a smoking room, with a piano and a liberal wine cellar.

In the next car was the buffet, elegant in its own terms and followed by the nursery car for the three Webb children, two nursemaids, and Mrs. Webb's personal maid.

Finally came Dr. Webb's own car, with master staterooms for the head of the family and the masculine guests. All told there were two chefs and eight porters, as well as the personal domestics of the Webbs, and conductors, brakemen, and crew provided by the railroad themselves.

There is no record of how much the Webb family enjoyed the trip, or the exact cost. A final comment was simply that the trip "had cost a pretty penny."

This kind of development was basically confined in its extremes to the United States, although elegant railway cars did become the province of royalty throughout Europe, and in the United Kingdom.

At the same time advances were made in travel for all classes of ticket holder, and the addition of Pullman cars, serving meals, the addition of sleeping cars, first in dormitory styles and then later in comfortable private cabins, made travel pleasant even for those who could not afford the luxury of their own railway car.

However, the development of these cars required that it be possible for them to be connected to one or another train and carried to specific destinations. This required that a similarity of gauge be available on all likely routes. Otherwise the most luxurious car is sidetracked - literally - and can go no further.

It is, however, one of the ironies of rail development in Australia, that the States' disagreements and jealousies had the results they finally did. It was recognised that rail development and the provision of rail link with the major cities would be of incredible value to the country,

and to the economy of the developing agricultural and manufacturing industries. But the wisdom of linking the country by rail was overshadowed by state loyalties, by ego and by lack of co-operation. This centered around the question of gauge.

Gauge refers to the distance between the two tracks. Over the years various gauges were developed. Generally governments opted for one or another, and construction throughout a country was established along the set lines. The advantages are obvious. Gauge sizes not only affect the laying of the track, but also the rolling stock, as it must be designed to fit the specific gauge. So an engine which is built to run on a standard gauge (4ft. 8.5 inches) will not be usable on a track which is wide gauge (5ft. 6 inches) or a narrow gauge (3ft. 6 inches). This applies not only to engines, but to all rolling stock...rail cars of all classes, sleeping and dining cars, freight cars, etc.

It is best at this point to review gauges and their use: standard gauge (4ft. 8.5 inches) is used in Great Britain, North America including Mexico, Europe (except in Spain, Portugal, Finland and the U.S.S.R.), North Africa, the Near Eastern countries, China, Korea and New South Wales. It is also used in a few places in Japan, Western Victoria and Victoria.

Wide gauge (5ft. 6 inches), is used in India, Pakistan, Ceylon, Spain, Portugal, Argentina and Chile.

Another wide gauge (5ft. 3 inches) is used in Ireland, South Australia, Victoria and Brazil.

But sub-standard gauge (3ft. 6 inches) is used in Queensland, parts of South and West Australia, Tasmania, New Zealand, South Africa, Rhodesia, Malawi, Nigeria, Sudan, Indonesia, and some lines in Norway and Sweden.

Looking at these examples it will be seen that some logic prevails in many areas. By using standard gauge throughout North America, Canada and Mexico it is possible for trains to travel all through these vast areas without having to change engines or passenger cars. The efficiency and convenience of this is significant.

Similarly most of Europe, most of Africa, most of India and S.E. Asia, and the rest of the world can be travelled without running into gauge problems. This means the most efficient use possible of engines and rolling stock.

But if we review our list then we see almost immediately a serious problem within Australia.

Australia has three different gauges. Of its 25,000 miles or more nearly half is 3 foot 6 inch gauge and the remainder is almost equally divided between 4 foot 8.5 inch and 5 foot 3 inch.

The 5ft. 3 inch gauge was the result of employing an Irish engineer, F.W. Shields: the 3ft. 6 inch gauge was adopted as an economy measure and plans to unify the system and bring some type of coherency to the Australian railroad system have been under discussion since 1897.

After a great deal of political debate about the annoying problems of having to disembark passengers at state borders and transfer them to different rolling stock it was finally resolved that for two major runs... Melbourne to Sydney, and the long trek across the Nullarbor, changes and compromises would be made. It is possible for passengers to make these trips in relative comfort.

However, the comfort of passengers is not the only problem the gauge differences have created. The cost of updating and maintaining rolling stock is considerable. In many countries, and especially in Europe where train travel is considered exceptionally comfortable, the fact that rolling stock can be used all along a particular route means that it is economically possible to have good quality, modern, comfortable trains available. The simple economics of use ensures they will be used enough to pay for themselves.

In Australia the problem is more serious. Much of the rolling stock can only be used for limited distances. This means it is not economical to update and modernize it in keeping with advances elsewhere in the world. The net result is that train travel in Australia can be comfortable, but often is less than a pleasant way to travel a long distance. Aged stock, in disrepair, which is losing money for the railways does not attract customers, and so the vicious circle of decline continues.

The railways do try to improve their services, and have followed many innovations which have been successful in Europe. One of these successful innovations is the development of the Eurailpass.

A Eurailpass is issued to overseas visitors for a specified period of time at a set cost. During that time period the holder of the pass can use it to travel throughout the rail system as much as he or she wishes. European trains usually have dining facilities, and for an extra sum a sleeping cabin can be arranged. The modern TransEuropean Express trains offer first class service, and in many cases train travel is much more convenient than air travel. Because airports are a relatively new phenomenon in many European cities it has been necessary to build them some distance from the main city areas. It is not uncommon for it to take longer to reach the airport than it would be to take the train from starting point to final destination. So, by creating pleasant stations,

providing money exchanges, booking and accommodation facilities, food and beverage outlets, and luxurious trains, many people prefer travel by train, especially in Europe. To quote from an article in the Chicago Tribune, in April, 1980, entitled "Overnight Trains in Europe Save Money."

One of the great pleasures of travel in Europe is awakening in a brand new city, yawning, stretching, peeking expectantly out the train window, and feeling vigorous and adventurous after a good night's sleep.

Europe's better trains offer independent travellers a worthwhile savings in vacation time and dollars usually spent on sleeping in hotel rooms. The international express trains weave an overnight web through the 17 Western European countries. These renowned trains, pulling long strings of first - and second-class coaches, sleeping cars, and couchettes cater to corporate bigwigs and impoverished students.

The most complete sleeping car accommodations on trains are designed for the expense account crowd (mostly business travellers) but couchettes (the usual family choice) give good value for the money. These mini-dormitories having four or six bunks are usually the best buys of overnight train travel. First class passengers in couchettes sleep two to a side while holders of second class tickets sleep in three to a side couchette carriages. The cost of the lodging is \$9 in both classes.

A Eurailpass can be purchased outside of Europe and can be used on all trains within the European Economic Community, with the exception of Britain, although a Britrail pass is also available.

The pass, purchased in Australia through Thomas Cook and Son agents (or through any travel agent) is good for between 15 days and three months, depending on the specific pass selected. It is also available in a cheaper form - the Eurail Youthpass, which provides similar travel benefits, but for second class travel rather than first class.

To quote from the standard Eurailpass booklet:

With a Eurailpass or a Eurail Youthpass and the many fast and comfortable trains that crisscross Europe from the northern reaches of Lapland to the southern tip of Italy or from the rugged shores of Brittany deep into the heart of Europe, there is no easier way to see the many wonders Europe has to offer. Through wide picture windows, the sights and sounds of Europe, rich in art and history, will unfold before your very eyes...And during this magnificent show, chances are that several Europeans on their vacation or on a business trip will be sitting next to you, sharing the same experience. You will be amazed at how conducive European trains can be to facilitate new acquaintances or to start new friendships, no matter how much or how little you speak a foreign language.. 5

Basically a Eurailpass is a single, plastic-encased card that entitles you to unlimited first class travel by rail throughout fifteen countries of Continental Europe, all paid for in advance. You have unlimited mileage and no restrictions about directions, number of stops, etc. In addition it covers certain tourist railways, some ferry crossings, some connected bus lines, steamer crossings in specified areas and other related services.

Other countries offer programmes similar to the Eurailpass, and the Amtrak service in the United States is in the process of trying to improve its image for slow, untidy and rather poor service. American trains lost a lot of popularity when the appeal of automobiles and the speed of airplanes took popular preference away from the train. Trains were noted as only marginally cheaper than airplanes; much slower, and without much of the comfort of air travel. In addition, problems with financial profitability meant that many passenger services were cancelled, cut back, or modified, mostly to ill effect.

The trend back to train travel began with the increase in petrol prices, and it was also the time for major reorganization of troubled rail systems throughout the U.S.A. Today Amtrak is attempting to re-build its image with newer rolling stock, improvements in meals and facilities, and more efficient schedules. While still not a popular means of travel for foreign visitors, the train is regaining some appeal for domestic holiday travellers.

In Canada, also, the train has become increasingly popular. However, train service in Canada, especially on the trans-Canada run noted for its fantastic scenery, was generally of a higher standard than that of the U.S.A. The trans-Canada run, particularly through the Rocky Mountains is an extremely popular trip and the wide-open domed ceiling on the cars provides an excellent opportunity to see the snow covered mountains

in their full glory.

A Britrail Pass is also available for travellers to the United Kingdom. The pass is similar to a Eurailpass and covers the British Rail network the "length and breadth of Great Britain, the lochs and mountains in the Scottish Highlands, the beaches of Devon and Cornwall, the romantic appeal of Stratford-on-Avon, and the historic areas of Canterbury, York and Edinburgh."⁵

Britrail passes may be used between all British Rail stations, on certain lake steamers and on Sealink ferries to the Isle of Wight. The passes are available for 8, 15, 22 days or one month. As with a Eurailpass, the Britrail Pass must be purchased before leaving Australia.

Similar passes are available to visitors to Australia. The Australpass, which is marketed by the Railways of Australia provide overseas visitors with unlimited First Class travel around Australia. Passes vary from a 14 day pass (cost in 1980, \$200) up to passes for three months. Again, similar regulations apply.

Rail travel today, throughout the world, is still a major means of transport.

In Europe the convenience of intercity and intercountry rail travel is that it usually takes the traveller from the central point of one city to the central point of the destination...without the time-consuming travel back and forth to frequently distant airports. The trains are popular, the Trans European Express trains are modern, luxurious and pleasant, and the business traveller is as often seen on the train as on an airplane.

Travel in Third World countries is still heavily dependent on the train. First class travel by train in countries like India is an experience in luxury, with comfortable, air-conditioned coaches and full services. On the other hand, the bulk of travellers in these countries are using second, third, or sometimes fourth class accommodation, often little more than box cars with benches along the sides.

Rail travel in areas like South America and Africa can still be full of "atmosphere" with first class travel filled with luxury and travel in third class bringing a tourist face to face with the locals, and frequently the locals' possessions and livestock.

Rail travel through Russia, on the Trans-Siberian Express, is still considered one of the "last great adventures," although the traveller may not expect the opulent size and decor of the coaches (Russian trains use a much larger gauge and consequently the carriages are much larger). The

arrangements for food, and the allocation of sleeping berths, which is done on a regular booking basis, irregardless of sex, and the time involved in the journey mean that, depending on the gregariousness of the traveller the trip is either an exciting chance to "meet the locals" or a long journey, fraught with difficulties.

Speed and trains have always been romantically intertwined. Races between trains and horses probably started it, but the development of newer and better engines meant the chance to reach greater and greater speeds could not be resisted.

The progress made along this line by the Japanese is most remarkable. Japan's Tokaido Express runs along at 125 miles per hour, with passengers relaxing in comfort while the train, computer controlled to a large extent, runs smoothly between Tokyo and Osaka. The new Sanyo line, which will extend the Tokaido line beyond Osaka to Hakata will be similarly computer controlled and will operate at average speeds of 155 miles per hour.

To discuss trains without discussing some train and railroad records would be very amiss. Railroad lore is extensive, and even the Guinness people have issued a book of records specifically on the Railroads.

Railroad lovers have restored steam trains and run tourist trains (like Puffing Billy outside of Melbourne). They operate museums all over the world, they build model trains and model rails of great detail, and, of course, they collect the facts and figures that have made railroads so fascinating since the early 1800's.

Here are just a few, including some Australian records: (All are from the Guinness Book of Railroad Records).

The highest station and Junction in the world - at 15,610 feet is Ticlio on the Central Railway of Peru, opened in 1904. From here the Morococha Branch leaves the main line and climbs to 15,848 feet, the world's highest railway summit.

The world's largest station - Grand Central Terminal in New York City, U.S.A. It has 44 platforms all below ground, on two levels, with 41 tracks on the upper and twenty-six on the lower, and covers 48 acres. It was built in 1903-1913. It is used by 550 trains and 180,000 people daily.

The largest steel arch span in the world is the Sydney Harbour Bridge in Australia, with a main span of 1,650 feet. It was opened on 19th March, 1932 and carries four tracks, a 57 ft. road and two 10 foot footways at a height of 170 feet. Its total length is 3,770 ft.

The longest railway in the world - the Trans Siberian from Moscow to Vladivostock - 5,801 miles.

The world's longest straight stretch - on the standard gauge Transcontinental Railway in the Commonwealth of Australia, 297 miles across the Nullarbor Plain. (Second longest is the Buenos Aires and Pacific Railway in Argentina, which is dead straight for 205 miles),

And finally,

The Station with the longest name, was in Wales. It is not being used any longer, and the Welsh name, translated, means "Mary's church by the white hazel pool near the fierce whirlpool with the church of Tysilio by the red cave." The name on the station ticket reads:

Llanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogoch.

The Tourists are Coming!

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CHAPTER 2

RAILWAYS

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CHAPTER 3

AUTOMOBILE AND COACH TRAVEL

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The development of the automobile and the coach (bus) can be directly related to two phases of development. First there was the development of horse-drawn vehicles, some of which were designed for carrying small numbers of passengers in relative comfort, and the development of larger vehicles, also horse-drawn, that would provide basic transport - with less comfort - to groups of people....these were primitive buses.

Some early buses had tracks and were very similar to the very early horse-drawn trains. The major difference was in the type of track which was used and the destination. Trains went between towns, and horse-drawn buses confined themselves to travel within the cities.

Even after steam engines were popular on trains they were frowned upon by bus operators, and most continued to be horse-drawn. Both regular and double-decker buses were common by the mid-1800's.

It is believed that the first proper sight-seeing bus (also horse-drawn, of course) was used in New York City, to show people the sights and drive them around Prospect Park in Brooklyn.

2

In the later 1800's and early 1900's, however the development of the engine powered automobile, and subsequently the development of the engine driven bus began in earnest.

Certainly the automobile was considered a toy when it was first invented, and it was an expensive toy, at that, requiring much maintenance, and plenty of care. When only horse-drawn vehicles were popular, not much attention needed to be given to roads, as the horses could manage just about anything, but the development of cars, and their popularity with those people in influence, meant that attention began to be paid to making roads which could be used in any weather, and throughout the year.

By 1900 driving had become a talked about, and controversial, hobby, especially for the professional man.

Physicians warned early motorists of the dangers of driving, and concentrated on the ill effects of the poisonous fumes, the inherent dangers of the cold air currents, and in the summertime the terrible dust and problems of insects, etc. And, of course, as with the development of the train, there was concern expressed for the dangers in travelling at excessive speeds and the effects such speeds could have on the heart and lungs.

A Vermont (U.S.A.) Physician, Dr. Nelson Jackson, motored from San Francisco, to New York in 1903, and was the first non-professional driver to make the American trans-continental journey. The trip took a total of sixty-three days, and while he had only one flat tyre during the trip he spent a total of nineteen days waiting for parts and spares.

But the popularity of the automobile and the bus owe a great deal to one particular individual and one particular motor car: Henry Ford and his incredible Model T Ford.

Nothing took automobile travel from the category of "rich man's plaything" to "practical transport" more than the Model T. Many books, articles, songs and plays have been written on the importance of the Model T.

The best way to show the impact of the Model T, and to give a feeling about what it was like to own and drive one, is to quote at some length from an article by Ralph Stien in the book, Man & Motor, the 20th Century Love Affair:

Of all the automobiles ever built, none did more to change the world than Henry Ford's Tin Lizzie.

Its life span almost exactly parallels that of Henry Royce's Silver Ghost - from 1908 to 1927 - but while only a few thousand Rolls-Royces were made in those nineteen years, 15,456,868 Model T Fords rattled their way off the assembly lines. On one busy day, October 31, 1925, an amazing 9,109 were built. Between 1917 and 1927 Ford made half the cars produced in the United States.

Like a million other farm boys of the 1880's Henry Ford was crazy about mechanisms. At first he tinkered with clocks and watches, but by early Nineties, when he had a job with the Detroit Edison Company, he was desperately involved with an automobile. In 1896 he finally got it running.

This brakeless, reverseless, two-cylinder buckboard wasn't much of a machine compared to the fairly sophisticated automobiles already running in Europe, but it was good enough to get some friends of Ford's to advance him a little money to go on experimenting. By 1899 he had built a much better machine, quit his job with the electric light company and become superintendent of the Detroit Automobile Company, one of the myriad little outfits rushing into the car business.

Ford already had his mind on a cheap car almost anyone could afford, but he wasn't the boss, and the Detroit Automobile Company went under

trying to sell the few dull and expensive machines it succeeded in building.

Now, to make his name known, Ford began to build racing cars. With spectacular success he beat the great Alexander Malcolmson, a Detroit coal dealer, in 1902, and then as a corporation in 1903. (sic) In the five years or so until he hit the jackpot with the Model T, Ford brought out a series of fairly successful light cars, and, at the insistence of his partners, one fancy lemon, the Model K. This was not at all the sort of machine Henry wanted to manufacture. It was big, it had a fuel-hungry six-cylinder engine, and it was expensive. Even at the high price of \$2,800 the company lost money on it. Further, it had a too-flimsy planetary transmission, which was most likely Ford's fault (he just loved planetaries and later put one in the Model T.)

By 1906, Ford was building the Model N and was approaching his ideal of "the universal car," as he called it. This Model N was the direct ancestor of the T - it even looked like a T in the shape of its radiator and its transverse front spring.

But although thousands of N's and its deluxe versions, the Models R and S, were sold at quite low prices (the N cost a mere \$600), they had not acquired that stamp of pure genius which was to make Ford the best known car name in the world.

On October 1, 1908, the most maligned and the most praised, the most reliable and the most cantankerous, the ugliest and the most functional of all cars was born, the Model T.

It was about as beautiful as a kitchen coal-store precariously balanced on the cat's cradle of springs and rods above four impossibly skinny wheels. Its huge top, which ballooned aloft over the passengers, may have offered protection from the elements, but it looked monstrous.

Contrary to that oft-quoted remark of Henry Ford's: "They can have any colour they like as long as it's black" (which he very likely never said), the early Ford T touring cars were dark green with red striping. There were even very early T's with red bodies!

But looks meant little to tough old Henry. When someone asked him how far behind the front seats the back seats were to be placed, he said: "Far enough for a farmer to get his milk cans on the floor." And with the farmer in mind again, the T was hardly more complicated than a plough. Bailing wire, pliers and a screwdriver could keep one going, and in later years you could buy parts for Ford T's in the (five and dime variety) stores.

With all its simplicity, the Model T was full of innovations: Its 2.9-litre, 22 h.p., four cylinder engine was cast in one piece, but it had a detachable cylinder head in a day when such a convenience was unheard ofMost manufacturers fought shy of having to make a watertight, gas-tight joint at such a crucial point in their engines.

The narrow chassis sat on traverse springs fore and aft which made for steering of phenomenal lock - a T could turn on an Indian-head penny.

The driver sat on the left where he belonged in a right-side-of-the-road country. The early Autocar was first with the notion, but Ford made it stick. In a few years most U.S. car builders had followed suit.

The Model T made its own electricity from a magneto built into the flywheel...The English Lanchester had a similar magneto and might well have given Ford the idea.

The engine, clutch, transmission, flywheel, and universal joint all shared a common oil chamber: when you poured oil into the crankcase, every part was certain to get some.

...(The Model T was an excellent car, but had its share of peculiarities in terms of control and driving)...Its two speeds and reverse were controlled by means of three foot pedals, which tightened the brake hands of the planetary transmission and that of the footbrake inside the gearbox. A hand lever operated the tiny brakes on the rear wheels. There was no accelerator. To vary the engine speed you diddled with the lever on the steering column, where also lived the spark control lever. Once the engine was started - until 1919, by hand cranking - you pressed the left-hand pedal half way down, which put the gears in neutral. Then you released the hand-brake, which had kept the gears in neutral, while you cranked. To get moving, you tramped all the way down on the same left-hand pedal, meanwhile opening the hand throttle. You were now in low. At about eight miles per hour you eased the throttle a bit and took your foot right off the pedal. With a neck-snapping bound and a mournful howl from the transmission the car catapulted ahead. You were now in high in which speed you could do 40 m.p.h. if all was well with the engine.

If you wanted to back up, you pushed the left pedal down again halfway, into neutral, and trod on the middle pedal. You could if you liked use this middle pedal as a brake. Being able to bound back and forth like a ball on elastic was one of youth's joys in a Model T.

To stop you tramped on everything. It didn't matter which two pedals your feet hit.

T drivers became expert at driving rearwards, for even in low, due to chronically worn bands, smallish hills were sometimes unclimbable. Undaunted, drivers went up backwards. But there was another reason for being a virtuoso in reverse. The fuel tank was under the front seat and fed the carburettor by gravity. With a near-empty tank on a hill the petrol was unable to climb up to the carburettor. Going up backwards raised the tank above the carburettor.

With all its little foibles, the T was nearly unbreakable, mostly because it was made of superlative materials, better than many of the more expensive machines of its day. In 1905 Henry Ford was at a speed trial on a Florida beach when a French car wrecked itself. Impressed by its stamina before the debacle he quietly put a bit of metal from its engine in his pocket. Back in Detroit, Ford had a metallurgist analyse the fragment and discovered that it was chrome-vanadium steel. From then on every Ford car had some of this steel in its construction, made in a small steel mill built by Ford.

As the farmers realised that here, at last, was a cheap reliable machine to lift them out of the mud, to set them free from the horse, and

to end their isolation, production zoomed and prices went down.

In 1909, when the first T's reached their owners, the price was \$850. By 1912 the price was \$600, by 1918, \$450, and in 1924 it reached its all-time low of \$290. Just before it went out of production in 1926 it cost \$380. By then it had electric starting and lighting and detachable wire wheels with balloon tyres.

Of course it was mass production that made these incredibly low prices possible. And although Ford had certainly not invented mass production, he was the first to use it on such a colossal scale. In August 1913 it took twelve and half man hours to build a chassis, but as the technique of the assembly line was perfected the time dropped. By December 1913, it was two hours and thirty-eight minutes. After that the factory remained silent on how few man-hours it took to whip out a Tin Lizzie.

Although the Model T gave way to the Model A in 1927, it still lives on. For it is the most popular (especially the brass radiated, wooden-dashboard example for pre-1915) of all the machines treasured by antique car collectors.

In 1914 an American named Earl Wickman started taking people to work in his truck which he eventually converted to a bus. He charged them

fifteen cents for a four mile trip. It was a success and later he formed a company and called it the Grayhound Lines. In 1928 he offered a cross country trip from Los Angeles to New York, 3,433 miles. It took five days and fourteen hours straight through, and was apparently not a comfortable experience, but did give people the chance to travel efficiently and cheaply.

The popularity of the automobile for travel was a very logical development. Travel by family car had appeal because it was convenient, cheap, and comfortable. The car was usually big enough for the family and the equipment needed for the holiday, and it meant the entire family could travel for the same transport costs as one family member. In addition it gave families flexibility....they could stop as often as they wished, so children did not feel trapped. They could visit as many places and sights along the way as they wished and they could plan the travel schedule according to their own preferences and tastes.... leave early, leave late, take frequent stops, drive non-stop, travel during the day, travel at night....any and all combinations were possible. For the traveller on a budget the idea of sleeping in the car, or of bringing a tent along was a natural development, and in succeeding years the campervan and the caravan to be towed along became popular.

Since the majority of families were able to afford a car, it meant the majority of families were able to afford at least short vacations and holidays.

The family car rapidly became the most popular form of holiday transport, and it remains so today. The family car is the major source of transport for eighty percent of all holidays.

Buses developed along several lines. Today the term bus is generally associated with short-haul city travel and refers to municipally-operated mass transport systems used by people to get back and forth to work, and to travel short distances within the city. The bus plays an important part in city transport networks, and carries workers to their offices, children to school and shoppers to the markets.

For long distance travel, however, the usual term is "coach" which means a vehicle, usually designed with more comfort and convenience for the passengers and used for longer distances and cross country travel and touring.

The difference between a "bus" and a "coach" therefore, centres around the quality of the vehicle, and the purpose to which it is used.

Buses are also used in some long distance runs, and are popular with people on a very limited budget who need to travel distances, on regular scheduled services, but not with the degree of comfort that modern coaches can provide.

Buses, as such, were a very popular form of both long and short-distance transport during the late 1920's and especially during the depression years of the 1930's.

Coaches today, used by operators of regularly scheduled services as well as those operated by tour companies, can be elegant indeed. Some have layouts very similar to that of an airplane, with individual control panels for lights, hostess-call buttons, air-conditioner controls, etc. Most long distance coach vehicles have washrooms on board, and some of the long distance camping tour coaches have additional facilities which include full kitchens, showers, and other amenities.

The convenience and comfort of the family car, naturally, made it popular, as we have already stated. However the outlook for the family car as a holiday transport vehicle is not nearly so bright. The family car will continue to be used, however it must be accepted that the future of the automobile itself is under threat.

Since the second world war the federal and state governments in most countries have co-operated to develop good road networks and efficient highway connections. It is possible to drive the length of the United States, from San Francisco to New York on a network of super-highways, with regular turnoffs for lodging, food, fuel and repairs. The recent completion of the Eyre Highway has meant that people can

travel from Melbourne to Perth on made roads, with a similar network of motels, restaurants, petrol stations and other facilities available at regular intervals. Similar trips can be made in Canada and the U.K.

Even in Europe such exclusive areas as the Riviera are now dotted with camp sites and trailer parks for the motor traveller on a budget.

In fifty years the motor car in the industrialized world has virtually come full circle. More people wanting to travel by automobile call for more highways, more highways encourage more automobiles and more auto travel, thereby clogging arteries and requiring more new highways.

The problems of overcrowding, of pollution (one has only to see Los Angeles on a day of typical smog to appreciate the significance of the smog problem) have meant that the industrialized world has come to develop a love-hate relationship with its automobiles.

Where once governments and industries were attempting to encourage families to own and use automobiles, today increasing emphasis is being put on people to become less dependent on their automobiles.

The "life be in it campaign" urges us to leave the family car in the driveway and walk to the shops if possible. The government campaigns

urge us to form car pools to save on energy, and to eliminate crowding in parking lots and to ease congestion on the highways. Transport groups urge us to leave the automobile at home completely and take the train and bus into work, and for shopping.

The general fears concerning the supply of oil and the cost of oil, petrol and related products, has created a new awareness of the family car and its place in society. Holiday makers are urged to try other forms of transport, and package deals which include the use of airplanes to get a traveller to his destination, are sweetened by offering a hire car at the other end, to ensure that the holidaymaker still has a certain element of freedom.

The popularity of such packages is increasing, as is the popularity of using mass transportation.

The popularity of the coach tour is also increasing significantly both in Australia and overseas. Using equipment which has comfort and luxury unheard of even ten or fifteen years ago, operators are finding increasing popularity in the marketplace for organized coach tours.

To quote from an article which appeared in the Chicago Tribune on March 16, 1980, entitled "How to beat higher costs in Europe":

Economists are predicting that in the third quarter of this year - the height of the European tourist season - the U.S. dollar will be at its lowest value of the year abroad.

So prospective vacationers to Europe are turning increasingly to low-cost package tours. For many that means bus, or to use the travel industry's more dignified term, "motor coach" tours.

The prices of some such tours are astoundingly low...But economical as they are, motor coach tours are not for everyone.

Last May I joined the final week of a 17-day tour of the continent to weigh the pros and cons. Here's what I discovered.

As one who usually opts for "potluck" travel arrangements even if it means, as it once did, not finding a hotel room and having to spend the night on a baggage cart in a French railway station, I found motor coaching a delight.

Hotel rooms were always ready and waiting, dinner reservations were perpetually made, language problems were non-existent, and if a bag was lost, there was always Jerry, our genial, multilingual courier, to scurry around after it.

...All 37 people in the group spoke English. Most were middle-aged, but there were two young couples and three college students.

New Zealanders and Australians made up the majority. There were also four Americans, four Britons, two Canadians, two Chinese and three Indonesians.

Over dinner at the Hotel Agip near Rome, where I joined the group, those at my table agreed that the first ten days had been "jolly good."

And yes, a coach tour seemed the perfect way to see Europe, for the first time.

"Of course if I came again, I might stay a week here and a week there, said a retired lawyer from Auckland, "But this way I get the lay of the land."

For the widow from Sydney travelling on her own, coaching was ideal. "I started out alone," she said, "but now I have a bus load of friends."

...The next morning after our continental breakfast of rolls and coffee, we climbed aboard our luxury coach for a sightseeing tour of Rome. As we glided down the Via Gregorio VII toward the Porta

Cavallaggeri, I sat back in armchair comfort soaking up the beauty of Rome, but immune to its infamous traffic.

"This is the lazy way, eh?" said the New Zealander across the aisle.

...One big advantage of the coach tour is that you get to see a lot in a short time. But in choosing your tour, remember that the more area you try to cover, the more time you will have to sit in your comfortable, albeit confining, motor coach.³

Travel by coach can also take the form of travelling on the regularly scheduled long distance coaches. In Australia and the U.S.A. a pass system is available, similar to the Eurailpass previously discussed in the chapter on train travel.

In Australia the coach pass is operated by two companies, Ansett Pioneer and Greyhound.

To quote the terms from the Ansett Pioneer "Aussiepass" brochure: "Aussiepass is a new idea in coach travel. It comes to you from Ansett Pioneer, Australia's great national coachline.

For only \$ 330, Aussiepass offers you unlimited miles of travel over a 35 day period. Or for \$420 you can purchase the 2 months unlimited travel pass. You travel on Ansett Pioneer Express coaches or Ansett Pioneer nominated coachlines. ...Aussiepass offers you other benefits, too. With an Aussiepass in your hand, you can get 10% discounts on selected accommodation, car rental, and Ansett Pioneer sightseeing tours."

In addition to the distance coach operators there are a number of operators who run organised package tours to various Australian destinations. The major operators are Ansett Pioneer, Australian Pacific, Greyhound, AAT (Australian Accommodation and Tours, a subsidiary of Trans Australian Airlines), Bill King's Safaris, and Centralian Staff.

The competition among these operators is intense. Some operate a wide range of tours, catering to most age brackets, and with a wide variety of accommodation styles and inclusive costs. Others are specialists, concentrating on the adventure market with safari type tours, on the youth market, with camping tours, or on the "blue rinse set" with tours designed to appeal mainly to older travellers.

The outlook for coach travel in Australia is good, and the optimism is indicated in the fairly extensive investment coach operators are prepared to make in their equipment, and in planning new tours. Some of this optimism is certainly due to the changing market in terms

of the use of the family car and petrol prices for the individual traveller.

To look more closely at these trends Travelweek Newspaper, in its issue of September 8 - 21, 1980, ran the following item on coach operators, under the title "A Good Year for Coach Tour Operators:"

It's been a good year for Australian coach tour operators - and the coming 12 months look like being even better. That's the overall impression gained from talking to some of the leading operators in this field.

All report big increases in business for the past financial year and all forecast further growth for 1980-1981. The rising cost of fuel is most often produced as the main reason for this happy situation.

Ansett-Pioneer has seen a growth in the year to June 30 of 18.9% on the express services, 10.7 percent on tours and more than 20 percent on sightseeing.

The company's national marketing manager, Brian Milnes, says that the "future can only look good."

The main changes are likely to be in the form of continual upgrading and quality control of the existing product and perhaps the provision of more flexibility by way of modules and add-ons.

This is the philosophy being followed by Australian Accommodation and Tours (AAT).

"We are looking more and more at putting modules on the market," said product development manager John Peel. Inter-city travel is new for AAT, and we expect to see a resurgence of this. We are looking at developing this further to provide more options and capacity."

Peel said that long haul destinations such as Queensland and Alice Springs had experienced big growth as a result of a switch from private car travel.

"Our Central Australian business is up 30 percent from an already sizeable base, and we have consolidated our Queensland operation with a 20 percent growth," said Peel.

...The past year has also been exceedingly good as far as Centralian Staff is concerned.

According to managing director, Max Whitehead, it has achieved a growth rate of 30 percent over the previous year. This year it is budgeting for a 12 percent increase - "and that's being conservative," said Whitehead.

He attributes some of the growth to "agents becoming more domestic travel oriented and to the big campaign of Take 7 and Top 40 holidays conducted by TAA and Ansett Airlines..."

The equipment used by the operators is expensive, and the competition to make sure that each coach operator has something outstanding to offer has meant that millions of dollars are invested in coach purchases. Australian Pacific Tours, operators of tours in all states of Australia and an extensive programme in New Zealand, as well, have more than 50 first class coaches, worth more than \$7 million.

Average prices run about \$150,000 per coach, and equipment varies depending on whether the coach is to be used for the demanding and destructive outback tours, or the less destructive eastern coastal operations.

Standard equipment in most coaches, however is adjustable seats, AM/FM stereo radio, washroom, refrigerators, air conditioning, and overhead lights.

This does not, however, mean that coach travel is growing without any problems or difficulties whatsoever. In many cases coach travel has to overcome an image problem. The old buses which used to be used, especially during the depression period of the 30's created an image of coach travel which left a lot to be desired. Uncomfortable, without facilities, often unkept, buses had a poor image, one that today's coach operator must overcome.

Additionally, there had been traditional problems - actually rivalry - between the coach operators, particularly long distance scheduled service operators - and the state governments who support the railways. These problems are still with us today, and relate to carrying passengers intra-state. To quote from a Travelweek article,

"The Victorian and New South Wales governments, through regulations aimed at protecting their loss-making railway systems, are preventing their citizens from using express coach services.

The express coach companies may not carry passengers between intra-state points, although, they say, this would save fuel and is a service being sought particularly by people in remote country areas.

They also say permitting the express coach companies to take up and put down intra-state passengers would result in little, if any, dilution of railway revenues.

Greyhound's Roland Berger said, "The most severe limitation on the development of modern, well-equipped express coach networks in Australia are the Victorian and N.S.W. intra-state prohibitions. The figures show 84 percent of all travel on journeys of 100 kilometres or more in non-metropolitan areas is intra-state. There would be significant fuel savings, and great convenience to the public, if the express coaches could service such traffic on their routes.

But in N.S.W. and Victoria, accounting for 56 - 58 percent of the country's population, the Governments deny their people access to a service we are willing to provide."

Coach operations, however, because they link in well with many types of organized touring, especially air travel to destinations combined with coach tours at specific points, seem to be in a strong growth position. The confidence of coach tour operators in most countries, particularly Australia, the U.S.A., Britain and Europe would indicate that future growth patterns will be high.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 3

AUTOMOBILE AND COACH TRAVEL

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The Tourists are Coming!

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CHAPTER 4

SHIPS

CHAPTER 4

SHIPS

Sea travel is not merely a form of transport - it is a way of life. To discuss ships is to write volumes, not pages, and to attempt to cover the history of sea travel in less than a few hundred thousand words is to fail to do proper justice to the topic. Consequently this section will offer only the barest, shortest description of sea travel, and relate it directly to the tourism market.

Needless to say, tourism was not a major factor in the development of sea travel. Trade, political conquest, defence...all of these were primary factors. Man set out to sea as soon as he found that wood, reeds, and bits of trees put together would float.

Most discussions on sea travel for the purposes of tourism begin their accounts in the mid 1800's...the same time the "iron horse" had become popular. More diligent historians have concluded that the first tourist cruise from England took place in 1536. According to Samuel Elliot Morison, a London merchant named Richard Hoare chartered two vessels to sail to Newfoundland for the dual purpose of catching codfish and also to act as a pleasure cruise...an intriguing combination. Sixty

signed up, but the tour was definitely not a success. Shortly after leaving the British Isles one ship was lost, and although the other reached its destination, the passengers endured incredible hardships, of which only one was near-starvation, and when the few survivors eventually arrived back it is unlikely they considered they had had much of a "pleasure cruise."

Sea travel for adventure, of course, goes back to Roman times and before, and we know that pleasure cruises - were run down the Nile. There was much pleasure travel during the early ages, and sea adventures were among the most popular reading. Although geography was in many cases uncertain, and a flat earth theory was held in the earliest times of sea travel, the challenge of seeing what lay beyond the horizon appealed to many adventures.

Sea travel holds special importance for Australia as it represented the only means of transport to the Island Continent for so many centuries. When settlers, travellers, merchants and convicts were making their way to Australia sea travel was, certainly, an experience to remember. Australia's settlers were sea-going people, and many of her first government officials were Captains and Navy men of rank.

Travellers contemplating a journey in the 1400's were told to be sure to bring their own cooking pots, drinking vessels, plates and cutlery, their own bed and bedclothes, and, further, it was recommended that in addition to their own food they would be wise to bring their own wine, as water on board ship often became pretty foul as the trip proceeded. Things improved steadily, however, and, depending on how much money a traveller had, by the height of the trans-Atlantic tourist period, a traveller could be treated royally, indeed.

The first cross-Atlantic tourist ships were sailing ships, and they remained popular until the late 1860's when the steamships took over in popularity.

A number of lines, American and British, ran regularly scheduled services from New York to Liverpool and Le Havre.

In these times, how much you had certainly decided how pleasant your trip was. "The wealthier passengers were accommodated in spacious cabins in a long top deck, but less fortunate immigrants were crowded into the dark 'tween decks', where the stench was indescribable. In the 1860's cost of a passage was as much as \$25 a head; in the cabin class a passage cost about \$100 (with wines extra.)"¹

Some of the most glorious days of sea travel took place during the period of the gold rushes in Australia and America. The development of the clipper ships, noted for their beauty and speed became popular for travel of the wealthy, and for the poor traveller, hoping to reach the gold fields in time to find luck.

Probably the most famous account of a voyage from this period would be the much quoted account of Charles Dickens. He sailed for the United States to make a lecture tour, and travelled on a Cunard line ship, the Britannia - the first steamship to offer regular transatlantic service.

He was not pleased.

Here, at some length, is his description of his initial reaction, made all the more interesting because of his references to what, today, we would call false advertising, which the Trade Practices Commission would never permit.

I shall never forget the one-fourth serious and three-fourths comical astonishment, with which, on the morning of the third of January, 1842, I opened the door of, and put my head into, a "state-room" on board the 'Britannia'...

That this state-room had been specially engaged for 'Charles Dickens, Esquire, and Lady,' was rendered sufficiently clear even to my scared intellect by a very small manuscript, announcing the fact, which was pinned on a very flat quilt, covering a very thin mattress, spread like a surgical plaster

on a most inaccessible shelf. But that this was the state-room concerning with Charles Dickens, Esquire, and Lady, had held daily and nightly conferences for at least four months preceding: that this could by any possibility be that small snug chamber of the imagination, which Charles Dickens, Esquire, with the spirit of prophecy strong upon him, had always foretold would contain at least one little sofa, and which his lady, with a modest yet most magnificent sense of its limited dimensions, had from the first opined would not hold more than two enormous portmanteaus in some odd corner out of sight (portmanteaus which could now no more be got in at the door, not to say stowed away, than a giraffe could be persuaded or forced into a flower pot): that this utterly impracticable, thoroughly hopeless, and profoundly preposterous box, had the remotest reference to, or connexion with, those chaste and pretty, not to say gorgeous little bowers sketched by a masterly hand, in the high varnished lithographic plan hanging up in the agent's counting-house in the City of London; that this room of state, in short, could be anything but a pleasant fiction and cheerful jest of the captain's, invented and put in practice for the better relish and enjoyment of the real state-room to be disclosed...And I sat down upon a kind of horsehair slab, or perch of which there were two within; and looked without any expression whatever...at some friends...crushing their faces into all manner of shapes by endeavouring to squeeze them through the small doorway.

We had experienced a pretty smart shock before coming below which...might have prepared us for the worst. The imaginative artist to whom I have already made allusion, has depicted in the same great work, a chamber of almost interminable perspective, furnished...in a style of more than Eastern splendour, and filled, but not inconveniently so, with groups of ladies and gentlemen in the very highest state of enjoyment and vivacity. Before descending into the bowels of the ship we had passed from the deck into a narrow compartment, not unlike a gigantic hearse with windows in the sides, having at the upper end a melancholy stove, at which three or four chilly stewards were warming their hands, while on either side, extending down its whole dreary length was a long, long table, over each of which a rack, fixed to the low roof, and stuck full of drinking-glasses and cruet-stands, hinted dismally at rolling seas and heavy weather...(a friend) recovered himself, however,

and cried, with a ghastly smile..."Ha! the breakfast room, steward - eh?..."the man in reply avowed the blunt, naked truth; "This is the (main) saloon, Sir."²

Only a few years later Thomas Cook, still busily planning new ventures for the British public, organized a cruise around the world. It required four vessels, and was fully booked up. From Liverpool the group went to New York, where they joined the cross-country train to San Francisco. There they boarded another vessel for the trip to Japan. From Yokohama they travelled to Ceylon, then up through the Red Sea to Egypt and on through the Mediterranean, then back to Liverpool.

Or perhaps we should say that it "would" have continued through the Mediterranean to London. The trip had run far behind schedule, and by the time they reach Cairo the travellers had been away for 220 days. Most of them left the ship in Cairo, to get back by other transport as soon as possible.

Another company, American Express, is credited with having the first actual world cruise (using the same ship for the entire trip). They chartered Cunard Lines' Laconia, leaving New York on November 21, 1922 and travelling to Havana, Cuba, through the Panama Canal, on to San Francisco and Hawaii. From there they visited Japan, then mainland China, and Taiwan, Hong Kong, Manila, Indonesia, Singapore, Rangoon (Burma), Calcutta, Colombo, Bombay, then through the Suez Canal. After

visiting Egypt they stopped in Naples, Monaco and Gibraltar. The ship finally docked in New York on March 30, 1923.

The period from 1900 - 1930 saw the height of the cruise market for long distance crossing. ..In the first twenty years of this century more than one million passengers a year made the trans-Atlantic crossing. Of course most of these passengers were immigrants, who paid as little as \$5 per person for the westbound one way passage. "Dreary as these westbound crossings were for those in emigrant class, the shiplines nevertheless made money on each and every booking.

"For the affluent, it was an experience of grace and grandeur. The state-rooms were enormous, there were extra rooms just for the luggage, and even the servants came along for the ride. The deluxe staterooms were like apartments, and the public rooms were even more grand, with wood paneling and oil paintings and leather furniture. The passengers were kept busy with bridge and golf lessons, deck games, lectures and gourmet food...In the evening the ladies and gentlemen dressed in their most formal attire, resplendent in jewels, and dined elegantly surrounded by attentive stewards. Later, the men would retire to the smoking room (where ladies would never dream of trespassing) for cigars, brandy and frank talk.

"During the 1920's it is reported that Wall Street brokers brought their own ticker tape machines abroad, for this was a time of high prosperity. Everyone seemed to have lots of money to travel. To keep ahead of the competition, Cunard line ordered a total of nineteen new vessels between 1921 and 1925."³

But perhaps no one can capture the feeling of what it was like to travel "properly" in their period quite so well as Lucius Beebe.

"The circumstances in which they travelled made a great deal of difference to the well-to-do...They crossed the Atlantic aboard the magnificent vessels of the North German Lloyd, Hamburg American, Cunard, White Star, French Line, Red Star...at a time when twenty pieces of hold luggage were an absolute basic minimum for social survival and when even a gentleman required a wardrobe or innovation trunk in the corridor outside his state-room to hold the four changes of clothes he was expected to make daily on an eight - or nine-day passage.

They went with valets and maids, hatboxes and shoe trunks, jewel cases, and in some fastidious instances, their own personal bed linen. Invalids brought their own doctors and nurses, dog lovers travelled with mastiffs and St. Bernards. Occasional magnificoes or eccentrics brought their own barbers, food faddists carried their special rations...the entourage of a well-placed man and woman might well number half a dozen persons, while there was no limit at all to the number of secretaries and couriers that could be kept usually at hand."⁴

During World War 1 many of the ships had been pressed into action as troop ships, and once again, because of a war, people who might never

had dreamed of trans-Atlantic travel had the chance. Many of these soldiers, while certainly not travelling in such luxury and comfort by any means, discovered this type of travel, and made use of it in later years, revisiting battle sights, and keeping contact with families separated by the war, and for the young war brides, heading off to life in a new country, but hoping to keep ties with the old one.

The luxury, the elegance, the dressing for dinner, the nightly auctions and betting on the ships mileage, all carried out with a grand sense of theatre could not continue indefinitely, however. Those prosperous businessmen who carried their own ticker tape machines with them on board towards the end of the 1920's must have had mixed emotions, reading the stock market news as they travelled in opulence.

For in 1929 the dramatic beginning of the Depression spelt the end of the trans-Atlantic crossing as a social fete. Followers of social tradition say that the loss of the Titanic which went down in April, 1912, with a loss of 1,517 of the 2,000 passengers was the beginning of the loss of interest in true luxury travel, but certainly the Great Depression of 1930's eliminated the need for opulent first class travel. Emphasis was put more and more on the less elegant travellers, and those hoping to escape the universal depression and start over again in a new land.

The depression was closely followed historically by the outbreak of World War II, and again passenger pleasure travel fell off as ships were converted to transport and troop carriers. The dangers from submarine attacks and the need to travel in convoy did not add to the romance of tourism, and during the way this traffic was miniscule.

By the 1900's the great days of the riverboats had passed. Their special times had been during the late 1800's, especially 1870 - 1880. Then they formed an integral part of Australia's trade routes and plied the Murrumbidgee and the Murray, the Darling, and had made famous the port of Echuca. The river systems were connecting with the railheads to provide good shipping and transport links throughout the Southern and Eastern part of the country.

Boats were the best way to take wool, a basic crop, down to the ports for shipping overseas, but railways grew and they had the advantage of being reliable and able to run pretty much to a schedule, not dependent on winter rains, nor hindered by flooding.

Passengers boats were also plying the rivers, and it was a convenient form of transport for the country people and for their crops and the purchases they made in the city.

But again, the railways were encroaching on the passenger ships, promising more regular services, without delays. And so the popularity of the passenger services began to wither.

But more dramatic than the decline of the river vessels in the importance of Australian transport was the decline of the clipper packet in the first few decades of the Twentieth Century.

In Australia's Yesterdays the problem is outlined in some detail:

At the turn of the century "clipper packets" of several lines were still carrying passengers, and cargo, from Melbourne to London, and Jull, the Loch Line, with a fleet of five ships advertised:

Saloon passengers will be supplied with bed, bedding, and table linen, second class passengers will be supplied with all table requirements.

Just as the steamships plying around the Australian coast fought a losing battle with trains and aeroplanes, so the overseas sailing ships which had long dominated the sea lanes to Australia fought a losing battle with steamships. In the later 1890's the tonnage of steamships leaving Australia passed that of sailing ships, and by 1910 there were three times as many steamships as there were sailing ships. Many of these sailing ships, despite the fact that they often had to wait in port for months at a time, still came to Australia in ballast, confident of getting cargo....Sailing ships carried coal from Newcastle to Chile until World War I when much of the world's shrinking fleet of sail was lost to enemy action. The disappearance of sail was also hastened by the opening of the Panama Canal in 1914 and by the substitution of oil fuel for coal.⁴

When World War I broke out the transcontinental railway had not been completed, and steamships once more came into their own. A total of 164 steamships handling accommodation for 16,000 passengers travelled around the Australian coast.

After the war, however, the number of passenger ships was increased, but the success did not remain and by 1938 the available passenger accommodation on coastal ships had dropped to only forty per cent of what it had been before the war.⁵

After World War II we see evidence everywhere of the increasing appeal of the airlines and the decreasing appeal of the shipping passenger market. (Full discussion of the development of the airlines is in the next chapter.)

Watching the decline of the popularity of ship travel for pleasure has a certain amount of sadness...rather like a good idea, but in the wrong place at the wrong time. First came the depression and its severely limiting effect of business. Then came the War and the need to mobilize all sea transport for the war effort, with little room to indulge the fancy of the casual tourist. It might be thought that once the Second World War was over the shipping companies would repaint and refit their ships and look forward, once again, to the glories of yesterday. But it was not to be...a new invention had come along to capture the imagination of the wealthy and adventurous... the airplane.

During the Depression many cruise operators had cancelled their longer cross-ocean plans and attempted to keep their businesses going by instituting shorter cruises, often to nearby ports, and of a much shorter duration. It was felt that getting passengers on board, even if they paid less and were on shorter trips, would be preferable to having no passengers at all.

Additionally, cruising along coastal areas was a lot safer... a ship cruising from New York along to Cuba stood much less chance of attack than one crossing the entire Atlantic.

These cruises helped the shipping lines financial pictures, and although after the war they began promoting their trans-Atlantic and trans-Pacific business once again, they also recognised that this new form of short cruising might be of some economic value...at least in the off-season when trans-Atlantic crossing were cold, rough and often unpleasant.

Certainly development in Australia had paralleled the development taking place elsewhere in the world. Here, too, we had interest and economic involvement with not only the long distance ships, but there was also dependence and involvement with the river boats and the paddle steamers.

But it would be wrong, as many did, to discount the ship as a means of holiday travel. And it is to the credit of the shipping

industry that they were prepared in the face of declining usages and profits after World War II. to take a close look at the market and future potentialities for sea travel.

Certainly sea travel cannot compare with the speed of air travel. On the other hand several factors must be faced...air travel restricts the amount of baggage a traveller can take. It cuts travel time, but does so at the expense of being able to relax and prepare for the transition from one place and activity to another.

There is, and continues to be, a market for people who wish to travel by sea in luxury. The large rooms, freedom to move about, the entertainment facilities, and the relaxed atmosphere tend to make it a travel holiday in itself...have a restful break before you even reach your destination. Earlier experiences of running shorter tours, often off-season during the depression years seemed to continue to point to a new market. Why travel point-to-point when you can have a ship board holiday and the vacation is actually the ship itself.

A further advantage is that the trip can be advertised as inclusive...one price covers all your travel, accommodation, meals, and the entertainment and activities (although there are extra charges for liquor, etc. personal services and of course tipping is a large part of cruise travel). A package can be presented to the traveller which has appeal on a variety of levels.

And so, the major change that has occurred in ship travel is the division between the round the world - long term holiday, often incorporating a certain amount of ground sightseeing, and the short-haul cruise, usually no more than about three weeks, in which getting there is MOST of the fun, and the destinations are interesting and exciting, but certainly not the whole reason for taking the cruise.

A third variation of the two is also available, which represents a clever combination between shipping and airlines...this is the development of cruise/fly packages where a customer may fly to a destination and cruise back (or vice versa). This offers advantages in terms of travel time.

Cruises of longer destinations, usually several months...of which our most popular selling tour in Australia is the Women's Weekly tour (which is not a fly/cruise combination) seems to generally attract the older traveller. These tourists have more free time, and more disposable income (while reasonable when costed fully for the time involved, it is still an expensive holiday, with prices starting at about \$5,000 per person, shared facilities). At the other extreme are the short South Pacific cruises, often promoted directly towards young people, stressing the night life, the sun and swimming, and the chance to meet other young singles.

The popularity of cruises today is mainly the result of two factors ...the promise of an all-in-one vacation with plenty of activities, itineraries which can be either full of activities or concentrating solely on rest and relaxation and the chance to visit many ports of call. All this can be accomplished without a great deal of planning, of switching from aircraft to sightseeing coach, to the ship again, etc. so, the passenger can combine the adventure and excitement of a full programme of activities, without having to worry about arrangements, shifts. It becomes a "home away from home" with a constantly changing environment...and with a fairly set cost structure. The cruise traveller can be assured of full board, activities and entertainment on the ship all at no extra charge...although often it must be cautioned that all on-shore excursions are not necessarily included, and they can add up fairly quickly.

Cruise markets today are generally aimed at people with a limited amount of time, a fairly structured budget and a desire to have an exciting experience. The concept that "getting there is half the fun" is extremely true in cruise travel. In fact the term could be extended to "getting there is virtually all of the fun." The times spent in the various ports of call may be very short, indeed. Sometimes ships dock only for a matter of six to eight hours, but at least the visitor gets the chance to see the major sights, join an organized tour, and still get in some shopping for the local souvenirs.

Therefore, popular cruises today generally last between two days and perhaps three to four weeks. Of course the longer cruises are available, aimed generally at the older market who have more time and money for travel, but the increasing popularity of short cruises has been a major innovation in the cruise business.

It is also possible to book segments of a cruise, joining the ship at one port and leaving another, while the ship continues on to other destinations. And, as mentioned previously, it is also possible to join the ship for the cruise to a set destination, and then fly back home, thus combining the advantages of a longer cruise with the convenient travel back to the destination before the holiday period is over.

In discussing cruising, it is also important to mention another segment of the ship travel market, which will be briefly discussed here - travel on freighter ships. These ships, which are predominantly carrying freight, frequently have facilities for a small number of passengers. Most will take bookings of no more than twelve passengers, and while the facilities in terms of entertainment may not be as broad as on cruise ships, the facilities, the size of staterooms, and the opportunity to meet the crew are much greater.

Because of the limited number of spaces available on freighters it is necessary to book them well in advance...sometimes perhaps a year or more. The advantages are a more relaxed environment, and the state-room are usually very well appointed, with private facilities, and there is usually a formal dining room, a bar and lounge area, deck areas set aside for games, a library and writing room, and in some ships facilities are put in place for a swimming pool. As a rule of thumb the prices are similar to that of cruise ships on similar journeys, but the size of staterooms and the general level of service is much higher.

There are disadvantages, however, in evaluating freighter travel. The group is limited, mainly to older travellers, and young people might find the atmosphere a bit staid. In addition, because the main function and business of the ship is cargo there will be no specific plan which will be completely set. A change in cargo loadings, a dock strike, a chance to get business elsewhere may all affect the actual route the ship takes and the time spent in each port. At one time this gave freighter travel a special appeal...you landed in exotic ports and could rely on three or four days to explore the territory, without being particularly noticeable as tourists. (It is much different to arrive in a port as one of 10 people aboard a freighter, than to arrive as one of 900 tourists who will be there for only one half day, with the local businessmen ready and waiting for the arrivals.)

However, the increased containerization of most cargo trips has changed this picture. Although it is still a comfortable and relaxed way to travel the time spent in ports is often reduced to no more than one day, because of the ease of unloading the containers. So, the chance to spend four or five days wandering around new cities is very limited.

Cargo ship travellers are a cult of their own...and often travel on a regular basis, booking the next trip as soon as they complete the current one. Depending on the shipping line used the facilities may include regular screenings of movies, marathon bridge tournaments, or special functions and parties to bring together passengers and crew. No doctor is required aboard the ship, and it is required that travellers be of good health.

Freighter travel can include short destination hops, and also longer trips, and round-the-world trips. But it must be remembered that specific ports of call cannot be guaranteed.

Cruise ships, therefore, with their larger scale of facilities and entertainment and their set schedules are generally more popular. Cruises vary from ten days (although some have been run as short as two or three days, as were some Sydney-Melbourne cruises promoted a few years ago) to several months.

Another major revolution in the cruise market has been the general trend towards one-class cruising. The old days of the incredible opulence of the first-class travellers and the squalid conditions of the immigrant travellers has long gone. One class ships, in which passengers have access to all the facilities and areas of the ship are currently very common.

These trends, the ideas of shorter cruises which were virtually holidays in themselves and were round trip cruises, the emphasis on one class travel, and the introduction of more planned activities, etc. led to a considerable boom in the cruise market, particularly in the 1960's.

Since 1970's this trend has mushroomed dramatically. Almost 40 vessels have appeared, whose only purpose is to offer cruises. At least 25 of these are brand new ships; the rest have been rebuilt.

Cruise travel is growing at a steady rate, and the general future in the Pacific looks extremely good.

According to the leading operators of cruises in Australia they are not only a popular form of holiday, but good business for the travel agent.

To quote an article in "Traveltrade" printed on August, 19, 1980:

Cruises produced one of the best returns on a sale, boosting profits and staff productivity, Silmar managing director, Ted Blamey told an AFTA convention session (at the 1980 AFTA Conference held in Perth).

A survey of retailers, showed that less than 30 minutes was spent with clients on booking cruises - compared with 45 minutes for an air ticket, and 90 minutes for an individually prepared programme.

Across the board commission of 10 percent boosted productivity further.

With cruising companies averaging annual revenue increases of 21 percent for the past 10 years, the cruise market would continue to grow in the 1990's because it out-competed most other programmes.

Australia's contribution to the annual worldwide cruise sales of \$1.8 billion was more than \$100 million, and above half its annual increase was in passenger volume. Higher yields contributed to much of the balance.

Load factors were equally buoyant in Australia at about an average of 90 percent year round - "outstanding" when compared with IATA's 63 percent, he said.

...He forecasts a steady upward climb in the cost of all land-based holidays, putting some countries beyond the reach of the average Australian. Room rates at major Sydney hotels, he said, rose by around 90 percent in the past three years and airfares by 55 percent but the figure for cruise rates was only 33 percent. Ships used a cheaper fuel than aircraft or cars, could reduce consumption and operate to more finely tuned itineraries.

The future would see clients pressing for a quality product at a reasonable price, with more clients "not interested in the hassles of an overseas air vacation."

...Demand in growth would come from repeat business, already as high as 20 - 50 percent, and greater market penetration. Only 11 percent of the travelling public had been on a cruise.

Cruising is increasing in popularity all over the world, and special programmes are marketed in all regions. Air-sea packages, described briefly previously, have become increasingly important in the last four years, with many ship operators including the flight to the port of embarkation either free, or at a substantially discounted rate.

Air-sea packages are ideal towards taking a segment of a longer cruise. "For example, passengers who do not feel they can take the full 54-day voyage by Prudential Lines" vessels around South America, but would like to sail through the Strait of Magellan, may fly to Buenos Aires, cruise south and through the strait, and leave the vessel at Valparaiso. This is a one week voyage that is well worth the effort. Around the world voyages are also sold in segments.⁶

Having decided that a cruise ship would seem the ideal place for a holiday the next question becomes the selection of the type of ship to travel on, and the specific cruise to take.

Choosing a ship relies on understanding what lines operate in the area, and what ships visit the destinations you wish to visit. Anyone who has travelled can give opinions on types of ships, and their nationalities ...some of the comments may be valid, others often are not. It is said that the service and attention of German and Scandinavian ships is

excellent, they are clean, and the food is excellent. Less complimentary comments are made about some shipping lines from Southern European countries, and, alas the reports about service standard on American flag ships are not always good. Each national line tries to have a little of that nationality rub off in terms of food, drinks, and style of service. Many travellers report wonderful experiences, other come back, swearing long and loud never to travel with a specific line again. The best approach is to find out from people who have travelled with the line before, and to listen to their comments and ask questions. Perhaps the ships with the most varying reputations are the Russian ships where service and variety of cuisine may not always be of the same standard as other ships, but the vodka, caviar and local entertainment are apparently excellent. There is no doubt, however, that a ship has a personality, and it is wise to find out about it before booking a holiday.

Perhaps the two most important things to a cruise passenger are the accommodations and the food available on the cruise. The accommodation depends on the ship, and naturally, the price the traveller is willing to pay. All ships have a detailed cabin plan (See the one on page 24) and the agent can use this plan in helping a customer book a cabin. It is only fair to warn the traveller, however, that cabins are generally small. It is usually pointed out that if you have rented a small cabin below deck, with four or six berths, the less time spent in the cabin, and the

more time spent on deck in the public rooms, etc. the more you will enjoy your journey. But the prices can go right on up the scale and at the upper end of the price range the accommodation can be delightful indeed, with separate sitting room, picture windows, and enough comfort to make staying in your room a real pleasure.

But the facilities are more important than the cabin. (After all, the "action" is on deck with water sports, regular sports, dinners, dancing, night clubs, theatres, and discos.)

It was once common to say that passengers aboard ships spent the first week raving about how wonderful the food was, and the remainder of the cruise complaining about it. This does highlight the importance food plays on a cruise. It is impossible to stress the significance of meals, when you are on a floating hotel where meals are the major separators of the days' activities. Consequently, most ships spend a great deal of time and effort ensuring that the cuisine offered is first class, and that there is enough to satisfy anyone.

All that fresh air and sunshine and activity mean that passengers will work up an appetite. Most ships do their best to make sure a meal or snack is never far away.

Many ships begin the day with an early morning cup of tea delivered to the cabin. This is followed by breakfast, generally from about 7:30a.m. until about 9:00a.m. Morning tea is also available and on some ships at about 11:00a.m. there is soup and small sandwiches. Lunch is served from about noon to 2:00p.m., and may be either in the dining room, or around the pool as a buffet; and of course light snacks are available for those not wishing a full lunch. Afternoon tea is served, and usually there is an early and late sitting for dinner. Late sitting is more elegant, and a dress up affair on some ships, and after that it is possible to have late snacks, usually a midnight buffet of some sort, and if the ship has a disco they will often serve snacks at about 3.00a.m. for the late-night party set. Although some ships have more and some have less, this will serve as a fairly accurate guide of the food services on ships. Also during the trip there is usually a welcome cocktail party, a formal captain's dinner and perhaps one or two more special functions during the voyage.

Sample menus are included on the following pages to give an idea of the types of menus served aboard ship.

For some, shipboard activity means being as active as possible. This includes meeting new people, learning new games and activities, learning a language, dancing till all hours, taking an exercise class, entering competitions for various activities, jogging, swimming, golf,

skeet shooting, shuffleboard, ring toss, ping pong and also such sports as tennis, badminton, and, if the ship has a gymnasium it can include weightlifting, saunas, and general body building.

If your interests are less active there are always groups of passengers interested in chess, bridge, backgammon, and cards of all types.

Many ships offer gambling casinos with various games including blackjack, roulette, and poker machines.

For those less inclined to activity there is usually a movie, a library, and a list of lectures which are available covering everything from cooking and astrology to a briefing on the destinations to be visited.

Most cruise ships have separate facilities (including separate swimming pools) for children, and entertainment and play areas for them, as well as trained staff to look after them.

Name performers often appear in the lounges, there are talent nights, variety nights put on by the crew, fancy dress nights, and often local performers will join the ship when it is in port to provide a bit of "local colour" for the evening.

So, having decided on a cruise as a likely holiday, where can one expect to go? This section will list briefly the major cruise destination areas, and review of their popularity for the Australian market.

U.S.A. - travellers to the United States may want to join some of the cruises which run out of the major port areas. They will add variety to the visit to the U.S.A. and provide the traveller with sights and stop-overs not otherwise usually included. There are year-round sailing from New Orleans up the Mississippi and Ohio Rivers, creating the old paddle-wheel days. There are also cruises through the New England area in the summer, and some cruises and day or two-day trips which can be taken along the Great Lakes into parts of Canada. These are the main cruises which may be of interest. There are other more specialized adventures, such as white-water rafting through the Grand Canyon, but they are not properly considered cruises, and should not be included here.

Alaska - cruises to Alaska have proved popular with many visitors to the U.S.A., who also wish to see Canada and some of the Inside Passage. Scenery is fantastic, and the cruises which run approximately 14 days from San Francisco or Los Angeles are very popular in the summer months.

Canada - cruises in Canada are popular more with the local population than with overseas tourists, mainly because they do not receive a great deal of publicity. Eastern Canada is particularly popular in the summer.

Mexico - a popular destination for cruise ships, most go from the major West Coast American cities and include stops in places like Acapulco, Puerto Vallarta and other major tourist centres.

Fall, winter and spring are the best times for these cruises, and they have special appeal to foreign visitors as they usually run from only seven to fourteen days.

Caribbean - perhaps the most popular cruise destination for Americans, especially from the East and Southern coasts. These cruises can give the visitor to the U.S.A. a chance to see some very colorful and attractive areas, travelling mainly with Americans...a chance to meet one set of "locals" while seeing even more sights.

Most cruises leave from New Orleans or Florida, and the season runs year around, although the Americans tend to book heaviest in the winter months to avoid the cold and snow of the North. The cruises can run from five days to three weeks or more, and the visit many places of special interest to those involved in the Commonwealth...the Bahamas, and of course places like Haiti, Dominican Republic, Jamaica, the U.S. territories of the Virgin Islands and Puerto Rico.

South America - sailing to South America are generally of a longer duration. Both cargo lines and passengers ships do these runs, and the

number of cities visited will vary considerably. Weather can be a problem, and it is generally accepted that a cruise and visit to South America is still a genuine "adventure." Shore excursions include places like Rio de Janeiro, Montevideo, Buenos Aires, Sao Paulo, and excursions are also available to places like Iguassu Falls, Machu Picchu, safari camping up the Amazon, and a side trip to the Galapagos Islands.

Transatlantic crossings are a small part of the once huge traffic, and the number of ships is limited. Only the Cunard Line, using the elegant and expensive Queen Elizabeth II offers a regular schedule of crossings from spring through fall. It is also popular for this to be a fly-one-way, sail-the-other, as a time and money saver.

From England it is possible to take a wide range of cruises - going up to the North Cape and Baltic, including stops in places like Oslo, Bergen, and sailing through the fjord country. Ships also regularly call in at Northern European cities like Hamburg, Amsterdam, Leningrad, Helsinki and other places.

The Mediterranean - is probably the second most popular cruising destination...the sea is usually calm, the weather is fairly reliable in the summer, and the ports still have a great deal of romance. Vessels leave from Greece (Piraeus) or from Venice, and cruises can be only for a day or two, a week, or longer. The most popular destinations are the

Greek Islands, Eastern Turkey, Israel, and Northern Egypt. Many longer cruises start in Venice and end in Greece, or vice versa, giving the European traveller a chance to combine cruising with his normal holiday plans. Along the Western Mediterranean there are ships from Gibraltar to Genoa that visit ports in France, and Italy as well as Greece, Spain, and parts of Africa.

The Black Sea - is a popular cruise destination for Europeans, not as well frequented by Australians, but growing in popularity as they discover the pleasure of including short trips around the Greek and Bulgarian, and Russian ports. The Black Sea has beautiful beaches and interesting historic and religious sites.

The cruises in Central Europe - are often included in the package tours put out by many Australian operators. They may include one or more days of cruising down the Rhine, or the Danube, with regular stops to visit the major German towns along the rivers. Rhine steamers run from Rotterdam in Holland, right the way down through Germany, France and Switzerland. Although not possible in the mid-winter periods, these cruises are very popular with European tourists in the spring and summer months.

The South Pacific - logically this area of the world has a strong appeal for Australian tourists and each year thousands take the opportunity to visit the Pacific Islands by cruise ships. South Pacific cruises are also popular with travellers coming from North America who find the opportunity to include Australia and New Zealand in their itinerary along with places like Fiji, Hawaii, and Samoa every exotic.

It is worth quoting from the Fodor's Cruise Guide concerning South Pacific cruises, to show the importance of Australia - as this guide is made and marketed specifically for the U.S.A. market:

Cruises in the South Pacific call in port cities in Australia, New Zealand, as well as the exotic South Sea islands and points in the Indonesian archipelago...

In New Zealand, ports of call include Auckland and Wellington on North Island, Christchurch and Picton on South Island. The people are friendly here and speak the Queen's English. Shore excursions from Auckland feature the geyser district, the Maori village of Whakerewarewa, and the glowworm cave of Waitomo. The city of Wellington reminds the passengers of San Francisco, with all the lovely hills, sea views and cable cars. It is also noted for its 63-acre Botanical Gardens full of native bushes and tropical plants.

Visitors to Sydney, Australia's largest city, also have a chance to tour the adjacent country and see the kangaroos, koalas, and birds. Within the city, there are Victorian houses, wonderful restaurants and shops and the spectacular Opera House overlooking the Harbour.

Some vessels cruise the Great Barrier Reef to Cairns, a pleasant resort town way up north. From Cairns, there are tours in a glass-bottom boat to Green Island, for a clear underwater view of the magnificent coral reef formations.

Some vessels also call at Melbourne on the south side of the Australian continent, Brisbane on the Pacific side, and Perth on the Indian Ocean side. There are also regular sailing from all these ports to the Far East and United Kingdom.⁵

Unfortunately the descriptive passages on Australia are not designed to fill anyone with excitement, and apparently the less said about Melbourne, Brisbane and Perth the better, in the view of that author.

Of those cruises mentioned which go to the Far East the most popular are those which include Japan, Hong Kong and the South East Asian areas of Singapore, Malaysia and Taiwan as well as the Philippines.

All of these destinations are popular with Australian tourists, and the popularity for fly-cruise holidays in the South East Asian region is very high.

Cargo liners also make trips to these areas, but bookings are difficult to get, and a waiting list is almost always in force.

African cruises are not a popular market for many Australian tourists. Although there is some business for ships travelling between Southern African ports and Australia, with stops along the way, most cruise ship traffic in Africa confines itself to the areas in North Africa covered by Mediterranean cruises.

South and East African cruises, as mentioned, are somewhat popular, but the market seems to be decreasing. Western Africa, including ports like Dakar, Monrovia, Lagos, and Luanda is not generally included in cruise itineraries, but the adventurous traveller may be able to find bookings on ferries and cargo ships.

In North Africa the Nile is a popular cruise destination and there are many cruises available from a few days to little more than a week. Hilton Hotels and Intercontinental Hotels both run luxury ships for travel along the Nile and, just as in times past, it is a very popular destination for travellers from all over the world.

The last destination area to be covered is, in many ways, the newest...China. There are now several cruise ships which run trips to China, and visit certain set destinations. The usual point of arrival is the Port of Whampoa, approximately 90 miles up the Pearl River, and a six hour trip by cruise vessel from the Portuguese Colony of Macao. There are pre-arranged trips, including visits to shrines, major sights, the zoo, and typical Chinese meals. Some cruise vessels have also been invited to call at Shanghai and others can call at Tientsin. Again, itineraries are pre-arranged, but China has become an increasingly popular destination for travellers from all over the world and is considered to be one of the "in" places to have visited.

Because the airplane plays such an important part in the composition of the travel and tourism industry in Australia, it is unfortunate that the shipping companies do not receive the attention they deserve. Indeed, much of the statistics kept on visitor arrivals and departures discounts sea travellers, and it has long been an argument of the shipping and cruise lines that they form a forgotten part of the country's travel industry.

The increasing popularity of the cruise market may soon minimize the degree of neglect the shipping lines justifiably feel.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 4

SHIPS

Footnotes:

¹Wykes, Alan, Abroad, MacDonalld, London, U.K.,
1973, p. 12.

²Ibid., p. 109-110.

³DeLand, Antoinette, Ed., Fodor's Cruises Everywhere,
1978, MacKAY, New York, U.S.A., 1978, p. 11.

⁴Beebe, Lucius, The Big Spenders, Doubleday & Co., N.Y.,
U.S.A., 1966, p. 230.

⁵Australia's Yesterdays, Ed. by Reader's Digest, Reader's
Digest Services P/L, Sydney, Aust., 1974, p. 226.

⁶DeLand, op. cit., p. 204.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 5

AIR TRAVEL

Douglas built this ship to last, but nobody expected
The bloody thing would fly and fly, no matter how they
wrecked it -

While nations fall, and men retire, and jets go obsolete,
The Gooney Bird flies on and on, and eleven thousand feet.

Chorus: They patched her up with masking tape, with
paperclips and string

And still she flies and never dies - Methuselah
with wings.

World War II Airmen's Song

CHAPTER 5

AIR TRAVEL

A discussion of air travel usually begins with the development of motorized, winged aircraft, and history is frequently commenced at the 1903 flight of the Wright Brothers. But it would be very wrong, indeed, to assume that the development of air travel started so very late.

Properly, the discussion should begin with the use of the term "airship" and the first date mentioned should be 1670. For it was then that a Jesuit, Francis Lana, first made the proposal that a vessel could be raised into the air by means of four metallic globes, having a vacuum inside. That scheme, actually, would have failed. Aerodynamically it was not sound, but the theory that man could "get into the air" although perhaps not actually "fly," was receiving more and more serious attention.

Throughout history people had longed to imitate the actions of the birds and to fly, however most early attempts were designed on the principle of extending man's arms, and affixing something which could act as a wing. There is no record of how many early would-be air travellers were killed, or seriously injured, trying to re-create the actions of birds. But as time went on it appeared more and more unlikely that flight could

be handled in this way, and alternatives were being studied. But this is not to say that the idea of flying "like a bird" was discounted too quickly as improbable. In 1894 the following entry is recorded in the American Encyclopaedic Dictionary:

Aeronautics...The science or art which treats of aerial navigation. With the example before him of birds created anatomically on a type in some essential particulars similar to his own, man was certain to covet and seek to attain the art of flying. Two fatal difficulties, however, appear forever to forbid his success in this endeavour unless he be assisted by machinery to supplement his physical defects.

Compared with a bird he is proportionately heavier, and that to no slight extent; whilst, in addition to this, the conformation of his breast does not afford a proper point of attachment for the powerful muscles required to use his arms after the manner of wings. Anyone carving the breast of a fowl can at once perceive the superiority in this respect, even of that type of bird, to the strongest man. To affix wings to the arm is useless, if the latter are too weak to turn them to account. From the half, if not wholly, mythic Icarus to the "Flying-man," who ascended from London in 1874, failure of the most disastrous kind has attended every effort to "fly," as contradistinguished from taking one's passage in an aerial vessel. The art of aeronautics is, in the present state of science, virtually that of making and navigating balloons.¹

Balloons were the mainstay of the air travel industry, and had been so since 1772, when the French Brothers, Stephen and Joseph Montgolfier, papermakers from near Lyon, began making lighter-than-air craft.

The first public ascent ever witnessed was in a balloon of their creation and took place June 5, 17⁷73. The balloon was raised using hot air, created by a fire built in the car suspended below the balloon.

In December of the same year a Paris scientist, and Professor of Physics, M. Charles, substituted hydrogen for the hot air and also achieved success. The French continued to be the main developers of ballooning, and it was in 1782, on November 21st that the Marquis d'Arlandes and M. Pilatre ascended 3,000 feet, passed over Paris to the cheers and encouragement of thousands, and landed safely in a field. Similar feats, mainly by French adventurers, were recorded, and in 1784 one brave traveller even ascended with the first known parachute, just in case. In 1873 the first English balloon was sent up from London, with no one on board, and in 1785 a Frenchman and Englishman together, M. Blanchard and Dr. Jeffries, crossed the English Channel from Dover to the forest of Guiennes.

In 1802 the first parachutist dropped himself into London; the reaction of the general public is not recorded. However, early fliers of both balloons and aircraft often were not overly welcomed by farmers who became incensed when balloons and aircraft landed in their pastures, ruining crops and scaring livestock. Early on, in addition, crowds of sightseers and well-wishers usually converged on the landing spot, further damaging fences, pastures and fields. It was a dangerous profession.

By 1804 ballooning was being used for scientific purposes, and a flight of up to 23,000 feet had been recorded. The major difficulties were the danger of the flammable materials used, and the lack of sophisticated steering equipment.

But ballooning was not only an exciting way to travel, its importance was recognised early in terms of defence and military readiness. "...on Friday, October 7, 1870, during the investment of Paris by the Germans, the celebrated French Deputy Gambetta, escaped from the beleaguered capital in a balloon, and used his freedom to organize a large relieving army in the provinces...."²

Balloons were also used for reconnaissance work, and were also employed for this reason in World War I. They were also used for various other military purposes as late as World War II.

The next development from the hot air balloon was a very logical extension of the hot air concept. It was the dirigible. This, technically, is a self-propelled, steerable balloon. Internal gas pressure was used and there were both rigid and non-rigid types. The rigid types, the most famous and the largest, often referred to in terms of the name of one of the major developers, Zeppelin, were elongated, and lattice-works made of aluminium or similar materials, and compartmented gas cells. They were fabric-covered, and had engines inside which drove propellers outside.

Suspended below the huge rigid "cigar shape" balloon was the ship, large and comfortable which carried passengers in extreme comfort.

The "Graf Zeppelin" made an around the world voyage in 1929, and the level of comfort was regarded as certainly equal to the best class of ship travel, with lounge rooms, dining rooms and comfortable cabins.

Most people confidently predicted that such air ships would be the start of a new era of travel, with speed and luxury as the hallmarks.

Time Magazine, in 1929 informed the public as follows:

Dirigible Anchorages: ...In Manhattan, one time Governor Alfred Emanuel Smith...announced that the plans of the Empire State Building, world's largest, world's tallest, on the old Waldorf-Astoria site on Fifth Avenue, would include a mooring mast as dirigible way station, 1,300 feet above the street.³

Regular transatlantic airship service began on June 29, 1939, when the Dixie Clipper took off from Fort Washington, New York, and the town declared a holiday. The Dixie Clipper carried 22 passengers and during the 30½ hour flight the passengers ate in an elegant dining room, sat in a lounge with panoramic windows, and slept in private cabins. A passenger on board, an 80-year old diplomat, was quoted saying: We all slept on board as if we had been in bed in our own home. There seems to be nothing that can stand in the way of air travel with all these comforts."⁴

But there was something.

Although the early years of winged aircraft development overlap with much of this "high point" of dirigible travel we have not included any chronological date on fixed wing aircraft at this stage. The development of the two different flight styles did not inter-link, and had the dirigible proved to be successful, generally, it is unlikely that many passengers, in these early days, would have been tempted to consider airplanes...after all, they were open, dangerous, and very small.

But dirigibles were subject to one serious problem...fire.

The hydrogen which inflated the huge balloon was extremely volatilethe least spark could start trouble. During the Graf Zeppelin's voyage around the world in 1929 Time Magazine reported a serious breach of the Zeppelin rules...a passenger had smoked a cigar on board. Of course passengers were not allowed to smoke on flights, which did cause some frustration and short tempers for some passengers who found it difficult to forego the pleasure of smoking during the flight. But prudence usually won the day, and generally passengers knew better than to "light up."

If there is a date that the dirigible ended its claim to being the best and most luxurious way to travel, that date would have to be 1937. For on that day a disaster occurred which was made especially significant because it was one of the first eye-witness accounts broadcast over another relatively new concept...radio.

Early that day, a radio reporter, went to Lakehurst, New Jersey to see the famous luxury airship, the Hindenburg, arrive from Europe. Everything seemed to be in order, and it was almost a non-event. The docking had almost finished when, in front of the startled reporter's eyes, the airship burst into flame. Every collection made of early famous broadcasts includes either an account, or the actual broadcast made, as the reporter, standing virtually in front of the Hindenburg described the flames, the people jumping overboard, their clothes and bodies in flames, the bodies of the victims, falling dead, charred to the ground, and his strained pause as he had to discontinue broadcasting because he was too overcome to speak. No one ever really knew what happened to the Hindenburg some say it was a careless cigarette by an impatient passenger, some say a freak spark set up as the ship scraped against the mooring towers. It was overcast and some blame the weather and lightning, and others still maintain it was sabotage, political intrigue or murder set against the politics of the impending war. But whatever happened, the disaster, and its broadcast around the world, virtually sealed the fate of

the airship. From now on air travel would mean travel in winged aircraft with engines or jets.

The development of winged aircraft had been going on for a long time. Glider flights were a logical continuation of the "man with wings attached" theory, and many attempts to build a simple aircraft using the same principles as a glider (or the hang glider of today) were tried. But the developers of modern aviation are generally considered to be the American Brothers Orville and Wilbur Wright. Owners of a bicycle repair shop they worked on their primitive aircraft until at last, on December 17, 1903 they made their first sustained power-propelled flight. Here's how the Guinness Book of Records describes it:

Earliest Flights - World

The first controlled and sustained power-driven flight occurred near the Kill Devil Hill, Kitty Hawk, North Carolina, U.S.A. at 10:35a.m. on 17 December, 1903, when Orville Wright (1871-1948) flew the 12 h.p. chain-driven Flyer I for a distance of 120 feet (36.5m) at an airspeed of 30 m.p.h. (48km/h), a ground speed of 6.8 m.p.h. (10.9km/h) and an altitude of 8-12 feet (2.4 - 3.6m) for about 12 seconds watched by his brother Wilbur (1867-1912), three life savers and two others. Both brothers, from Dayton, Ohio, were bachelors because, as Orville put it, they had not the means to "support a wife as well as an aeroplane." The Flyer 1 is now in the National Air and Space Museum at the Smithsonian Institution, Washington, D.C.

It was a spectacular achievement...powered, controlled flight! The distance was 120 feet, at an altitude of 8-12 feet.

Perhaps the best way to put the achievement into perspective...or rather put the speed of development of aviation into perspective is to look at it this way. A modern Boeing 747, in its normal cabin configuration (they are much bigger, of course, with huge areas for freight, etc.) is 185 feet long, 20 feet wide, and with a cabin ceiling height of 8 feet 4 inches. So, taking into account the size of the Flyer 1, the fact the Orville and Wilbur had five friends standing around with them, and the distances covered...it would be possible to duplicate the entire flight inside the cabin of one of today's 747's...and not even bother the people sitting in first class!

Flight has come a long way in a very short time, indeed. And perhaps the military usefulness of aircraft was the main reason for the speed with which developments were made. It is not in the scope of this book to look at the entire development of the aircraft industry, which would have to include military craft and the developments which have been made in those areas, but rather to look at air travel and its effect on the tourism and travel industry. But it is not possible to skip over the developments being made by military designers...for these are often later translated in varying degrees to civilian aircraft. In the travel industry we speak of the Supersonic Concorde and the delights of enabling travellers to fly at the speed of Mach 2 (twice the speed of sound-- approximately 1200 miles per hour) and how it might revolutionize travel.

But as of 1980, it would be wise to remember that the world's fastest fixed winged aircraft is generally considered to be the North American Aviation X 15A-2, capable of 4,534 m.p.h., and the NASA Space Shuttle Orbiter, first flown piggyback atop a converted Boeing 747, will take off like a rocket and operate in orbit at an average speed of 17,600 m.p.h.

But, for normal discussion purposes, the fixed wing aircraft considered in the context of travel and tourism are much more conservative.

In Australia the enthusiasm for air travel, and the realization that it could serve as a vital link between Australia and the rest of the far-away world, was very strong.

Lawrence Hargrave, a scientist and inventor who had conducted many experiments with kites and powered-type kites, is generally regarded as one of the most important early developers of air travel in this country. In the late 1800's he made many attempts, but it was not until 1909 that an early associate of his, George Taylor, managed to make a glider which lifted him off the ground. Taylor's huge contraption, with a wingspan of 18 feet, made 29 flights on the 5th of December, 1909, and he and his wife and other interested observers also took part in the experiment. But perhaps the Wright Brothers had been correct in their thinking about wives and airplanes, because it was Taylor's wife who persuaded him to abandon any further tests.

Also in 1909 came the founding of the Aerial League of Australia, which had its first meeting at Sydney's Hotel Australia and passed resolutions to create public awareness of the importance of flight, and to do everything possible to encourage the development of aviation in Australia---and also warning that Australia could not afford to let "foreign nations excel in aerial navigation."⁵

Although it is clearly documented who made the first powered flight in the world, there is much discussion and disagreement as to who can claim the achievement of the first powered flight in Australia. There are three contenders...Colin Defries, Fred Custance, and the famous American escapologist and magician, Harry Houdini.

On December 4, 1909, Colin Defries made three attempts to fly a Wright biplane at Victoria Park Racecourse in Sydney. Thousands of people paid 2s6d to watch him fly his contraption, promoted as the "Winged Wonder of the World," and "The Great Mechanical Bird." But, unfortunately, it failed in all its attempts to take off. Five days later he tried again, and again watched by a big crowd, covered a distance of 115 yards at heights of 2 to 15 feet. He lost control of the craft when his cap was bumped off and he grabbed for it.

Many aviation historians, however, deny that Defries "flew," in the full complete sense of the word. He may have been "airborne," but flight includes control of the craft, and there is little to suggest that he actually had control over the machine.

Therefore, most historians prefer to give credit for the first controlled flight to Fred Custance. Custance, from Adelaide, flew a Bleriot monoplane and claimed to have flown for five minutes, and made three circuits over a paddock near Adelaide. The plane belonged to an Adelaide businessman, Mr. F. Jones, who had imported it and had arranged for Custance to assemble it. Custance did so, and claimed to have learned to fly it by reading the directions which came along with the plane.

It was on March 18, the next day, that Harry Houdini, in Victoria, near Diggers Rest, made several flights in a Voisin biplane.

He attained an altitude of 100 feet and flew for up to three minutes at one stage.

Several days later, on March 21st, he flew a certified flight of seven minutes 37 seconds. He was awarded a trophy by the Aerial League of Australia for making the first flight in Australia, probably unfairly as Custance was certainly the first - but did not have the required public relations skills.

Development of aircraft continued, and during the years of World War 1 the importance of aircraft was recognized and the craft were used for reconnaissance, for mapping, and with a machine gun attached, for aggressive purposes.

After the war, men who had been involved with flying during the hostilities had discovered a love of flying and aircraft that did not fit into the fairly conservative civilian life in which they now found themselves. All around the world men began buying airplanes, acquiring surplus ones from war departments, or finding partners and buying new aircraft. These early fliers were interested in the civilian commercial side of aviation, and many earned a precarious living at first by travelling around to small towns, and showing people airplanes, doing demonstrations, and, for the particularly brave citizens, offering short flights. It was not much of a living, and the risks were considerable, but they were at least able to fly, and that was what counted. In Australia there were many such people, just as there were in England and in the United States.

By the mid-1920's flying had become slightly safer, and there was interest in forming air services that would run cargo and passengers. The possibilities this held for Australia were considerable. It meant that travel to remote parts of the outback that used to take days or weeks, and was often impossible because of ground conditions, could now be made

in much shorter times. Of course in Australia planes still travelled only in the daytime, and only in good weather, but the advantages were already apparent.

Flying involved more than just having enthusiasm and an airplane. A place to put the plane, and to repair it, was also required. Airfields were needed, and they had to be prepared and maintained. And in addition to pilots, mechanics were also needed.

Hudson Fysh, Norman Brearley, P.J. McGuinness, Fergus McMaster, and others in Australia were all interested in aviation, and Fysh and McGuinness (who were later to found QANTAS) were commissioned by the Australian Government to survey a route from Longreach to Darwin for use by contestants in the 10,000 pound prize England-Australia air race. They travelled in a Model T, through some of the most inhospitable country in Northern Australia.

That competition had been one of the major factors in making air travel "acceptable," and the prize was offered by the Prime Minister, W.M. Hughes. Hughes had learned to "appreciate the mobility offered by the plane on his frequent trips between Paris and London during the Versailles peace discussions. He offered a prize of 10,000 pounds for the first Australian crew to fly between London and Australia in less than 720 hours before 31st December, 1919 in a British-built machine."⁶

The prize money was huge for those days, and the honour and prestige was considerable. It was two brothers, Ross and Keith Smith who as pilots, with J.M. Bennett and W.H. Shires as their mechanics, won the prize when they finally landed at Flemington Racecourse on February 25th, 1920 where they were welcomed by the Governor-General a huge crowd, and Hughes, with the cheque in hand. How could they have won the prize when they were supposed to fly to Australia before the 31st December, and they did not arrive at Flemington until February 25th? They had, in fact, arrived in Australia before the deadline. They arrived in Darwin on December 10th, 1919, having got that far (approximately 11,500 miles) in 27 days, 20 hours. But it took the remainder of time to get to Melbourne.

Ross Smith, a former employee of a hardware store, had enlisted in the army in 1914, served at Gallipoli, and in 1916 joined the Australian Flying Corps. During 1918 he was T.E. Lawrence's (more popularly known as Lawrence of Arabia) pilot in the Middle East, and a few weeks after the war piloted an aircraft from Cairo to Calcutta.

His brother, Keith, had also enlisted, was rejected for medical reasons from the Australian military, and went to England and received his commission in the Royal Flying Corps.

The two mechanics had been with Ross on his flight from Cairo to Calcutta.

It is worth looking at this famous flight in some detail.

Australia's Yesterday's describes it best:

"Ross and Keith Smith took off from the snow-covered Hounslow field, near London, at 9:12a.m. on 12th November, 1919, in a Vickers-Vimy biplane powered by two Rolls-Royce 360 hp. Eagle engines....

p.234

The early part of the flight was a nightmare because of terrible storms that swept across Europe. Conversation was impossible because of the roar of the engines, the fliers had no radio or navigational aids and only sketchy maps of many of the countries they passed over. Bennett and Shiers suffered almost more than the pilots. They were unable to sleep in the plane during the day because of the noise, cold and vibration, and they had to spend most of each night servicing and repairing the plane. Every drop of the 20,000 gallons of petrol used on the flight had to be laboriously pumped into the tanks from four-gallon tins...

The flight almost ended in Iraq when a severe gale sprang up while the Vimy was on the ground at Ramadie, near Bagdad. The plane was saved only because 50 soldiers spent the entire night physically holding it down.

At Calcutta there was another near miss when two hawks flew into and severely damaged one of the propellers as Ross Smith was taking off, causing him to almost crash into trees surrounding the airport.

On the last leg of the flight, the fliers struck monsoon weather, but the Vimy lumbered on at its steady pace of 80 m.p.h. The last accident occurred at Surabaya in Java, where the plane sank through the crust of an airfield improvised on a rice-paddy. It was only able to take off after the villagers laid a quarter of a mile of bamboo matting stripped from their own homes.

At 3.05p.m. on December 10th the fliers landed at Darwin. They had flown approximately 11,500 miles in 27 days 20 hours - 668 hours altogether. Actual flying time was 135 hours 50 minutes. But their troubles were not over. They left Darwin on

13th December, 1919, and the flight across Australia, the first from Darwin to Sydney - was punctuated with mishaps.

The hawk-damaged propeller was temporarily repaired with fencing wire and angle iron at Anthony's Lagoon in the Northern Territory. At Charleville, Queensland, they were held up for 11 days while workmen at the Queensland's Railway Workshop at Ipswich repaired one of the engines. The railwaymen also made a replacement propeller of Queensland maple capped with brass...

After spending three days in Sydney, the fliers went on to Melbourne where they landed on Flemington Racecourse on February 25th..."

Similar, but perhaps less spectacular achievements were being recorded all over the world. While many names are well-known today, others have not retained the glory they had for fleeting moments in the 1920's when flying was dramatic, and fliers were heroes.

The North-Atlantic was crossed by Charles Lindbergh in ^{1927?} 1927, in the first solo flight, but of course with a crew it had been done in 1919. In 1921 Queensland became the home of QANTAS and the first flights to numerous Western Queensland towns, the first commercial flights in the Northern Territory and other records were set.

To quote Hudson Fysh, in his book on the history of Qantas,
Qantas Rising:

In England and on the Continent similar types of services, which had been started in 1919 carrying mail, passengers, and freight, were being operated, and converted war types had given way to such specially designed commercial aircraft as the DH 34 which carried 6 passengers in what we then regarded as a comfortable cabin.

These planes were still manned by one pilot, and the type was operated by the Instone Airline and Daimler Airways. Hanley Page Transport was operating twin-engined Hanley Pages, the HP W8b and others, but these pioneer British companies were having a hard fight for financial survival, the position being expressed by Churchill's famous dictum that "civil aviation must fly by itself," at a time when, in fact, Government-subsidized assistance was absolutely necessary for survival.

Many of these new-type aircraft were failures, tragically so, as the old records show.

In the United States of America, with its greater distances and good rail services, development had followed a different pattern and civil aviation was opened shortly after the end of the war by services carrying mail only and in old unsuitable aircraft - the DH4, Jennys and the like - flying night and day under incredibly difficult conditions. Of the first 40 pilots engaged by the Post Office for these services 31 lost their lives in active service.

By 1922, (in Australia) these services were still battling it out, and no regular passenger, mail, and freight services had come into permanent being. No suitable aircraft and no flying aids were yet available for night flying, which was necessary if the advantage over the train which was gained by day was not to be lost by a night on the ground.

The first great impetus of official and public interest and support followed Lindbergh's solo crossing of the Atlantic in 1927. With us in Australia it was Ross Smith's flight in 1919 which fired the imagination of our own country and sparked off a series of wonderful record-breaking flights by Kingsford-Smith, Ulm, and Bert Hinkler. It also gave just that bit of lift in vision to enable W.M. Hughes and his government to find money for a Civil Aviation vote which included the commencement of the Australian subsidized air routes. We in Qantas had the honour to operate the second to be opened....⁸

By 1927 airlines were becoming viable propositions, and the business was growing. The planes were still very delicate by today's standards, usually fabric-covered, with very little in the way of navigational aids, no oxygen, and of course the airports were equally primitive.

In that same year, on October 28th a wood and fabric Fokker trimotor airplane loaded with mail sacks took off from a dirt runway in Key West, Florida, and landed later that day at Havana, Cuba. That flight was the first of an airline destined to become the world's largest ...Pan American.

Originally called PAA (Pan American Airways), the history of that company is literally a history of world aviation. Started by Juan Trippe, who had been a navy aviator in World War 1, PAA began with a fleet of 2 Fokker F-7's, 24 employees and a contract to fly United States mail between Florida and Cuba. The first passengers were also accepted, at \$50 one way.

During that first year more than 1,000 people took advantage of the flight and the little airline increased its fleet to 7 aircraft and the numbers of employees increased to 118, one of whom probably did not need a written reference. Charles Lindbergh began with PAA by surveying likely routes to Mexico, Central America and South America. Juan Trippe

negotiated for landing rights, and additional air mail contracts were won.

Before expansion could begin, however, new bases had to be built. "Often, in Central and South America, they were hacked out of dense unexplored jungles. Pan Am survey planes would fly low over the crocodile-infested swamps, locate a suitable site, then drop sacks of flour to make white splotches in the matted green of the jungle. Construction crews hired by Pan Am would come in from the nearest town by canoe, on burro or on foot, and clear the ground. Food and supplies were dropped from planes. Indians, often hostile until won over with dime store trinkets, were put to work, trekking from the nearest seaport to the inland base with five-gallon cans of aviation gasoline on their heads--then fleeing in terror when the "thunder birds" arrived. Eventually Pan Am would establish 160 land and marine bases and 93 ground radio and weather stations in Latin America."⁹

Another way of handling problems with difficult landing terrain was to avoid it, so in some areas the use of amphibian aircraft was the best solution.

In 1931 Pan Am introduced the first four engine aircraft ever to be flown commercially, the Sikorsky S-40 flying boat. This modern aircraft had a range of 800 miles and room for 40 passengers.

Charles Kingsford-Smith, in the Southern Cross, had made the first trans-Pacific flight in 1928. With Charles Ulm as co-pilot and two Americans as navigators, he left from Oakland, California and set off for Australia. The farthest distance flown westward at that time had been the 2,400 miles to Honolulu. That was only one-third the distance. The Southern Cross made the trip in three stages...first to Hawaii, then on to Fiji and then to Brisbane. They were awarded 10,000 pounds by the Commonwealth.

In 1935 California declared a public holiday, and President Roosevelt commented that "even at this distance (in Washington, D.C.), I thrilled to the wonder of it all." More than 125,000 people lined the shores of San Francisco bay and millions of listeners turned on their radios to hear Juan Trippe give the orders:

"Capitan Musick, you have your sailing orders. Cast off and depart for Manila in accordance herewith." And the "China Clipper" left across the Pacific on a commercial scheduled flight.

The flight was the culmination of five years of negotiations, planning and hard work. Charles Lindbergh had done the survey for a way across the Pacific via Alaska. This route was later abandoned because of political problems in obtaining landing rights in Siberia. An alternative route was developed, going via Honolulu, Midway Island,

Wake Island and Guam, the same route used by the old sailing vessels.

Two major problems had to be handled...development of an aircraft that could carry an economic payload of the long stage from California to Hawaii, and the building of bases to fuel and service the planes. While it was no problem at Hawaii, and there were no runway problems to contend with (the China Clipper was a flying boat) it was still necessary to have a landing float, fuel tanks, a radio station, service areas and weather forecasting staff and equipment and other facilities. Major work was done on Midway and Wake Island (which was uninhabited at the time) to set up the required bases. It was quite an undertaking.

"Early in 1935 the chartered steamship 'North Haven' left San Francisco, its holds and decks crammed with tons of supplies and construction materials, including diesel generators, water distillation plants, motor launches, tractors, dynamite, food and a quarter of a million gallons of aviation gasoline. Also aboard were 74 construction workers and 44 airline technicians."¹⁰ And everything was finished and ready for the China Clipper when, averaging 143 miles an hour and stopping overnight at each base, she arrived in Manila without incident after a flying time of 59 hours 48 minutes.

Pacific operations for Pan Am started with three flying boats and carried only mail and cargo on a once-a-week basis. In October 1936 passenger service began, and over 1,100 requests were received for the seven available seats on the first flight. By this time, "small comfortable hotels had been built on each one of the stopover islands."¹¹

By 1937 Pan American had been in business for ten years, and could look back with satisfaction over those years of development, which mirrored the intense activity of airlines around the world. From 2 planes and 24 employees, the airline had grown to 144 planes and 4,700 employees. The routes now covered 50,000 miles and in 1937 they carried a total of 200,000 passengers. The pride of the fleet, for Pan Am as well as other airlines, was the DC-3.

The first DC-3 flew at the end of 1935 and it was apparent almost at once that the plane would be special. Indeed, the plane would virtually revolutionize aviation, and the developers did not even realize at first what they had managed to create.

Donald Douglas had founded his aircraft company and, with other companies, had made great strides in the development of aircraft. By the late 1920's the concept of all metal craft -- to replace the wood and fabric covered early planes -- had been mastered, and such improvements

as retractable undercarriages and streamlining had made airplanes more attractive and, more important, efficient and faster. Something new was now needed. In 1931 Jack Frye, vice-president of Transcontinental and Western Airlines (now TWA) suspected that a rival airline might be about to acquire something new. Basically he heard that Boeing was producing Boeing 247's and that United Airlines was going to spend \$4 million to buy a fleet of 60. When delivered, United would be able to offer a 24 hour coast-to-coast service. This was almost 12 hours less flying time than TWA could offer with present equipment.

Frye sent out letters to five firms, including Douglas asking if they could come up with something to equal or better the Boeings. He was interested in something that could travel a bit faster, and could carry a larger payload of passengers than the ten passengers of the Boeings.

The design teams at Douglas were challenged, and chief engineer, Arthur Raymond began to survey the problems. Douglas aircraft had not had much success with commercial aviation up to then, so he set out to see what was needed. To research the problem he took a flight on a "Tin Goose" the popular name for a Ford tri-motor, which was considered good by existing standards. Raymond (who was a fearful flyer) did not particularly enjoy the journey.

"They gave us cotton wool to stuff in our ears, the 'Tin Goose' was so noisy" he wrote. "The thing vibrated so much it shook the eyeglasses right off your nose. In order to talk to the guy across the aisle you had to shout at the top of your lungs. The higher we went, to get over the mountains, the colder it got in the cabin. My feet nearly froze...When the plane landed on a puddle-splotched runway, a spray of mud, sucked in by the cabin air vents, splattered everybody."¹²

So, Raymond decided that if the Douglas Company were to go into the commercial aviation market they would "build comfort and put wings on it." He felt that flying had to be comfortable or it would lose its competitive edge. There was no point in selling a businessman a flight on the basis it would save him two or three days of travelling time, if when he arrived at his destination it took him three or four days to recover from the ordeal of flying.

A succession of aircraft designs followed. The first DC-1 had room for 12 passengers, and the cabin was redesigned to be more comfortable. Each seat had a reading lamp, and a footrest. The cabin was heated, a proper ventilation system was added and the cabin was soundproofed. This model of new comfort was the basis of design for the DC-2. Only one DC-1 was made before production started on the DC-2, and the new craft was quite popular.

A total of 138 of them were built, but the Douglas Company lost money on them, thereby breaking one of the rules of aircraft design, first

stated by William Stout, who had designed the Ford "Tin Goose." The definition of an airliner, in his opinion, was "a machine capable of supporting itself financially and aerodynamically at the same time."¹³

The did not break that rule with the next generation of planes, the DC-3.

"Curiously Donald Douglas himself was not very ebullient about the DC-3 project when American Airlines first mooted it. And later he seems to have attributed its success as much to good luck as to good design. 'It is certainly the best loved plane we have ever produced,' he said later. 'But the circumstances that made it great just happened. They were not of our making.' Possibly Douglas was thinking chiefly of the planes military apotheosis in World War II, but that was only made possible by the extraordinary success of the DC-3 as a civil transport in the prewar years. The extra size and power seemed to give the passengers (20 or so) exactly what they wanted."¹⁴

The DC-3 became the model T of the aircraft industry. By 1940 there were nearly 300 in service, and when war broke out the fact that it was already in use, had the "bugs" all worked out, and was already familiar made it a logical choice for military transport work.

During the war more than 10,000 were produced. And in 1944 the DC-3 was the largest single factor in the company's astonishing sales figure of \$1,061,407,485. Started only 14 years earlier with 6 employees, Douglas had become the 4th largest business in the United States.

Naturally, after the war there was a sharp drop-off of production figures, but during that time the surplus craft were sold off from the government to countless small, struggling airline companies. All over the world airlines bought up DC-3's and began offering commercial passenger and freight services. Aeroflot based its post-war expansion around Russian-built DC-3's and of course they are still in service in many parts of the world, including here in Australia.

Like many companies, Pan American Airways based its success in the mid-1930's on the DC-3. But Pan Am still also relied heavily on the flying boats which Juan Trippe was so fond of for long distance flying.

In 1939, just 12 years after Lindbergh had made his solo crossing of the Atlantic, Pan Am began their first regularly scheduled airplane flight between America and Europe, again using a flying boat. The aircraft, the Yankee Clipper, was the last of the flying boats to be constructed for Pan Am. Boeing engineers were working on a four engine aircraft - the B-314. And one of these, the Dixie Clipper was the first to carry passengers on the new trans-Atlantic route (the Yankee Clipper carried only freight and mail.)

B-314's were very luxurious planes, and even Douglas engineer Raymond would have been impressed after his experience on the 'Tin Goose.'

On board the 314 meals were served in a 14-seat dining room, with full table setting and waiter service. Every overseas passenger also had a sleeping berth, and there was a private suite at the rear. Passengers would find their shoes polished overnight, and all the other luxuries of hotel living were copied as much as possible.

Most countries cut back on passenger services and commercial aviation during the war, and the airlines swung into action to assist the military. Pan Am was no different. When the war broke out in Europe (although the United States was not at this point involved), Pan Am, seeking to maintain neutrality in a tense situation, discontinued some European services, and began working with the State Department to evacuate American citizens and refugees.

At the same time Pan Am was expanding its service in other parts of the world, and in 1940 a route was opened to Auckland, New Zealand. In 1941 they scheduled flights to Hong Kong and Singapore, and were criss-crossing the Pacific by the time December, 1941 came.

"They crouched in the excavation, watching the swarm of Japanese planes dive again and again on the nearby buildings, feeling the earth shake when the bombs exploded, ducking as debris and shrapnel rained down on them.

It was unreal. Only two hours earlier, as the seven-man crew of Pan Am's Philippine Clipper, they had been on a routine flight to Guam. Then came the unexpected message: JAPANESE ATTACKING PEARL HARBOR...RETURN TO WAKE AT ONCE...CLIPPER NEEDED FOR PATROL DUTY.

Now they were watching with anger and frustration as Pan Am's Wake Island was reduced to smoking rubble.

Suddenly a Japanese fighter spotted the big Martin 130 flying boat tied to the dock. It was an easy target. Swooping down the plane opened fire, raking the...Clipper from nose to tail with machine gun bullets.

In five minutes it was all over. The Japanese left as abruptly as they had come. Nine Pan Am base employees had been killed, all base facilities destroyed. ...Hurriedly the rest of the personnel loaded onto the Clipper. Riddled with 96 bullet holes, the crippled and overloaded Philippine Clipper made two unsuccessful tries to take off, then on the third attempt managed to struggle into the air...¹⁵

Other Pan Am crew and aircraft were not so successful. And one plane had an incredible journey...The Pacific Clipper, out of San Francisco and on the way from New Caledonia to Auckland when it got news of the outbreak of the Pacific War, decided against trying to make it back over the Pacific. It refuelled in New Zealand and headed west. Following an equator route it flew across Australia, India, the Middle East, Africa, the South Atlantic and along the northern coast of South America and then into New York. On the morning of January 6th, a startled officer in the control tower of New York's LaGuardia Airport heard on the loudspeaker: "Pacific Clipper, inbound from Auckland, New Zealand, due to arrive Pan American Marine Terminal at LaGuardia in seven minutes." The trip took one month, and covered 31,500 miles.¹⁶

After the war the troops demobilized and people tried to return to civilian life. But one thing had definitely changed. People now knew a

great deal about flying. Hundreds of thousands of people had travelled in planes during the war. And the convenience and comfort of flight (even though stripped-down transport planes offered none of the comforts of the earlier B-134's) had made a permanent impression.

Now there were surplus airplanes, and a market ready to fly in them.

In Australia the commercial scene was getting back to full swing. During the war, Australian civil airlines were in a fairly vigorous condition and their executives were planning major re-equipment and service changes. Qantas, the "Front Line Airline" had given excellent service during the war and was now making final plans for the passenger-freight route from Australia, via Singapore to England, which was begun in 1946.

After a period of turmoil in which many small operations had come and gone, been merged, or been bought out, there was one airline which dominated the scene - Australian National Airways. Using the faithful workhorse DC-3's they had logged hundreds of thousands of miles during the war, transporting troops, flying reconnaissance and doing patrol duty, often while frustrated commercial passengers waited at airports for diverted craft.

ANA had big plans for post-war expansion, including extension into overseas travel. Other smaller airlines were also active after the war,

including Ansett Airways, Butler Air Transport, New England Airways, MacRobertson Miller and Airlines (WA) Ltd., Guinea Airlines, Queensland Airlines Pty. Ltd., Inland Air Services, Connellan Airways and others were all sorting out their plans and working on future commitment when the post-war government dropped its own bombshell.

It had been suggested earlier, but in the turmoil of the war, much of its significance had been lost.

"Labour Party theorists of the era were convinced that anything done by capitalists could be done better by socialists. Nationalisation was in the air. The Labour Party of Great Britain, which avalanched into power in August, 1945, planned to nationalize steel, railways, banks and medical services. The Australian Labour Party had decided to nationalize airlines.

Late in 1944 Acting Prime Minister F.M. Forde told the House of Representatives in Canberra: "The government has decided that a wholly Government-owned statutory authority be formed to take over the operating and maintaining of interstate airlines...the effect of this decision is that the Commonwealth Government will take over all interstate operations."

...Even though transworld air services had become an accepted fact, Australia was still close to its pioneer aviation days. Trailblazers like Horrie Miller, Ivan Holyman, Hudson Fysh, and J.E. Connellan were still very much in the picture. The work they had done, the risks they had taken, and the air services they had established were under threat of extinction by the Australian National Airlines Bill, voted through Parliament in July 1945 and given royal assent by the Governor-General, the Duke of Gloucester, on 16th August.¹⁷

The Act spelled out the plan in detail. The government would be able to run an airlines from any place in a State to any place in another State, or any territory, or any Commonwealth territory and from any one of those places to another. And, when the government had established the facilities "adequate to meet the needs of the public" then any other airlines already operating would have to stop.

The only airlines which could operate would be those providing transport within state borders only...a most unprofitable and impracticable type of operation.

"Their howls of outrage filled the silence left by the guns of war. The Press thundered against another instance of creeping socialism. MacRobertson Miller, Guinea Airways and ANA took legal advice, and wasted no time in issuing writs against the Commonwealth. On 29th October, 1945 the contestants began to hammer out the case before the High Court of Australia, and in December the court handed down its decision. The judges found that the Commonwealth was empowered to establish its own airline, but that it could not take over any commercial airline nor refuse licences except on the grounds of safety.

"The Commonwealth decided that half a loaf was better than no bread, and continued with its plans for a national airline even though it would have to compete with private enterprise."¹⁸ And, so Trans Australia

Airlines was founded.

The airlines worked mainly with surplus DC-3's and the propeller craft designed after this period. Much was done but the next real milestone came in the mid-1950's.

On October 13th, 1955 Pan Am announced its decision to order 45 U.S. built jet transports at the incredible cost of \$269 million. It was a monumental decision for Pan Am, the first large order of jet planes by an American airline, and the largest commitment ever made by an airline for new equipment.

The introduction of the jet and the possibilities for speed and comfort that it created was the beginning of the airline business as we know it today. In only a few short years jet travel had revolutionized passenger travel, and the Boeing 727 medium-haul jetlines became the most successful civil aircraft ever built. By the end of 1975 Boeing had built 1,244 727's and the forerunner, the 707 was also still being built.

Development continued with the 737 and made its big breakthrough with the enormous 747 in 1968.

Douglas Aircraft, after a lag in development which caused serious problems and led to the merger with McDonnell which resulted in the

company which operates today, countered with the DC 9 and a larger aircraft, similar to a 747 payload, the DC 10.

In Australia the two domestic airlines followed one another closely. And basically the same types of aircraft were used by both companies. Both Ansett and TAA used aircraft from each company and in line with their parallel development both use the Boeing 727 and the DC-9.

Qantas, interested in the overseas and long distance market had to make the choice that faced other airlines at the same time...which of the wide-bodied aircraft should they use...the Boeing 747 or the Douglas DC 10. Qantas and Pan Am both opted for the 747.

The Boeing 747, and the 747 Special Performance, capable of flying direct from New Zealand to the West Coast of the U.S.A. without stopping, are now the workhorse aircraft of the long distance routes.

They are built in the largest volume structure in the world, in Washington State in the U.S.A. This assembly plant, which is 10 stories high, covers approximately 43 acres.

The aircraft itself has equally staggering proportions. The cabin is 185 feet long and 20 feet wide...and can carry 463 seats as well as six technical flight crew and 16 cabin crew. The fuselage is 225 feet long,

the wingspan is 195 feet, the top of the tail is 63 feet off the ground (the height of a six storey building), and the engines are capable of 24,000 horsepower per engine, a total of nearly 100,000 horsepower.

The aircraft weighs 164 tonnes empty, and takes 42,474 gallons of fuel to "fill up." That is enough fuel to keep an average family car going for about one and a quarter million miles.

When the captain sits in his cabin he is a little more than 2½ stories off the ground, and the aircraft itself sits on 16 wheels.

The following pages have some diagrams of the inside and workings of a 747 to give an idea of the construction of the aircraft...a long way from the Flyer 1, which Orville and Wilbur created only about fifty years before.

The attempt to improve passenger travel in terms of speed, rather than size of aircraft, has met with mixed results and has not generally been successful. The development of the jointly designed and built French-British Concorde has been considered a disaster in the airline industry, with only 15 ever being built and only 5 sold - those to Britain and France. Problems in fuel efficiency, problems in passenger-load break-even points, and general acceptance have meant that the Concorde has not been the success its joint developers had hoped. This is not to say that high

speed aircraft will not be improved and used in the future...the capability of the Concorde is impressive. It can travel at twice the speed of sound, and virtually cut the normal jet travel time by half. But changes will have to be made in economy and passenger comfort before the airlines take the chance on investing heavily.

Currently the major international airlines operate long distance routes with either the Boeing 747 or the 747 SP or the DC 10, which has lost some popular appeal because of the series of accidents in the late 1970's.

In Australia the domestic airlines had, until 1980, followed their plans of "separate but equal" facilities with each offering virtually identical aircraft, schedules, passenger services, and operating policies. However, after the take-over of Ansett Airlines by the Murdoch group of companies in combination with Thomas Nationwide Transport, and the retirement of Sir Reginald Ansett, cracks began to appear in the "united front" facade.

One of the first major changes involved the updating of aircraft for the two airlines.

Asia Travel Trade, in May, 1980, saw it this way:

At last it appears to be happening - competition between those supposed competitors - Trans Australia Airlines and Ansett Airlines. But it will not be the drastic changes such as those taking place in the U.S. Perhaps there is more chance of a significant structural change on the international route designation - because Ansett is challenging the monopoly of Qantas. The monopoly used to make sense, but does not any more. And as Ansett has more to gain on getting international routes than cutting domestic fares, it will probably spend more time worrying Qantas.

The change of ownership at Ansett Transport Industries...together with a determination by the government to change the country's odd two-airline policy, has caused this activity. The Ansett and TAA re-equipment decision should guarantee a more competitive environment. Ansett is spending about US \$450 million on five Boeing 767s, twelve 737-200s and four more 727-200s and it will sell its DC(s; however the first two 767s will not arrive until November, 1982. TAA will be getting its first two A300s in October, 1981, a third in mid-1982 and a fourth in mid-1983. TAA is spending about US\$220 million on the A300's.¹⁹

In addition, since the changes in ownership and the new attitudes towards competition there had been changes in the services offered

passengers and in discounted and off-peak fares.

The importance of these changes and in deregulation of airlines worldwide, will be discussed in a later chapter.

Australians, like the rest of the world, have taken to air travel remarkably quickly. Air travel is the most popular form of transport for most trips of more than 600 miles. Almost a million passenger trips were taken by Australians by air in 1977 . And of course air travel now accounts for the majority of travel to and from Australia from overseas destinations.

The development of Australia as an international destination, and the opening of many of the isolated areas of Australia to tourism is dependent on the airplane.

Man's dream of flying has been realized, and for a country as geographically isolated as Australia, the freedom of travel by air has opened a whole new horizon for both commercial and pleasure travellers.

Orville and Wilbur would be very impressed, indeed, if they could come back today and visit Dallas Forth Worth Airport, the world's largest, which covers 17,500 acres. But perhaps they would be even more impressed if they could stand for awhile in the control tower at Chicago International Airport - O'Hare Field. The world's busiest airport, it handled

a total of 754,986 arrivals and departures - one every 41.8 seconds - in 1978. A total of 49,141,449 passengers used those flights.

The Wrights have secondarily been keeping the Lexicographers busy. It would seem that aeronautics is a bit more now than "the art of making and navigating balloons."

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 5

AIR TRAVEL

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CHAPTER 6

ACCOMMODATION AND FOOD SERVICES

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If transportation has improved significantly, affording more and more opportunity for individuals to travel longer distances in shorter times, it has also created a new environment for the "hospitality" sector of the tourist industry.

The traveller has always needed a place to stay, both while in transit, and upon reaching his destination. But there are endless possibilities of what is involved in both accommodation and food service for the traveller.

Additionally, particularly with reference to the food service sector, it can be hard to distinguish between facilities provided for tourists and visitors, and the facilities which are also providing needed services for the local residents. The fish and chip shop which is patronized by the local resident can also be used by the week-end holiday-maker just passing through the neighborhood.

Furthermore, the range of accommodation and food facilities is so extensive and so varied, that it is not even possible to fully estimate the size of the accommodation market, or identify all its relevant components.

The earliest travellers spoke of inns and pubs with which they had become familiar...not always in pleasing terms, so we know the provision of such accommodation has been around for centuries.

According to the Guinness Book of Records, the oldest public house in the United Kingdom, depending on what criteria you use, is either the "Fighting Cocks", St. Albans, Hertfordshire, an 11th century structure which is built on an 8th century site; a hotel in Gloucestershire which has been dated back 1,000 years, or two others, "Ye Old Ferry Boat Inn" at Holywell, Cambridgeshire, and the "Bingley Arms" near Leeds, which are both dated, from tracing church and civic records to the 10th Century (905 - 980 specifically).

These hotels, and many others around the world, provided lodging and food for both man and beast. They provided for changes of horses, accommodation and food for the travellers, his servants and the carriage crews and animals. This was preferable to trying to make camp in an area where inclement weather, lack of good sites, and danger from highwaymen might be encountered. But the facilities varied greatly, and the attitudes of the owners could make a night's stay at an Inn either a pleasure or a real trial.

During the period of the "Grand Tour" many of the English travellers who wrote journals or kept diaries had long comments to make

about their food and accommodation. In many cases they were extremely impressed with what they had seen and encountered, but there were other times and situations where they were not so complimentary. Regional and ethnic tastes often came into it, creating a situation where the guest and the host did not really understand the attitudes or requirements of one another.

In 1765 Samuel Sharp made his grand tour to Italy. He was not, as this excerpt indicates, particularly impressed with his stay:

We arrived at this place, after a journey of seven days, with accommodations uncomfortable enough. Give what scope you please to your fancy, you will never imagine half the disagreeableness that Italian beds, Italian cooks, Italian post-horses, Italian postilions, and the Italian nastiness, offer to an Englishman, in an autumnal journey. ...At Turin, Milan, Venice, Rome and perhaps two or three other towns you meet with good accommodation, but no words can express the wretchedness of the other inns. No other bed than one of straw, with a mattress (sic) of straw, and next to that a dirty sheet, sprinkled with water, and consequently, damp; for a covering you have another sheet, as coarse as the first, and as coarse as one of our kitchen jack-towels, with a dirty coverlet. The bedstead consists of four wooden forms, or benches; an ENGLISH Peer or Peeress must lie in this matter, unless they carry an upholsterer's shop, which is very troublesome. There are, by the bye, no such things as curtains, and hardly from Venice to Rome, that cleanly and most useful invention, a privy...For example, this is almost constantly the fare - a soup like wash, with pieces of liver floating in it; a plate full of brains, fried in the shape of fritters; a dish of livers and gizzards, a couple of fowls (always killed after your arrival) boiled to rags, without the least kind of sauce, or herbage; another fowl, just killed stewed as they call it; then two more fowls, or a turkey, roasted to rags. ...Now and then we get a little piece of mutton, or veal, and generally speaking it is the

most eatable morsel that falls in our way. ...the bread all the way is exceedingly bad, and the butter so rancid, it cannot be touched, or even borne within the reach of our smell.

While perhaps Mr. Sharp was not overly impressed with his trip to Italy, it must be noted in his favour, that he was very impressed with the accommodation and food he had in Switzerland.

For most early travellers who kept records, enough money was available to ensure they could afford to stay at Inns and Hotels. Others, less fortunate, however, did make use of less grand facilities, and often slept out in the open, or carried simple camping systems. Indeed, the English visitors to Asia, and particularly India, carried all their equipment with them, loaded onto pack animals, including full sets of silver service for morning and afternoon tea.

Discussions of accommodation generally brings to mind the use of hotels and motels. It is important to remember, however, that this type of accommodation provides for only a small part of the travelling public.

The range of possible accommodation facilities is extensive and includes:

Hotels

Motels

Youth Hostels

Camp Grounds

Caravan Parks (on site vans and tow-your-own facilities)

Pensions

Boarding Houses

Private Homes

Cottages

House Exchanges

Holiday Flats

Holiday Serviced Apartments

Houseboats

Traditional Facilities (Castles in Europe, Ryokans in Japan, etc.)

Condominium Ownership.

Food service facilities may be found at any of these types of places and at a wide range of other facilities, ranging from exclusive restaurants to local shopping centres and supermarkets where the tourist may purchase food to prepare for himself.

Hotels are perhaps the first thing people think of when they think of accommodation for tourists and travellers. The hotel industry is indeed a large one, although it really maintains only a small share

of the total tourist accommodation market. "Hotels," in this context, means accommodation facilities. The general term in Australia has come to include any type of pub, some of which actually provide accommodation, but many of which do not actively seek to rent rooms. In Australia, because the government wished to encourage the development of accommodation for itinerant workers and travelling government officials, it was made a requirement that in order to get a liquor dispensing license the operator of a drinking establishment would have to provide a minimum number of rooms of accommodation - usually twelve. So, to meet the requirement the rooms were built. In many cases they are used, and provide expensive and interesting accommodation for the traveller wishing to try something a bit different. However, in many cases the rules were - and still are - "bent a little bit." The rooms are there, but not really available. Often they are used as storerooms, or as accommodation for the hotel owner and his family.

Therefore, when we speak of "hotel" in this context, we are referring to establishments where revenue and custom is derived from the selling of accommodation to the public.

Such hotels can vary from small establishments of only twenty or thirty rooms to huge places, such as the Las Vegas Hilton, with a total of 2,783 rooms and suites (a new wing is also under construction), seventeen acres of parking, an 8½ acre sun and sports deck, eleven speciality

restaurants, a casino, a showroom for productions by stars such as Liberace, Barbara Streisand and Bill Cosby, and a conference room that can seat 10,000 people as well as a special Youth Hotel with separate facilities creating a "summer camp" atmosphere for children, including sports programmes, youth counsellors, magic shows, films, teen dances and discos, and special dormitories for boys and girls so parents can stay at the casino and visit the shows and 24 hour entertainment facilities without worrying about their children.

Hotels like the Las Vegas Hilton are something special and unique, but many hotels have facilities for handling conferences and conventions, have several restaurants, and a number of facilities to make sure the guest has a pleasant stay.

Hotels may be further classified into two sections; resort properties, usually located in resort areas, or out of the main city area, and which try to maintain facilities to provide for all a guest's requirements. Such properties may have tennis courts, a golf course, or facilities for skiing, or water sports. The guest may come and use the accommodation, the sports facilities, and the food outlets, and may stay for perhaps a week or more, without actually leaving the hotel. Properties in Queensland in Australia, in Hawaii, in Spain and Switzerland are often full service resort facilities, creating an entire environment for the visitor.

Other hotels, however, are located within urban areas and centre more on the needs of visitors to the city, particularly businessmen and "group tourists" (those people who are part of a package tour).

These hotels have conference facilities, perhaps a swimming pool and even a health centre and squash court, but mainly there are food and beverage facilities and accommodation facilities. The standards can vary from "adequate" to "outstanding" and the guest usually stays for approximately 1 to 4 nights. Another category of hotel can be considered when discussing urban properties, and that is the residential hotel. This type of property usually caters to a set group, acting more or less as a permanent residence for them, but will sometimes take casual visitors. Rates are usually lower than the other type of urban hotel, but as most of the guests are permanent these properties are not generally dealt with when discussing tourist facilities.

Because they are usually located in urban areas, often right in the centre of the commercial districts, hotels are usually multi-storey buildings, sometimes with underground or adjacent parking. In many cities, however, older properties do not have convenient parking facilities. In most hotels it is necessary to park a car, take the bags to the registration desk, complete registration formalities and receive a room allocation, then take a lift to the appropriate floor and carry the bags to the room. This is a straightforward procedure, and one which is

convenient for the traveller who does not have his own transportation, who arrives by rail or air, and who does not have to worry about the security and convenience of a car parking place.

However, in the late 1940's and early 1950's, when large numbers of people began using the automobile for transport, the process of checking into and out of hotels, and the problems of urban, city-centre traffic began to "spoil the fun" of staying at a hotel. The answer seemed to be a more "convenient" approach for the motor traveller... why not build accommodation away from the city centre, so the traveller could avoid inner-city traffic hassles? Why not build a property where a guest didn't have to leave his car some distance away, or "buried" deep in a below-ground parking lot where safety and security might be a problem? Why not build a property where all the problems of carrying baggage could be eliminated? Why not a long, single or two-storey property, where a guest could pull his car right up in front of the room allocated, unload his baggage and carry it right into the room, and then right out again when he was ready to leave? The traveller could drive up to a reception desk, handle registration, collect a key and then drive directly to his room, where he could handle all his baggage himself, and even keep an eye on his car. And of course, the motel was born. Motels began to spring up in many countries, especially in the U.S.A. and Australia, providing people with facilities designed for a world revolving around the automobile.

Motels traditionally follow the plan of long, low (usually no more than two level) buildings, with reception and restaurants, conference rooms, etc. in a centralized area, and convenient parking.

In many cases, however, the real difference can become obscured. Motels may be multi-stories in some places, and some operators may own properties of both styles and call them collectively "motels."

The largest revenue-earning hotel business is Holiday Inns Inc., with a 1978 revenue of \$1.202 million. The business has 1,731 affiliated properties in 59 countries. With a head office in Memphis, Tennessee which handles sales, marketing, quality control and planning, the property is genuinely a mixed hotel/motel operator, with properties that would fit both definitions.

Youth Hostels represent a very different facility, although they, too, vary dramatically in style and quality, and some could certainly be classed with hotels and motels in terms of facilities and comfort.

Use of youth hostels facilities is dependent upon membership in the International Youth Hostels Association. Although once set up specifically to cater for the needs of young travellers, the definition of "young" is no longer as restricted as it once was, and travellers of almost any age can be found at youth hostels.

Accommodation varies in price from fifty cents to about ten dollars per night, and the facilities vary depending on the specific property. There are over 4,000 youth hostels operating in the world, and the Youth Hostels Association has over 3 million members. Anyone who pays a joining fee (approximately \$5 and a \$10 international membership fee) can stay at any youth hostel (including the 20 in Victoria.) Accommodation is usually in dormitory-style rooms, and there are generally common-use kitchen and bath facilities, as well as a meeting room/recreation room. Young people travelling alone can meet others, share experiences and recommendations, and meet other travellers, and because of the cooking facilities it means considerable savings can be made in food and other expenses. However various restrictions apply in various hostels, and it is wise to get all the details about the ones that are to be visited. In some there is a maximum number of days you are permitted to stay...in others there are restrictions about the time of day you can check in or check out of the property. Most hostels assume you will be bringing your sleeping bag and air mattress, others provide almost all equipment for nominal rental.

Hostels are popular, because they represent an inexpensive way to travel, as well as an opportunity to meet other travellers.

Those same two characteristics have also been responsible for the popularity of camping and camp grounds. Again, the facilities can vary

dramatically, from an area which has been levelled out (at least to some degree) and has some basic amenities, to camp grounds like those at Disneyworld in Orlando, Florida, where each camp site has its own bath/toilet block, there is a store and restaurant, a facility for pets, regular entertainment takes place every evening, and transport to Disneyworld is available by either canoe, or miniature train.

Because facilities vary so much, and because in many countries there is no regulation of camp grounds it is impossible to say how many camp grounds there are around the world. Some cater only for those individuals with tents, some also have facilities for people with campervans, or caravans. Some provide sports facilities, others have no facilities at all. However, the popularity of camping is enhanced often by the location of the camping facility. Almost every National Park in every country in the world maintains one or more camp grounds, usually well looked after, and maintained by the National Parks Authority itself. This ensures that camp grounds may be located in very desirable areas, close to major attractions, and convenient to sights. Additionally, camping may be done where no organized camping facility exists. Travelling throughoutback Australia means camping places where no one else has yet established an electricity supply, toilet block or local shop. Campers, therefore have opportunities to see country that is not accessible to the traveller who needs ready access to hotels or motels.

While campers are generally considered to be people who prefer to "rough it" or be natural, they also present risks and threats to the environment. (This will be discussed in more detail in the chapter on the Environmental Effects of Tourism.) However, it must be recognized that in many areas there are attempts being made to regulate campers, where they go, and how they make camp. Litter, vandalism and destruction of the environment can follow in the wake of the campers, as much as in the wake of the hotel developer.

Caravan parks are a near-relative of the camping ground. They are usually located near major traffic areas, and have facilities for various types of "self-contained" travellers...often including campers with tents.

Caravan parks usually provide amenities such as shower and toilet blocks, powered sites, and often have such facilities as swimming pools, tennis courts, and milk bars or small grocery stores. Facilities for laundry are also usually available. The popularity of caravan parks increased in the 1960's and 1970's when the advantages of travelling with your own "motel unit" were accepted by the general public. Caravans, in many types and styles could be purchased which would provide for the entire family, could handle not only requirements for the family but also for pets, could be attached to the family car, and could provide a self-contained holiday unit, with transport and accommodation included. Also

popular were campervans, one unit transport/accommodation systems, and also several more sophisticated units which provided all the comforts of home or hotel unit. Cooking facilities, beds, even toilet and shower are available on deluxe units.

Caravans lost popularity dramatically in the last years of the 1970's and in 1980 when the fears of petrol shortages and the increasing costs of petrol meant that many people began to consider the cost of towing a caravan to be prohibitive. However, caravan park owners had an interesting solution to this problem. The provision of on-site vans apparently offered the ideal solution to people who wanted to travel inexpensively, but either couldn't afford a caravan, or did not want to have to tow one. Many caravan parks maintain a number (from one to as many as 20 or more) caravans which may be rented out. Usually the traveller must provide his own linen and towels, but all else is included. Because it is much cheaper to put caravans on site than to build motel rooms with full facilities, the caravan parks can offer the vans much cheaper than a motel room, and if the visitor does not mind the walk to the amenities block, the costs could be as little as half the charge for a motel room. Additionally, because the traveller provides his own linen, the costs are generally assessed on the van itself, for one or two people, and children are either included free, or at a very nominal price.

Caravan parks with on-site vans are popular, and this has created a certain amount of friction between owners and operators of caravan parks and owners and operators of motel/hotel facilities. In Australia this has taken the form of protests from motel groups against the licensing of caravan parks with on-site facilities, and campaigns to increase the requirements, etc. for owners of on-site vans.

The fact remains, however, that on-site vans offer the cheapness and informality that many family travellers look for, and their popularity seems likely to remain.

The popularity of pensions (pronounced "pen - see - owns") is also likely to remain. Pensions are unique to Europe where they have fulfilled a need for years for thousands of travellers. In countries such as Germany, Austria, Switzerland, Holland, and other northern and Southern European countries, every guide book, and every train station information centre will contain the names and addresses of pensions in the immediate area. Usually they are privately owned, small operations. Many times it is just one room, which is let out by the owners, however in some areas, as in Berlin, pensions can have 15 or 20 rooms. Basically, however, the procedures are the same. Rooms are let (generally without private facilities, but some pensions do offer private shower or shower and toilet), and breakfast is usually included in the cost. Guidebooks of

the "Europe on \$10 - \$15 per Day" variety, make use of pensions because they provide inexpensive accommodation. The quality can vary tremendously however, and it is wise to inspect the facility before deciding to stay. Often the pension is a comfortable, pleasant place, where the owners of the house or - more usually - flat, simply desire to earn a little extra money by letting out a spare room or two (some of the older apartment buildings in European cities have huge flats, of many rooms, so it is an ideal situation) and they usually also enjoy having visitors "to stay." Pensions are popular with other visiting Europeans, so there can occasionally be a language problem, but they have an informality, and provide an opportunity to mix with "locals" that is missed when a tourist stays at a large international chain hotel operation. However, one must not expect the facilities of a hotel, and consequently there will probably be no telephone in the room, no restaurant facilities (other than breakfast) no room service, and no lounge room, or other facilities.

In this respect pensions are very similar to boarding houses. These establishments are usually found in cities and are usually of interest to travellers and tourists who intend to stay in one spot for some time, but do not want to stay in expensive accommodation. Usually privately owned, they are more commercial than pensions, and have accommodation for a larger number of people. Some may include certain meals in their costs - usually breakfast - but others include only the

cost of the room. The rooms usually do not have private facilities. They are, perhaps, a little more personal than a motel for someone intending on a fairly long stay, but again, the appeal of a boarding house depends very much on the individual building, and the personality of the people who run the establishment. Generally the image of a boarding house tends toward the less glamorous, and it is unlikely that the average tourist would express a great deal of interest in using them.

There is interest, however, in the use of private homes. In fact, of all the forms of accommodation mentioned it is the most popular. Staying with family, with friends, with relatives is the most important form of holiday accommodation in Australia. For many people the annual holiday revolves around the visit to family and/or friends, and the sharing of accommodation. Generally this type of arrangement is a significant part of the holiday plan, but it is often combined with other accommodation. For example, a family may travel from Melbourne to Brisbane to visit and stay with family, but will stop off in Sydney for a night on the way, and will stay in a motel or caravan park. Family homes, and the attendant pleasures and problems involved in using them, create a problem for many holiday makers. Surveys show that many people would prefer to use alternative accommodation if they could afford to, but they feel they must stay with family or friends if they are to afford any holiday at all.

Cottages and holiday houses offer some of the conveniences of having a house at one's disposal, without the problems of having family or friends actually around all the time. Holiday houses and cottages are usually rented for a set period, generally not less than one week, but often for several months, particularly during the summer. Popular places, such as beaches and mountains often have many such places for rent, and the vacationer supplies his own linens, towels, food and other personal items. The advantages of a holiday house or cottage are the location, the privacy and the relative cost, particularly for families. Life styles may simply be transplanted rather than significantly changed, and this can be an advantage where young children are involved. However the usual chores remain to be done, as very few are serviced in any respect. Sometimes holiday houses will come with certain facilities (such as swimming pool) available, but generally they are located near attractions or facilities.

Similar to holiday houses are holiday flats, usually found at beach or mountain areas, near lakes, or other areas where recreation attractions can be found. They offer much the same facilities as holiday houses, but are usually smaller, and, of course, there will be other holiday flats in the same block. Many people enjoy the combination of privacy and sociability that holiday flats provide, and the independence and the economy of a holiday flat as compared to a motel or hotel. In tourist areas such as Surfer's Paradise holiday flats are extremely popular, offering

the travellers reasonable accommodation at a cheaper price than the more elegant high rise operations. Some blocks of holiday flats offer swimming pools, or other extras, and again the usual requirement is that a minimum stay of several nights is required.

Similar to the holiday flats mentioned above, there are also serviced flats available in many popular resort areas. In these flats housekeepers will take care of the cleaning and maintenance of the flat, and in that respect it is much like a hotel or motel, although the procedure will vary from place to place with some flats serviced daily and other serviced two or three times per week.

For someone seeking more variety than is possible with a holiday house or flat, alternatives are often available...houseboats are popular in certain areas. Houseboats are available in many areas, ranging from elaborate floating accommodation with cook and servants in attendance in India, to the houseboats for hire on Lake Eildon. Houseboats offer an unusual environment, and again have appeal for families, for people interested in independence, and seeking more than just a room for one night. However, holiday houses, holiday flats and serviced flats and houseboats are all very popular and often are booked months or years in advance, generally by repeat customers who visit the same place every year during the same time period. It can often be very difficult, therefore,

to obtain a booking to use these facilities.

Slightly different from houseboats, but also offering something different for the more adventurous traveller, virtually every country has some type of traditional accommodation. In Spain the tourist agencies have assisted in the development of many of the old castles as tourist hotels. In Britain it is possible to stay at the castles, and also at some of the famous Inns and little hotels.

In India many of the former palaces of the Maharajas are now tourist hotels, and offer grandeur in accommodation, and spectacular settings.

In Australia it is possible to stay at many of the smaller pubs and to "meet the locals" and in Japan a visit to a Ryokan offers the Westerner a chance to stay in traditional Japanese Inns where service, meals and sleeping areas are all very different to Western approaches.

Traditional facilities may not always offer everything that the sophisticated traveller wants...room service, private amenities and other "hotel facilities" may be lacking, but often the atmosphere, the style, decor and service offer a very rewarding change.

Perhaps the newest form of holiday accommodation is the joint ownership agreement. This new arrangement, popular in many parts of the U.S.A., particularly in Hawaii, is now also being promoted in Australia. If you are interested in this type of holiday arrangement it is usually important that you plan to visit the same place every year at approximately the same time. The procedure is simple...you purchase a part-ownership of a holiday house or holiday flat. Then, at a certain specified time you are entitled to use that house or flat, without charge. At the end of the time you return home, and the next user takes over. For example... it is possible to purchase a 1/26th share of a holiday flat on the beach front in Hawaii. For your money you are guaranteed the availability of your holiday flat for two weeks in every year. Usually you will always get the same two weeks, but obviously if you wish to change around time-shares with other owners you may do so. Generally only a small surcharge is added to each owner, to pay for cleaning between occupancies, or general maintenance. This means that you actually own a share of the flat, and that you can buy and sell that share, and that it guarantees you a two week "vacation" every year at your flat. Obviously there are many variations on this basic theme, depending on the rules of the joint ownership agreement. For many people who have a special attachment for a particular place and who have a fairly established holiday pattern this offers many advantages. However, it is necessary to check the agreements carefully, as clauses affecting re-sale, additional costs, changing of

time tables, etc. will vary from agreement to agreement.

Such "shares" are popular with resort areas where the facilities can be enjoyed throughout the year. There are some obvious problems with setting up such "joint-ownership/sharing" schemes in places where the appeal is very seasonal. Ski resorts, for example, have had problems with joint sharing as every owner wants to use the facility during the ski season, and not afterwards.

Several other categories of holiday accommodation should also be included at this point. However, the definition as purely "accommodation" may be arguable. Visits to families, and staying with them in private homes, as paying guests is one category. This is not the same as renting a house, vacant, for your own use. In Australia this is most popular for families wanting to spend a holiday in the country. The Host Farms Association offers farm holidays for families where guests stay with the family, in their own room, sometimes with facilities, but usually without, and participate in the farm life of the host family. In this way the involvement leads to a different situation than with the person staying at a guest house, boarding house or pension.

In Europe a similar situation can be found, with holiday makers able to stay with a host family, and share in their lives. A recent

article in the New York Times explains it this way:

Travelling with children can be invigorating or annoying, hilarious or lugubrious. In any case, nobody ever said it was easy. But there are solutions to summer vacations for the whole family, among them trips to Europe in home settings offered by Chez des Amis. Chez des Amis was founded in 1975...when the first wave of Americans went to France to stay as paying guests with families there. ...The Americans, who stayed in every corner of France, came back with rave reviews about the hosts who had laid hearts and hearths on the line in charming homes.

One-third of the Americans, that year and every year since, have gone with their children. Ten thousand have used the service, their numbers swelling annually...now something new has been added...(it) has jumped the English Channel to Britain...A browse through the Chez des Amis descriptive catalogue also shows that children can expect ponies, ducks, laying hens, sheep, cattle, rabbits, geese, pet mice, and even a pair of silver pheasants and an African grey parrot. The list goes on. ...(They) look for host families who are "positive, really happy people...who are interesting, cultivated, knowledgeable about the region and its history. If what they plan to do is rent a room and collect the money, we don't want them."¹

Such host families can provide a more personal relationship with travellers than any type of hotel or motel. However, such operations are most popular with families with children, and many younger travellers do not feel they provide a genuine chance to meet the local population.

Home visits can also take place on a different level...when the homes are exchanged during the holiday period. "Exchanges" are popular in Europe and America, and are beginning to be promoted in Australia. In

this case a person wishing to travel must be willing to list his home in a general listing. Then, an exchange is made and the tourist goes to the house he has selected, while someone else comes and stays in his home while he is away. Usually the listings involve a direct exchange, organised by the company providing the services, but more round-about exchanges are possible. Generally, the procedure works like this: I live in a modern style house in Melbourne, and am interested in visiting London for three months. I contact the agency who then finds someone with a similar house, in London, who wants to spend a similar amount of time in Melbourne. After payment of a "finder's fee" to the agents, the exchange is made. I go to London, the Londoners come to my house. If the houses are of similar standard then probably no costs are involved. If I am going to a house with tennis courts, swimming pool, and ballroom, then an additional fee might be involved. If no one in London were interested in my house, then the agents might find a Londoner who wanted to go to New York, and a New Yorker who wanted to come to Melbourne, and the exchange would be worked on that basis.

Home exchanges are becoming more popular, although a number of reservations are expressed. Damage to property, lack of maintenance and care of the home (watering the garden, etc.) can occur, and the legal problems become involved. Also working out all the schedules can be quite a headache, and difficulties are created if illness or other

problems occur requiring one family to return home before the other is ready to leave. However, as an economical way of having a holiday, and also ensuring that one's own home is not left abandoned during a holiday, house exchanges have strong appeal.

In Australia, studies have shown that most international visitors stay with their family and friends when visiting Australia. Domestic patterns are similar. The following statistics indicate the accommodation patterns of our international visitors.

Accommodation Used:

International visitors spent almost 20 million nights in Australia. The majority of these nights were spent in the homes of friends and relatives.

<u>Type of Accommodation</u>	<u>% of nights</u>
Homes of friends, relatives	55
Rented house or flat	11
Hotel room with facilities	11
Motel room with facilities	7
Caravan, cabin or tent	3
Guest house or private hotel	2
Youth hostel	1

<u>Type of Accommodation (cont.)</u>	<u>% of nights</u>
Hotel or motel without facilities	1
Boat	0.5
Hired campervan	0.4
Room on a farm	0.3
Other/can't say	7
	<u>100.00</u>

ACCOMODATION USED BY VISITORS TO NEW SOUTH WALES (DOMESTIC)

<u>Type of Accommodations</u>	<u>% of nights (1979-1980)</u>
Homes of friends, relatives	38
Rented House of flat	9
Hotel Room with facilities (incl. motel)	14
caravan, cabin or tent	15
Guest house or private hotel	4
Hotel or motel without facilities	2
Boat	.4
Own holiday house or flat	7
Farm	3
Other	7.4
	<u>100.0</u>

A discussion of food service facilities available for tourists is complicated by the fact that the operations catering to tourists are also operating for local residents as well. While it is easy to establish that the beachfront restaurant opened on Saturday and Sunday during the summer months probably is catering to the tourist trade, it is less difficult to make such a statement when discussing most other types of food service operations. Even the restaurants in large hotels depend very much on the business of local residents, for both dinner and functions, to remain profitable.

Traveller's requirements vary tremendously with regard to food, and food service. Some travellers will carry as much of their own food as possible, planning to picnic along the chosen route. Others may shop in local stores and markets, then prepare the food themselves. Still others may use take-away operations, while another group may choose to use the local pub. While some holiday travellers will use fast food operations, others will look forward to leisurely service in elegant surroundings.

Many restaurants offer either a menu or a surrounding that will attract tourists. Revolving restaurants, restaurants with unique locations or views, or establishments noted for local seafoods or regional dishes are examples, but again, they may also attract the local resident.

Indeed, it is part of the uniqueness of the tourism industry that it is often difficult to assess the economic impact of tourism because of this overlapping of tourist and resident usage. Accommodation facilities may be used by tourists, but also by locals who may want a change of environment, who are celebrating a special occasion, who are attending a function which will last late into the night and who do not wish to drive home that same evening. Hotels may earn revenue from companies who have sales meetings, conferences and conventions attended by locals as well as out-of-town representatives. And much function revenue can be earned from weddings, charity shows and dances, birthday parties and other "local" activities.

Travellers will always require food and accommodation, however the range available has never been so extensive and so accessible. While the range is still immense...from virtually no facilities in the Australian outback or in parts of Africa or South America, to the "hotel rows" of cities like Las Vegas, Singapore, and Hong Kong...many individuals decry the development of large scale international chains and claim they are "ruining" the world for those interested in alternative facilities. The argument that "one Hilton looks like every other Hilton" while not strictly true is often repeated as a criticism of international developments. It must be remembered, however, that many travellers prefer the security of knowing what their accommodation will be like. These people seek adventure at their destination, not particularly in their hotel room at

night. Consequently as the tourist industry develops, and larger numbers of people travel abroad, many will seek adventure and the chance to try new things. Others will prefer a certain degree of familiarity. Chain restaurants and chain accommodation facilities offer this continuity and familiarity. But much that is unusual, off-the-beaten-track or exotic is still available.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 6

ACCOMMODATION AND FOOD SERVICES

Footnotes:

¹Wykes, Alan, Abroad, MacDonald, London, U.K., 1973,
p. 201-202.

²"Holiday in Homes," New York Times Travel Section,
October 23, 1980.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 7

CONFERENCES AND CONVENTIONS

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World-wide, conferences and conventions have the largest growth potential of any segment of the travel and tourist industry. Although the magic of telecommunications has meant that the travelling businessman can now conduct much of his business without leaving his office, the appeal of conferences, meetings and conventions seems to have increased even more.

The businessman travelling to conduct business is one of the strongest markets for the airlines, hotels and motels, and restaurant operators. In the last few years, however, the importance of catering not only to the individual businessman, but also to the "group business traveller" has become apparent.

Every business, every company, every profession has a society, committee or professional body which represents its interests. In addition to such groups are social service organizations, groups of people with common interests and hobbies, and common backgrounds, all of which have regular meetings and conventions. Sometimes the conventions or meetings are regional, sometimes for an entire state, or an entire country, or, they may be international gatherings. They will all require

services...from a meeting room, to an entire orchestrated week of activities, with accommodation, food and entertainment all planned and presented.

The potential for the hospitality industry is immense. Not only do the delegates to the conference or convention attend, but they also may bring along their families, or associates. The spin-off of these conventions may be repeat business by individuals at a later date and may also include side-trips which the delegate takes before or after the convention.

In many accommodation properties the convention business represents a major share of income, and knowledge of the needs and requirements of convention and conference planners is fundamental to successful hotel management.

"Although no one is quite sure how or when they came about, conventions have become extremely important in today's business world. Business and professional people realized early the importance of getting together to discuss their problems and to clear up misunderstandings. Out of these early meetings came the massive conventions business we know today.

"A great many people have the misconception that a convention is just another vacation. But the basic purpose of a convention is not to assemble for fun and games, but to exchange viewpoints and discuss matters

of mutual concern.

When a convention is tied to a trade show, delegates expect to see and hear about the newest equipment and supplies in their profession or industry. They expect to have an opportunity to discuss personally with their suppliers the problems that have been troubling them.

Every field has its conventions: Professions, trade unionism, education, arts, commerce, politics, and fraternalism all rely on conventions to bring together the membership's cross section of ideas. The conventioners congregate in hotel properties across the country to attend meetings and look over exhibits; invariably they come home better oriented toward their jobs and more certain of the goals of their organization.

What do conventions mean to a hotel? They can mean the difference between black and red ink on the profit column. Obviously, conventions play an important part in a hotel's overall sales effort. As much as 40 percent of total sales volume in major hotels is attributed to the influence of convention business; smaller properties count the effect at 15 to 20 percent.

Such group business is valuable to hotels for several reasons.

1. Conventioneers not only provide room revenue for the hotel, but, because they are more or less captive, they also use room service,

hospitality suites, and laundry and valet services. The hotel's restaurant, lounge, drugstore, and barbershop also benefit.

2. Convention and group business allows a hotel to forecast advance booking. Since the length of each guest's stay is pretty much predetermined, employee scheduling is more accurate and labour costs are reduced.
3. Convention business can fill the gaps in the slow months. And thus better employee-employer relationships are maintained by eliminating the fear of slow periods and providing secure and steady working conditions.
4. Group business is an excellent builder for repeat business. With a convention, a large number of potential repeat guests become acquainted with your hotel. If they are treated well and are pleased, they will not only advertise by word of mouth, but they also will be likely to stay with you on other visits to the city."¹

According to the magazine "Successful Meetings" (International Association of Convention and Visitor Bureaux) Group business is composed of two major markets: corporate meetings and association meetings.

In North America alone the number of meetings of associations (professional bodies, groups such as Lions, Rotary, etc.) is estimated at more than 45,000 with a total attendance of more than 18 million. And, in addition, again in North America alone, the number of Association sponsored

educational seminars is more than 200,000 with an additional attendance of 3.4 million.

In corporate segment the figures are similarly impressive, with more than 593,000 meetings were held in 1978 alone.

The San Francisco Convention calendar, published by the San Francisco Convention and Visitors Bureau shows an example of conventions:

In October, 1980, a total of 57 conventions were listed, including such organizations as:

The National Association of Pastoral Musicians	- est.	attendance	300
Mortgage Bankers Association of America	- est.	"	5,200
National Sash and Door Jobbers Association	- est.	"	1,300
Print Pacific (Trade Fair)	- est.	"	15,000
National Carwash Council	- est.	"	2,500

And a total number of visitors all the conferences, exhibits, etc. was estimated to be 106,655 for the month.

Conferences and conventions are big business, not only for the hotels, but for the entire city. When 106,000 people come to town in one month to attend meetings, see exhibits, and attend conventions the hotels

are not the only operations to make money. The spending money the delegates bring with them spreads throughout the host city...everyone can make money.

Consequently the importance of convention business is recognised by the community and government, and conventions are wooed not only by hotels. Most cities maintain a convention bureau or tourism organization which is actively seeking convention and trade show business, and is aware of its potential.

Melbourne, Sydney, Hobart and Adelaide all have convention or tourist bureaus which will actively support organizations bidding for conferences and conventions. These organizations have convention specialists who can help with all aspects of planning, and they also have extensive libraries of information on facilities. They can also supply printed material and visual aids to be used in promoting the conference or convention to delegates.

The Melbourne Tourism Authority has a convention department which provides a wide range of services. One of their major publications, The Planners Guide to Melbourne gives suggestions and help for conference planners, as well as a listing of all the various facilities available in Melbourne.

The specific objectives of the Convention Bureau segment of the Tourism Authority are as follows:

1. To help convention planners, association executives or their agents to make the best possible use of Melbourne's facilities and services.
2. To provide information, ideas and contacts on relevant interests, events, and organisations in Melbourne, to make a convention or group itinerary both successful and enjoyable.

To accomplish these goals the Authority can help in many ways, including research into specific requirements, feasibility studies, pre-planned inspection visits, arranging appointments with suppliers, and specific assistance with preparing invitations, submissions, documentation and promotional material. They can also help with budgeting, an area of major concern in any conference or convention plan.

The assistance provided by the Melbourne Tourism Authority is therefore, considerable. But the Melbourne Tourism Authority is not the only organization which is aware of conventions and their importance. The Sydney Convention and Visitors Bureau, the City of Adelaide Convention Bureau and the Hobart Convention and Visitors Bureau are also working in the same direction, and the sense of competition can be intense. Not only are these major Australian cities competing for the convention market, but

other cities all over the world are seeking the free-spending conventioners. Hong Kong, Singapore, and Manila are strong contenders in the Pacific region, and so, too, are Auckland, and Christchurch. In addition, countries such as Korea, Fiji and Japan are constantly seeking new convention business.

Many large international organizations have their head offices in European capitals. Therefore the first place considered for a conference by such organizations is within continental Europe. However change of environment is a necessary thing to stimulate delegate interest, so locations are usually changed around, and one popular procedure is to have the convention in Europe every other year, then look further afield for alternating years. An example would be to have the conference in year one at the city where the international head office is located, perhaps, Brussels. The following year it might be held in New York. In year 3 the organizers would return to Europe, perhaps to Paris. The following year they would visit Singapore. Then, back to Europe again, perhaps Madrid or Zurich. The next year the convention would be held in Rio, and then back to Amsterdam, or perhaps London. And so it goes.

There are two major advantages to this type of scheduling. As mentioned, it provides variety and interest for the delegate. As travel to conferences is usually tax deductible as a business expense (although

regulations have been introduced in the United States limiting the number of such deductions which can be made in any one year) the idea of travel is appealing to the delegate who knows the convention or conference will give him an opportunity to visit places which may not ordinarily be considered for a holiday. Additionally it ensures that the delegates will try to attend the conference every year.

Often a country which is trying to improve or establish its image as a tourist destination will try to attract conferences and conventions as a way of showing its potential to a large number of people at one time. The building of many hotels in Manila was linked to the fact that the International Monetary Fund was holding a conference in that city, and it was felt that if the hotel construction could be completed by the time the conference was opened, the attendant publicity and world coverage of the conference would assure that the Philippines would receive a great deal of free tourist publicity.

Additionally, the hosting of conferences of people involved in the tourism industry - particularly travel agents - can ensure that a country will receive publicity. This is, of course, only good when the conference or convention goes smoothly, and the visitors are pleased. When the American Society of Travel Agents planned their 1980 conference for Manila, there was some concern that there could be problems because of political

unrest in the country. For many potential delegates this sense of danger was increased when a small bomb went off during the conference of the World Tourism Organization, which was held in Manila a week or so before the ASTA delegates were due to arrive. Many delegates cancelled their bookings, and when the conference did open there was considerably less than the 5,000 travel agents which were originally expected. On the opening day of the Conference, just after President Marcos gave his welcoming speech, a bomb was exploded in the auditorium, injuring more than a dozen delegates. The next morning the conference was cancelled. The effects of such events on the tourism industry may be disastrous. In effect, several thousand travel agents, responsible for booking thousands more people on holidays, will return to their home perhaps with a negative picture of the country, and will possibly discourage travellers from visiting the Philippines. As Travel Trade newspaper reported on October 27, 1980:

The Philippines tourism industry took immediate steps last week to recover from a massive setback suffered from the abrupt cancellation of the ASTA convention - the nation's largest, and culmination of a year-long series of international travel conventions....The bombing incident which marred the ASTA opening ceremony in the Philippines International Convention Centre and hospitalized 11 delegates led Minister of Tourism, Jose Aspiras to admit it would be hard for the country to recover from its tarnished image.

The real cost to the country will take months to determine although there were no early indications of cancellations from groups or from delegates scheduled to attend a series of technical conventions in the next month."²

Conventions are difficult to arrange, and there is always a possibility that there will be problems, or complications that could ruin the entire project. However, with careful and detailed planning it is possible to run a convention with good control, and success. It takes a lot of effort, however, and in many cases organizations planning to host a convention, may not have the expertise required to make the project a success.

In addition to the city convention bureau, however, a number of other organizations are available to give help and assistance, including the Australian Tourist Commission and the domestic and international airlines.

The first question which must be answered is whether or not a company or organization should even attempt to plan and hold a conference or convention. The their "Guidelines for Convention Organizers" the Australian Tourist Commission reviews the situation in this way:

Establishing The Objectives

The idea of hosting an international convention usually generates great enthusiasm - initially. At first many people are prepared to lend their names and offer their services to worthwhile projects, and with all that enthusiasm it seems that there are very few difficulties to overcome.

However that enthusiasm must carry through to a successful conclusion. It is essential that definite objectives be established for the convention, and these objectives be related directly to positive assistance, and services offered. A strong nucleus of reliable enthusiasts must give detailed consideration to the meeting and its benefits.

The following should be considered:

(a) Technological Benefits

A convention of people concerned with the arts, medicine, science, technology, industry, commerce, or any other field of common interest assists in raising standards, educates and improves understanding. An international meeting assists the host nation as well as bringing together qualified and specialist people from around the world to discuss problems, solutions and technological advancement. You must be sure that you can attract delegates who can impart knowledge to the meeting.

(b) Prestige

An international convention can bring great prestige to an organization, the participants and the nation. If to bring prestige to the nation is the prime objective there should be a firm undertaking of strong industry or government support to ensure the success of the convention.

(c) Financial Gain

This objective may be rather illusory. The cost of organising and conducting a convention may exceed the income from delegate fees and allied benefits and sometimes the local host organisation is expected to meet the gap between the income and expenditure. When previous conventions have made a profit sometimes the custom is to use the balance for the next event.

(d) Obligation

Sometimes it is necessary to host a convention through reasons of protocol, rotation or in return for hospitality received from previous conventions in other countries. Here it is better to investigate the difficulties involved before making any commitment.

(e) Political

Where there are political reasons for organising an international convention - as in the meeting of internationally esteemed experts on an activity of real importance to the host nation - the extent of government support could be a determining factor.

(f) Unique Features

Australia has many unique features, its geology, geography, flora and fauna, and its agriculture, mining, industrial and technological methods are often of interest internationally.

There may be other objectives which are also appropriate to your convention. Whatever they are, you should define and record your

objectives clearly before proceeding with any further planning activity.

The hosting of an international congress, conference or convention may take a substantial amount of manpower, money and materials, dependent on the size of the undertaking. The establishment of objectives will consolidate your conception of your meeting's broad needs.³

Having established the objectives and the feasibility of the project, the convention planner can then approach a number of organisations for assistance. As mentioned previously, the Australian Tourist Commission, the local visitors bureau, and the airlines will all help. So, too, will industry and commerce, if you approach those linked in with your conference theme or your organizations. The state government tourist bureau will also help, and there may also be affiliated organizations who can assist.

When an organization decides to bid for a convention it will have to take a number of things into consideration, these include:

1. Location of previous conventions.
2. Levels of attendance at previous conventions.
3. What dates will be involved. This is important as it is not a good idea to schedule a convention during a busy tourist period. The hotels will not co-operate, and it will be difficult to organize

things. You would not, for example, schedule a major convention during Melbourne Cup week when hotels are already booked to capacity.

4. What will the accommodation and facilities requirements be? Most conferences and conventions are small. About 85% of all meetings will have less than 1,000 delegates...in fact more than 50% will have been 100-200. Only a tiny minority have more than 1,000 and only .2% have more than 5,000 in attendance.
5. What special requirements will be needed? A trade show may be included which will need exhibit space. These days large and complicated audio-visual presentations are popular, requiring special areas, set up far in advance and not used for anything else until after the audio-visual presentation.
6. How will it be financed? Will registration fees have to cover all the expenses, or will the local, regional, state or international organizations contribute to the costs?
7. What additional activities will be required? Will you need to arrange a special programme for wives or husbands of registered delegates? Are pre- or post-conference tours generally offered? Will day trips or other excursions be required?
8. What transport needs will you have? These include the handling of delegates, special VIP's and speakers, and include such things as airport transfers, transfers from hotels to conference venues if more than one hotel or a separate convention venue is required, and

transport for special activities. Will charter trains or aircraft or coaches be required.

9. Who will look after the organizing and actual running of the conference? This includes not only the pre-planning, but registration, co-ordinating activities, handling translation requirements if necessary, and communications during the conference, as well as post-conference budgeting, etc.

Again, assuming that all this information indicates that the proposed conference or convention can and should be held, then the real work of the conference planner begins. To handle this task such guidelines are put out by the airlines and tourist bureaux will be invaluable. These books take a planner through a convention step-by-step, from establishing the first sets of committees, to the set up of microphones, and the supply of drinking water for speakers.

It is in the best interests of everyone for a conference or convention to be a success. Consequently all those involved, from the hotel to the airlines and visitors bureau will do their best to ensure the project is successful. The convention delegate is a "better tourist" economically than many other visitors. The length of stay is not generally very long, 3-4 days being the average. But during that time the convention delegate spends more than any category of visitor or tourist.

As more and more organizations hold conferences and conventions they become more alert to the possibilities for interesting and unusual venues for conferences.

Although Australia is a long distance from the major international markets, this can have a unique appeal. The idea of an "unusual" destination can be popular. Because attendance at conventions can, in most cases, be considered a business expense much of the cost of attending a convention can be a tax deduction, making it more likely that a person would be interested in a "tax subsidised" visit to Australia, and offsetting the high cost of getting to the country. While some cities are very popular destinations for international conferences and conventions, there can, sometimes, be a feeling that it is boring to return to the same country or general area every year. Australia, with its possibilities for interesting pre- and post-convention trips, and its off-the-beaten-path cities can have a strong appeal to the "jaded" convention goer in search of something a little more unusual.

Australian facilities for conferences and conventions are excellent. Adelaide's Arts Centre, the Opera House in Sydney, Dallas Brooks Hall in Melbourne, and the Wrest Point Casino in Hobart are all attractive and unusual settings for a conference or convention. And the extensive domestic convention market can find variety by just changing locations within Australia each year. For small conventions, as an example, the

variety of locations can be interesting...Sydney, Melbourne, Adelaide, Perth, Thredbo, and Noosa are all locations used by smaller groups such as the Hotel Sales Management Association. The Australian Federation of Travel Agents, using the "travelling" system, has followed the pattern... Hobart, Adelaide, then Manila, Perth and, in 1981, Brisbane.

The convention and conference business is booming on a world-wide scale. Australia is also experiencing good times, and the various tourist bureaus and promoters are having more and more success promoting Australia as a convention bureau. In 1980 the Melbourne Tourism Authority won the award for the outstanding tourism bureau amongst the competition composed of the visitors and convention associations from all over the world. Its outstanding achievement is indicative of the potential Australia has for conferences and conventions.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 7

CONFERENCES AND CONVENTIONS

Footnotes:

- ¹Astroff, Milton, T., and Abbey, James R., Convention Sales and Services, Wm. C. Brown Company, Dubuque, U.S.A., 1978, p. 2.
- ²"Update: Manila Convention," Travel Trade newspaper, October 27, 1980, p. 1.
- ³"Guidelines for Convention Organisers," Australian Tourist Commission, 1978, p. 2-3.

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CHAPTER 8

MOTIVATIONS FOR TRAVEL

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As we have discussed previously, there can be many reasons for people to travel. When we discuss tourism and the hospitality industry we are generally thinking of tourists, that is, people visiting a place other than their own home, staying away from home more than twenty-four hours, and intending to return home again. This would exclude people who are staying for an extended period...such as students going abroad to obtain further educational opportunities, professional people intending to gain specialised qualifications, scientists and researchers and others planning to live in a certain area for an extended period of time to study the local populations, flora or fauna.

Short-term visitors, genuine tourists, are usually divided into two categories...business and pleasure travellers.

Business travellers make up a substantial portion of the travel market. They are extremely important to hotel operators, to planners of conferences and conventions, and to the airlines and other transport operators. Business travellers may not always be travelling to places they genuinely like to visit, and they may not get to stay as long as they

would like...but they have to travel in connection with their jobs, and consequently they are fairly frequent travellers, and good sources of repeat business. A typical business traveller may fly to Sydney once a month, or visit Melbourne four times a year to attend meetings and seminars, generally using the same forms of transportation and requiring the same types of accommodation.

At one time the business market was considered to be the most important sector of the travel industry, and certainly the most profitable. The image of the business traveller was of someone who travelled everywhere first class, used his expense account lavishly, attended the classic "three martini lunch" every day, stayed in an international class hotel, and took taxis everywhere he went. He travelled regularly, certainly more than twice a year, and was a top executive.

Today there are still a large percentage of businessmen who fit many aspects of this definition, but not all of the definition. Increased costs of travel, and the improved communications facilities now available have meant that while some levels of business travel are increasing, many of the "new" travellers are middle level executives who travel only once or twice a year to attend business and corporate meetings or conferences. Many senior executives are actually travelling less and making more use of conference telephone calls, of telex and also of closed circuit television and video recorders.

So, while many executives are finding it easier and easier to conduct business "at home" in their offices, the increasing number of conferences, conventions and meetings has meant that while once a company could only afford the travel budget to maintain one senior executive, now a company can afford to send more employees, each one less frequently.

Increasing awareness of health and fitness has also led to changes in business travellers habits. While the idea of a life of travel and high level conferences and meetings may sound glamorous and appealing, the stress and strain such a life puts on senior executives can be considerable, and there is increasing interest in alleviating some of that pressure. Businessmen who travel more than three or four times a year (there are some jobs which require men to travel up to 180 days per year) have found that family and private life can suffer, and often they are decreasing the number of trips, and increasing the number of times they arrange the schedule so that the family can go along for a combined business/holiday trip.

Increasing awareness of health and fitness has also led to changes in business travellers' habits. Many executives, aware of the dangers of excessive food and alcohol intake have begun eating lighter meals, drinking less and making use of exercise and sports facilities. Five years ago it would have been unthinkable for a businessman staying at the Melbourne Hilton to appear in the lobby in running shorts. Today, the night and

morning shifts at reception have become used to the familiar early morning sight of the businessman, in running shoes, off for a jog around the gardens before the day's meetings and activities begin.

This heightened awareness of fitness has led to changes in menu planning for the hotels, increased interest in salads and light lunches, and more use of carvery and salad bar selections. Furthermore, tennis courts, squash courts, pools, saunas, and other health facilities are enjoying a surge of popularity.

Another factor which must be considered with regard to the changing behaviour patterns of businessmen is that expense accounts are now more strictly reviewed than ever before. Because the costs of travel are high, companies no longer always feel that first class "all the way" is perhaps best. More and more businessmen are cutting back on services...but each person uses their own criteria of what to cut back and how. Certainly this does not mean that the first class cabins of airplanes will be empty, or that international class hotels will be unable to attract businessmen. It means, rather, that care is being taken to see that value for service is received for the amount of money spent. A businessman does need comfort, good service and convenience if he is to perform his duties efficiently. More attention is being paid, however, to make sure the standards of service are worth the extra costs. Some companies have set rules...for

example, employees in one company may not travel first class on any airplane flight with a duration of less than one hour. The company realises that long flights can be very tiring, and that first class is good value, but feels that first class for such a short flight is not practical. A similar approach is employed by other companies concerning types of accommodation, types of meal expenses, etc.

Business travellers generally travel to a city, stay for several nights, or perhaps only one or two nights, and then depart. They usually travel by air (for long distances) and they generally travel during the week. Consequently hotels which cater to businessmen usually have good week-day occupancies, but experience a fall-off for the week-end when the businessman returns to his own home.

Business travellers, therefore, represent a captive market to some degree. They have to visit certain specific places, at certain specific times. However the range of services and facilities they use can vary greatly.

Pleasure travellers have more flexibility about their travel decisions. If we analyze the main reasons for travel to a destination we find the figures as follows:

Reasons for Travel¹Given by Australians Travelling Abroad

	1977	1978	1979
Visiting relatives	188,000	204,000	246,000
Holiday	584,000	598,000	671,000
Convention and Business	133,000	137,000	151,000
Other	<u>66,000</u>	<u>81,000</u>	<u>59,000</u>
TOTAL	971,000	1,062,000	1,176,000

This table clearly shows that the holiday market is increasing rapidly. While the business and convention market is also growing, the actual numbers increase is not as great as in the holiday segment. This is partly explained because, as we said, business travellers usually have to make certain trips, regardless of costs or personal preferences. The increases in numbers of holiday visitors shows the effect of cheaper fares, package deals and other incentives.

Before discussing the motives for holiday travel we must look at two special areas: visiting friends and relatives and special interest tours. Both present special cases which set them apart from the average holiday maker.

In the travel trade the importance of "visiting friends and relatives" has been recognised, although not always with enthusiasm. Generally this category of business is referred to as "VFR" traffic. VFR's exist in very large numbers (as the above chart indicates). They account for quite large percentages of overseas travel by Australians. Popular destinations for VFR traffic are the United Kingdom and Southern Europe. This is eminently logical as so much of our population has family ties and origins in these places. In 1976 statistics indicated that more than 20% of Australia's population was born overseas. All of these individuals, and those who are first generation Australians, are potentials for VFR traffic as they take other family members back to see the "home country."

However, VFR traffic is not always considered to be desirable business. Travel agents and operators complain that VFR tourists are not a valuable market because they tend to take the cheapest flight possible, and stay with the family, thus making very little use of tourist plant and facilities. They stay with their relatives, and any sightseeing they do is probably done with the family car.

Enlightened travel agents, however, recognize that VFR traffic can actually increase tourism appreciably at the destination. There is a standard joke that locals never see the sights in their home town unless they are showing someone else around. It is often very true. Legend has it (it could possibly be true) that seven out of every ten New York

residents have never visited the Statue of Liberty, and the remainder only went to show visiting friends and relatives.

Much the same is true everywhere. All locals do not get to the fauna parks and zoos, the museums, the art galleries, the shrine, historic properties, etc. on a regular basis. Often it takes the incentive of VFR traffic to get local residents into the car and out to a specific sight for the day. Thus, the attractions get not only the visitors, but the local residents as well.

Additionally, more and more agents are selling tours as part of a VFR deal. If an Australian is planning to visit family in Italy, it is possible to arrange a tour which will take them through the rest of Europe for two weeks, and end up in Italy where they can then spend as much time as they wish with relatives. Similarly, if VFR travellers are coming to visit family in Melbourne, they can start or finish the trip with a coach trip from Melbourne to Sydney, or perhaps take side trips to the Barrier Reef, or Canberra. Agents who handle a lot of VFR traffic usually urge travellers to plan to spend some time -- even if it is only a few day trips -- away from the people they are visiting. Non-stop intensive family visits can be exhausting and even trying at times, so a chance to take a break may be welcome. Also, if the entire family has not visited a destination it can be possible to arrange that the whole group plan a short vacation to see something that is new and different for all of them.

It also follows that while VFR's make little use of formal accommodation facilities while they are actually visiting family, they may make use of hotels, motels or any other form of paid accommodation while making stop-over visits, etc.

Consequently VFR traffic has great potential, and while it will always be sensitive to price changes and fluctuations, it is unlikely that it will decline appreciably in the next ten years.

The second category we should examine separately from the average holiday visitor is the person on a special interest tour. These tours can, in some ways, be much like educational trips, with specialist tour conductors, and special arrangements.

The person who attends a special interest tour is someone who is interested and involved in a hobby or avocation and wants to learn more or see special attractions associated with that hobby. Special interest tours are also arranged for people in specific professions, and can be arranged in conjunction with conferences and conventions as well. In such cases the entire trip can be classed as a tax deduction, under certain circumstances. Farm tours are popular examples. Publications such as the Weekly Times, or various Farmer and Grazier Associations can arrange for special tours...for dairy property owners, for orchardists, for

specialist breeders or other groups. The tours visit similar properties in other states or countries to see what is being done in their particular field. Tours to Israel to see the drip irrigation orchards, visits to sheep and dairy properties in New Zealand, and tours to orchards in the Pacific (U.S.A.) Northwest are all examples.

Special interest tours often, however, are not related to a person's occupation, but rather, hobbies.

Special interest tours for rock hounds, for amateur astronomers, for fishermen, for painters and photographers, for cricket fans, for football fans (in fact, for any type of sporting event), tours to attend special occasions...sporting events like the Olympics, or theatre productions, or, as an extreme example, the Elvis Presley tour which takes people to see where he was born, then on to see his Mansion, Gracelands, then to see recording studios, etc.

Special interest groups are a very profitable aspect of the travel agency business and groups with special interests are generally catered for in many ways. Separate fares may be available to special interest groups, and the use of trained tour conductors, and arrangements to visit specific things related to the group's interests mean the tours can be very popular.

Special interest groups can be "doers" such as members of a local ski club taking a special interest tour to Kashmir to ski the Himalayas, or they can be "watchers" such as a group of zoo enthusiasts, taking a trip to see the major zoological gardens of the world.

Most countries will go out of their way to encourage special interest groups, and the Australian Tourist Commission has an extensive range of special interest tours which they have developed. In addition, they will help with setting up arrangements and making contacts for people wishing to set up special interest tours.

Assuming the traveller is not on business, not going to visit friends and relatives and not on a special interest tour...why does he or she travel, and what motivates them?

Seeing particular sights: One major reason for travelling, and for selecting a particular destination is to see something about which we have read or heard for a long time. It is the desire to see a PARTICULAR thing ...such as the Taj Mahal, the Sydney Opera House, the Grand Canyon,...that is the motivation for the journey. The increasing popularity of television and the many opportunities it presents for showing particular sights has created an environment where a traveller may see something on television and say to himself, "I'd really like to see that someday."

Seeing how people live and work: An interest in how the rest of the world lives is another legacy of advanced technology and communication. People now have a sense that the rest of the world is more involved in our lives than we thought. It becomes important to understand how other people think, how they live, how they work, what their life style is like. The sensitivity of this issue, and its fundamental interest is seen over and over again. In mid-1980 controversy and uproar followed the showing of the English-produced film "Death of a Princess." This film, which concerned the life and death of a Saudi Arabian Princess created a storm of protest by the Saudis when it was first released for television, and attempts were made in several countries by the Saudis to have the film banned. They claimed that, rather than show an accurate picture of how people lived and worked in Saudi Arabia, it gave a distorted view. The film was shown, and was extremely popular. The controversy indicated how sensitive nationalities can be to such an issue. People have an interest in work and cultures...it may not seem that there is much tourist value in watching other people work, but that would be very inaccurate.

Tours of the Ford assembly line in Detroit, the rubber plantations in Malaysia, the brewery tours in Germany, the diamond cutters in Holland, the wineries in the Barossa, are all work-oriented tours, and very popular indeed. Visits to houses -- standard on all boat cruises on the canals in Thailand, for example, and visits to farms, to factories (batik and pewter in S.E. Asia), help travellers to feel they understand the culture of the

country. Tours to mainland China always include visits to factories, communal farms, co-operatives, schools and other government organizations, as part of the standard trip, to help visitors "understand the life" of the Chinese. Similar visits are a standard part of most tours to communist countries.

Government and history: Represent strong motivations for travel. The opportunity to visit a place with historical value...the site of the Eureka rebellion, the French Revolution, a visit to Pompeii, a tour through the White House...the ruins of Port Arthur in Tasmania, all are examples of tourism revolving around history and government. For residents of every country a visit to the capital is a special occasion... A chance to see Canberra, visit Parliament and perhaps sit in on a session, see the War Memorial, visit the Mint, see the homes of the Ambassadors and see how government really works is an opportunity which has interest and importance for all members of a family. School trips often visit capital cities, or other places which have historical value.

Visits to "living museums" like Sovereign Hill and Swan Hill in Victoria, or Williamsburg in Virginia, give people the chance to see what early settlements were like and are extremely popular with tourists. So are classified homes such as Como, Ripponlea and Werribee Park.

In Berlin it is possible to take a guided tour through the Reichstag, where displays showing the rise and fall of the Third Reich are displayed. Throughout most of Europe there are numerous beautifully preserved walled villages and towns, virtually unchanged in appearance from their original construction hundreds of years ago. Throughout South East Asia it is possible to visit the sites of major battles, and trips to see the Bridge on the River Kwai, to Changi Prison in Singapore, and to the memorial at Hiroshima are possible.

It is ironic to many Americans that in Hawaii, Japanese tourists make up one of the largest percentages of visitors to the islands. Large numbers of Japanese visit every year, including large organized honeymoon tours. They come with camera and tourist brochures to see the islands, and have their photographs taken standing at the entrance to the huge war cemetery, or in front of the memorial spot where the U.S.S. Arizona was sunk, and chartered tour groups visit Pearl Harbor to see the damage caused by the first air raids.

Fine arts, music and dance: Is a broad category, including such things as paintings, architecture, and of course theatres and art festivals. Each winter the Russian tourist season combines with the Russian ballet and theatre season to bring tourists to see the fine classical performance. The museums of the world hold a host of treasures...the Van Gogh museum in Amsterdam, the Louvre in Paris which houses the Mona Lisa, the Venus

De Milo and other treasures, and of course the Vatican museum with its classic works and the Sistine Chapel.

Visitors will take the opportunity of visiting the local galleries, gardens, etc. and see the special art works. When a special exhibit is held visitors may come from the immediate community, but out of town visitors may also come, even if only for a day. Special travelling exhibits such as the Modern Masters, the Chinese Exhibit, the Aztec Gold and the Pompeii exhibit brought large crowds to the National Gallery in Victoria and to other capital cities during its visit. Many people from country areas included a visit to the National Gallery in their travel programme.

Visitors to New York and London try to include a visit to the theatre, in Austria they would try to include a concert or opera, and Berlin the symphony or ballet. The Prado in Madrid, the Metropolitan Museum of Modern Art in New York, the Smithsonian Institute in Washington, D.C. are some of the great museums of the world. Visitors include them in their programmes, and sightseeing companies run special tours.

To see natural wonders: Can be a broad general category, but it can also include certain specific things. The Australian outback, which has a romantic, mystic appeal to many people, is one such natural attraction. While Ayers Rock would be considered a particular sight, the setting of the outback, the vast expanses of country, is more general.

Similar natural wonders would include the Alps, the American West with its Rocky Mountains, Grand Canyon and national parks, the Himalayas, the veldt of Africa. Natural wonders includes visits to places like national parks, canyons, waterfalls, mountains, and oceans and reefs.

To attend special events: Means visiting a particular country or city at a specific time. While other sights may be visited, the major reason for visiting the destination is to attend a special event. Examples of special events that bring tourists would include: The Melbourne Cup, the Adelaide Festival, the Carnival in Rio, the Mardi Gras in New Orleans, the Olympics, Commonwealth and Pacific Games, the Calgary Stampede, and the elephant round-up in Burma.

Special events may be held every year, or they can be held only at set intervals. The Olympics take place in a different city every four years. The Passion Play in Oberammergau takes place every ten years, the Adelaide Festival takes place every two years, alternating with other activities.

To see animal life: While similar to natural wonders, is more specific. It can also include going to zoos, sanctuaries, etc. to see animals that may no longer be found in their native habitat. Visits to game parks in Africa, an overnight stay at Treetops in Kenya, visits to Lion parks (which exist in many cities, including two outside Melbourne),

and trips to specific sanctuaries such as the Gir Forest in India are all examples. While it is still possible to arrange for big game hunting (or small game hunting, for that matter) in many countries, the trend now is more towards conservation trips with only cameras doing the shooting. However, for those who wish to kill the animals they are looking for, hunting in the Northern Territory, big game fishing off Cairns, and hunting in Africa is still possible. Hunting of smaller game animals, in specific seasons, is available more widely.

Generally, though, when we think of animal life as a reason for tourism we are thinking more in terms of seeing the animals alive and leaving them that way. Lindblad tours organizes some of the most interesting "animal and natural wonder" tours, including such things as dog sledging, Antarctic trips and Amazon cruises to see the jungle bird life.

Sports: Provides a major incentive for many people to travel. The chance to participate in specific activities makes this category slightly different than the one concerning attendance at special events; in this case we are referring to active participation in selected sports. Included in this would be holidays for skiing, for water sports and snorkeling, for golf, for sailing, for tennis, just about any sport that can be practiced. Holidays at resorts such as Club Mediterranee

emphasize sports and include most water sports, plus group sports like volley ball and badminton for guests. Sporting holidays can involve everything from parachute jumping to cave exploring. Nearly every sports group has an activities officer or a national organizing body which can arrange tours to special places either to attend training sessions or just take advantage of a location's specific suitability for the sport.

Australian skiers (winter, snow) can take tours to Japan, the U.S.A., Europe, New Zealand, Kashmir, to try their skill on slopes of all types and grades. Swimmers can try the surf locally, or take their chances on the big waves in Queensland or Hawaii. For overseas golfers the chance to play at Anglesea and to watch out for the kangaroos is an experience.... for an Australian golfer the chance to play at one of the big PGA courses in the U.S.A. or at famous clubs like Pebble Beach is highly prized.

Religion: Can be a strong motivator for travel, although probably the idea of religion as a tourism motivator would seem strange to the average person.

However, a visit to Rome and to the Vatican, a chance to see the Pope, and to see the Vatican itself can have a strong appeal and impact on some tourists.

Visits to Jerusalem, a city holy for Jewish, Arab and Christian tourists, are full of meaning and impact, and so too are visits to major churches, temples, synagogues and cathedrals. St. Pauls, Westminster Abbey, The Blue Mosque, all are names which have special meaning and special importance for many people. While not strictly an aspect of tourism the journey to Mecca for a Moslem is a sacred duty and part of their religious life. Travel is involved, and the journey is one of the most important a person can take.

The last three reasons for travel involve an attitude of mind, rather than a destination.

To relax: Indicates that the destination may not be all that important, but the idea that the traveller will have a break and a rest from the normal, everyday pattern of life is the major motivator.

This would include the traveller who regularly takes his caravan or tent and visits the same place each year, setting up a home-away-from-home, where the beach or mountains are close by, and the idea is not to become involved in any activities, but to rest. Another example of the "relaxation" holiday is the cruise...where "getting there" may not be the point at all...it's the trip that is the important thing.

To shop: Would seem to sound a bit callous, but nevertheless it is true that the appeal of some destinations includes the idea that we can pick up "bargains" while there. Duty free shopping in places like Singapore and Hong Kong have real appeal for Australians. Shopping for local items... handicrafts, or locally produced jewellery, materials, gemstones, artwork, etc. can be a major reason for selecting a particular destination.

Lastly, one-upmanship is undoubtedly one motivation for travel. The idea of being able to say you have been to a particular place, seen a particular thing, or visited a particular special event can be very important to many people. People can be very sensitive to what is "socially acceptable" or not, and destinations can be either "in" or "out" in terms of their snob appeal and their one-upmanship value.

Certainly many people choose their holiday destination because they particularly want to see that specific place, or because they go there regularly and enjoy it. But there is a segment of the population who "follow the trendies" and their vacation decisions are based on what they read in magazines and gossip columns and what they understand the "VIPs" are doing. For them destinations become fashionable or unfashionable fairly quickly. One year Tahiti may be popular, the next year it is the South of France, or perhaps Mexico.

In a survey conducted in 1980 by Psychology Today magazine on vacations, the following results were published:

What do people do with their vacation time? About two thirds say they want to rest and relax. Only 11 percent are content to stay at home and potter around the house, and even fewer (5 percent) try to catch up on work. A majority, however, feel a strong need to "escape routine" and "get renewed." They enjoy being tourists, albeit well-informed, intellectually challenged ones: 83 percent of those seeking intellectual stimulation took some kind of tourist vacation last year.The most popular 1979 vacation spots were local beaches and parks or forests. ...Judging from their replies, most people are optimistic about vacations and report having great expectations for them."²

It must be remembered, however, that there are people who do not take vacations away from home. If we are to study motivations for travel, we must also look at reasons which people give for not travelling.

The major reasons given are:

Family commitments

Business commitments

Poor health/old age

Lack of finances.

Many people find that because of the illness or old age of various members of the family, it is impossible for them to plan and take vacations. Families with young children often find it difficult to plan vacations while the children are young, other parents find it difficult to make travel plans which might disrupt schooling. For many travellers the full time care of an invalid or disabled member of the family precludes travel and vacations.

On the other hand many people, particularly those who are self-employed feel that it is impossible to take vacations which will take them away from their business. Primary producers, self-employed businesspeople and some professional people feel that they simply cannot be away from their jobs.

Poor health, and fear of medical problems while away can act as a deterrent for many would-be travellers. The high cost of hospitalization in countries like the U.S.A. means that they do not feel they can take a chance of becoming ill while overseas. Similarly, many people feel they are too old to travel without running risks of accident or illness.

Lack of finances is an excuse used for some people as to why they cannot take a holiday. Often this explanation requires closer inspection. They may, in fact, mean they cannot afford to take the holiday they would LIKE to take, and so prefer not to take any holiday at all. With the

wide range of facilities, accommodation and transport possible, it is likely that a holiday is affordable for most people, depending entirely on what types of standards they set. It cannot be denied, however, that holidays do cost extra money. Holiday expenses come in over and above the usual expenses, repayments, rents, etc. that must be met regularly, so there may not always be money to spend on the luxury of a holiday.

The concept of a holiday as a way of relaxation, renewal and stimulation is not new, and the most successful destinations are those which combine as many of the travel motivations as possible.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 8

MOTIVATIONS FOR TRAVEL

Footnotes:

¹Verco, John S., "Recent Trends in Outbound Tourism,"
Australian Travel Research Conference, Melbourne, Aust.,
September, 1980.

²"Vacations, Psychology Today's Survey Report on How
America Views Vacations," Psychology Today, May, 1980, p. 62.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 9

DESTINATIONS

Elizabeth Bates has been to Rome
And looked at the statues there;
Elizabeth Bates has scaled the Alps
And sniffed at the mountain air.

Elizabeth Bates has winced at Nice
And quibbled at Gay Paree,
And lifted her delicate eyebrows at
Indelicate Barbary.

Elizabeth Bates has "done" the globe
From Panama back to the States
But all she saw on the way around
Was Miss Elizabeth Bates.

Elizabeth Bates can be no place
She hasn't been there before,
But never has ~~yet~~ been out of herself,
So I have travelled more.

- Milo Phelps, 1929

CHAPTER 9

DESTINATIONS

Having reviewed the various forms of transport available to today's traveller, the types of accommodation which will be available at the journey's end, and the motivations for travel, it is necessary to review how all these factors combine to create a tourist destination.

In the travel industry we generally refer to the five major requirements of a tourist destination as the five "A" requirements: attractions, access, accommodation, amenities, activities. An understanding of the five principles and how they are combined to create viable destinations is an important part of tourism analysis.

A destination must have all five major factors to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

Probably the most important single feature is that a destination must have an attraction.

Attractions, as we have seen previously, can range from a notable historic spot, to a pretty scenic location, or a place where some special event is taking place. It is even possible to visit places where no "major attraction" exists. The isolation, the lack of specific things may, in fact, be a form of attraction. Also, it is possible to combine a number of various attractions, to create a more interesting and viable destination.

The tourist motivations previously discussed are, however not mutually exclusive, and many destinations achieve success because of their ability to combine as many features as possible from the list of tourism motivations.

Attractions have value in themselves, but they are also evaluated by the traveller from several viewpoints. One factor of major significance is the positive "distance-pull" of an attraction. In simple terms, this means that an attraction must have sufficient appeal to make it worthwhile for the traveller to make the journey. Each attraction has a different "distance-pull" and each individual traveller has his or her own set of values which influences how they evaluate the distance-pull of the attractions.

For example, a three-hour drive through a bush track to arrive at a cave which has Aboriginal drawings may, for people interested in art or

ancient civilizations, be a very worthwhile side trip. For such a person, a long, perhaps grueling drive will have value because of their high level of interest in the art work they will see at the end of the trip. For another traveller, however, less interested in Aboriginal art, the idea of travelling such a long time may not have any appeal. For such people the feeling might be that if the art work were only a half hour away it would be worth going to see, but it is not worth it for them to travel three full hours. They would rather visit a different location, or perhaps spend the three hours relaxing at the camp site, or motel, or seeing some other attraction such as a museum.

For these two sets of sight-seers the distance-pull factor varies considerably. Some people will travel half way around the world to join in the big game fishing that takes places in Northern Queensland while equally, many Northern Queenslanders themselves have no interest in game fishing. Again, the distance-pull of the attraction is very different.

When family groups are travelling together the different attitudes of individual family members means that there will be some difficulties arranging the schedule so that each person's distance-pull expectations are met. One member may want to spend a great deal of time visiting a restored home, while another prefers the beach, and still another member of the family wishes to be riding on a vintage steam train.

Grouping attractions so that they appeal to as many people as possible therefore enhances the destinations appeal. The specific attractions will vary from place to place, but the important thing is to present them in the most viable manner.

A coach tour through Europe can provide the tourist with a chance to see many man-made monuments; particular sights (such as the Eiffel Tower), historical sites (the scenes of the Normandy landings) exciting night life (in cities like Paris and Berlin) the chance to visit major museums (the Louvre, the Prado) visit religious spots (such as the Vatican) and see how the local population live and work. If combined with a stop-over in Singapore on the way home the tourist will have another chance to visit shops, relax, and see more sights. This type of holiday can cater for the interests of just about everyone.

Lindblad Travel this year offers an exotic range of holidays, always combining a certain amount of one-upmanship with adventure, romance, and adventure. Tours are available to the Antarctic, ranging from 23 days to several months for a special cruise. On such tours the travellers get to visit Buenos Aires before heading to the Antarctic, where trips ashore are made to give travellers the chance to see several bases and to visit the wildlife, and see the conditions under which the Antarctic scientists work.

Another Lindblad tour, under the heading "Arts and Civilization" is a 17-day journey through France, and is described in the introduction like this:

The least visited, least spoiled areas of France lie deep in the interior - Burgunday, Auvergne, the Perigord. These were once powerful, independent duchies, and a great many of their fortified towns and castles as well as their ancient churches and abbeys have survived largely intact from the Middle Ages. We shall visit them at leisure as we journey along quiet roads far from the busy tourist centres. This is a tour par excellence for Francophiles - for those who love the French countryside, French art and architecture, and French provincial cuisine and regional wines.

And perhaps the ultimate tour in the Lindblad selection for combining the motivation of seeing how other people live and work, as well as one-upmanship is the 1981 Dog Sledging in Eastern Greenland Tour. Again, it is necessary to refer to the brochure to fully appreciate the Lindblad approach. Quoting Lars Eric Lindblad in his introduction:

...In 1972 I took our ship, the M.S. Lindblad Explorer into the fjords of Eastern Greenland, and we went further north than any passenger ship has ever travelled in history. It was exciting to visit the Eskimo villages of Scoresby Sound, Amgmagssalik and Kulusuk, and to enter fjords which had seen very few visitors.

I remember regretting that I could not step ashore to stay, and to join the Eskimos on their dog sleds, to follow them on the hunt for seal and polar bear..... Though I certainly do not like the idea of polar bears being shot....For the fourth year we offer the husky

sledging expeditions in Eastern Greenland, where we will travel along the coast, over the ice on the fjords and into the pack ice of the open sea...The sight of over 200 dogs, tearing across the ice of the great Greenland fjords, with grounded icebergs towering over the sledges is unforgettable.

We spend our nights in schoolhouses, hunting shelters and Eskimo homes, and our food is prepared by our Eskimo hosts...excellent Arctic delicacies such as ptarmigan, char, trout, reindeer and even seal.

You will get to know the Eskimos not through a telephoto lens, but as part of a family on these expeditions. Each participant is accompanied by one Eskimo and a full dog team.

Lindblad aims his tours at the upper end of the price market, specifically at adventurous, upper income people who have probably travelled before, and who can afford to pay top prices for unforgettable experiences. (The 17-day French trip is \$2,650 PLUS air fares, the Antarctic short cruises range from \$3,192 to \$6,006) and the 15 day Dog Sledging tour is \$3,475, again not including the air fare to Reykjavik where the tour begins.)

World wide the most frequently named attractions that people would like to visit, are much less exotic than dog sledging in Greenland. The most frequently mentioned places are the two Disney Theme parks, located on the West Coast, U.S.A. at Anaheim and on the Eastern coast at Orlando, Florida. These ideal family vacation centres have both a strong appeal to children, and a sophistication which is appreciated by adults.

Disneyworld in Orlando has a large percentage of its business consisting of conference and convention groups, where families find that joining the conference delegate means a holiday for everyone.

Sometimes the attraction can be the city itself...the chance to visit Rio or Paris, or Cairo can, in itself be an exciting experience. So, too, can the idea of getting out into the back areas...Australia's red centre, the famous National Parks, or the Grand Canyon.

Every country and every region of each country can claim to have some attractions which could possibly be of interest to a visitor. The difficulty arises when trying to determine the distance-pull of an attraction. Just how far would someone be willing to travel to see a particular sight? For some things we know the distance-pull appeal is very strong. Such attractions as Ayers Rock, Notre Dame Cathedral, the Grand Canyon, The Leaning Tower of Pisa, the Taj Mahal, the Great Wall of China have all stood the test of time and proven they are strong attractions which can have tremendous distance-pull. However, even when mentioning these specific attractions it is wise to remember that they do not have the same distance-pull weight with everyone, and there will be some individuals who would, literally, "not walk across the street" to visit certain major recognised attractions.

By combining various attractions, and making a "package" with wide appeal we can promote not just a specific attraction, but an entire area. This is commonly done in places such as the West Coast of the U.S.A. where tours are planned which will take a tourist to see Disneyland, then also include the major movie studios, Las Vegas, the Grand Canyon, a short time in San Francisco and a stop-over in Hawaii before returning back to Australia. This gave the tourist a chance to see particular sights, to see scenery, to enjoy night life and gambling, to rest, relax, to shop, to see historic and natural wonders, and thus provides an opportunity to fulfill a variety of travel motivations.

Similarly trips to New Zealand offer the traveller a chance to visit the cities, the mountain country, see the natural wonders, get involved with sports, and just relax, all in one holiday.

Similar types of linked attractions have been developed in Australia, often emphasising a theme. A visit up through central Victoria can be a walk through history with stops in many areas including Bendigo, Echuca and Swan Hill, where a variety of attractions, all on a historic theme can be developed, and other attractions such as scenery, can also be enjoyed.

Attractions, therefore, can be virtually anything. The key is that they should have appeal, and the more appeal there is to the wider range

of the public, the better.

However, it is pointless to have an attraction which could have meaning and value for a tourist if, indeed, it is not possible for the tourist to get to the attractions.

Consequently the next major point which must be considered is the importance of "access." In a broad general manner this means that for tourism to be viable it must be possible for the tourist to actually get to the attraction..

For example, it must be possible for the person to get permission to visit the attraction, including the availability of passports, visas, entry permits and travel papers as may be required. Obviously the most dramatic example of changes along this line can be seen with the "opening up" of China for tourists. The major attractions were always there...the Great Wall, the cities like Peking and Shanghai, but it was not possible for any Westerners to get permission to visit. So the potential of the country for tourism lay dormant for many years.

Access also means being able to get to the site of the attractions. This includes transportation into and out of the country, and also into and out of the specific place where the attraction is located.

Certainly in this day of mass transport and air travel, it is important for many people to have "quick" access to their destination attractions. And this may mean sophisticated air terminals, efficient public transportation, and safe, efficient travel.

However it is not necessary for all of these things to exist. In many cases the appeal of the attractions can be enhanced and even increased if it is relatively difficult to obtain access. Access must be available, but, depending on the attraction, it need not be the best most efficient type of access possible. Certainly with the mass appeal of Disneyland, the family market to which it appeals, and the fact that so many thousands of people visit it daily, it is important to have an efficient highway access system. At Disneyland in Anaheim the freeway system will take the tourist to the vast parking lots of Disneyland. Then smaller shuttle buses will travel around the parking lot and take people to the entrance gates of Disneyland. But inside, the access becomes part of the actual attraction. Transportation exists within the complex to help move people from one location to another. Depending on the particular section of the theme park the transport can be anything from a horse drawn cart to a space-ship styled people mover. Even access from the Disneyland Hotel to the Theme Park is available either by bus or by monorail.

That system works well for Disneyland. But an extensive freeway network would not necessarily add to the beauty and the impact of Ayers

Rock, the fact that access is not easy, but that time-consuming trips by coach or air travel in small planes is necessary, actually adds to the attractiveness of the Rock. It is where the Rock is located, its being in the middle of such emptiness, and the fact that it takes a bit of effort to get to the Rock that adds to its appeal. Here sophisticated access might not be so ideal. Similar points can be made for other natural wonders. Part of their appeal may be their isolation, their sense of being away from the crowds and masses that heightens their satisfaction for the visitor.

The author can never forget that despite the wonder of seeing the great Pyramids in Egypt, and being so impressed with their grandeur and majesty, the fact that they are located almost within the city limits of Cairo, and the fact that it is possible to get to the site by tram, did not enhance their majesty.

In many cases the access can be, as at Disneyland, part of the attraction itself. We have already discussed cruise ships and how the travelling is part - if not all - of the holiday fun. The locations themselves could be reached by other transport, but the idea of travelling by sea at a leisurely pace, is part of the appeal of the journey.

Similarly there are trips which make use of tourist railways, (such as Puffing Billy) in which the access to the destination is a major part of the trip.

Probably one of the more exotic trips involving access as a part of the holiday, as well as a criteria for the viability of the destination is a tour offered by Tourworld, in conjunction with Air France.

This seven day holiday, costing \$2,400 (Paris to Paris) is called "The Great French Balloon Adventure" and is described as follows:

Be a part of the endless adventure and discoveries, the warm receptions, instant friendships and generous hospitality these dramatic, crowd-pleasing balloons generate...everywhere. Enjoy the unique power of a beautiful balloon to create smiling faces to "open doors" for you.

By concentrating on much of the best that France has to offer, and then blending in four brightly coloured hot air balloons to further enrich a full programme of well thought out sight-seeing, the result is a truly unusual, brilliant and fulfilling experience.

Trip members will take turns as passengers in the professionally piloted 3 and 4 passenger balloons making low level flights lasting approximately 1 hour and covering from 2 to 15 miles over carefully chosen areas of great beauty and cultural appeal. ...One half of the group of 24 guests will fly at a time. Immediately after take-off the other half will start "the chase" carrying the champagne that is so traditional in ballooning...

Access can include anything from the new, efficient air terminals which can handle dozens of 747's each hour, to the gondolas of Venice. Transport can be part of the holiday, or virtually the holiday itself. But without access to an area, the attractions and the area itself are not viable.

Having selected an attraction to visit, and then found access to it, the next major feature to be considered is the accommodation. Again, this can be either an important and vital adjunct or a major part of the tourist holiday itself. If the area is developed it can mean easy access between the attractions and accommodation, using hotels and motels in major city areas, connected by public transport systems. It can also mean staying at exotic accommodation facilities such as the old castles in Spain, or the houseboats in Kashmir.

Accommodation should be available to people wishing to visit an attraction. This does not mean, however, that accommodation needs to be available immediately adjacent to the attractions. While for some things such a juxtaposition is possible, for others it is not.

The new Melbourne Wentworth has guest-room windows with panoramic views of the city, including spectacular view of the Arts Centre, and Yarra and the Melbourne Cricket Ground. Similarly, when staying in Paris, a tourist might be expected to enjoy having a room which looks out over the Champs Elysees. On the other hand, in some areas, particularly national parks and other scenic areas, it may be wiser to cluster the accommodation facilities in a central area, away from the main scenic attractions, and with easy access provided. Walking trails, buses or similar vehicles can provide the tourist with access between the accommodation and the attraction.

Again, it must be remembered that accommodation can cover a wide range of facilities, and that not all attractions need have the highest standards of accommodation. In some rural and outback areas it is not practical to provide expensive all-inclusive accommodation. For such areas the provision of camping and caravan facilities may be all that is required. In other areas, particularly where there is a cold climate or any inclement weather, accommodation needs may be more stringent.

Accommodation should fit the area, in terms of standards and style. Again, hardships may make the visitor feel the trip is more genuine, or more worthwhile. However, the hardships, if any, should be appropriate to the attractions and area. Having to camp out, under the stars may make a trip through the Australian outback feel more "real." It is unlikely such a feeling would be matched if one were forced to camp out in New York City.

"Amenities" refers to the provision of more basic services for travellers. Amenities, including the provision of toilet blocks, of water and electricity, and of food, are often required closer to the site of the attraction, even if the accommodation facilities are located much further away.

Although not the most enjoyable discussion area for tourism planners and developers, it has been proven over and over again that amenities must

be provided or tourists will make their own arrangements, often to the detriment of the attractions.

Consequently in national parks, in museums, at historical sites we will find provision for toilets, for drinking water, and often for picnic stands. Food outlets may also be available. Developers prefer to have some influence on the design and location of these facilities. Garie Beach outside of Sydney has the amenities block and the snack bar designed as part of the national parks environment. The building fits into the scenic surroundings, and does not have the unsightly signs which so often seem to accompany such facilities.

The effect is harmonious and pleasing. On the other hand kiosks like those at many beach resorts and park areas often seem to be held together structurally by Ice-cream and Meat Pie signs which spoil the effect considerably.

Park rangers and attendants at National Parks have learned that it is necessary to provide spots for picnic tables, and to provide wood for fires or instal gas barbecues for tourists. It is also necessary to provide litter bins. If they are not provided and clearly marked then it is likely the tourist will cut down small trees, build fires carelessly and leave litter everywhere, even though they have come to visit the park to see the natural beauty of the area.

The provision of amenities refers to everything from the electric and gas "barbie" in the national park, to the cafeteria at the museum or art gallery. They are essential to the safe and efficient handling of tourists, and to provide for their basic needs.

Attractions are the major reason for choosing a specific location. A family may decide to visit a specific spot because they want to see a particular thing..perhaps the penguins at Phillip Island. However, it is necessary at most destinations to provide for some activities to supplement the major attractions. These activities are established so that the tourist has something "to do when there's nothing to do." The nature parks and koala reserves on Phillip Island are an activity to give the tourist something to do, while he is waiting for dusk and the start of the penguin parade.

If the attraction is a particular sport, perhaps skiing, then it will be necessary to have activities for the tourists for when they are not on the slopes, for when the snow is not at its best, and for evening, when it is too dark to ski. Activities can also help to lessen the unhappiness of some family members if they are at an attraction which has little distance-pull appeal for them. Activities are not things which you might travel a great distance for...they may be things which are available right in your own neighborhood, but you will do them while on holiday, not

necessarily to "fill in time" but as an adjunct to the holiday. Going to the theatre, the movies, attending a sporting fixture, playing golf or tennis or swimming, even a night at the "local" are examples of activities which tourist participate in while at their destination.

Activities are there for casual enjoyment. While you might not visit a specific place just to take a walk along the beach, or visit the local pub, or go out for a meal, these are all activities which are available while you are already there.

By combining attractions and activities an area can make itself very attractive to tourists. On the Victorian - N.S.W. border the chance to visit the N.S.W. clubs and play poker machines is something that could be either an attraction or an activity for Victorian tourists. On the other hand, activities are generally something you do once at a destination but that you did not consciously plan on...they were not part of the actual attractions which brought you to the destination in the first place.

In general attractions are the primary reason for visiting a location. Activities are things which can be enjoyed while at the destination, but not part of the main reason for selecting that particular destination.

Attractions, access, accommodation, amenities, activities: all criteria for a viable tourist destination. Depending on the individual these can be found in a myriad of combinations, with an endless variety of degrees and styles. The choices of destinations are so wide and so varied that to try to evaluate them is difficult. Tourism destinations are very subjective, and what has strong appeal to one person may have very little appeal for another tourist.

However, all destinations have these five points in common, and in further chapters we will discuss particular destinations with strong appeal for Australians.

The Tourists are Coming!
The Tourists are Coming!

CHAPTER 10

TOURISM ORGANISATION

CHAPTER 10

TRAVEL ORGANISATION

The business of travel is organised at many levels - and many organisations exist which are involved in aspects of planning, promotion, development. In addition there are many groups which act as coordinators or lobby groups for travel agents, for carriers and other operators, and as social links for people involved in the travel industry.

There are international organisations, as well as national, federal, state and local organisations. In addition, there are many regional organisations. It is perhaps most logical, then, to study the major organisations which are involved in tourism planning or control. The study should proceed from international organisations to the more local ones, and this means such a study should begin with the World Tourism Organisation.

The WTO was formerly known as the International Union of World Tourism Organisations, and is recognised as the official consultative organisation to the United Nations.

Headquartered in Madrid, the WTO is open to the government tourist offices of all countries and also allows commercial interests to join as allied members.

The WTO has the following objectives:

1. To accelerate and enlarge the contribution of tourism (international and domestic) to peace, understanding, health, and prosperity throughout the world.
2. To facilitate, in travel, man's access to education and culture.
3. To raise standards of living in the less developed areas of the world by helping provide facilities for foreign tourism and the promotion of tourist traffic to these areas especially.
4. To better the conditions of country dwellers and so to contribute to an expanding world economy.
5. To act as an international agency of coordination and cooperation to spread tourism.
6. To provide a service to members valuable to them in their national operations in the field of tourism.
7. To provide a point of meeting and coordination of all tourist interests of member countries both as regards the national tourist organisations and professional sectors and organisations representing the interests of the travellers.
8. To establish permanent liaison and consultation with the various sectors of tourist operators.
9. To do all this in the most efficient way.

The general operations may be best described as follows:

1. The informed promotion of tourism; not of specific traffic but the spreading of an appreciation of tourism, its advantages and its dangers; the recommending of positive measures like the creation of new facilities, etc.
2. Harmonizing of tourist politics; formulation and application of principles of international tourism. Rationalization of international (including regional) organizations for tourism.
3. Representation of tourism in the United Nations system.
4. Central authoritative spokesman for world tourism and the tourist, complementing the central authority and position of the national tourist organizations.
5. Conclusion of multilateral international instruments and support of their implementation, as well as the implementation of the appropriate existing instruments.
6. Settlement of international technical tourism disagreements.¹

Additionally the WTO takes an active interest in the technical development and analysis of tourism plant and equipment. Indeed, the WTO has probably been the most active and most effective in the sphere of advisory and technical assistance to developing countries and in assisting them to understand tourism, and how tourism development will affect their country's economy and population. The WTO can provide teams of experts who can visit areas or countries to study the tourism potential and tourism problems which may exist. They also provide opportunities for tourist developers and officers from developing countries

to visit other areas and see what has been done in terms of tourist plant and facilities. The WTO also offers correspondence style courses to individuals involved in tourism who wish to improve their knowledge of economics, marketing, and other fields.

The International Air Transport Association, commonly referred to as IATA is probably the most important of the international organisations. IATA is the international organisation for most of the world's airlines.

The major function of IATA is to simplify and speed the movement of persons and cargo through the air network from the point of origin to the destination with the minimum of difficulty. This is done through the series of agreements which IATA has worked out between the various air carriers concerning scheduling, costs and paper work. Today a traveller can purchase one airline ticket which may enable him to fly around the world on a series of different carriers. That ticket is written by a single agent, and in the currency of the country of origin. That ticket enables the person to travel at the specified price, and with an established level of service throughout his journey.

If such a procedure did not exist, then travel would be a complicated and frustrating experience. If, for example, a businessman wished to travel from Melbourne to New York, on to London, then

Cairo and back to Melbourne, he would be involved in a series of complicated transactions if IATA did not operate. First he would have to collect schedules, which may not be comparable from airlines travelling to each destination on his route. Then he would have to approach each airline (for example Qantas, Pan American, British Airways, EgyptAir) and have a separate ticket written out for each leg of the flight. He would then have to contact the foreign exchange department of his bank and have cheques drawn in not only Australian dollars, but also American dollars, British pounds and Egyptian pounds, in the amount of the fares for each journey. He would then have to wire the money or send certified cheques to each airline, which may have a local office, but possibly deal through only a few offices, and wait for the cheques to be processed, the individual tickets to be written and delivered to him, and then, with a minimum of four separate tickets in hand, be ready for his trip. But, it would actually mean much more work, for IATA also controls pricing policies and if IATA did not operate then he, our prospective traveller, would have to spend additional time shopping around to see what the best possible price might be for his trip.

The trip itself will be more pleasant for the traveller because of IATA. They are responsible for coordinating such things as waybills, baggage checks, and coordinating schedules and timetables to some extent. Consequently the activities of IATA are very important to our traveller.

The average person associates IATA with one major function - the setting of air fares and rates. Certainly this is one of the most significant functions of IATA, but their responsibilities go much further. It is important to note, however, that IATA is not a legal entity, in that it does not pass LAWS. IATA functions on the agreement of its members...there can be no legal international iron-clad agreements. However the idea that all members would be bound to follow the rules and agreements of IATA worked very successfully for many years. Although IATA could not technically make laws, it had several very persuasive arguments to encourage member carriers to follow the joint agreements. Airlines could not operate efficiently if they were not part of the IATA ticket writing scheme. However, it must be remembered that in the final analysis control of the airlines is up to the governments of the individual countries which are served. Each country has final authority about what will be done, and by whom, within its own airspace.

IATA for many years had the united support of virtually all of the world's airlines. During that period the regulations were set, and the member carriers followed them. Over time and because of various disputes IATA became more and more involved in "details" including regulations on food, beverage service, entertainment, etc. Trouble began, however, when many South East Asian airlines became more and more important in terms of numbers of passengers carried, but did not join IATA. They were able to use the ticketing facilities, but

for various reasons did not wish to limit themselves in terms of fares, service standards, and other regulations. These airlines were, in several cases, flag carriers of particular countries whose airports and facilities were important for stop overs and destinations for IATA member air carriers. It was important to have landing rights, and to be able to use technical facilities provided in these countries. Therefore it was necessary to compromise.

Additional problems arose for IATA when air carriers for various reasons began to "hedge" a little on commissions to travel agents. Although no one admitted to such practices it was generally accepted that "some other airlines" were offering travel agents higher commissions than those prescribed by IATA. Airlines who attempted to stick to the IATA regulations claimed they were being disadvantaged. Pan American World Airways served notice that while it would agree to participate in IATA activities it would no longer be bound to the pricing and commission agreements. Other airlines had similar views, and currently the IATA situation is difficult. (See chapter on "Current Trends.")

There is little doubt, however, that IATA is still one of the most important international travel organisations. Travel has, indeed, been made simpler and more convenient because of the many areas of IATA activity.

The International Civil Aviation Organisation, while not as well known as IATA is an extremely important organisation. The ICAO is an organisation of governments "joined for the purpose of promoting civil aviation on the world-wide scale."²

Established in 1944 the ICAO has a charter of 96 articles which provide for:

1. The adoption of international standards and recommended practices regulating air navigation
2. Recommending the installation of navigation facilities by member countries
3. Making proposals for the reduction of customs and immigrations formalities to facilitate air transportation ease and convenience.
4. Ensure safe and orderly growth of international civil aviation throughout the world.
5. Encourage the arts of aircraft design and operation for peaceful purposes.
6. Encourage the development of airways, airports and air navigation facilities for international civil aviation.
7. Meet the needs of the people of the world for safe, regular, efficient, economical air transport.
8. Encourage economic means to prevent unreasonable competition
9. Ensure that the rights of contracting countries are fully respected and that every contracting country has a fair

opportunity to operate international airlines.

10. Avoid discrimination between contracting countries.

11. Promote safety of flight in international air navigation.

12. To promote generally the development of all aspects of international civil aeronautics.³

It is important, of course, to remember that each country has national governmental bodies which also deal with such matters. In Australia the Department of Transport (Transport Australia) looks after the Australian public and sets the rules and regulations which the local and visiting carriers must follow. Similarly, the American Civil Aeronautics Board in the U.S.A. looks after the United States policies concerning air traffic.

Transport Australia is responsible for all forms of transport within Australia, including air, ship, rail and coach and automobile. There are international organisations which are involved in setting rules and standards for shipping, the specific Atlantic and Pacific Conferences, and there is also a Cruise Lines International Association which is a trade association for steamship and motor-ship lines which market cruises in North America.

In addition to international associations for carriers, there are also international groups which are involved with accommodation

operations.

The International Hotels Association, which is headquartered in Paris, has associated groups in most countries of the world, and the Australian Hotels Association (AHA) is a member of that international organisation. The IHA has annual conferences and regular meetings where such things as tourism development, and issues of importance to hotels (commissions, group handling, reservations policies, etc.) are discussed. In addition they are involved with wages and salary, job descriptions, and other useful and vital aspects of the hotel industry.

Australia was, until 1980, also a member of the Asian and Australasian Hotels and Restaurants Association. However, that group has now decided to change its membership pattern and become basically an ASEAN (Association of South-East Asian Nations) group, and both Australia and New Zealand were dropped from the 1981 membership roles. While membership in such regional groups is always beneficial because of the general exchange of ideas and consequent understanding of each other's problems, it can be claimed that the Australian and New Zealand members of AAHRA did have very little in common with their South-East Asian neighbors. Conferences made little headway in discussing such things as unions, award rates and penalty payments, provision of services, staffing, etc. because of the dramatically different social conditions in the various member countries.

Like hotels, travel agencies also have their own specialist organisations. In Australia the travel agents are represented by the Australian Federation of Travel Agents, and through that organisation they are also represented in international circles through membership in UFTAA, the Universal Federation of Travel Agents Association.

AFTA is run by a National Board of Directors which includes members from each state. State chapters are also organised and meet regularly. In addition there is an annual general meeting and convention which is well recognised throughout the industry for its excellent organisation and worthwhile programming. Attendances at the convention are high, and it speaks well of the standing of AFTA that each year the registrations increase. AFTA's Executive Director, Mr. Max Krumbek, is responsible for the administration of the organisation and liaison with the public and the press.

To quote from AFTA literature:

"...Founded in 1957 the Australian Federation of Travel Agents was established to maintain a code of ethics for travel agents, to stimulate, encourage and promote the desire to travel, to discourage unfair competition without in any way interfering with initiative and enterprise based on fair trading and to weld into one organisation those persons engaged in the sale of travel to the public and to establish a friendly relationship between principals, agents and the public.

AFTA sets a high standard of membership and applicants are closely vetted before admittance, with experience, service and professional conduct being taken into account.

"AFTA's purpose continues to be the promotion and advancement of the interests of the travel agency industry and the safeguarding of the travelling public against fraud, misrepresentation and other unethical practices.

...AFTA is recognised by both Federal and State Governments, IATA, APAC and all principals as the spokesman for the travel agents. Our views are constantly being sought and consultations with these people regularly take place.

...The Federation enjoys close liaison with all principals and particularly, specialist committees meet frequently with international airline and domestic airline representatives. In addition similar committees have close contact with other areas and are able to express pertinent viewpoints on all areas involving agents.

...The Australian Federation of Travel Agents is affiliated by membership to the Universal Federation of Travel Agents' Associations, the world body of travel agents which holds an international brief for the protection of world travel agencies."⁴

Because one of the founding principles of AFTA is the promotion and development of a code of ethics for travel agents, it is important to have some idea of what type of code is involved. In the Articles of Association of AFTA the Code of Ethics is stated as follows:

PREAMBLE: We live in a world in which travel has become increasingly important and intricate. The travel industry is now highly specialised and the average traveller, faced with a myriad of alternatives as to the transportation, accommodation and other travel services, must depend upon the professional travel agent to guide him wisely and other principals which appoint travel agents to represent them depend upon the travel agent to follow the best tradition of salesmanship and ethical conduct. In recognising the fiduciary role of the travel agent, A.F.T.A. steadfastly demands adherence to the highest standards of fair dealing.

PART 1: RELATIONS WITH THE PUBLIC:

1. It is the duty of the AFTA member to protect the public against any fraud, misrepresentation or unethical practices in the travel agency industry. He should endeavour to eliminate any practices which could be damaging to the public

or to the dignity and integrity of the travel agent's profession. The AFTA member shall report in writing any alleged unethical or unlawful practices which come to his attention accompanied by all such evidence as he is able to gather in support of such allegations to the Board of Directors. It is the duty of the Board to weigh and consider such evidence as is submitted and to take such advice thereon as is felt necessary. If after due consideration the Board considers such evidence sufficiently cogent it shall submit the name to appropriate authority AND each member of AFTA by reason of membership admits and acknowledges that he is aware of this code and subscribes to and supports precepts and principles thereof. In performing its functions under this clause the Board shall give due regard to the provisions of the Trade Practices Act.

2. It is the duty of the AFTA member to keep himself and his staff fully informed in all phases of domestic and international travel in order to be in a position to give clients truly professional travel advice and to secure for them the best possible travel services and accommodations.

3. The AFTA member should ascertain all pertinent facts concerning every tour, transportation, accommodation, or other travel services offered to the public, for which he accepts the agency, so that he may fulfil his obligations to inform his clients accurately about the services he sells and the cost involved.

4. AFTA members shall consider every transaction with a client to be strictly confidential unless the client specifically authorises disclosure.

5. At the time initial payment is made for any booking AFTA members must advise their client whether the client will be required to pay a cancellation fee or charge in the event the booking is changed or cancelled.

6. AFTA members should use advertising materials to acquaint the public with advantages to be gained through the use of the AFTA travel agent. Every effort shall be made to inform the public that the AFTA insignia is the hallmark of dependable travel service. The AFTA insignia should be used on entrance doors, display windows, cases, etc. and all official stationery. The imprint of an AFTA member on any brochure or on any newspaper advertisement should always include the AFTA insignia. On tour folders, the insignia shall not be used in the space reserved for the imprinting of an agent's name to avoid the possibility of misleading the public to believe the travel agent imprinting his name in the space is an AFTA member, if in fact, he is not.

7. The AFTA member in his advertising should avoid misleading statements and doubtful superlatives.

8. A branch which does not operate with a full time travel consultant of at least twelve month's experience shall not, in the interests of the public, deal directly with a member of the public, in relation to travel arrangements, however, such a branch may introduce business to its recognised travel locations.

9. The AFTA member will treat his clients interests as paramount and will not accept instructions creating or likely to create a conflict of interest.

PART II: RELATIONS WITH CARRIERS AND OTHER PRINCIPALS:

10. AFTA members shall, at all times, follow the best traditions of salesmanship and fair dealing by according all carriers, hotels and agencies which they represent fair and impartial representation.

11. AFTA members shall make themselves thoroughly conversant with conference agreements, and with tariff rules and regulations; they shall be certain that their sales employees know of these agreements and rules, have access to them, and understand them.

12. AFTA members shall not improperly attempt in any manner to influence the employees of carriers, hotels, tour operators or other such organisation for the purpose of securing preferential consideration in the assignment of space or for any other purpose.

13. AFTA members to ease space availability problems of the carriers shall release promptly all unsold space and return cancelled accommodations with a minimum of delay. Members shall refrain from suggesting and/or making duplicate bookings for clients.

14. Orders placed by AFTA members for accommodations or services written or oral, are binding and, if not required, shall be cancelled. When vouchers and exchange orders are presented for accommodations or services they shall be honoured without delay.

15. AFTA members shall adhere to standards of truth and shall not make false, deceptive or misleading statements or implications when called on to give an opinion of a carrier, hotel, tour operator, or other travel organisation.

16. In the event of a complaint or grievance by a client against any carrier, hotel or other principals; AFTA members shall give the principal an opportunity to make a full investigation before taking any action against the principal.

17. Non-travel agent members where reasonably possible are encouraged to give appropriate prominent recognition in all advertising, sales literature, and solicitation practices to their marketing partner, the travel agent.

PART III: RELATIONS WITH FELLOW MEMBERS AND OTHER TRAVEL AGENTS:

18. An AFTA member should so conduct his business as to avoid controversies with his fellow travel agents. In the event of a controversy between AFTA members such controversy should be submitted to the General Committee rather than resort to litigation.

19. An AFTA member should not disparage the business practices of a competitor, nor volunteer an opinion of a competitor's transaction. If his opinion is sought, it should be rendered with strict professional integrity and courtesy.

20. AFTA members shall not wilfully interfere with or induce cancellation of a transaction after a deposit has been paid and a memorandum in writing exists.

21. AFTA members shall not initiate, simulate or copy any name, design, style mark or pattern used by another AFTA member, agent, hotel or common carrier without permission.

22. AFTA members are not justified in violating any provisions of these Principles of Professional Conduct and Ethics on the ground that some other travel agent may be doing so.

AFTA has wide-ranging plans for 1981, covering such areas as government relations, automation, press and public relations, training, etc.

The December, 1980, edition of AFTA News, the Federation's newsletter to members outlines the following major priorities for 1981:

Government Relations:

- That constant pressure be maintained on the Department of Transport regarding confusion currently generated under the present method of fare increase announcements.
- That the Federation support the concept that Governments' intervention in fare fixing policies is not in the interests of the industry on the basis that the procedures previously operated through IATA mechanism created less problems.
- That AFTA, as a significant organisation in the travel industry, should develop a more open policy of keeping members, non-members, Governments, etc., aware of its activities, particularly at a policy and political level.
- That renewed attempts be made to allow Government travel warrants to be negotiated with private enterprise travel agents on a commissionable basis.
- That efforts be made to have State Consumer Affairs Departments and the Trade Practices Commission develop an understanding of consumer problems facing the industry with the specific intention of exclusion for travel agents from certain legislative requirements, particularly in the area of promotion.

Principal Relations:

- That every effort be made to discourage direct selling techniques being developed by principals in that this practice fails to recognise the importance of the marketing role of the travel agent.

Chapter/Agency Relations:

- That Chapters be directed to encourage greater attendance at meetings from the membership.
- That consideration be given to ways and means of attracting greater awareness/involvement in AFTA from consultants and middle management staff.
- That continued action be taken to encourage non-member agents to join the Federation.

Training:

- That AFTA pursue as a matter of urgency the appointment of a Manpower Development Officer to monitor education and training requirements for all levels of agency staff and that there be established clear guidelines for identification of acceptable courses. Emphasis to be placed on the establishment of short duration courses to enhance the business qualities of agents, with particular stress on computer/reservation system developments.

General:

- That a Committee of Review be established to update and improve the Articles of Association of the Federation.
- That the Federation study the possibility of acting as a "clearing house" for the purchase of office equipment, stationery, motor vehicles, etc., to obtain more favourable prices for individual agents.

- That the Federation persevere with the objective of bringing about realistic increases in domestic airlines commissions.
- Encourage principals who are members to play an active role in Federation affairs to bring about greater understanding of mutual problems.

Automation:

- That the Automation Committee continue to advance discussions on computerisation and bring regular advices to members on developments.
- In view of the apparent proliferation in computer systems adaptable for smaller travel agency operations, the Automation Committee make a close study of available equipment with a view to making recommendations to members by way of guidance.

Press and Public Relations:

- That a study be made of the practicality of launching a national advertising campaign to promote the image of the AFTA travel agent.
- Step up consumer awareness campaign with emphasis on the AFTA agent and that Chapters be encouraged to develop local advertising plans on a national subsidised basis.
- That Allied Members (principals) should be encouraged to indicate their AFTA membership in advertisements.
- That all members be encouraged to identify membership by prominent use of the AFTA logo in advertising and promotional activities.

- The establishment of an acceptable consumer oriented bonding scheme excluding protection for commercial risks taken by principals with accredited or non-accredited agents.⁶

This, then, is the 1981 programme for AFTA. They will also be involved in representing travel agents to the government at all levels, and with particular emphasis on air fares, discounting, and bonding of travel agents.

The AHA and AFTA are both organisations which cater for specific aspects of the industry. However, there is also need for an organisation which will encompass more than just one particular area. Often it is stated, in a critical fashion, that the major problem with the "hospitality industry" is that it does not see itself as an industry, but rather as a series of separate organisations with only tenuous links. It is important, that if rational decisions are to be made about the development of tourist plant and facilities that each separate group - airlines, coach operators, railways, cruise operators, accommodation houses, tour operators, travel agents - must occasionally work together. In Australia, the group charged with taking these various organisation and developing an "industry" framework has been the Australian Travel Industry Association. Until 1980 the ATIA was known as the Australian National Travel Association. The recent name change has been accompanied by some change of direction, but the history of ANTA

closely follows the history of tourism in Australia.

ANTA (which will hereafter be referred to by its new initials and title as ATIA) was first formed in 1929. Its role is to "foster the development and growth of travel and tourism in Australia and to improve coordination of activity within the industry; to act as the national spokesman of the travel and tourist industry. Its activities are directed towards:

- . raising the performance of the industry by influencing improvement in coordination and standards of service;
- . advising Governments of composite industry viewpoints on national issues;
- . representing the industry in public affairs.⁷

Originally one major function of the organisation was the promotion of Australia to people overseas. When it was first founded in 1929 Australia received only a small number of overseas visitors (a total of 20,000 in 1928). In the early 1930's promotional offices were opened in London and San Francisco. The early years of the new group were spent on various promotional activities, including the creation of a new magazine 'Walkabout' - and an Australian pavilion at the San Francisco Exposition and the New York World's Fair.

World War II effectively reduced the organisation's activities in terms of tourist promotion, but after the war operations resumed,

more offices were opened and expansion was considerable.

ATIA was involved not only with promotion of Australia, but as members of PATA, the Pacific Area Travel Association, they were also involved in the development of the awareness of the Pacific region.

By 1966 the 200,000th visitor had arrived in Australia and the Federal government, following ATIA's recommendation set up the Australian Tourist Commission and funded it, so that the promotion of Australia would have government - official - tourist promotion in the major tourist generating areas of the world.

After the development of the ATC it was necessary to look again at the aims and objectives of the old ANTA, and it was re-formed as a national tourist industry body.

Today ATIA has an Honorary Board, and State Boards, and day to day activities are handled by a staff headed by Executive Director Graham Tucker. Examples of the group's accomplishments in 1979/80 are here reprinted from the 1979/80 Annual Report:

" Important achievements for the travel and tourist industry initiated or contributed to by ATIA during 1979/80 include:-

Export Incentives. Removal of anomalies in operation of Export Market Development Grants Scheme.

Capital Allowance of 2½ per cent for new tourist accommodation building, including extensions and alterations to existing premises.

Drafting of strategic guidelines for the profitable growth of the travel and tourist industry in the 80s.

Talkabout '80 in Sydney and Melbourne surpassed attendances by principals and travel agents in past years.

Extra funding for Bureau of Industry Economics to improve information available for planning the tourist industry.

Travel Research. Joint sponsorship with the Australian Standing Committee on Tourism of Travel Research Conference, Melbourne.

Training Programmes expanded through National and State training committees established in New South Wales and Queensland.⁸

The ATIA works very closely with the government - with such branches and statutory bodies as the Bureau of Industry Economics and the Australian Tourist Commission, and much of its time is spent involved with government and legislative work. Preparation of submissions, meetings, representations to various government departments and ministers is a crucial part of its activities. The ATIA deals with everything from road planning and maintenance to taxes to promotion.

The fact that the Australian Tourist Commission was founded at the request and recommendation of the old Australian National Travel Association indicates that while the government may not have been aware of the value of tourism early in Australia's development, by the 1960's the Federal government was becoming aware of the industry's potential...although real support for tourism could be said to have followed at a much later date.

"The Australian Tourist Commission was established in 1967 by the Australian Government as a statutory body to encourage people from other countries to visit and travel within Australia. Since then, ATC has actively promoted Australia as a tourist destination in overseas markets through its offices in Auckland, Frankfurt, London, Los Angeles, New York and Tokyo, with the support of the Head Office in Melbourne and a branch office in Sydney."⁹

ATC policies are determined by nine Commissioners appointed by the Australian Government and representing the Australian and State governments and the tourism industry.

The ATC achieves its purpose by undertaking marketing and servicing activities often in conjunction with the Australian and overseas travel industries. Major activities of ATC include advertising and publicity campaigns, production of publications, films and audio-visual presentations, and the provision of familiarisation

tours, travelcounselling, product education, exhibitions and display materials."¹⁰

The ATC is also involved in domestic tourism, and has been involved with the preparation of several films aimed at the domestic market as well as the "Holiday Australia" programme which was launched in mid-1980. However the majority of the ATC's budget of approximately \$8 million is spent on international promotion and tourism development.

To understand the types of activities of the ATC it is best to look at their activities. These include the following:

Marketing Aids:

- . The ATC is planning to update and reprint a number of its stock publications - a popular example is the Travel Planner which is distributed in large numbers throughout the world.
- . New publications are planned, including some in Spanish aimed at the South American market.
- . To offset the high costs of printing these publications the ATC will sell advertising space in them to travel industry organisations. The costs of such advertising are, of course, eligible expenses under the Export

Marketing Development Grant Scheme. (This scheme provides for travel industry companies to receive concessions and grants for expenses involved in the development of business overseas.)

- . A comprehensive booklet on the Great Barrier Reef is in the final stages of preparation and will be available soon. It is intended that other more detailed regional studies will follow.
- . Additional new publications on such topics as the Outback, on Adventure Touring on various types of independent tours and on fishing are also under consideration.
- . Several hundred copies of the ATC's new promotional film, "Waltzing Matilda" will be made for distribution world-wide as well as in Australia. In addition other supplementary film work will be undertaken. The ATC has a wide range of films covering many aspects of Australian life and sights, which are available in a number of languages.

Research:

- . The International Visitor Survey, which was discontinued for a short time, has been re-established, collecting valuable information on arrivals their movements while

in Australia, and their opinions and reactions to their visit.

- . Market research into various other potential tourist markets, such as South East Asia, where tourist numbers at the present are fairly small, but potential exists for future development. In addition, research is also being undertaken among the major markets, such as the United States, United Kingdom and West Germany to learn more about the specific segments of the tourist market to determine the most viable promotional opportunities.

Market Development:

- . The ATC is developing audio-visual and printed material for use in bidding for conferences and conventions, and to increase awareness of Australia's potential as a business meeting venue.
- . A major area of importance is the re-examination and development of new and more efficient systems for the handling of product information, data collection, checking and storage and information circulation.
- . Overseas offices will plan for a high level of publicist activity, including familiarisation trips and workshops in Australia, and the setting up of displays and exhibits to promote Australia at Trade Fairs, Tourist Marts and other industry meetings and programmes.

- . It is also planned that, with the increasing numbers of independent travellers arriving in Australia who are unfamiliar with all the tourist potentials of the country, there is need for a publication which would assist arrivals on how to get the most out of their stay.
- . Several selling missions will take place. These involve industry and the ATC working together to arrange for meetings with travel operatives in other countries and to "hard sell" Australia to overseas travel agents and other travel operators. Similarly overseas operators are invited to Australia for "Destination Australia" programmes which enable buyers and sellers of travel to get together.
- . The ATC will continue its involvement with domestic promotion - the success of Holiday Australia already seems certain to encourage more and more Australians to see some of the wonders of their country.

One major area of growth and development for the ATC is their operations in New Zealand. The New Zealand offices are involved in a variety of activities, and in 1981 the promotional budget for New Zealand will be almost doubled.

Working with a fairly small staff (75 for all operations, both in Australia and overseas) the ATC manages to handle a wide

range of activities. It does this by working closely not only with industry but with other travel organisations.

ATC has links particularly with the Pacific Area Travel Association (PATA) and the current ATC Chairman, Captain R.J. Ritchie, was a member of the PATA Development Authority, while the ATC General Manager, Kevin McDonald is a member of the Board of Directors of PATA and involved with the Public Relations Committee as well.

"The Pacific Area Travel Association (PATA) was organised as a non-profit corporation in Hawaii in 1951 to develop, promote and facilitate travel to and among the many destination areas in and bordering on the Pacific Ocean.

"During the years that followed, PATA has steadily grown in membership, stature and respect. As of June 30, 1979, the Association included 35 governments covering the area from North America to the Indian sub-continent, 48 airlines and cruise lines operating within this region and more than 1500 other travel-related private and government organisations. Membership is granted only to organisations with a direct interest in some phase of Pacific travel.

"PATA is a sharing and learning organisation whose members exchange ideas and participate in shaping the future of travel in the Pacific. It also is a very important source of accurate, up-to-date

information for its members whether in the field of marketing, development, investment, training, research or other travel-related activities. PATA's activities and long-range plans are examined and adjusted each year at the association's annual Conference. Activities are channeled through standing committees on management, marketing, development and research, through a worldwide network of PATA chapters and by way of a variety of textbooks, reports, studies, publicity materials, directories and periodicals, including the monthly Pacific Travel News...

" PATA's marketing program is aimed at influencing more individuals to travel to and within the Pacific area and to improve marketing skills at the point of sale and in destination areas. PATA's development activities are geared to developing new destinations, increasing the handling capacity of existing destinations and preserving their quality. These activities are accomplished through task forces, seminars, workshops and training programs.

" Two of the more visible PATA activities are the annual Conference/Workshop and the newly-created Pacific Travel Mart. The Conference/Workshop, held in a member country each year, brings together between 1500 and 2000 individuals to join in discussions of the current needs and problems of Pacific tourism and to participate in the Association's annual business meeting. The related workshop offers selected themes to assist members in gaining a better working

knowledge of tourism. The Pacific Travel Mart brings to a single location the sellers and buyers of travel who meet to negotiate future business.

" The work of the official PATA organisation is greatly augmented by an ever-growing international network of PATA chapters. Members meet regularly to learn about the various PATA destinations through local presentations and out-of-country meetings.

" The PATA headquarters office is in San Francisco, California. Branch offices are located in Manila to serve the East Asia region and in London to serve the United Kingdom and Europe, with marketing representatives in Frankfurt and London."¹¹ In addition, PATA will open an office in Sydney in the very near future.

Among the many useful projects of PATA is the publication of a number of magazines, guidebooks, etc. all of which are held in high regard. The Pacific Travel News is a monthly magazine with information on the industry, and supplements on various countries, and inclusion of special regional promotional material.

The Pacific Hotel Directory and Travel Guide is published twice a year and provides agents with information on rates and descriptions of facilities for accommodation, transport and

tour organisations.

Pacific Destinations Handbook is a fairly new publication which gives information on each member destination and is used in conjunction with the Directory and Travel Guide and with another publication, Events in the Pacific. This annual publication gives information on all the major events and public holidays in the Pacific Region. Inside PATA is the Association's regular newsletter and gives information on meetings, and news reports on the activities of the various committees.

When consumers request information on the Pacific, but do not specify a particular country, they will often be given a copy of The Pacific. Your Log of Exploration, another PATA publication which was specifically designed to give an attractive, informative picture of the Pacific. It covers all of the PATA member countries, and includes historical information as well as practical and general information for potential travellers.

PATA provides information and assistance on a wide range of levels and activities, from research fieldwork teams to training session for consultants.

In Australia, the government not only looks to the ATIA and the ATC for assistance concerning tourism. There is

also the Australian Standing Committee on Tourism (ASCOT). This body "provides a means of coordinating the efforts of States and the Commonwealth in tourism in Australia. It also services the Tourist Ministers' Council in its annual meetings.

The States and ATC cooperate well in Australia and in overseas markets and ASCOT serves a very useful purpose in stimulating and facilitating this cooperation."12

The travel industry has a number of other organisations, which in varying degrees contribute to the efficiency and viability of the travel industry.

Included among these, and deserving of special mention would be two divisions of AFTA, the Australian Council of Tour Wholesalers (who are involved with outgoing tours) and the Inbound Tour Operators of Australia, both of which have their own membership, committees and Chairmen and who operate independently of AFTA.

The Travel League, which has regular meetings in Victoria and other States was formed to promote camaraderie between members, to arrange for talks to discuss matters of general interest, and has members from all aspects of the travel industry. The meetings are friendly and popular places for industry people to meet, and are generally well attended. The Women's Australian Travel League

meets regularly in Sydney, and has a large membership and good attendances at meetings which feature speakers from many parts of Australia.

MIMA, the Motor Inn and Motel Association of Australia has branches in most states and is involved in the affairs of motel and motor inns (as compared with the licensed hotels). There are also special organisations for the caravan park operators, for the restaurant business (both licensed and unlicensed), and a large number of State, regional and local tourist organisations who hold regular meetings and who work for the improvement of the industry on a more local or specific scale.

The Australian Institute of Travel and Tourism in all states is involved with the professionalism and standing of individual travel industry employees, and the National Tourism and Hospitality Training Committee, with an executive officer and state officers, is also involved in improving the training facilities available, and also introducing new training programmes to meet industry needs.

Tourism is organised, of course, not only by carriers, accommodation and tour operators, and industry organisations. There is also a high degree of government involvement, with authority for various aspects of tourism being vested in numerous

federal, state, regional and local government departments. It is, perhaps, a problem with the industry, that the responsibility for tourism is divided amongst so many separate departments and divisions.

Federally, the tourism industry is presently the responsibility of the Minister for Industry and Commerce (Mr. Lynch) and there is a Tourist Industry Branch within its Tertiary Industry Division.

There is also a Tourism Ministers Council (made up of the Minister of Tourism from each state), which meets regularly to establish policy on a national level.

The ATC is, of course, a statutory body, but is budgeted through the Department of the Treasury. The Department of Transport is responsible for developing and implementing national policies relating to all forms of transport, and again through statutory bodies, runs Trans Australia Airlines and Qantas.

The Department of Environment, Housing and Community Development is responsible for environmental issues, and there are further Commonwealth authorities such as the Great Barrier Marine Park Authority, the National Parks and Wildlife Service, and the Australian Heritage Commission.

The Department of National Development is responsible for national policies towards regional development and decentralisation. The Commonwealth Development Bank provides loans to the industry in certain circumstances, and tourism is also assisted by the Bureau of Transport Economics and the Bureau of Statistics.

In addition to co-ordinating tourism activities through the Tourist Ministers Council the federal government also provides secretariats for the Australian Standing Committee on Tourism and the National Tourism and Hospitality Industry Training Committee.

Of course this does not include all the other organisations and departments, which while not having a "tourism" role, are so much involved with activities relating to tourism that they do have a profound, if indirect, effect. Included would be Immigration and Ethnic Affairs, Customs, the Trade Practices Commission, the Industries Assistance Commission, and the Tertiary Education Commission, and the National Estate Program.

State governments also have a myriad of departments and commissions involved with tourism and related fields. State departments such as Industry and Commerce, and Development and Decentralisation play a key role. However, it must also be remembered that state and regional governments are responsible for such important items as sewerage, water supply, electricity, roads, railways, airports,

parks, fisheries, forestry, water catchment, rivers, recreation grounds, environmental protection, sport and recreation, art galleries and museums.

"In Victoria, the Minister for Tourism (the Premier, Mr. Hamer) has given considerable support to the establishment and development of regional tourism in the State. The State is divided into twelve regions. An annual grant (approximately \$10,000) is available to each region, subject to certain criteria, namely that 75 per cent of the municipalities in the region participate, and that a regional tourist promotion officer is employed. An additional subsidy...is available on the basis of \$1 for each \$2 raised by way of membership subscriptions from the private sector...

"In New South Wales the Department of Tourism has a regional tourism unit responsible for the formation and development of regional tourist associations. The regional tourist associations operate information centres throughout the State. They receive financial assistance from the Department, part of which subsidy is paid for the operation of a tourist centre, and part for the employment of a tourist promotion officer and part for promotional activities undertaken by these associations. The New South Wales Department of Tourism subsidised 29 of these tourist associations...

"In Queensland assistance to regional tourist associations is also paid on a subsidy basis to any regional tourist office or

association on fulfilment of certain prerequisites. One of these is the employment of a tourist promotion officer.

"In Western Australia grants are made to country tourist bureaus and information centres from the Tourist Development Fund. These grants amounted to \$340,000 in 1976 - 1977. A bureau receives a base grant, a further grant is paid \$1 for \$1 basis on local authority donations, and a further grant for up to \$2500 is available \$1 for \$2 on other income raised by the bureau. The bureau is required to have a suitable office and staff, plus appropriate brochures...

"In South Australia, the Department provides assistance to local government operated or sponsored offices at country towns. The South Australian Department of Tourism was prepared to assist the Murray Valley Regional Tourist office with a grant of \$10,000 on a \$1 for \$1 basis. The Local Government Association of South Australia stated that, in its opinion, the regional organisations exist but are not really functioning (as of 1978).

"The Tasmanian Department of Tourism finds it difficult to give financial assistance to local tourist areas. The local and district tourist committees are left to depend upon their own innovative sources for funds, or to secure finance from membership fees. The Tasmanian Tourist Council received \$20,000 from the

State government in 1976 - 1977."¹³ (The Tasmanian Government does have a high "profile" in tourism, however, and on a State level is quite active in promoting tourism. Tasmania has an ideal geographical situation for tourism - being compact and with a variety of excellent attractions. They have done excellent promotional work.)

The Northern Territory, while set up similarly to the other states, offers an initial grant for regional tourist facilities and requires that the association must be properly organised, and must employ a tourist information officer.

Consequently, it is apparent that each region in Australia can have a tourist promotional facility, and the quality and degree of support each receives can vary dramatically. Often the tourist development officer (which most are required to employ) is competent and able to implement the association's aims, however, there is no set pattern for training and the quality of work in each region is dependent upon the background, skill and interest of the tourist officer. Some training courses (usually short courses) are available to help these local officers.

From all this "organisation" the Australian Tourism industry is attempting to formulate plans, obtain a high degree of professionalism and exchange information with other international organisations.

Many other, smaller organisations, and associations with limited memberships for specific areas of the industry, exist. It is impossible to discuss all of them or to properly evaluate their effectiveness.

It can be concluded, however, that from a world wide scale, right down to the small local tourist office, there are countless organisations and commissions which are set up to aid and assist individuals interested in the tourist business...either as tourist operators or as consumers.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 10

TOURISM ORGANISATION

Footnotes :

¹McIntosh, Robert Woodros, Tourism: Principles, Practices, Philosophies, Grid Publishing, Columbus, Ohio, 1980, p.240.

²Ibid., p. 242.

³Ibid., p. 243.

⁴"Strength Through Unity" membership brochure, published by AFTA, Sydney, no date.

⁵Articles of Association, Australian Federation of Travel Agents, Sydney, N.S.W., p. 17.

⁶"AFTA Blueprint 1981," AFTA News, December, 1980, Sydney, p. 2-3.

⁷1979/80 Annual Report and Review of Activities, Australian Travel Industry Association, front cover.

⁸Ibid., p. 1.

⁹1978/79 Annual Report, Australian Tourist Commission,
p. 1.

¹⁰1978/79 Annual Report, Pacific Area Travel Association,
p. 1.

¹¹Ibid., p. 2

¹²Australian Tourist Commission, op. cit., p. 28.

¹³"Final Report of the House of Representatives Select
Committee on Tourism, October, 1978, p.59-61.

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CHAPTER 11

THE ROLE AND FUNCTION OF TRAVEL AGENTS

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Travel agents play an important part in the organization and operation of the tourism business. Serving as a link between the suppliers and the potential customers, travel agents provide a wide range of services, give advice and assistance in travel planning, and handle the required paperwork for travellers.

It is generally accepted that the first travel agent was Thomas Cook. Mr. Cook, an evangelist, organized tours involved with religion and temperance, and is credited with organizing the first "excursion" when he arranged to charter a special train to take 570 people from Leicester to attend a temperance meeting twenty-two miles away at Loughborough. The trip was a success and apparently the customers liked the idea of having someone else make the arrangements and look after the time-tables and refreshments (he also provided a cut lunch for everyone). By chartering the train he was also able to cut the price of each ticket, and the successful result meant that his future in the travel business was secure.

The Midland Railway Company was so impressed with his ability to organize travellers that they made an offer to make him their excursion

agent, with a percentage on all tickets sold. It is likely that this arrangement was the key to the further development of the industry, for the same type of commission arrangement remains today.

Thomas Cook (whose business still operates today under the name of Thomas Cook and Sons) was a believer in travel, as he felt its benefits included "contemplation of the beauties created by God and the historic work of man."¹

He organized tours to places he felt met his criteria, and also wrote guide books to help the travellers appreciate what they saw.

By 1851 Cook had an established and excellent reputation for arranging travel within Britain (by train) and for knowing the best ways to see the important attractions. That year the Great Exhibition took place in London, with the major attraction the Crystal Palace. Cook arranged for more than 165,000 tourists to visit the Great Exhibition. And, with characteristic flair, he provided a number of little extras, which endeared him to his public, and insured his success as a travel planner:

"Papa and Mama were very happy on the journey, which was tedious in length, but as comfortable as may be, for Mr. Cook had provided an ingenious arrangement of long metal cylinders filled with hot water to fit along the

floor of the coach. These were refilled at the stops, (I think from the locomotive machine) and none of us had to tolerate cold feet. At London we were welcomed by a Guide carrying Mr. Cook's authority and then given the location of our lodgements. They, in our case, are of great convenience, for we are in Spring Street, Paddington, a very clean and stylish house with two very obliging and respectful servants who would be models for our Gwyneth to follow. From here to Hyde Park is a pleasing walk and the weather is fine. Crossing sweepers abound and it is scarce necessary to raise the hem of one's dress. We followed our guide to the Exhibition and were put through the gates without bother, for all was settled beforehand as you know, and we were in an infinitely superior position to those who must wait in a queue for admission. One may spend time as one wishes, but one rarely moves far without seeing one of Mr. Cook's guides who will give all manner of information and one of them calls regularly at all houses and places where visitors stay so that we may all be assembled for the return without mischance."²

That description by a young Cook customer describes almost perfectly the role and function of the tour operator...with as much relevance today as it had when it was written in 1851.

Cook's handling of the London Exhibition was excellent, but he was a perfectionist, and not easily satisfied. "There have been no signal

failures in the tour to the Exhibition," he told his wife, "and therefore it might seem that there is little to be learnt; but there is as much to be learnt from success as from conspicuous failure, for success is relative and one cannot know how much MORE successful a thing should have been if one had concerned oneself more in this direction or that."³

Using this criteria he began planning for the first major event which would bring him into the international travel market. The Paris Exhibition of 1855 was to be his first "across the Channel" attempt to enter the overseas market. And by this time there were other operators in the field. To hold his own against the competition he offered better classes of transport, and an "expert" to give lectures to the travellers.

In 1872 when Jules Verne's famous book Round the World in Eighty Days was being serialized in Paris newspapers, and had become very popular, it seemed time to organize the first round-the-world tour. Of course it was Thomas Cook who organized it. (It took far more than eighty days, lasting closer to a year.)

Cook's success had brought competition into the marketplace, and of course in other countries other operators were offering travel programmes for the increasing numbers of educated gentlemen and ladies who wished to travel.

The operations and procedures were similar...obviously because each traveller's needs were similar.

This description of the American Express operation at the Chicago World's Fair, in 1933 bears similarity in basic approach, coupled with increased efficiency and independence for the traveller:

"The technique of the operation (at the 1933 Chicago's World Fair) was for a railroad ticket agent to sell a traveller an order on American Express for one of its tours. On arriving in Chicago the tourist was directed to the American Express kiosk set up at the Union Station and manned by uniformed representatives. Here he exchanged his order for a strip of coupons. One of these paid his taxi to the assigned hotel; another paid for his room, and others were honored for meals and at the Fair... The fair venture paid off well. The gates were thrown open May 29, 1933, and by July 1, American Express had done more than \$1,000,000 worth of business. During that summer the company handled 225,000 visitors to the Fair. The biggest day was Labor Day, 1933, when 5,100 people were serviced by American Express.

In both cases an understanding of the operations of the tour planner is made clear. Travel agents may be tour planners, but they can also operate mainly as agents, selling the transport, accommodation and tours of other organizations.

Basically a travel agent serves as an advisor and an assistant, taking the work and organization out of holiday planning, and providing the customer with professional advice, knowledge of the various destinations and what they have to offer, and a source of information on the best tours and services available.

Many travel agencies owe their origin to the railroads, who early on set up agents to handle travel and accommodation arrangements. Just as Thomas Cook owes his start to the sales minded railroads, many of the Government Tourist Offices in Australia can trace their origins back to the railroads and the services they provided for travellers.

Travel agents became even more important with the increasing popularity of air travel. As more and more people travelled longer distances and to more exotic destinations it became essential to have someone who knew something about overseas destinations, and the massive regulations (passports, visas, currency exchanges, customs and duty laws, health and inoculation requirements, insurance) which became important to the overseas traveller.

Travel agents earn their income from commissions. They receive a commission for each airline ticket sold (the exact rate of commission varies from domestic to international carriers, and is a sensitive point), for accommodation bookings, for cruise and rail bookings, for booking organized

package tours, booking rental cars, coach travel and sightseeing trips, and in some cases, usually involving complicated itineraries, a service charge is sometimes added.

Because of the complexity of the business today agents, in many cases, specialize to some degree, although most will handle virtually any type of bookings.

Agents may specialize in several general directions: some agents handle mainly holiday travel, others specialize in handling travel arrangements for businessmen. There are advantages to both areas, and of course, disadvantages. Holiday travel can often involve the sale of packaged holiday tours. These tours, put together by industry wholesalers and made available to agents, are fairly straightforward and easy to sell. The agent may give the customer copies of brochures for package tours to the destination which they are interested in visiting. The customer checks the various packages and selects the one which is most suitable in terms of length of stay, itinerary and cost. The agent books the tour with the wholesaler and the wholesaler actually handles the tour organization; payments to principals, etc. While this means less work for the agent in actually making the arrangements, it is offset by the need for the agent to be familiar with all the package tours to an area, and to have full confidence in the ability of the wholesaler to actually provide the services as stated.

In many cases the numbers of tours, and the numbers of operators for tours to certain areas can be considerable, and some agents have now adopted a "preferred list" of wholesalers whose products they prefer. This preference can be based on the agent's belief that the wholesaler is a reliable one, offers the best possible costings, or the best range of tour features.

When an agent has a "preferred list" it usually means that when a customer comes to his office to, for example, book a trip to South East Asia, the agent will supply the customer with brochures for perhaps two or three "preferred" wholesalers. After explaining the tours and the differences etc. he will make the customer's selected booking. If the customer has already seen a different tour and would prefer that itinerary, however, the agent will almost certainly make the booking, even though the company is not a "preferred one." And if none of the tours meets the traveller's expectations or requirements, then the travel agent may put together a special tour, designed specifically for that customer. Agents will usually explain to a customer, however, that individually prepared itineraries will be more expensive than a set package tour, as the individual traveller cannot take advantage of the discounts and special fares available to tour planners and wholesalers.

Individual itineraries are most commonly prepared for the businessman traveller. Business travellers will, on occasion, be able to fit their

business schedule into a pre-planned tour (and consequently may save considerable money) but usually the special needs of the business traveller will require a separate itinerary. Consequently the travel agent who specialises in business travel knows that each individual traveller will require more time and planning (it is not as simple as picking up the telephone and booking an organized tour), but on the other hand has the assurance of knowing that business houses have many executives travelling and that commissions will be larger and the business will be steadier and more regular than bookings for the holiday traveller who may require a travel agent only once a year or every few years.

Travel agents these days seem to concentrate on overseas air travel. This is obviously an important area as commissions on overseas air travel will be higher than commissions on many other sorts of travel. Agents have to become familiar with the complexities of air tariff regulations, and in many cases it seems that travel agents are in danger of becoming too heavily concentrated on air travel and overseas arrangements.

In Australia travel agents are subject to various forms of regulation. In New South Wales there is a Travel Agents Registration Board which sets minimum bonding fees and other basic regulations. However, no such governmental control exists in Victoria. The more common form of control is through the International Air Transport Association, and the other

international organizations who set standards for granting permission to agents to write airline, shipping or rail tickets.

I.A.T.A. and other organizations set standards before allowing an agent to become a member...and the airlines - both domestic and international - require certain rules to be met before they will allow an agent to use their "plates." (An accredited agent can write transportation tickets without having to go to the specific carrier involved. To do this they use blank, numbered tickets and a series of plates. With equipment much like the machine used for handling Bankcard purchases the travel consultant can use a plate, like a Bankcard, imprinted by the specific airline. The ticket is then run off and given to the customer. Payment is handled through a central organisation, the Bank Settlement Plan, and the airline will honour the tickets. Consequently the "pulling of plates" means that an airline will no longer let that agent write tickets for their flights. "Pulling plates" is a serious threat to an agent to either improve the amount of business being done with that airline, or to improve their general approach to the business.)

While travel agencies can and do exist in almost every city and town in Australia they face strong competition from a number of areas, and in some cases the competition presents threats to the profitability of agents.

Competition comes in the form of:

Banks

Estate Agents

Airlines and other carriers

Wholesalers

Government travel and information services

Clubs and organizations.

Banks. In Australia banking institutions are responsible for handling a great deal of the tourist business. Banks have several advantages over travel agency operations. First, they are considered by the public to be extremely reliable and dependable. After all, if the bank runs the travel service, it surely must be as reliable as the bank itself. In addition they can have many branches, run in conjunction with the banks, creating savings in accommodation, etc. Although the travel department is separate in appearance, having separate entrances, etc. and keeping normal business hours, they are usually located in or near existing bank premises. In addition, promotions for the travel department can be run in each and every bank branch, even if a full travel department does not exist at that location. Banks present an ideal opportunity to promote travel. Someone saving for a holiday or special vacation will probably be saving their money in a bank, and will be exposed to the bank's travel department promotions. If the bank staff are alert to the customer's intentions they can suggest to the travel department when the customer is opening his

special holiday account, or when the customer is making inquiries about travellers cheques, or if the person is applying for a loan for a holiday, it would seem a good idea for an alert bank manager to mention the bank's services.

However, care must be taken to ensure that the bank does not attempt to use any type of pressure on its customers. Recently a charge was made against one bank that an overzealous branch manager had hit upon a good way of increasing travel sales: he went through chequeing account records and isolated cheques written to travel agents. He then wrote to these customers advising them that next time they were planning a trip it might be good if they checked with the bank travel department. After charges that this approach violated the confidence of the cheque issuing procedure, the practice was hastily stopped.

The standard of service in bank travel departments is high...or at least as high as the quality of the person who is handling the arrangements. This applies in all areas of travel consultancy. So much is dependent on the personal training, skills and knowledge of the individual travel consultant. A charge is laid against some bank travel departments that the senior travel staff are not travel-trained and oriented, but are "bankers" and thus, by inference, fairly conservative and rigid in their attitudes. However, travel staff, particularly consultants on a operative level, are generally trained travel staff, and their competence is equal to that found in other areas.

Estate Agents. In country areas, particularly, there has been a tradition of combining professional services in one area, often the local Real Estate and Stock Institute office. The R.E.S.I. office in some country towns was the local estate and property agent, the local insurance agent, perhaps the local solicitor, ran the local building society operations, and in many cases, provided travel assistance, bookings and advice. Today this is still true in many areas, and even in city locations the R.E.S.I. offices often have a travel department. In many cases - in larger offices - a specially trained travel staff member is employed. However, often the local staff refer travel matters to the main city office and relay information, bookings, etc to the local customers. Again, convenience, a sense of security in dealing with an established firm, and probably knowing the local R.E.S.I. personnel, have given this form of booking popular appeal.

Airlines and other carriers. If many travel agents feel that banks and estate agents have distinct marketing and sales advantages over their independent operations, their resentment to that competition pales when compared to the hostility that can often occur when airlines and other transport enter the booking and agency side of the business. Nearly all airlines maintain sales offices where it is possible for the public to deal directly with the airline to make a booking. While generally this is limited to making a transport booking, it is also possible to have the airlines make bookings for accommodation, and in many cases it is also

possible to book package tours and other types of all-inclusive holidays directly through an airline. Because agents are paid a commission from the transport carriers, many members of the public are under the false impression that if they deal directly with an airline they will save the commission and consequently pay less for their holiday. This is, of course, not true. The airlines and other carriers will charge the customer the same rates a travel agent would quote, and the commission is kept by the airline. This is done to ensure that the transport operator does not have a price advantage over the agent, and therefore drive him out of business. While airlines probably would like to handle air bookings themselves, the problems of handling other arrangements, etc. can mean time-consuming work in an area that is of little concern to them. So, usually airlines attempt to keep an open and active, positive line of communication with travel agents.

Similarly, if a member of the public wishes to book a rail ticket or ship travel there is a choice available of dealing direct with the carrier or through a travel agent. While agents can understand the public's desires, in some cases, to deal direct with a carrier when booking transport, they are not so happy when airlines sell package tours and sell holidays to the public directly. This, they feel, is infringing on their side of the travel business.

Basically the advantages of dealing direct with the airline or other carrier is that generally the booking is completed and confirmed

quickly. Again, there is a feeling of reliability and confidence, and falsely, there is often a feeling that a cheaper rate is being offered. On the other hand, the disadvantages are that a carrier can rarely take the time and effort to be a full service agent and provide all the information and service a travel agent can. A carrier will not handle passports and visas, for example, or sell insurance and travellers cheques.

Equally as contentious an issue is the role of wholesalers in dealing direct with the public. To understand this phenomenon we must understand the difference between a travel agent and a travel wholesaler. While in some cases the difference is obvious, in other cases agents can also be wholesalers and the lines of definition become unclear.

Wholesalers are organisations who develop package tours. Their practical operating procedure is as follows: having established through various systems and research projects viable destinations and tours the wholesaler puts together a package. The package will usually consist of transport, sightseeing, accommodation, transfers, and perhaps some meals. The wholesalers will approach the carriers with the planned itinerary, and with an indication of the number of people he believes he can sign up for the specific trip. He is entitled to special rates on transport for group travel. Having been given an option on a specific number of seats,

he will then approach the accommodation sector and negotiate for rates for a set number of rooms for a set number of days. The same will be done with sight-seeing and local tours, by approaching those operators. The wholesaler makes his money on the difference between the cheaper rates he can negotiate with all the participating organizations and the price he will charge for the tour (with an added percentage to take care of the travel agent's commission for selling the package tour to the public).

Wholesalers can plan large numbers of trips, and set aside options for frequent departures. A look at any general package tour brochure will show this type of arrangement.

Wholesalers generally sell their products through travel agents, but in many cases the wholesalers may also run travel agencies themselves. In some cases companies who started out as travel agents may become wholesalers in some areas. For example, a travel agent might hear of a group of people in his area who are interested in a special interest tour of some sort. He will then approach the group - perhaps a local club - and suggest that he can make the arrangements. The agent will then contact the carriers, hotels, etc. and negotiate rates, etc. Assuming that the bookings are completed, the tour goes well, and the people are happy, the agent might then decide that the trip could be run again next year, perhaps with more people, or other people with the same interest. Now the agent may print up a brochure and send it out to other travel agents, informing them he has

developed this special tour, and will pay a commission to other agents who book people. The agent is now a wholesaler and a travel agent.

In Australia organizations such as Jetset, American Express, the major banks (National Bank, Bank of N.S.W., A.N.Z.) Thomas Cook, World Travel Headquarters and Tourworld all operate as wholesalers, planning, packaging and promoting tours which they design and operate, and they also act as travel agents, prepared to book their own or other tours for a customer. They will also, of course, prepare individual and business itineraries.

Government Travel and Information Services. In the last few years the attitude towards government travel services has changed dramatically. In the past, government operated travel departments were frequently run at a loss, virtually as a public relations exercise for the state government. The State travel office handled mainly intra-state travel arrangements (which because they involve fairly short trips, perhaps many of which will be taken in the family car, will not produce a great deal of revenue and commission) and the promotion of the state's tourism potential to the local residents. State operated travel departments emphasized local domestic travel with information on local festivals, etc. They would usually also have a small section which handled inter-state travel - perhaps booking ski holidays, etc. - and in most cases, tucked away in one corner would be one person who could handle international travel. This aspect of the

office was not emphasized, and most effort was concentrated on local and state promotions. Often these travel offices could trace their history directly back to the railroads and the old railroad booking systems, and consequently, particularly in Victoria, there was a strong emphasis on rail travel and bookings.

However, in recent times there has been a change in attitude. While still appreciating that domestic travel and the promotion of the particular state is an important function of the travel department it was felt that the travel department should provide fully for the needs of the State's residents, including the provision of full service travel for national and international travel. Involved in this change of attitude was modernization of the offices, more attempts to make them financially viable, and increasing emphasis on full service travel. Certainly there is still much space for information on local festivals, week-end trips and local sight-seeing, but there is also now considerable information on all aspects of domestic and international travel.

The agents feel that they may be under some threat from government operated travel agencies. They point out that the government bodies are - or can be - heavily subsidized by the government. That their proper aim should not be to enter the travel agency business and take business and profits away from the private sector, but rather they should be handling the domestic promotions that are not profitable for the private agencies

to handle.

In recent times the Queensland Travel and Tourism Council has been under considerable pressure to change its approach back to domestic promotion, and to stop advertising its services of national and international travel bookings. Government travel offices in all states are reviewing this approach however, and the Victorian Government Travel Authority has also broadened its approach to operations.

Clubs and Organizations. Perhaps the most important club or organization involved with travel promotion and sales in Australia would be the various state road travel organizations. The Royal Victorian Automobile Association and the N.R.M.A. in New South Wales provide information and travel services for members. In Victoria the R.A.C.V. has an extensive travel department divided into two categories...domestic road travel and an international travel and tours section. The domestic/road travel section supplies members with strip maps, information on tourist attractions and sights, and also will make accommodation arrangements for members. The service also provides each traveller with lists of Automobile Club service garages and facilities all over Australia.

The International Travel section performs the joint function of travel agent and tour wholesaler, as the R.A.C.V. designs many of its own

tours which are sold "In House", and used to be sold through other travel agents until a short time ago. Now, while the R.A.C.V. does not actively seek sales agents outside its own offices, it does sell other tour packages as well as its own.

Domestic travel arrangements are usually handled with the idea that it is important to provide a service to members. Very little money is made on accommodation bookings, and consequently the Motoring Clubs, like many other agents, see the handling of much of their domestic business more as a good will gesture than as a profit making centre for the organization.

Other clubs and organizations provide travel information and advice for members. Unions, social clubs, etc. often have a travel section which will handle special travel arrangement for members. Often, however, there is not a specific travel person involved, and the club or organization makes their travel arrangements through an outside travel agent.

While not mentioned in our previous list of travel selling organizations, one other area should be mentioned at this point. It is not competitive, however, because it generally deals with travel agents or carriers.

Many large organizations, with sizeable numbers of staff who travel (most large multinational organizations, for example) maintain a travel

department or travel officer who is responsible for travel arrangements for staff. Because so many people are travelling, it is better to have one company employee in charge of all travel arrangements, rather than have each executive's secretary or assistant attempting to make arrangements, and be sure that everything is correct. By having a travel officer the company can maintain close control on the travel costs, specific arrangements and itineraries for their personnel. Also travel officers can handle staff transfers and moves, and can handle the planning and organization of conferences, conventions and meetings that may involve travel back to the head office, or the movement of VIP guests from the head office.

Travel officers will often deal directly with carriers and accommodation facilities, but may also use travel agents. Although they may sometimes be in a position to promise large numbers of travellers and consequently be eligible for discounts on accommodation, generally travel officers would deal through an agent for other types of work and are paid a regular salary by the company, and do not receive commission payments for the work they do.

Travel agents deal with massive amounts of information. They also deal with a constantly changing environment. Changes in regulations, in air fares, in policies, in health precautions, all mean that it is

essential for a travel agent to keep up to date. While some agencies have sufficient staff to allow for specialisation, it is also necessary for all staff to know most of the basic procedures.

Because much of the information is routine, or fairly simple, there is considerable scope for mechanization. On the other hand, because such things as air tariffs are so complicated and subject to change so frequently, it can be difficult, indeed, to automate the industry.

The use of computers and the effect they will have on the industry has been discussed at length and is a popular topic for A.F.T.A. conferences, seminars and meetings. The T.I.A.S. system, which will be the industry computer system, linking agents with carriers and booking systems has had teething problems, and is now, after numerous delays, scheduled to be in operation in March, 1981.

While there can be no doubt that the introduction of computer technology will take much of the drudgery out of the technical side of agency operations, it is not likely that travel consultants will find themselves out of a job. The freedom from time-consuming technical work will give the consultant more time to actually CONSULT with customers. To be able to discuss destinations and options, to evaluate travel possibilities.

There can be a danger in the present situation, due to the complexity of travel rules and regulations, for consultants to see them-

selves as air fare constructors. The idea that they are selling a pleasurable holiday experience, or an essential business trip can become lost in the maze of discounts, fare applications and by-laws. It is to be hoped that travel consultants who work in travel agencies will be given more training in sales, psychology and personal relations, rather than just in ticket writing.

For many young people seeking to enter the consultancy area there is a curious and maddening "Catch 22" situation. In order to be hired for a position it is considered essential that they have "experience in ticketing" (writing airline tickets and constructing fares). On the other hand, the only way they can learn ticketing is to be employed in an agency. So the "open door" can be difficult to find. Perhaps if advanced technology can make ticketing a routine computer programmed function, the industry will be interested in sales consultants experienced in travel and sales, rather than ticketing.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 11

THE ROLE AND FUNCTION OF TRAVEL AGENTS

Footnotes:

¹Wykes, Alan, Abroad, MacDonalld, London, U.K., 1973, p. 18.

²Ibid., p. 20.

³Ibid., p. 21.

The Tourists are Coming!

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CHAPTER 12

ECONOMIC IMPACT OF TOURISM

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Tourism can be many things to many different countries. In some places it can be considered an excellent way for a country to earn valuable exchange, improve relations with other countries, and act as a valuable way of showing the world what a beautiful and well-run place it is. Another view, however, is that tourism is not a good thing, that it destroys the cultures and living patterns of a region, and destroys the beautiful countryside.

Tourism does provide many economic incentives for development. It must be remembered, however, that in many cases there are two sides to the coin, and what is good tourism development in one way, may be harmful in another. Also, what is good for one country, may not be good for another. To assume that tourism will always bring economic benefits is incorrect; and it is just as incorrect to assume tourism always brings economic problems.

This means that each country, each region and each locality must do its own analysis and draw its own conclusions based on the specific situation as to whether or not tourism will be a positive or a negative

influence and whether or not it should be actively encouraged.

Perhaps the greatest area of difficulty in making such analysis lies in trying to compare developed countries with underdeveloped (or Third World) countries. So many differences exist between two such economies that to make comparisons which are valid for both are very difficult. Therefore, in this analysis we will look at major economic features of tourism, and then study them in terms of their applications to developed and developing countries to see the potential difficulties and problem areas.

Tourism can be seen to have a positive effect on several major industries. Obviously the accommodation sector, the transport sector and the food industry show marked increases in revenue in areas where tourism is promoted. However, we must remember that other industries, far more widespread, are also benefitted by tourism. To understand this, we must remember the simple economic concept of how money filters down through the economy, and the multiplier effect of such a filtering process.

Money spent by a tourist represents "new money" to a region. By this we mean the tourist has brought money in from elsewhere...a visitor to Melbourne from Perth is bringing in "New Money" from Perth to Melbourne. This means that it is, literally, extra money for the community and represents an additional amount of funds for the well-being of the community.

This "new money" is used to pay bills which the tourist accumulated during his holiday. Our Perth visitor may spend money for his hotel room, on his airline ticket, for meals in the hotel and in several restaurants, he may also attend a theatre production, and purchase some souvenirs. All of these purchases add income to the city. There are ten major categories of tourism spending:

1. Accommodation - including all types of accommodation.
2. Food - including restaurant meals, take-away, and grocery purchase.
3. Beverages - including hotel and pub purchases.
4. Internal transport - trains, taxis, local train trips.
5. Sightseeing - admissions to museums, galleries, organized sightseeing tours.
6. Entertainment - admissions to movies, to theatres, to night clubs and discos, gambling.
7. Gifts and souvenirs - purchases of opals, of fur products, aboriginal artifacts
8. Photography - slides, photos and movie film for taking pictures of the trip, purchase of commercially prepared slides.
9. Personal care, drugs, cosmetics - haircuts or styles, purchase of shampoo, aspirins, foot powder, travel sickness tablets, duty-free perfumes, etc.
10. Clothing and misc. - purchase of clothing at designer shops, fashionable or trendy clothes, t-shirts, etc.

In turn, all these organizations take in receipts from the tourists and use that money to pay their bills. They pay staff, etc. and this means that the tourist's money is put into even greater circulation.

The travel industry business takes that income and spends it in the following ways:

1. Wages and salaries - to full and part-time staff, management and apprentices.
2. Payroll taxes - to the government.
3. Commissions - to travel agents and other agents.
4. Music and entertainment.
5. Administrative and general expenses.
6. Legal and professional services.
7. Purchases of food, beverages, etc and other stock.
8. Purchases of materials and supplies - cleaning materials, etc.
9. Repairs and maintenance.
10. Advertising and promotions, publicity.
11. Utilities - electricity, gas, water.
12. Transport - delivery trucks, etc.
13. Licenses - permits, liquor licenses, etc.
14. Insurance premiums.
15. Rentals on premises and equipment.
16. Furnishing and fixtures.

17. Interest and principal payments on borrowed funds.
18. Income and other taxes.
19. Replacement of capital assets.
20. Renovations, alterations, redecorating.
21. Return to investors.

Consequently, as the travel industry components meet their financial obligations with the "new money" that has come into the city, more and more people and organizations are benefitted from the tourist's spending.

The list on the following page indicates just how many people ultimately benefit from tourism, and also shows the major occupations which can be involved. It is significant to note that many people benefit from tourism who never directly deal with tourists, and who might find it difficult to believe that tourism pays dividends to their own particular occupation.

Ultimate Beneficiaries of Tourism

- Accountants
- Advertising and public relations
- Appliance stores
- Architects
- Arts and crafts producers
- Attorneys
- Automobile agencies
- Bakers
- Banks
- Beach accessories
- Butchers
- Carpenters
- Cashiers
- Charities
- Chemists
- Clerks
- Clothing stores
- Clubs
- Confectioners
- Contractors
- Cooks
- Cultural Organizations

- Dairies
- Dentists
- Department stores
- Doctors
- Dry cleaning establishments
- Electricians
- Engineers
- Farmers
- Fishermen
- Freight forwarders
- Garages and auto repairs
- Gardeners
- Gift shops
- Government
 - Education
 - Health
 - Road and railroads
 - Utilities
 - Development, etc.
- Grocery stores
- Financiers
- Furniture stores and producers
- Importers
- Insurance companies

- Landlords
- Laundries
- Manufacturing agents
- Managers
- Motion picture theatres
- Newspapers, radio, etc.
- Nightclubs
- Office equipment suppliers
- Painters
- Petrol Stations
- Plumbers
- Porters
- Printers-sign printers
- Publishers
- Real estate brokers and developers
- Resorts
- Restaurants
- Room maids
- Shareholders
- Sporting events
- Transport
- Travel agencies
- Taxi-hire car services
- Unions
- Wholesale establishments.

Source: Salah Whab, Tourism Management (London Tourism International Press, 1975), pp.64-65.

To illustrate, our Perth visitor in Melbourne goes into a restaurant and purchases a meal. In order for the restaurant to serve and prepare his meal they will have to hire people to wait tables, to cook, to clean, to be managers and hostesses, and to act as cashiers. In addition, they will need to purchase food, plates, silverware, glassware, paper supplies, electricity, furniture, laundry, and in some cases entertainment. They will also have incurred printing costs for the menu, business cards and other items.

The staff who receive their wages, tips, and other payments and the suppliers who are paid then use the money in turn to buy other things. Thus, money spent by the tourist is used several times and is spread throughout the entire region.

Of course, not all money changing hands will necessarily be respent or stay in the economy of the specific region. Some employees will save money, thus taking it out of immediate circulation in the area. In other cases employees or suppliers who are not local residents may send money home or back to a head office. (In some countries, the general manager of a hotel may be from another country and a significant part of his pay cheque may be sent home to family or for investment in his home country. Another example would be the purchase of imported food items, where the money will be sent out of the area to pay these importers.)

The degree or the amount of purchases which are made out of the region, or the amounts of money sent out of the region represent losses of the "New Money." Obviously, the more self-supporting the region, the less money that will probably leave to pay outside purchases. If the country or region needs to bring in most of its equipment and supplies then it is important to calculate just how much money is coming and how much is being lost again.

Economic studies that have been done in various countries indicate that the value of tourism can vary dramatically because of the multiplier and leakage affects. In the Bahamas, for example, studies done years ago indicated that as much as 79 percent of the money coming into a region was sent out to pay for necessary imports. This led to an important re-evaluation of the industry to see if it was really viable because of the high rates of leakage. In other countries, however, such as Greece and Yugoslavia, where the countries were able to supply most of the tourists' needs themselves, the leakage rates were much lower, 10 percent and 2 percent respectively, and for these countries the economic benefits of tourism were far greater.

Evaluation of tourism thus includes a close look at the tourists, how much they spend, how long they stay, and how much of the money they spend stays within the economy of the host country.

For some countries the value of tourism is high and tourism receipts represent a major portion of all the country's total balance of payments. Some examples are shown below.

Percent of Tourism
Receipts of the Balance of Payments

<u>Country</u>	<u>Percent</u>
Greece	21.4
Yugoslavia	10.1
Spain	34.0
Tunisia	30.0
Morocco	30.0
Sweden	1.5
United States	2.8
France	4.3

Source: Organization for Economic Co-operation and Development, "Tourism Policy and International Tourism in OECD Member Countries," 1978.

It is interesting to note that not all countries share equally in the benefits of tourism. In fact, twenty-five countries represent over 80 percent of all international visits.

Top Twenty-five Tourist-drawing Countries

<u>Rank</u>	<u>Country</u>	<u>Number of Visitors 1976</u>
1	Spain	30,014,100
2	United States	17,523,000
3	Scandinavia	16,440,100 (1975)
4	Czechoslovakia	14,078,500 (1975)
5	Italy	13,929,800
6	France	13,470,000
7	Canada	13,002,000
8	Austria	11,598,300
9	United Kingdom	10,089,000
10	Poland	9,623,200
11	Belgium	7,914,500
12	West Germany	7,899,600
13	Switzerland	7,609,100
14	Yugoslavia	5,572,300
15	Hungary	5,551,000
16	Bulgaria	4,033,400
17	U.S.S.R.	3,879,300
18	Greece	3,845,200
19	Mexico	3,217,900 (1975)
20	Romania	3,168,700

Rank	Country	Number of Visitors 1976
21	Netherlands	2,910,500
22	San Marino	2,435,500
23	Turkey	1,675,800
24	Hong Kong	1,560,000
25	Singapore	1,492,200

The Scandinavian countries rate highly because they do not separate their data. European and North American countries dominate the list. This might be caused, however, by the fact that the largest number of potential tourists come from these areas. So, Europeans visit other European countries, and Canadians and Americans cross each others' borders for holidays.

The significance of this can be seen when comparing the list of tourism destinations with the list of countries generating tourists. The West Germans and the Americans are the most avid travellers, and the Western, industrialized countries account for the majority of all tourists.

Top Ten Generating Countries for
International Tourism

<u>Rank</u>	<u>Country</u>	<u>Number of Tourists (1976)</u> <u>Rounded off in 000,000.</u>
1	Germany	41,873,000
2	United States	28,990,000
3	France	18,708,000
4	Canada	13,377,000
5	United Kingdom	13,350,000
6	East Germany	12,970,000
7	Netherlands	10,000,000
8	Italy	6,670,000
9	Poland	5,800,000
10	Belgium	51690,000

Source: United Nations Statistical Yearbook, 1976

The most popular destinations for tourists, and the countries generating the largest numbers of tourists are aware of the importance and the hazards of tourism.

For a country like Spain, where a significant part of its economy is based on the importance of tourism, it is necessary to review the

advantages and problems such dependence will mean.

When speaking of the advantages of tourism the following points are generally made:

1. Create a favourable balance of trade.
2. Create new employment opportunities.
3. Promote local production.
4. Increase Government revenue.
5. Provide a rapid growth base.
6. Assist in the development of certain problems areas.
7. Stimulate domestic demand.

These possible benefits must be examined in some detail.

Create a Favourable Balance of Trade. International tourists bring with them money from other countries. This has the same effect as an export industry, and means that tourists are responsible for bringing in overseas money, thus improving the country's balance of payments. It has been said that tourism, as an export commodity, can be as valuable as minerals or agriculture in some countries. This means that regular and consistent tourism can act as a stabilizer on export earning, which is particularly important in countries where the major export earning commodities may be extremely price sensitive, or where the markets for primary produce

may be diminishing, or where dependence on primary production can mean severe economic dislocation should crops fail.

The international tourist brings with him currency reserves. A shortage of foreign exchange is often a major constraint to financing economic development. A country may wish to improve its industry, its roads, energy supplies, etc. but is faced with huge foreign currency requirements to pay for imported technology. The tourist can help to provide that necessary foreign exchange.

However, this assumes that tourists are coming in, in great numbers, and bringing with them amounts of foreign currency which will not be leaked back out of the country to pay for imports necessary to sustain the tourists. It also assumes that more tourists are arriving in the country, and spending more, than there are locals leaving the country to travel themselves. Obviously, if Australians are leaving Australia and going overseas for holidays, taking travellers cheques and credit cards with them, and spending money overseas, the economic benefits of tourism will be affected. We need more tourists arriving than departing for the positive effects of this balance of payments to be felt. Unfortunately in Australia this is not the case. In 1979, a total of 1,059,818 Australians left for overseas destinations, while approximately 733,000 overseas visitors came to this country.

There are ways of restricting the number of people who travel abroad, therefore forcing them to holiday at home, and thus helping the balance of payments situation. Restrictions of exit visas or permits to travel abroad are used in some countries. In other countries there are limits as to the amount of money which travellers can take with them. In other countries there may be no specific legislation, but the general low income levels mean that the average person simply cannot manage to save enough money for air fares or other travel expenses. Effectively this means the tourist will not be able to afford more than a local holiday, at best. In other cases the poor exchange rate can affect the number of people travelling abroad. When the exchange rates between the major countries change dramatically, marked changes in tourist patterns exist. Several years ago when the British pound was experiencing difficult times and the exchange rate with the Deutschmark was very favourable to the Germans, the number of Germans visiting England increased dramatically. Tourist weekend charters were bringing in planeloads of German tourists, who spent the two or three days sightseeing and shopping at the major London stores. Exchange rates meant their money went much further in England than it did in Germany.

In 1980 the number of Americans travelling abroad dropped dramatically because the American dollar was not in an extremely desirable exchange position. On the other hand, American currency values meant that the United States had suddenly become a "travel bargain" for Europeans and many thousands of them travelled to the U.S.A.

In developed countries the effects of tourism may not be so marked or crucial. Developed countries may have a good mix of exports, and not be reliant on one or two products for their balance of payments. This is not always the case with developing countries, and therefore the value of tourism in terms of the country's balance of payments must be carefully evaluated.

Tourism is a Generator of Employment. It is easy to see the factual aspects of this statement. Look at any tourist resort, at the number of people working in the hotels, in the souvenir shops, etc. Obviously, tourism has created these jobs. If we consider the multiplier effect it is obvious that tourism has created even more employment. Surely this factor is a positive one when considering tourism, no matter what country we are considering.

Unfortunately, however, this is not the case. Certainly tourism is a generator of employment, but it is important to look carefully at what type of specific employment is being generated.

Tourism creates jobs which may be seasonal or may be only part-time. This may mean that people will not have sufficient income to keep themselves for an entire year. Season work, shift work, and week-end work are characteristic to the industry. A person must accept that tourism is a twenty-four-hour a day, seven-day a week business, and that means hours

which not everyone will consider desirable.

Certainly tourism can create jobs for office managers, for hotel managers, for senior people, but the bulk of work created is in the less specialized areas. For every hotel manager and head chef, there are countless waitresses, housemaids, kitchen hands, and other jobs, requiring few skills. While this may seem ideal in developing countries, there are several problems which emerge. The opportunities for advancement are relatively minor. In these jobs it is likely that the vast majority of employees will leave the industry at approximately the same level at which they entered it. Certainly there will be the occasional Conrad Hilton who will rise up from a porter to become the owner of a chain of hotels, but the majority of porters will remain porters, or be in jobs very similar.

For people employed in these semi-skilled areas the work may not be considered the most desirable possible. Doing manual work, and doing shift and week-end work, may mean that if some other type of employment is available, it will be taken in preference. In a country where unemployment is low, where the population can get relatively good jobs with good conditions, this can mean that there will not be enough people willing to do these jobs. In this case it will be necessary to bring in individuals from other areas to do the work. This is commonly done in Europe, where for a long time, in countries like France and Germany, the local population were not prepared to do many jobs. High employment and good economic circumstances meant

the local workers could afford to be selective. So many occupations, factory assembly-line workers, garbage collectors, housemaids at hotels, etc. were difficult to fill. It was necessary to bring in overseas workers. These people, usually called "Guest Workers" came from countries with high unemployment problems, such as Morocco, Italy, Algeria. These people were happy to be employed. In some cases, such as at the Volkswagen assembly plant in Germany, they were provided with dormitory-type housing and cheap food. In this way they were able to save most of their salaries and send the money back to their home countries for their families. As they prospered they frequently brought their families with them to the new country. This meant that the new country had to supply a new type of service...housing, social care, schools, hospitalizations, etc. for the new residents. Still, while the economy was buoyant this was considered the best answer...Germans could be selective about their jobs and there were still plenty of people willing to do the work they did not care to do.

However, as the economy faced downturns, and as more and more guest workers brought their families and made it clear they intended to live with their families in a normal family environment, rather than as dormitory style laborers, the local population began to have second thoughts. Increasing unemployment among the citizens then had them reconsidering the types of jobs guest workers were doing and deciding that in many cases they were not so bad after all. As a result hostility and problems erupted between locals and guest workers. Guest workers felt that they were

welcome and desirable while they were doing work no one else wanted. They moved their families, started children in school, and set up a new life, and then were discriminated against when things got bad and the locals need less desirable jobs back again. They were not prepared to just pack up and return to a community where unemployment was still high and where they had few, if any, prospects.

At the other end of the employment scale is another problem concerning employment generated by tourism. In many developing countries the locals are given the semi-skilled and lower-managerial jobs, but the administrative and senior positions are taken by overseas personnel. In the case of multinational hotel operations it is possible that the local employees, while they can reach certain administrative or managerial levels, will not have an opportunity to "reach the top" in the organization. Part of this is that training in the local community may not be of the same high standard, and part of it may be corporate policy. Certainly it is apparent in many South-East Asian hotel operations that the majority of the staff are locals, however the food and beverage manager will perhaps be Swiss, German or Dutch, while the hotel general manager will be German, American or Australian. This situation can create a certain amount of resentment among junior staff, who feel they will never be able to reach the top no matter how good an employee they become.

Create Local Production. In many countries the tourism industry provides a boost for local manufacturing and industry, as well as agriculture. The tourists' needs must be met, and that means food, equipment, furniture, construction, etc., all designed to provide for the tourist. It is possible for a country to increase the amount of production to provide for these new tourist needs. In addition, production of handicrafts, souvenirs, etc. can mean that industries which may be in the process of decline, because the local population are no longer interested in them, will increase once again.

Production increases may be found in areas like construction and land development, and the investment in tourist plant and facilities can mean the creation of resources and production throughout the community.

There is a risk, however, to ensure that the priorities of the government are not only to the ultimate benefit of the tourists, but that the local population will also benefit.

In some developing countries there has been a tendency to develop tourist plant and facilities, with the intention of bringing tourists, and that the tourists will bring money which can be used on building requirements and basic needs for the rest of the population. Consequently it was possible to see multi-storied hotels, with all the amenities found in major cities, surrounded by shabby native housing which lacked elementary plumbing, power and other facilities. Problems can arise as the poorly housed locals

work to build the luxury premises they will never be able to visit, and they are aware of the high standards which are being subsidized by their governments when they have so little themselves.

Again, as with other factors of economic benefit, the benefits of increased production only apply when, in fact, there is an increase in production. If the new materials required by the tourist industry are imported from other countries, this benefit no longer exists. Whether the imports are of furniture, materials or souvenirs, the goods and supplies must be locally produced to ultimately be of real benefit to the country.

Increase Government Revenue. Tourists mean taxes. These taxes are sometimes direct taxes, such as departure taxes payable at the airport before leaving, or less direct, including taxes applied to aircraft, to aircraft fuel, to hotel rooms, to, in some countries, special taxes on luxury items and souvenirs. "Tourists must pay taxes like most other people. Since they come from other regions or countries, their expenditures represent an increased tax-base for the host government. In addition to the usual sales tax, tourists sometimes pay taxes in less direct ways...exit fees, customs duty, charges assessed for granting visas are just a few examples of commonly used methods of taxing tourists. The wisdom of imposing such special taxes on tourists is questionable, since it merely serves to reduce demand. In some countries, for instance, the room rate at a hotel can be different for tourists (generally higher) than for residents. This is a

questionable practice, for it leaves the tourist with a feeling that he has been "taken."

Apart from these special cases, the usual taxes collected from both tourists and residents increase due to tourism expenditures."¹

These benefits, however, must be weighed against the increased government responsibilities and costs. In some cases the government of a country has been forced to reduce significantly the taxes which will be paid in order to stimulate investment demand. In many cases this means that before a tourist developer will invest in the country the government must promise that for a set number of years no taxes will be paid at all, or that a greatly reduced tax rate will apply. In such a case the benefits in increased taxation will be slow to materialize.

In some cases the increased costs of tourist development can actually reduce the possible income completely. A country may encourage tourism, and find that to actually attract tourists substantial development must be made in the country's infrastructure. This includes things like roads, public transportation, airport and air terminal facilities, access to accommodation and to attractions, and the provision of services like sewerage, running water, electricity and gas. The investment required to bring such facilities and amenities up to necessary standards can be very high. Not only will the costs be high, but the argument that improved facilities will improve the

lifestyle of all the country's inhabitants is not always meaningful. It is possible that the extension of electricity, sewerage and plumbing may be beneficial to a wider area of the public (this is not always true, however) but it can be argued that the development of international class airports, with huge runways to accommodate 747's and air-conditioned waiting rooms will be a gigantic public expense which will require a long time to become relevant to the daily lives of the average citizen.

Governments will also have to improve facilities for the people who will be working in the tourist facilities. This may mean training facilities (schools, training programmes, public service expansion) to teach the local population how to deal with tourists, and will also mean housing, transport, health, education facilities for these people and their families. Many times the new employees will be relocating from a rural environment to an urban one where the tourists are located. Such migrations will severely affect the country's economy and the social services in the newly opened tourist areas.

As mentioned previously, governments may have to hold out certain incentives to encourage a developer or hotelier to build in their country. This will mean that tax incentives will apply, but also that the government may have to offer employment and training incentives, and may also have to set up national tourist offices to promote the new tourism potential of the area. All of these things will require increased government participation,

spending and service sector development.

However, the government will review these obligations in light of the increased development of foreign exchange, the employment potential, the possible effects on local industry, and the other benefits, and may determine that despite the initial costs, tourism is still of great benefit to the whole economy.

Provide a Rapid Growth Base. Tourism is considered to be a desirable industry by most individuals. It is often called a "clean industry" because it does not require the construction of processing plants and unsightly assembly and mining operations. (Many people disagree that it is "clean" and this will be discussed in the chapter on Conservation and Tourism.) In addition, it is considered a rapid growth industry because once the basic requirements are met, the number of tourists can be increased at a high rate. Unlike agriculture, mining or other heavy industries where the time scale for getting viable production into the marketplace may be very long indeed, tourists, depending on how willing they are to be "adventurous", can be handled almost immediately. A region can be a "one-upmanship style" destination without virtually any amenities whatsoever, as long as there are some attractions. Even in an area where there are few physical attractions, it is possible and relatively easily to establish something which may have appeal (legalized gambling, duty-free shopping) to at least some people.

Consequently the promotion of tourism can produce effects and improvements in the economy fairly quickly. It is also considered to be something which even the poorest country can handle to some extent, as long as the government is interested in making it easy for tourists to visit, and ensures that some development assistance is available in at least one or two areas of the country.

That tourism can grow rapidly can be seen in most tourist destination centres, where the statistics of numbers of visitors can more than double each year, for several years. On the other hand, tourism is also subject to outside influences, and popularity or viability of a destination can be greatly and rapidly reduced.

Economic recession and problems with the economy of tourist generating countries can mean a sharp drop in the numbers of tourists going abroad. In such a case the result will be fewer tourists visiting a region, even when there has been no change in the appeal, costs or facilities at the destination itself.

Political instability or general unrest in the country can also immediately reduce the number of visitors to an area, even when the host country is trying to ensure the safety of tourists. While some countries (Israel, Philippines) have attempted, often very successfully, to maintain tourist numbers despite terrorist activity, there can be no doubt that

political unrest affects the viability of a destination, even though the attractions are still full of tourist appeal.

Poor amenities, unsanitary conditions, outbreak of illness all cause drop-offs in the numbers of visitors. A sudden outbreak of disease can cause cancellations of bookings, and a reputation for creating illness and difficulties can cause a destination to lose some of its appeal. While many countries have managed to create an atmosphere in which the tourist accepts a bit of temporary illness as virtually a part of the package holiday (names such as Delhi Belly and Montezuma's Revenge invoke such a feeling) tourists generally will avoid areas where typhoid, plague, smallpox, fever, and other serious illnesses are found unchecked.

Another item which can seriously affect the number of tourists visiting an area would be called, in insurance company terms, an "Act of God". Such disasters, including fires, earthquakes, floods, cyclones, and other natural disasters generally reduce the numbers of tourists visiting an area for a short time. However, the curiosity value of such disasters has been recognised since Pompeii. People will avoid the area during the disaster (which is probably just as well for the sake of clean-up operations, reconstruction, health and safety) but will often visit later so as to visit the site of the disaster. The recent eruption of Mt. St. Helens in the U.S.A. is now drawing curious sightseers, and of course people visit memorials and ruins in order to see where major disasters from atomic bombs

to mud slides took place.

Assist in the Development of Certain Problem Areas. A country may decide that tourism and its overall benefits will help in creating an environment in which certain problem areas can be assisted. This covers not only some of the previous categories (such as helping to alleviate a serious unemployment problem) but also to open up certain parts of the country, to improve the security of an area, and to draw world-wide public attention to a problem.

By developing tourist attractions in remote parts of the country the government can have an acceptable reason for developing infrastructure, for moving personnel to an area, for building accommodation and transport depots, and for establishing radio, satellite and telecommunications. Often, if the area is one of strategic significance, or of military importance these developments, if they were not couched in the guise of tourism development, would be considered aggressive or threatening.

Such development can also be designed to create a sense of interest on the part of the local population, and to persuade them, for less military reasons, to consider moving into previously under-utilized areas. Many times the creation of tourist attraction developments has meant that the local populace, who would not consider settling down in such a remote or isolated area, will do so because they see the benefits of modern

technology, air-conditioning, communications, and high incomes from tourists as incentives the government could not provide in any other way.

Sometimes, too, the reason for opening up a tourist area is not so much for offensive military purposes, as for defensive. It is felt that if a place with military, political or religious importance is opened up to tourists, and becomes a popular tourist facility, then other countries will be less inclined to take action. The world-wide furore which would be raised from killing or injuring innocent tourists, would act as a deterrent to anyone planning action.

Stimulate Domestic Demand. Nothing appeals to a person more than knowing he has access to something other people have difficulty obtaining. Or, perhaps a more accurate way of putting it, we do not always place high value on that which we have within easy access. It is said, perhaps truly, that most people do not visit the attractions around them, because they are often taken for granted.

The idea of encouraging overseas tourists to visit an area can often mean that the activity of international tourists can increase domestic demand for the same attractions.

A local inhabitant of Victoria, who likes skiing, may think in terms of overseas holidays for his skiing. Brochures showing the slopes at New

Zealand, the Swiss Alps with their famous resorts, even exotic Kashmir, may have strong appeal. The locals may think of Victorian ski resorts as nothing special, and perhaps good a week-end but not a full holiday. Learning, however, that Germans, Japanese and New Zealanders are flocking to the Victorian slopes may cause him to reconsider.

In addition, the fact that the government has developed facilities to appeal to these international tourists, may mean that the beneficiary is the local resident, who finds that now the new lodges, new lifts, improved conditions and facilities, and new entertainment and accommodation complexes built to lure international travellers are so good that he himself will now stay there for holidays. The facilities will now have much greater quality and much greater appeal than existed when the region, and government and the developers, thought in terms of "only locals."

While it is probably not wise marketing to push this concept too far, the "See Australia First" and "See America First" style of promotion often used this theme in a subtle fashion. More recently T.A.A. ran a series of ads in which they used the theme that others had "travelled half way around the world to see Australia...and you're already here!" They told anecdotes about visitors from overseas (usually V.F.R. traffic) who had found out about all the wonderful destinations available in Australia and had booked T.A.A. holidays to see them. The inference was that if the T.A.A. packages were good enough for overseas visitors, then Australians should be delighted with the opportunities presented.

Obviously all of the above-mentioned factors have concentrated on the importance of international tourism and its effects on the economy. It is important, however, to recall that most tourism is not, in fact, international tourism, but domestic in origin and destination. While the major areas, such as foreign exchange, do not apply in discussions on domestic tourism, most of the other economic benefits can involve domestic as well as international tourism. Tourism can create employment, whether the tourists are domestic or international; tourism can increase the tax base, again, regardless of the origin of the tourists. Local production, the problems of developing isolated areas - all can be influenced by domestic travel. However, on a national scale the same problems can be involved. Movements of tourists from one region of the country to another can be seasonal, can cause local problems of overcrowding, transport shortages, and money draining from one part of the community to be spent as "new money" in another part of the country.

In Australia the bulk of our tourists are domestic...accounting for 80 percent of all travellers. The remaining 20 percent are international travellers. These tourists have helped develop an industry which employs about 120,000 people. In the last period for which analyses were made, 1973-74 the Bureau of Industry Economics calculated that tourism contributed a significant amount to the Australian economy. This B.I.E. research indicated that the tourism industry's contribution to the Gross Domestic Product was 2.6 percent, falling only a little short of the contribution

of the motor vehicle industry (3.2 percent) and the mining sector (2.9 percent). The repercussive effects (multiplier effect) of tourist expenditure was spread throughout every sector of the economy. However the major industries receiving benefit were:

Restaurants, hotels, and clubs

Air transport

Wholesale trade

Ownership of dwellings

Retail trade

Road transport

Motor vehicles and parts

Entertainment

Investment, real estate, etc.

Aircraft building

Foreign tourism, separated out and analysed by the B.I.E., contributed 0.73 percent of Australia's Gross Domestic Product, in 1979. Total employment attributable to foreign tourist expenditure in 1979 was estimated as being about 35,000 persons.

"These figures indicate that the foreign tourism industry has exhibited a very high growth rate during the late 1970's. In the period

1973-74 to 1979 the real G.D.P. of the foreign tourism industry increased from 154.9 million to \$250.8 million at 1968-69 prices. Expressed in terms of 1979 prices, these estimates of real G.D.P. would be 442.6 million and 684.2 million respectively. This represents an average annual growth rate of 11.3 percent. It is a very high growth rate over a period when Australia's G.D.P. was increasing at an average annual rate of only 2.1 percent. This high growth rate is also evidenced by the fact that foreign tourism's share of aggregate G.D.P. over this period increased by 45 percent. Very few Australian industries would have increased their share of G.D.P. by this amount over a period of 5½ years.

The estimated growth of employment due to foreign tourism was, on average, an annual increase of 8 percent. This is also a very significant figure during a period when unemployment was at a fairly high level throughout the economy, and when employment in many industries registered an absolute decline."¹

It would appear, therefore, that tourism does offer benefits to the Australian economy. The government, after several years of apparent disinterest in tourism, did increase the budget for the Australian Tourist Commission in 1979, and increased it again in 1980, representing the first real improvements in the Tourist Commission's position in many years. Additionally, the Commission was given authority to review both domestic and international tourism, and to include both aspects in its promotional plans.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 12

ECONOMIC IMPACT OF TOURISM

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The Tourists are Coming!

The Tourists are Coming!

CHAPTER 13

SOCIAL IMPACT OF TOURISM

"In the matter of language it is always best to go to a little more trouble and learn the exact equivalent if possible. "I am an Englishman and require instant attention to the damage done to my solar topee" is far better than any equivocation that may be meant well but will gain little respect."

Guide to the Native Languages of Africa by a "Gentleman of Experience", 1980.

"Ch'u pa, pu yao shan-pin-chiu, na-li yi p'ing-tzu p'i-chiu. Go away. I do not wish champagne, bring a bottle of beer, it is the English way."

Professor H.A. Giles
Chinese Without a Teacher

CHAPTER 13

SOCIAL IMPACT OF TOURISM

When discussing motivations for travel, an understanding of other cultures, and a development of appreciation for arts, crafts, lifestyles and housing of other people is often mentioned. In general, this desire to understand other cultures, and to learn to appreciate them to some degree plays an important part in evaluating the importance of tourism. When the intention is honourable, care must still be taken to ensure that there is no danger of the tourists damaging or destroying the very things they have come to see.

"Travel had a significant influence on national understanding and appreciation of other people. Government policies in progressive and enlightened nations encourage travel, particularly domestic travel, as a means of acquainting citizens with other parts of their country and to build appreciation for the homeland."¹

This can be seen in travel promotions which encourage city dwellers to take an Australian farm holiday, and to see how the rural community operates. Similarly the city week-end packages offer cultural and "city lights" experiences for the rural population.

"The presence of visitors in a country affects the living patterns of indigenous people. The way visitors conduct themselves and their personal relationships with citizens of the host country often have a profound effect on the mode of life and attitudes of local people. Probably the most pronounced effects of this phenomenon are noted when visitors from North America or Western Europe travel in emerging countries with a primitive culture or a culture characterized by low (economic) standard of living and unsophisticated population. This context is particularly noted in relation to hotel and restaurant workers who come in personal contact with the guest. A devastating change in the local person's way of living may be brought about by serving tourists in a business establishment. For example, a mother, hired as a housekeeper, appears for work with her baby strapped on her back. Conformance to employment regulations can result in a drastic change in living style by those persons so employed. Such change may or may not be desirable."²

In India, it is not uncommon to see female construction workers working on building sites with their children in tow. Often, too, travellers in developing countries see children working in factories or cleaning jobs and find this a perhaps unexpected and unwelcome look at lifestyles.

Further complications in the social structure of the country will emerge when tourists, fond of children, or concerned at their unkempt

state, offer them money. Because the tourist may not be aware of the spending power of even small amounts of local currency, it is possible for young children, using direct begging or indirect techniques to "earn" a considerable sum of money from tourists. This can create a situation where the parents, and the father particularly, earns in his normal employment - perhaps as a labourer or farmer - less than his child can collect from standing in front of an international class hotel, begging for money from the tourists. The social effects this has on family conflict situations is tremendous. Similarly, if the father has an agricultural or menial job and the mother is employed in a tourist business, perhaps as a housemaid or waitress, and receives a good wage plus tips, again there is a possibility that the normal social structure of the family can be destroyed. The father may become hostile that his family can earn so much doing so little, or he may be persuaded to give up vital agrarian work to seek his fortune in the city as well. He may give up his regular employment to sell souvenirs, handicrafts, etc. to the tourists.

Additionally the family members coming in contact with the travellers will often find their lifestyles appealing. The clothes they wear, the personal possessions they have may seem very desirable. The fact that traditionally no one in the family wore such things as blue jeans, or owned things like wrist watches, pocket calculators, and expensive pens, will make such possessions seem even more desirable to younger members of the family who see tourists who take such valuables for granted. Again,

family discord on spending and saving of money can result.

"The visitor, too, is influenced by the contrast in culture in countries or different sections of the home country. Generally, this effect is good and brings about an increased appreciation for qualities of life in the society visited which may not be present at home. The way of life of many persons of the visited country is different from that of his or her own community. These new groups of people may become more attractive than groups contacted in everyday life."³

The tourist returning from a holiday in Australia is impressed with the "friendliness of the people" who he meets along his travels. Over and over again visitors report that this aspect of Australian culture has a big effect on them and makes them wish their own home community had this openness.

The following article which appeared in the San Francisco Examiner, August 10, 1980, tells the story:

American has the Grand Canyon, France the Riviera, England Hyde Park, and Australia the Big Smile.

Amazed foreign travellers told an Australian Tourist Commission survey they were never told in the tourist brochures that friendliness was a national trait. Nearly 25 percent of the hundred queried said the grinning, friendly Aussies were the most memorable experience of their visit.

But 13 percent said they probably would never come back because they couldn't afford the airfares.

The nine-month poll of tourists showed that the Americans were the ones most impressed by their warm welcome and the most amazed Americans were those from the East Coast.

"The statistics have made us wonder just what the Yanks expected to find here," said one tourist commission source. "And it made some of us curious about their neighborhoods."

The A.T.C. said there was an increase in the number of tourists who arrived from overseas during the last two years, but the commission was concerned that high airfares and inflation would hit the industry this year.

"The main reason given by the visitors who said they wouldn't return was that the fares to Australia were too expensive," a spokesman said. "Only five percent of the group which said they would not be returning gave unhappiness and disappointment with Australia as the reason."

The commission report was based on 7,247 interviews conducted at Sydney, Brisbane, Perth and Melbourne.

Often the visitor will return from a holiday in a Pacific country wishing his own community shared the casual, relaxed pace of living. On the other hand, country visitors and tourists from smaller, quieter communities often return home wishing they could share some of the excitement and pace of bigger cities. In many cases, however, the feeling is that aspects of life in another community may have attractions, but drawbacks, such as crime, climate, cost of living, employment opportunities or housing mean the person is better off where he is.

This comparing of cultures, of wanting to add things perceived as "good" and being thankful that "bad" elements are not part of our own community, is a positive part of the tourist experience.

"Not all of these group interactions, are mutually wholesome or desirable, however. Resentment by local people towards the tourist can be generated by the apparent gap in economic circumstances, behavioural patterns, appearance, and economic effects. Resentment of visitors is not uncommon, principally in areas where there is conflict of interests because of tourists. For example, in North America, local people may resent visiting sportsmen because they are "shooting our deer" or "catching our fish." The demand for goods by tourists may tend to increase prices and cause bad feeling."⁴

Sometimes this demand for goods and services can cause annoyance in countries, which, on the surface, have been coping well with tourists for hundreds of years.

"The stage of development of a country is an important factor in the degree of cultural stress among groups. Tourism among the more developed countries, with their similar civilizations and well-developed infrastructures, would create little stress, at least until the tourist numbers became so great that they created competition for goods and services between residents and the travellers. A good example of this is in England, where the decreased air fares (and lower valuation of the pound) have brought

record numbers of tourists to England. Public transport is crowded, throughout the day, and so full of tourists there is at times hardly any room for local residents. Shops are full of travellers, forcing English people to change shopping patterns. Subways and streets are full of visitors, slowing down traffic. Westminster Cathedral is so full of tourists that it hardly seems like a church. There is a strong subjective feeling that tourism growth in London cannot continue to increase. Many believe there is a saturation level at which point residents will declare that enough tourists are enough."⁵

Certainly in developed countries tourists can at least be forced to follow the normal cultural patterns. In some developing countries local museums, galleries, churches, etc. go out of their way to make special arrangements to accommodate tourists, which can create resentment and ill will among the locals. In developed countries, however, rules can be made to apply. If the Louvre is traditionally closed on Tuesday, then closed on Tuesday it will remain, no matter how many coachloads of tourists would prefer to have it open that day.

Tourism can create further problems when the tourists are known to have large amounts of money to spend. The problems arise in the definition of "large amounts." To many indigenous persons of developing countries the fact that a person can afford to take time off from work to travel abroad, fly in airplanes and stay in air-conditioned hotels means that, by

definition, the tourist is rich. This factor is not always appreciated, especially by young people who feel that by travelling on APEX fares and taking a sleeping bag they are attempting to show they are interested in travel and broadening their horizons, but are doing it under economic restraints. The fact they actually had sufficient money for such a trip, that they have expensive looking clothes, watches, travellers cheques, etc. means they are "rich" and fair game for the traders, hawkers, and others they meet along the way. Watching a young Australian, carrying a heavily loaded back-pack, trying to bargain with an Asian merchant, and using the argument that he/she is a "poor student" becomes, therefore an exercise in cultural misunderstanding. The student honestly believes that he is "poverty stricken," and the merchant knows that by being there he most certainly is not. Bargaining in such conditions is exceedingly difficult.

Tourists, when they travel, buy things to take home. In some cases they buy items which have no real value to the local population. A look through many souvenir stores here in Australia will show that much of what is available to Australian tourists, is not even made here. A surprising number of our "local souvenirs" come from Taiwan, Korea and Japan. Do not be too shocked if the boomerang is made in India, and the Australian map tablecloth in Sri Lanka.

In other cases, however, the items which tourists take home with them can represent valued antiques, artifacts or items with actual religious

or cultural value. The purchase of art work, antiques and other genuine items, is not unusual. A visitor to the major art galleries in the U.S.A. will see on display items taken from Egyptian tombs, and authentically dated at thousands of years B.C.

It is not an uncommon sight for travellers visiting a temple, archaeological site, or other historic place to be met by natives wanting to sell the visitor artifacts. Many of these are not genuine, and a flourishing trade is done in antiques made the week before and buried under a layer of mud for three days to give them an authentic appearance. Many times the work is of excellent quality, and the copies provide not only a chance for the natives to earn an income, but can create a genuine interest in traditional arts and crafts that might otherwise die out if tourists did not express an interest. Such items can be purchased and give genuine pleasure to the tourist. On the other hand, there are cases where the "real thing" is offered to tourists.

"It is perhaps in the sphere of the arts that the harm caused or accentuated by tourism is most marked. The fact that in most African countries, for example, tourists keep to a few specific places and do not stray far from the beaten tracks conceals certain indirect destructive affects which tourism entails. Whether the works of art are Berber jewellery, Bambara head-dress, daggers from Rwanda, or bibles written on parchment in Amharic, the process does not differ greatly. Those who tout these objects

for sale outside the international hotels constitute the final link in a chain of collectors which reaches deep into the interior of the country, prevailing upon peasants, frequently up to their ears in debt, to part with traditional objects which may have been used for generations and were originally fashioned for reasons other than money-making... This same greed for money which induces people to part with family heirlooms explains the plundering of archaeological sites or the desecration of monuments in Egypt, Bali, India or Central America. Thus tourism is an incitement to the pillage of national works of art."⁶

Often, works of art which have special tribal or religious significance, and were only used or made for very special purposes are mass-produced to please tourists. This causes a depreciation of the value of the item in terms of its real purpose.

Similarly the idea that tourists should be allowed to participate or at least attend certain tribal dances, cultural activities, religious occasions, etc. can, while increasing the amusement of the tourists, seriously effect the value of the ceremony. It is not uncommon for tourists visiting some locations to be told by a "delighted" guide that they have just by chance happened to arrive at the village on a special, once a year, feast day. The tourists will have a chance to see an authentic ceremony (in some areas it is a wedding, in some areas a religious festival) and isn't it fortunate they happened to be coming to the village that day! Sometimes the

guide will just happen to hear this information in the market-place and may be able to "arrange" for the tourists to visit the special occasion. Grateful tourists will generously tip the helpful and efficient guide. The chance to see this special occasion may become a highlight of the trip.

The next day another tour will leave, and again the guide will "happen" to find out that a special occasion is on...just that day.

Tourists interested in seeing how other people live and work can learn a great deal. On the other hand, by showing amusement or disgust, disapproval or horror at practices accepted by the host community, they create problems and hostilities. Often these may be unintentional, but it cannot be denied that the tourist who comments "Watch out what you eat, local food isn't clean" in front of restaurant staff will not be popular. Nor will the traveller who complains about "the stink" from a marketplace, or "how dirty" the locals are, when in the presence of the locals themselves.

"Tourism among developing ethnic groups considered more "folksie" can have considerable impact, depending on the nature of the contact. Valene L. Smith, reporting on the impact of tourism on two different Eskimo villages illustrated a different effect, depending on the nature of the contact. Tourism to Kotzebue has created some alienation because of proximity of tourist hotels at the Eskimo village. Three types of alienation were reported. First, tour operators institutionalized Eskimo

dances and performances to the point of excluding the nonperformer. Second, the demand by tourists for "old things" leads to the raiding of archaeological sites. This, in the mingling of tourists on the beaches to watch the midnight sun with Eskimo hunters returning to butcher their kill. She reports: Eskimos wearied of answering repetitive questions and complained about tourists who took muktuk and fish from drying racks, smelled it, and threw it on the ground as if it were garbage. Above all, the many Eskimo passengers aboard airplanes that included tour parties overheard the departing visitors brag about the "pictures I got" and interpreted the remarks as ridicule, which cuts deep into native ethos. In response Eskimo women began to refuse would-be tourist photographers, then erected barricades to shield their work from tourist eyes and some finally resorted to hiring a taxi to haul seals and other game to the privacy of their homes for processing.

The second village, in Nome, differs in that the village is a discrete unit, separate from Nome. Tourists are bused to the village for their visit, which usually includes craft demonstrations, the blanket toss and dancing. The residents attend the dances and join in spontaneously, and both tourists and hosts enjoy the interaction."⁷

In many cases the example of the first Eskimo community is the norm. In an article printed in the London Sunday Times a reporter described the changes which had taken place in a Spanish community, Lloret, once the

tourists "had arrived":

They say it used to be a fishing village...but the village itself has disappeared beneath an appalling welter of hotel blocks, fish-and-chip shops, pubs, souvenir shops, discotheques and slot-machine arcades. In the height of summer Lloret is quite a dreadful place... Perhaps the most obnoxious feature is the smell of cooking oil - the product of hamburgers, deep-fried chips, deep-fried fish, deep-fried chicken...(which on hot summer nights drifts around the alleys and lanes, merging with other smells from broken sewers or spilt beer. The odd thing is so few people care. 'Lloret is finished,' says a Spanish waiter with a shrug...but thousands of tourists who pour into Lloret every summer from Britain, Germany, Holland, Scandinavia, and Belgium seem to disagree with that verdict."⁸

In many cases the locals will simply decide that the money and "improved living standards" are worth it. In some cases, however, the reaction is more negative. George Young in his book states:

These social problems are most clearly visible in the Caribbean Islands, where tourist development has often been rapid and unplanned and where local economies were limited and the inhabitants few. There, resentment to the tourist has grown, so much that guards with guns patrol hotel grounds in Jamaica, and in Puerto Rico Independentistas bomb American-owned hotels. In Spain, allegations have been made recently that tourists are responsible for a new wave of colonialism. In November, 1971, the Madrid newspaper ABC accused the twenty-five million tourists who visit Spain each year of turning

large parts of the country into an 'alien land where foreign languages are spoken, foreign currency is accepted and Spaniards are discriminated against. The same sort of resentment is visible in Russia where there are night clubs where only tourists are admitted, and in Romania, where special shops exist where only tourists can buy goods at very favourable rates of exchange.'⁹

It can be seen, therefore, that even if the economic benefits of tourism are important, tourism development must be looked at in terms of social effects as well.

Although tourism can increase understanding and promote international good will, there are certain negative effects which must be reviewed:

1. Introduction of undesirable activities for the local population. This can include such things as drinking and the brewing of local alcohol for consumption by natives because they cannot afford luxury drinks of the tourists. Seeing tourists having drinks and believing this is a form of sophistication, can lead younger residents to assume that drinking is sophisticated and worldly. They may never have been exposed to alcohol, or may have seen it as an undesirable activity, until they are made aware that it has a "glamorous" side as well. Also included in this category would be prostitution as local women learn that they can make more money by making themselves available to tourists than they can make working in normal jobs. While this is not an advertised purpose of most tourist trips, there

can be no doubt, particularly with some groups of Asian travellers, that prostitution is an important part of the holiday, and the lure of big city life and easy money can cause real problems, especially for younger less sophisticated rural women.

Another undesirable behaviour pattern which can be encouraged by tourism is an addiction to gambling. The development of casino and other operations, designed to bring in tourists, can, in some cases, create interest in gambling in the local population, and therefore cause disruption of the normal economic life of the family. The lure of the gaming tables, the perhaps elegant environment, the contact with tourists, and the chance that the local "might get lucky" can all be risks involved with tourist-oriented gambling facilities. There is little evidence to suggest, however, that the existence of gambling in a blatant, tourist-enticing, fashion alone will create gambling problems. Many locals can accept gambling as an occasional activity, and those with real gambling fever can usually find illegal gambling activities if legal ones are not accessible. In Australia the argument against legalization of poker machines in Victoria, and of full gaming facilities in Victoria and N.S.W. has often been that families will lose their money, and children will starve as parents put the grocery money on the blackjack table. Certainly there will be isolated incidents of this, just as there are incidents of other undesirable behaviour no matter what is offered to the public...but

in Australia where it is possible to bet on the TAB, to put money into the Pools, Tatts, Tattslotto, and buy lottery tickets sponsored by the government, it is unlikely that this further form of gambling would produce massive or all-pervasive gambling fever.

Travellers, especially to South East Asian countries, and most Asian destinations, are warned over and over again about the dangers of becoming involved in the drug trade. This trade, in many cases, has been going on at various degrees and levels for centuries. In many cultures the use of drugs by the old and the infirm has been an established custom, and one which makes humanitarian sense. However, in these cultures the idea that young, healthy individuals would take drugs for entertainment or pleasure is quite alien. They do not understand it, and while they will still sell drugs to these people, they are not averse to double-dealing and making extra money by informing the police. However, the idea of drugs being used openly by young visitors has created a change in opinion amongst the local population. Whereas once young locals would see their sick elders smoking a pipe of opium and not really pay much attention, the enthusiasm and attention of tourists their own age, has, in some cases, led them to experiment themselves. This has created a situation where people never before interested or involved with drugs are now trading and dealing themselves. The rest of the population is horrified at this turn of events, and an attempt is made to stem the

traffic...and make the tourists who caused the disruption of normal practice in the first place be the ones to pay the price of drug dealing and usage.

2. Local people will seek to emulate the tourists, and will demand the same luxuries and possessions. Sometimes this is due to the fact that locals see the tourists as being highly attractive, and the idea that by having what they have the locals, too, will become wordly and fashionable. In most communist countries young travellers can expect locals to make offers to purchase clothing...especially blue jeans...at very high prices. Because they are unavailable to the locals, the idea of being able to get a pair and wear them creates instant "status" for the lucky local who can get a pair from a tourist. Clothing, personal items such as watches, jewellery, etc. all become symbols of success, status, and indicate interaction with "special" people and foreigners. The author recalls one experience in Nepal, when being followed for some time by a youngster who wanted to sell local artifacts, she consulted her wristwatch and commented it was time to return to the hotel. The young Nepalese saw that the wristwatch was a Mickey Mouse watch. Immediately he and his associates gathered around to examine this item, which heretofore they had heard of but never actually seen. For the remainder of the trip back to the hotel the situation was reversed... The young businessman was no longer the seller of artifacts, but began bargaining to obtain the watch, which obviously has considerable

prestige. The child's desire to obtain the watch was far greater than his desire to sell the tourist anything, and, revealing he had the discretionary income to spend on items which he considered to have special value for their uniqueness, he was prepared to offer a considerable sum.

Such desires to have the same possessions as tourists can lead, of course, to problems. Robbery and terror, pilfering of wanted items, purse-snatching, are all ways in which such desires can be expressed. Resentment and frustration are also the result. In some cases the well-to-do of a community can re-create the luxuries and imported goods that tourists have, but often, for the rest of the population, the dreams are all that are possible.

3. Tension because of racial or ethnic differences. In some cases, particularly in Caribbean countries, in Africa and in parts of the Middle East, there can be real conflicts based on the racial and ethnic differences between the locals and the tourists. However, it should not be thought that such differences are limited to countries in these areas. White tourists in the United States can take tours through black areas of New York and into Harlem. However, they would be well-advised to stick to tours and make sure their guide is reliable. Similarly, tourists in San Francisco who decide to take the underground rail system called the BART across the Bay to

Oakland, are often unpleasantly surprised by the reaction of the local black youths to the "tourists."

Conflicts in the Middle East often flare up because of problems between the dress, habits and behaviour of Western tourists which do not match the more conservative patterns of the local population.

4. Development of a servile attitude on the part of the operators and employees in tourist businesses. There is a great difference between giving "service" and being servile. In some countries, often those with a recent colonial past, there can be a problem with the local population feeling they are inferior to the tourist, and in some cases the tendency is not to give efficient, friendly service, but to become servile. This manifests itself to the annoyance of locals when a local person will give preferred treatment to a tourist, or will offer special treatment for visitors of other racial or ethnic backgrounds. Sometimes this is done to impress the visitor and to make him feel special and important in the hope that the tourist will respond with a special tip or gratuity. In other cases, however, the special treatment derives from a feeling that the visitor is somehow a "better" person.

It is obviously not in the national interest for governments to encourage or be pleased with this attitude. On the other hand, the

reverse is also often found. In some countries, including parts of the South Pacific, the idea of working in a service capacity is viewed with extreme distaste. The idea of service is thought to automatically mean making oneself servile, and no amount of training, encouragement, or explanation can persuade the local person that it is not degrading to work as a housekeeper, waitress or airline steward or stewardess.

5. Commercialism of arts and crafts to produce volume for tourism trade. In many cases art work produced for tourists becomes less detailed, less careful and less authentic. The idea that the tourists will "buy anything", while certainly sometimes appearing to be true, means that the personal skills of the artisan may be jeopardized. Where once an artist or craftsman took pride in work which took a long time and exhibited great skill and detail, the same artist may learn that by doing far less skilled work he can produce more and sell it for more. This is not going to result in the craftsman taking pride in workmanship and can lead to a feeling that anything is good enough and substandard materials as well as substandard work may be involved. In addition, items which have special significance may be produced in volume to offer to tourists who will not appreciate or value them properly.

"Enforcing proper standards of quality in the marketing of local arts and crafts can actually enhance and 'rescue' such skills from oblivion. As cited in the book Hosts and Guests the creative skills of America's Indians of the Southwest were kept alive, enhanced, encouraged and ultimately expanded to provide tourists with authentic Indian rugs and turquoise jewellery particularly, but other crafts as well. Fred Harvey's company, which still bears his name, is credited with encouraging Indians to continue these attractive crafts so that he could market them in his hotels, restaurants and gift shops."¹⁰

6. Loss of cultural identity and pride. If a local person feels that his culture is regarded as curious, quaint, or amusing, there can be a resultant sense of shame, or embarrassment. This can create problems for the people, and resentment towards the tourists. If tourists make the locals feel that they are inferior, that their cultural habits are primitive and unpleasant, and the locals do not have sufficient identity and strength to reject this evaluation, then cultural dislocation will result.

If this feeling of inferiority is combined with a strong desire to emulate the visitors, then cultural problems will become even more serious. Generally, one of two things will result. Either the local population will retreat from contact with tourists (as with the example of the Eskimos) or the local population will attempt to take on the

social patterns of the tourists themselves. Neither action will result in improvement of the culture or strengthening of the existing social patterns.

Tourism, therefore, must be viewed in terms of its potential to bring both good and bad to the community. We have reviewed the positive aspects of tourism, both economically and socially, but these must be weighed against the problems which tourism can bring. This should serve to remind us that tourism is neither an evil to be avoided at all costs, nor a panacea for all the social and economic difficulties a country may face. Tourism must be analysed and reviewed for each community. What is viable in one place may not be in another. Tourism has the ability to enrich the lives of both the host and the visitor. The mutual exchange of values, ideas and lifestyles can, and often does, lead to increased understanding, sympathy and appreciation. The problems which could prevent this, or make it difficult, must be recognised and solved if the tourist experience is to be pleasant for all concerned.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 13

SOCIAL IMPACT OF TOURISM

Footnotes:

1. McIntosh, Robert Woodros, *Tourism : Principles, Practices, Philosophies*, Grid Publishing, Inc., Colombus, Ohio, U.S.A. 1980, p.40
2. Ibid., p.40
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The Tourists are Coming!

The Tourists are Coming!

CHAPTER 14

TOURISM RESEARCH

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TOURISM RESEARCH

Before planning tourism development and promotion programmes it is important to be certain that tourism development will be both socially and economically acceptable to an area, and that such development and promotion will be viable. To do this the tourism planner must undertake various types of research.

Some of the necessary information will be fairly easy to obtain. On the other hand, some information will require extensive, time-consuming and costly research.

Research can take many forms and requires various types of skills. Research is generally divided into two major categories:

- quantitative and
- qualitative

Quantitative research refers, broadly, to "quantity" research. That is, numbers. This category of research includes the gathering of statistics, and the running of surveys where large numbers of people are interviewed and information is based on assessing this large quantity of respondents.

Quantitative research can take various forms, and can be done using field research and desk research techniques.

Field research means actually going to the public, or selected segments of it, designing a questionnaire, and conducting the research. The results are then tabulated and evaluated, and the appropriate conclusions are drawn.

Desk research generally refers to the task of gathering together the information which already exists and has been collected by other individuals, groups or organizations. Often much information about a subject is already available; the problem is locating the information and obtaining it. Desk research provides us with a chance to locate this useful information. In the tourism area there is a wide variety of existing material available. The World Tourism Organization statistics collected from the National Tourist Organizations of nearly 100 countries is a good starting point. Additionally, each National Tourist Office (including the Australian Tourist Commission) publishes a wide range of information and statistics on both arrivals and departures of travellers. Also, most of the airlines and shipping companies collect data on passengers, destinations, frequency of travel, and other information. Hotel groups, particularly international chains, also keep such information.

The Australian Bureau of Statistics publishes information regularly on tourism, and various other surveys are carried out by the Australian Tourist Commission and the various state governments.

Reports are prepared, often by the government and the various tourist organizations, and these are also available. Government commissions, studies and planning projects can also provide valuable information for the tourism researcher. Both Federal and State governments can be excellent sources of information.

In Australia we have access to three types of tourist literature which can lay the groundwork for much of the tourism decision making which needs to be done. These four sources of information are:

- The Domestic Tourism Monitor
- The Survey of International Visitors
- The Economic Significance of Tourism Study
- Report of the Australian Standing Committee on Tourism

The Domestic Tourism Monitor, sponsored by the Australian Standing Committee on Tourism and conducted by the Roy Morgan Research Centre (a quantitative research company), is in its third year with two years of data now available to the tourist industry. The value of the Domestic Tourism Monitor is considerable.

To quote G. Rieder from the N.S.W. Department of Tourism:
"I like to think that our knowledge about domestic tourism has moved during the last 10 years from a position of ignorance to one of uncertainty and in some cases certainty. This is important if it is true, as claimed by senior members of the travel industry, that the future development of the inbound market hinges on the development of facilities and capacity for the domestic market. In a sense, therefore, the domestic tourism market is the engine of successful tourist industry growth in Australia. If this is true, then it makes sense for us to spend some time considering what drives domestic tourism, what direction it has been taking and where it is likely to go in the future..."

"Throughout the 1960's and 1970's, the growth in the domestic market became an accepted thing, and it was never really necessary to study it in any detail, hence our relative ignorance of it. However, already in the early 1970's some movement towards a better understanding of domestic tourism emerged with the study in 1973/74 of travel by Australians within Australia, sponsored by the Australian Travel Research Conference, representing the State Departments of Tourism and the Commonwealth. This study pointed to the huge volume of domestic tourism for overnight purposes, and provided a useful basis for the State Departments, at least, to develop marketing strategies for their states. Later on it provided a basis for estimates of the economic impact of tourism on the Australian economy by the Bureau of Industry Economics.

"In the late 1970's with the increasing need to monitor the performance of state tourism strategies, the likely effect of spiralling fuel and other travel costs, increased competition from other household expenditure items such as higher interest rates and changing social values, the States, through the Australian Standing Commission on Tourism, agreed to sponsor a longer term monitor of domestic tourism.

"The Domestic Tourism Monitor measures the overnight travel patterns of Australians aged 14 years and over within Australia in terms of trips to, visits to, and nights spent in a number of destinations, states and regions."¹

It can be seen, therefore, that the Domestic Tourism Monitor, which is done on an interview basis, is an important source of desk research information.

The second major item which is of interest to those studying tourism and its viability is the Survey of International Visitors. The Survey report contains two sections. One section deals with information made available to the public from the Australian Bureau of Statistics. This information is actually gathered by the Department of Immigration and Ethnic Affairs from the incoming and outgoing passenger cards which all individuals arriving in or leaving Australia must complete.

For the Visitors Information Survey only the short-term arrivals are analysed. These visitors are defined as foreign residents staying in

Australia for a period of twelve months or less. They exclude air and ship crew, transit passengers who pass through Australia but are not cleared for entry, and passengers on pleasure cruises commencing and finishing in Australia.

The second part of the survey deals with the results of data collected by quantitative research (again conducted by the Roy Morgan Research Centre) for the Market Research Department of the Australian Tourist Commission. The questionnaires are completed by having interviewers located at the four major Australian airports - Sydney, Melbourne, Brisbane and Perth. Interviews are conducted with departing international visitors. No interviewing was done at Darwin, Cairns or Tasmania.

Each departing visitor was asked questions concerning the length of stay, the reason for visiting Australia, the impressions, things they liked and disliked about the country, etc.

A considerable amount of information is available from this survey, although some concern has been expressed about two aspects. Firstly, a problem of delays in getting information from the Bureau of Statistics. The problem is that the Department of Immigration and Ethnic Affairs first processes the information they require before passing on the information cards for processing with regards to tourism. This means that considerable delays elapse before information is actually available.

Secondly, a number of areas were not covered in the quantitative questionnaires, some of the problems relating to communication between the industry and the ATC. Also, it was felt that confining the report strictly to the four major airports could affect results in several areas.

The Economic Significance of Tourism Study was produced by the Bureau of Industry Economics, and was compiled based mainly on data obtained in the 1973-1974 collections of information. A detailed analysis followed with attempts to put fairly precise monetary and practical figures on such things as the contribution of the tourism industry to the general economy, the number of jobs the industry produces, the multiplier effect of tourism spending throughout the economy and other economic matters.

Constant updating of this information is required, and again, delays in obtaining statistics can affect the usefulness of such studies because of the extreme fluctuations of the tourism market.

In October, 1978, the House of Representatives Select Committee on Tourism submitted its final report. This Committee, chaired by Mr. David Jull, M.P. from Queensland, made 45 recommendations, and reviewed in detail the role of the industry in the economy, and the importance of government encouragement for tourism promotion and development.

Many of the recommendations have been accepted, and many of the long term issues are still very much a concern of the industry today.

In addition to these four sources of information, others are available. Various government departments keep information which may be of use to tourism planners and such items as the Balance of Payments series of statistics, the Household Expenditure Survey, the Census of Populations and Housing, and the General Social Survey, all had some questions pertaining to travel and tourism. In addition various organizations make collections of data which can be of use, including the Survey of Caravan Production and Registration, the Digest of Air Transport Passenger Statistics, and the National Travel Survey (conducted by the Bureau of Transport Economics).

A few studies have been done, generally for various government departments, which, although somewhat dated, can also give valuable information. These include: Holiday Accommodation in Australia (Peat, Warwick, Mitchell and Co. 1977), Survey of Australian Travel 1973-1974 (Australian Travel Research Conference), A Study of Man-Made Tourist Attractions, (Economic Research Unit Report, 1976), Report of the Committee of Inquiry on Museums and National Collections, 1975, The Economic and Social Impact of Visitors to the A.C.T., Pannell Kerr, Forster and Co. 1977.

Consequently, before beginning any original research projects it is wise to review what has already been done. This does not mean, however,

that information is already fully collected. Australia suffers in many ways from a lack of consistent, comparable tourism information and statistics, and from delays in making data available.

In some cases, however, it will be necessary to gather information for private or specific purposes. Many companies conduct research which is used for their own planning purposes, or to monitor effectiveness of advertising and promotion. This information is generally not made available to others.

If field work must be undertaken, it must be remembered that specially designed research questionnaires, the conducting of the interviews, coding and tabulating the information, processing and then interpreting the results can be a time-consuming and very costly process. In some instances it is possible to share information or research questionnaires. Some organizations have regular interviewing processes where it is possible to add a few questions on to a general survey. Or it may be possible to link in with several of the travel/tourism organizations to commission the research. However, very little of this sharing is done, and generally the full expense of the research must be met by the individual organization.

Consequently, it is important that all existing information be reviewed prior to commissioning additional research.

It is not always possible to find the information which is needed in existing research reports and documents. Increasing liberalization of tourism formalities has decreased the amount of information available. Lessening of entry and exit formalities in some countries has led to serious problems collecting research information. While it is still fairly easy to monitor arrivals and departures in Australia because of its geographic position and formation, this is not possible in countries that share one or more borders with other countries. In these cases lack of entry and exit formalities can make it almost impossible to keep track of arrivals and departures.

Market research in tourism is of interest not only to tourist department and government offices and travel agents, but also to the various airlines, train and coach operators, the accommodation operators and the tour planners. While much of this information will be concerned with the numbers of people doing things, going places, or spending money, in some cases it will be more important to try and gain an understanding of WHY visitors are doing something.

In such cases the "numbers game" will not give the needed information. The real question will not be "how many are doing this" but rather, "why are they doing this?"

To find out such information we would turn to the qualitative approach of research. Here, stressing "quality" or "depth" of research rather than the number of interviews completed, it is possible for researchers to learn people's attitudes and feelings about things, and to understand what motivates behaviour. While quantitative research tries to get a large number of respondents, asks them a number of questions, usually in a set format, and with a limited choice of answers, the qualitative interviewer is more of a psychologist, working with a smaller range of questions, often working with small groups of travellers, and sometimes individually with respondents, in a less structured framework.

In this way it is possible to learn how people feel about things and to understand why they act in the way they do. Consequently, if we wanted to know how many people visit the outback and Ayers Rock we would look at quantitative research to get NUMBERS and if we wanted to find out why these people visited the outback, what motivated them, and how they reacted to the experience, we would probably select qualitative research. We might also use a form of qualitative research to interview people who are currently holidaying on the Barrier Reef to find out how they feel about the outback and why they haven't chosen to take their holidays there.

Tourist operators, hotels, airlines, and government organizations generally do the most tourism research. In many cases the information they require is similar.

For a national tourist office, or a state promotional organization the most important questions concern the viability of the country for attracting tourists. The types of questions they would ask would be, for example:

What is the current state of tourism in the country? Where do the tourists come from? When do they visit? How long do they stay? What type of people come? Are there any changes taking place in these existing travel patterns?

What is the future potential for the country? What are the prospects for tourism world-wide? What is the percentage of tourism for the region? What is the market potential for the entire area?

What are the needs and requirements of tourists? Does the country have enough in terms of attractions? What about access? Activities? Amenities? What types of accommodation needs are there?

What are the reactions of tourists? Are they satisfied with their holiday? What, if anything, should be changed, improved? Would they plan to return?

Sources of information that tourists have available. How did the tourists learn about the country? What did they hear? How did they book their holiday? Did they take a pre-arranged tour? Have they seen information, advertisements, promotions?

What is the country's relative standing? What do travellers see as the main competition? How does the country rate against the competition? What areas could require change or improvement?

Therefore, tourism research concerns itself with gathering statistics and trying to understand the motivations and emotions behind those statistics.

The major information collected and required for making tourism decisions covers a range of areas, but the most important are:

- tourist demographics
- time and duration of visits
- expenditures
- purpose of visit
- type of transportation used
- type of accommodation
- intention to revisit

Tourist demographics includes the basic information on the tourists in terms of such things as age, sex, nationality, income group, profession or occupation, size of family, and level of education. This information is necessary to build up a picture of the "typical tourist" and to enable tourism planners to learn as much about tourists as possible. This information will give clues as to the best types of facilities to provide, the general level of costs that should be encountered by the tourist, and what special interests or requirements they may have. Some countries have strong appeal to younger travellers who are travelling on their own, have a high level of education, but a small income. The tourist plant necessary to service these tourists will be vastly different from that required in a country where the majority of tourists are older, retired, travelling on package tours either alone or with a spouse, with a high income, and a high disposable income.

Time and Duration of Visit information will provide the tourism planner with vital information on the possible over- or under-use of plant and facilities. In Australia, particularly, as well as some countries like France, the holiday period is fairly rigid and set. Therefore there is always a danger of overloading facilities during the peak holiday times, while the remainder of the year may mean serious under-utilization of facilities. This leads to problems in terms of staff, maintenance, and over-booking. It is important, therefore, to know exactly when visitors come to an area, and how long they stay. Some idea of seasonality must be

gained if intelligent tourism planning decisions are to be made.

Expenditures, of course, refer to the amount of money that tourists spend. It is important to know not only how much was spent in total, but how that money was actually divided up between sight-seeing, entertainment, accommodation and transport. This information is important not only for the government in assessing the economic significance of tourism, but also to help the operators of the various segments of the industry to understand how they inter-relate with the rest of the industry. When this information is combined with the nationality of the visitor, planners can identify the countries that have the greatest market potential. "The French, for example, spend less in Portugal per day than do the English. Consequently, one Frenchman will not have the same economic impact as one Englishman on the Portuguese economy. This would therefore suggest that Portugal would do better to spend more advertising money in England than in France."²

Purpose of Visit also very often is reflected in the amount of money spent by the tourist. VFR traffic, because they are usually staying with family members, generally do not spend as much per day as holiday travellers. The business traveller will generally spend more than the holiday traveller, and usually the business traveller attending a conference or convention will spend even more. Also, business travellers will require one set of service and facilities, including conveniently located hotels, good transportation for getting around the city, and perhaps meeting rooms. Holiday makers,

however, may have completely different needs, including family rooms, motels located outside the city centre, and perhaps caravan and camp sites. The planning requirements for the two groups may be very different.

Type of Transport Used, both to get to and depart from the country, and while travelling around within it is very important when making long term plans for tourist development. If most travellers will use air transport, then attention must be given to airports, runways, baggage handling facilities, ground transport to the city, airport security, size of terminals, and the ability of the terminal to handle an adequate number of arrivals and departures.

If the main form of transport used is the automobile the needs are much different. Road maintenance, adequate street signs and intersection markings, lighting, right of ways, and of course parking facilities are important. Cars need to be provided for at attractions, at accommodation, and in relation to major activities. Interconnection between various types of transport must also be considered.

Type of Accommodation gives information on the many types of accommodation facilities which may exist in an area. By analysing the different patterns of demand, and the types of accommodation used, and the types of accommodation which would be preferred it is possible to learn if

new types of accommodation need to be developed at a specific site, and if some types need expansion, while others could be cut back without creating any types of tourist discontent.

Intention to Revisit can be the most important piece of information a country receives. If the tourist is dissatisfied and does not intend to return to the country it must be remembered that the damage done can result in more than just the loss of one return visitor. That tourist, by telling others how unhappy he was, can create a wave effect which will mean a great number of other people may decide against a visit. It is important to know if the person was dissatisfied, or if, hopefully, they were very pleased with their holiday and would recommend the destination to others.

The Australian Tourist Commission has a Market Research Section responsible for the research work undertaken by the Commission, and for liaising with other areas of the industry. It is worthwhile to review their programmes when looking at market research within the tourism sector.

In the Commission's Annual Report for 1978/1979 the following is reported in the section on Marketing Research:

"The Market Research Section's role is to provide information to aid in the planning of future marketing strategies and to assist in the evaluation of current strategies.

" This role embraces three main objectives:

- . Market monitoring: monitoring the latest trends in international travel, focusing on travel to Australia.
- . Market investigation: assessing the potential for travel to Australia from new markets or new market segments.
- . Ad hoc problem solving: to provide information aiding the solution of incidental marketing problems as and when they arise.

"In 1978/1979 highest priority was given to the first objective. Since the termination of the International Visitor Survey in June, 1975, heavy reliance has been placed on the arrivals and departure information published by the Australian Bureau of Statistics to monitor trends in international travel to and from Australia. To supplement the Bureau's information, the Survey of International Visitors was reinstated for a 12 month period commencing 1 April 1979. During this period more than 16,000 interviews conducted with departing international visitors at Australia's four international airports (Sydney, Melbourne, Perth and Brisbane). A team of interviewers was recruited to work at each airport with priority given to bilingual interviewers, particularly those fluent in French, German, or Japanese.

"A notable feature of the 1979 survey has been the contribution of industry organizations, both public and private sector, in planning and

design phases. Early in 1979, industry meetings were held in each capital city at which our plans for the survey were discussed.

"Considerable input was received from those present regarding the content of the questionnaire. The Tasmanian Department of Tourism has taken advantage of the opportunity to collect data for its own confidential use throughout the survey at a marginal cost.

"Preliminary results, based on the first six months interviewing will be available in December, 1979.

"Without the continued co-operation of the Department of Transport and other airport authorities it would not be possible to conduct this survey in its present form.

"The loose-leaf Data Book and the Statistical Review, 1977, continued to be the main media through which tourism data, published on a regular basis by the Australian Bureau of Statistics and other organizations was distributed. The models developed to predict visitor traffic from major markets using visa issuance figures were further refined and have been used to produce up-to-date estimates.

"One major market investigation study was completed in this period. The number of New Zealanders holidaying in Australia had shown no growth

between 1974 and 1977. It was decided therefore that a study should be undertaken with the objective of providing information on which new marketing strategies could be developed. Qantas, Air New Zealand and TAA joined with the ATC to sponsor the study. A smaller study, scheduled for late 1979, will be undertaken to test the appeal of particular products and alternative creative approaches among selected target groups. Similar studies are being planned for the United States, United Kingdom and West Germany holiday markets during 1979/1980.

"The ATC supported the Pacific Area Travel Association's research programme as a co-operative partner in PATA's U.S. Pacific Visitors Survey. This survey will be conducted late in 1979 with results becoming available early in 1980.

"Close contact has been maintained with the Research Departments at Qantas, TAA and Ansett and the Market Research Society. ATC's role as a key member of the Tourism Research Committee, a sub-committee of the Australian Standing Committee on Tourism, has been continued. Through TRC, close working relationships have developed with the research officers of the State and Territory Tourism Authorities, the Department of Industry and the Commerce, and the Bureau of Industry Economics.

"The Manager, Market Research and Analysis made a presentation to the American Travel Research Association's Annual Convention in Texas in

June.³

This report shows how qualitative and quantitative research, field work, and the use of existing research, combined with a close working relationship with other organizations can create a favourable environment for tourism research.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 14

TOURISM RESEARCH

Footnotes:

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The Tourists are Coming!

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CHAPTER 15

TOURISM PLANNING

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Tourism, as we have seen, can provide many benefits for both the tourist and the host country. But tourism to an area can be a mixed blessing. While more tourists will mean more money to an area, there is also the possibility of increased pollution, overcrowding and cultural invasion. It is important, then, that governments look carefully at tourism and make decisions concerning tourism development and promotion. To ignore the growth and development of tourism is to run the risk that development will be uncontrolled, and possibly destroy the very things tourists wanted to see in the first place. The real risks are in areas of natural and scenic beauty, and in developing countries, where the apparent economic benefits of tourism may be so appealing that little thought is given to the real risks and dangers of uncontrolled development.

Normally developing countries have limited resources and economic capabilities and thus tourism is only one of many sectors of the economy which must be considered. Care must be taken to ensure that the decisions on the potential of tourism are correct.

To make decisions on tourism potential a number of factors must be studied. Perhaps one of the most important of these factors is location. Relative location is important for two reasons. "First, it affects access for the potential tourist. Certainly one factor in the high degree of tourism in Europe is the proximity of many countries. Tourists need to have accessibility in terms of both time and money. The nature of vacations is such that an individual desires to maximize his or her time at the vacation destination. Therefore, he or she wants to spend as little time and experience as little inconvenience in arriving there as possible. The success of many Mediterranean countries and islands in the tourist market has been partially due to the development of international airports to facilitate travel into and out of the area. The new developments of Cancun and Conzamal in Mexico have an international airport to serve them.

"Equally important to time, of course, is the cost of a trip. In order to attract large numbers of tourists, it is vital that the cost of going from home to the tourist area be reasonable. The decreasing airline prices in 1978 have demonstrated quite dramatically this point. The Freddie Laker Skytrain service, with its resultant competitor reaction, has attracted more tourists to England in 1978 than ever before in history. The popularity of charters to certain tourist regions is well established.

"Secondly, the accessibility of other attractions from the primary destination affects both number of tourists and their length of stay.

Southern California's tourist attractions - Hearst Castle, Disneyland, Magic Mountain, Knotts Berry Farm, Oceanarium, Universal Studios, etc. generate more tourists together than they would separately. Tourists visiting the Costa del Sol in Spain can take short excursions to Morocco and the Spanish towns of Ronda, Granada, Seville and Cordoba. A trip to the sun-and-fun spots of Mexico can include some spectacular mountain views and archaeological areas nearby. An advantage of Guatemala is the number of different environments and opportunities within a relatively short driving distance from Guatemala City. This is extremely important in prompting longer visits."¹

Location, then, is a significant aid in developing and promoting tourism. Location can encourage development of both international and domestic tourism, of course, in that even if a country is isolated, this may not encourage international tourism, but can act in favourable ways for encouraging the local citizens to stay within their own country and confine their tourism to visiting various parts of their own, isolated country.

Governments must face a number of questions in determining the effectiveness of a tourism programme. Basically these are:

- . How large should the tourist industry be?
- . What level of dominance should it have in an area or country?
- . Should it be spatially concentrated or dispersed throughout the country?

- . How much foreign capital will it draw? How much should it be allowed to draw?
- . How much impact will development have on the local environment? What impact will it have on the environment in general?
- . Will it be helpful in bringing technological skills to the area? What types and levels of employment will be generated? Will it be necessary for outsiders to be employed?
- . Will it provide the country with desirable foreign exchange? What, if any, leakage will there be in this exchange?
- . What effect will it have on the local population? What will be the social, economic, cultural effects?
- . Will undesirable elements of other societies invade the country? What risks will the local population face?

To answer these and other questions, it is essential for governments and tourist regions to do research and draw practical conclusions. Government policy must be decided and to make these policy decisions many questions will have to be answered. The United Nations Conference on Trade and Development has looked in detail at the importance of tourism and has made many suggestions on the best ways to assess the volume and value of tourist flow. In 1971, they suggested three principal goals in assessing the value of tourist flow to member countries. These are:

- a. to measure from the demand side the volume and pattern of foreign (and domestic) tourism in the country (as well as outgoing tourism). Basic information in this connection comprises the number of visitors and visitor nights, country of residence, length of stay, purpose of visit, means of transport, type of accommodation used, means of payment (travellers cheques, credit cards, etc.) and per-capita expenditure.
- b. to provide information about the supply of accommodation and other facilities used by tourists (capacity - analysed by region and by type of accommodation - and occupancy rates, employment turnover, and other aspects of enterprise operations);
- c. to permit an assessment to be made of the impact of tourism on the balance of payments and on the economy in general, including the effects of tourist expenditure on income, output, and employment in different sectors of production and on government revenue. Before resources are devoted to the expansion of the tourist sector, it is important that the impact of additional investments, in terms of economic growth and other effects, should be realistically evaluated and compared with that of alternative investments."²

This last point is extremely important. It is essential that governments assess the relative value of tourism expansion as compared with expansion in other areas. Particularly in developing countries, where, as we have said, the amount of capital available for investment may be small, it is essential that countries conduct careful studies and be certain that tourism development is preferable to expansion in the agricultural, minerals, and manufacturing sectors.

Again, the United Nations, in a 1973 conference, drafted a basic recommended outline to assist developing countries in establishing a tourism policy:

- a. Do general research and studies concerning tourism, including the collection of statistics that are indispensable both for research and policy formulation;
- b. Undertake or sponsor studies of the tourism market (associated with the research mentioned above) with a view to determining the country's potential;
- c. Survey the country's tourist assets and attractions;
- d. Draw up a general strategy for the development of tourism in the light of (b) and (c) above, which should include such matters as land use and physical planning, the determination of areas of the country that should enjoy priority in the allocation of resources for tourism, and provision for guidance as to the type of tourism which, on economic or other grounds, is considered desirable;

- e. Assess, in the general planning context, the probable requirements for accommodation and other facilities (including infrastructure) corresponding to the expected demand;
- f. Carry out marketing and publicity campaigns with a view to promoting tourism to the country;
- g. Provide and support programmes of vocational training;
- h. Regulate and control the various components of the tourist industry to whatever extent is considered necessary in the general public interest, the interest of the industry itself, and that of domestic and foreign tourists;
- i. Provide basic infrastructure services which any growth of tourism necessitates.³

By following this basic guideline, it is possible for a country to have a clear understanding of the directions its tourism industry can take. It requires a detailed examination.

1. Do general research studies concerning tourism, including the collection of statistics that are indispensable both for research on the types of tourists who are coming, what they do and see, how long they stay, where they come from, how much they spend, etc.

Without this information it is impossible to have any idea about the strength or potential of the tourism sector. Australian examples of this information would be the Domestic Tourism Survey and

the Survey of International Visitors.

2. Undertake or sponsor studies of the tourism market (associated with the research mentioned above) with a view to determining the country's potential. This includes doing qualitative research to understand why visitors come to the area, what attracted them, what they like and dislike, etc. This type of work would include the study the Australian Tourist Commission undertook, in conjunction with Air New Zealand, Qantas and TAA to study the New Zealand tourist market. Such surveys help to understand promotional opportunities and problems which may exist.

3. Survey the country's tourist assets and attractions. This category includes the fundamentals -- the natural and man made resources that any area has available for the use and enjoyment of visitors. It includes such basics as climate, land forms (mountains, fjords, lakes), terrain, flora, fauna, and the attitudes of the population towards tourism (as an example, refer the previous information on "Friendly Aussies.").

Also included in this analysis should be a review of the various distinctive regions (Red Centre, Queensland Tropics, Victorian Alps) which can be specially developed and promoted, unusual or attractive festivals (the Henley-on-Todd "boating" races at the Alice, the Barossa Festival), historical sites (Port Arthur, The Rocks), etc. The special attractions of an area may be cultural, natural, social,

economic, or a combination of these. Generally the greater the number and variety of distinctive attributes an area has, the greater its tourism potential.

Such an analysis should, in addition, attempt to evaluate the quality of the attractions. Areas of natural beauty may be spoiled by poor amenities or bad accommodation, pollution, untidiness, or disrepair and poor maintenance. It is important to know not only what is good, but what will need improvement.

4. Draw up a general strategy for the development of tourism in light of (2) and (3) above. This should include such matters as land use and physical planning, the determination of areas of the country that should enjoy priority in the allocation of resources for tourism, and provision for guidance as to the type of tourism which, on economic or other grounds, is considered desirable.

Having done the ground work the next stage is to actually draw up a working plan.

"A general plan for tourism development, including physical planning and land use, is particularly important in long-range planning in order to avoid some of the problems developing in regions such as the Caribbean, where the general environment has been spoiled in

some areas. The relatively uncontrolled land use in Malaga and Torremolinos has led to a spreading pollution problem along the Costa del Sol, a major tourist area in Spain. The designing of a regional physical plan that takes into account the long term perspective for tourism and other activities can help identify future problems and areas of conflict. In Israel, the Dead Sea is an important tourist attraction, but it is also rich in mineral resources. With good planning both can be exploited without detriment to either. In Malta, the proposal to build factories on sites of natural beauty certainly would not be beneficial to tourism. Of course, tourism cannot be given the priority in all such conflicts. In Uganda, for instance, a proposal has been made to build a large hydroelectric plant at Murchison Falls, which, together with Murchison National Park is one of the country's principal tourist attractions. The dam would divert water, and at certain periods there would be little or no water going over the falls. This would have important consequences in terms of its continued attraction to tourists. This hydroelectric project, however, may be more important to the economy than the potential income from tourism."⁵

Similar examples of the need for physical planning and the problems which arise can be found in Australia. The development of facilities at Ayers Rock has been a constant source of discussion for many years. The rock, with its unique setting and surroundings has strong appeal. However, the unchecked early development of facilities

led to an unsightly airstrip, and accommodation facilities of less than international class appearance. In addition, the Rock is located inside a National Park, and the Rock itself and several areas around it are of deep Aboriginal religious significance. The problem which has faced the planner is to ensure that development takes place to adequately handle the large flow of tourists, but that this development takes place in such a way that the natural surroundings and atmosphere of the Rock are not diminished.

Problems are being faced in Queensland with the conflict between mining interests and conservation/tourism groups. Two major areas of contention are the sand mining on Fraser Island and the oil exploration and drilling along the Barrier reef. In this situation the issue is compounded with such problems as the boundaries of national parks, the effect on one part of the environment of mining in another part, and the continuing conflicts between State and Federal governments as well as planning, conservation tourism and local citizens groups. The ultimate decision about how land will be developed, and to what extent is never easy. In Australia, in addition to the two problems discussed above, there are many areas of conflict between tourism and developers, the various conservation groups, and local agricultural operators. The question of whether land should be used for tourism, or whether it should be used in any fashion is not unique to this country. Conflicts on land usage are one of the major difficulties to be overcome in any type of

development and promotion project.

When decisions have been made about what areas of a country or region should be developed for tourism, the problem next arises as to priorities. Rarely is there enough money to go ahead with development in all regions. Therefore, it is necessary to establish a list of preferences and priorities. This may be based on several things; ease of development (areas that are almost ready for large-scale promotion are given first attention); popularity (areas which are already popular with tourists are developed, even though such development may take some time); cost (areas which can be developed at lesser expense are tackled before extensive developments); region (where the location, for various social, political or economic reasons, requires a boost and tourism is seen as the best way, this area then receives priority); and continuity (where attractions and destinations are developed in sequence).

It is necessary, having determined which areas are to be developed, and when, to have expert assistance on handling development. In some cases enthusiastic, talented amateurs can accomplish excellent work, however, generally planner and engineers, landscape artists, and many others are necessary to ensure that development takes place properly. Proper feasibility and planning studies can be very expensive. (Some as much as \$400,000 - \$500,000 such as the feasibility study to be conducted in Melbourne to establish the

likelihood of the city's being able to handle the Olympics in 1988.)

5. Assess, in the general planning context, the probable requirements for accommodation and other facilities (including infrastructure) corresponding to the expected demand. This includes planning in terms of amenities, accommodation and transport, as well as general infrastructure and superstructure. Infrastructure is the development of supply systems such as utilities and services in an area, including water supplies, sewage disposal, gas and electric supplies (either gas pipeline or other supply systems), the general communications system including radio, television, telephone and satellite, transport and access such as highway systems, drainage, roads (access, smaller tracks, etc.), parking lots, lighting (street and parking areas), airports, marinas, docking facilities for all sizes and types of craft, bus and train terminals, tracks, sidings, etc. Most of these items are provided by the government, and in some cases huge amounts of money are involved. The re-routing of the rail tracks through the central part of Australia and the controversial development of a rail link between Alice Springs and Darwin are some Australian examples. So, too, is the electrification of the rail line between Sydney and Melbourne, which has been recommended at a cost of hundreds of millions of dollars. Also included in this category was the completion of the paving of the Eyre Highway across the Nullarbor Plain and the development and upgrading of airport facilities in Queensland, Perth and other Australian cities.

Transport requires special attention, because it is so important not just to the tourists, but to the general community, and costs can be so high. The following measures are usually recommended when reviewing transport in connection with tourism:

1. Continual, detailed study of transport used for tourism with a view to adequate planning of necessary improvements and extensions.
2. Establishment of national or international plans of roads relevant to tourism, to build new roads if necessary, to improve and maintain those in a deficient state, to improve road linkages and systems. Such activities should be included in general road plans with priorities to economic necessity and the significance of road transport in tourism.
3. Improvement of rail transport (where needed) for travellers on lines between the boundary (of the country) and the main tourist centres and regions, as well as short-distance services within these regions of maximum tourist influx.
4. Improvement of road frontier posts, extending their capacity to ensure smoother crossings, organization of easier movement for in- and out-going tourist flows. Crossing the frontier is always either the prologue or the epilogue to any journey between countries, and is therefore important for the favourable impression the tourist will retain.

5. Provision of adequate airport services and installations to meet demand. The rapid progress of technology in air transport makes reasonable forecasts possible, but long term planning can be difficult.
6. Tourists clearly enjoy the sea or other bodies of water. A plan for ports and marinas equipped for tourism should be carefully considered and planned where needed.⁶

Superstructure facilities are those undertakings which provide direct service to the tourist and this includes such things as hotels, motels, resorts, restaurants, shopping facilities, museums, theatres, stores and other enterprises, usually provided by private companies. In Australia the domestic airline terminals are similarly handled. Both infrastructure and superstructure require large investment, and both are necessary, along with transportation, in order for a destination to be successful.

No less important than the other factors are the amenities and activities provided at the tourist region. The number of additional facilities, and their quality and diversity, can help to extend the length of time a tourist visits an area. Beach resorts would not be able to attract as many customers if they did not also offer such entertainment and activities as golf, water sports, theatres, restaurants, discos, etc.

7. Provide and support programs of vocational training.

In many countries the population has little or no experience in dealing with tourists and travellers from other countries. Problems in language, in social customs and in accommodation requirements can cause unhappiness for both tourists and locals unless an attempt is made to bridge the gap between the two. In developed countries there is less likely to be a serious problem; however, in developing countries it is important for the government and the private operators to actively support training and vocational schemes. These types of programmes include not just training for those involved in direct contact with tourists (such as tourist guides, airline staff, cruise ship staff, customs and immigration staff and hotel front office personnel) but also housekeepers, maintenance staff, kitchen staff, and can encompass such areas as electricians, plumbers, construction workers, police and many other occupations which will be affected by increases in tourism and the subsequent increases in needs for goods and services.

Training includes tertiary and trade training, and the use of apprenticeships. All of these training modes need support and financial assistance from government bodies if they are to be successful.

8. Regulate and control the various components of the tourist industry to whatever extent is considered necessary in the general public interest, the interest of the industry itself, and that of domestic and foreign tourists. This can be done by means of

regulations, and by means of direct assistance in some areas. For example, the development of hotels in some countries is heavily supported by, or actually done by, the government itself. The Tourist Hotel Corporation in New Zealand, and similar organizations in China and India undertake to develop facilities where it would not be feasible for independent operators to set up. On the other hand, assistance in terms of planning controls, building permits, etc. are all ways government can control and assist development.

In Spain the government plays a very important part in the development of tourism. "Spain, where tourism is so important to the economy, has set up an Inter-Ministerial Tourist Commission, whose president is the Under-Secretary for Tourism. All government departments which impinge in any way on tourism participate in meetings of the Commission so as to co-ordinate all matters relating to tourism protection and development. In other countries public advisory boards in the form of national councils or conservation boards exist to advise government departments on matters of environmental protection and development of resources."⁴

Regulations will also control such things as opening and closing hours of facilities, accommodations and restaurants and regulation on such things as legalised gambling, drinking, and the setting of rates and prices.

9. Provide basic infrastructure services which ~~by~~ grow with tourism necessitates. This suggests that, while it is important to review and plan for infrastructure requirements (as suggested in item 5), when the time comes to actually do the development the government must really be fully prepared to do the work and undertake their obligations. Obviously there can be outstanding circumstances which would make this difficult. Economic or natural disasters...floods, crop failures, or drought could mean that the government will have to use money for relief measures rather than economic development. However, barring such calamities, governments do promise major commitments in the hope that this will encourage developers, and then back out, hoping the private companies will "foot the bill" because they have already committed money to feasibility and research studies or begun construction.

When the Hilton Hotel Group decided to build a hotel in Chicago's city centre in 1980, it received from the government a string of promises, concerning demolition of certain existing buildings, building new infrastructure to the area, a "say" in the decision about other tenants in the area and a host of other items, with clauses built into the contract that give Hilton the opportunity to release themselves from obligation if the government does not keep its promises. In some cases, the government will have to pay Hilton a penalty compensation if certain things are not done.

In general then, we can see that the government has an extremely important role to play in tourism planning. It is the obligation of the government to review, then encourage and control tourism planning.

In Australia this is done in several ways. The research and promotions areas are handled by several government authorities and still others handle areas such as conservation, planning, etc. The Minister of Industry and Commerce takes a very great interest in the tourist industry, and is, in fact also the Minister for Tourism. To quote a brochure recently issued by that Minister:

"Tourism is already a major Australian industry - its contribution to GDP is about the same as the automotive industry. Even more important, however, are its growth prospects.

"The Tourist Industry will become one of Australia's fastest growing industries during the next decade.

"Increased tourism will create new employment opportunities, add to Australia's net foreign exchange earnings, contribute to regional and urban development and improve understanding between Australians and people from other nations.

"The 1979-1980 Budget reflects the importance placed on travel and tourism by the Government. The Budget program, together with previous initiatives, such as the extension of the Export Market Development Grants Scheme to the industry and the introduction of lower international and domestic air fares, provides a package aimed at stimulating tourism growth during the 1980's.

"I have every confidence that the travel and tourist industry will now take the initiative and build on these programs. Australia's potential for tourism can only be fully realised by imaginative planning and effective promotion.

"DEVELOPMENT ASSISTANCE:

- . Depreciation allowance: Depreciation of new income-producing buildings used for the accommodation of travellers and consisting of at least ten guest rooms will be allowed as a taxation deduction at the flat rate of 2½ per cent in respect of all such building commenced on or after 21 August, 1979.
- . Undistributed Profits Tax: The proportion of after-tax trading profit which a private company may retain free of undistributed profits tax will be increased from 60 per cent to 70 per cent.
- . Great Barrier Reef: Funds totalling \$400,000 will be provided for research in the marine sciences and technologies,

of which \$300,000 will be directed to studies associated with the Great Barrier Reef. The Government will also provide the Great Barrier Reef Marine Park Authority with \$50,000 during 1979-1980 to expand and expedite research and planning for the development of facilities for the presentation of the scientific and other unique features of the Great Barrier Reef to tourists to the region.

- . Port Arthur: The government will make a significant contribution to the development of the tourist industry in Tasmania by providing substantial funds to restore and develop the Port Arthur region over the next seven years. Funds will be provided on a \$2 (Commonwealth) for \$1 (Tasmania) basis with \$400,000 being provided by the Commonwealth during 1979-1980.
- . Ayers Rock: Sufficient funds will be provided to the Northern Territory Government to enable substantial progress to be made on the development of the Yulara Tourist Village to service visitors to Ayers Rock.
- . Some \$2 million will be made available to the Australian National Parks and Wildlife Service for works at Uluru and Kakadu National Parks.
- . An additional \$130,000 will be provided to the Bureau of Industry Economics in 1979 - 1980 to expedite and expand its studies into the economic significance of Tourism in Australia.
- . World Tourism Organisation: Australia is to join the World Tourism Organisation this year. The WTO is the only

inter-governmental organization whose activities cover all sectors of tourism on a world-wide basis.

PROMOTIONAL ASSISTANCE:

- . Overseas promotions: The operating budget of the Australian Tourist Commission - the statutory authority which actively promotes Australia overseas as a tourist destination - has been increased to \$8.2 million in 1979-80. This represents a 93 per cent increase over the ATC's 1978-79 allocation of 4.24 million. The increased funding will enable the ATC to substantially expand its overseas promotion activities in order to capitalise on the lower international and domestic air fares and to stimulate increased visitor arrivals.
- . Under the Export Market Development Scheme funds of approximately 3.25 million have been allocated for grants during 1979-80, to the travel and tourist industry in respect of eligible expenditure on overseas promotional activity undertaken during the preceding fiscal year.
- . Domestic promotion: \$500,000 will be provided to the ATC over the next two years to undertake a domestic tourism promotion campaign to encourage Australians to travel more extensively within Australia and to make use of tourist facilities in off-peak seasons. \$200,000 has been included in the Commission's appropriation for 1979-1980 for this purpose.⁵

Government involvement in tourism planning is crucial. However, private operators are also involved. The procedures are much the same: evaluation of the current situation, assessment of potential, analysis of future needs and requirements, feasibility studies to determine the likelihood of success with such planning, and finally commitment to the proposed plans. Private developers must, of course, be aware of the attitude of government towards such development, or without encouragement - or approval - it is likely private enterprise plans will fail. Working together, however, means intelligent and meaningful planning may occur to the benefit of all.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 15

TOURISM PLANNING

Footnotes:

¹Hudman, Lloyd, Tourism, A Shrinking World, Grid Publishing Inc., Columbus, U.S.A., 1980., p. 154.

²Ibid., p. 119.

³Ibid., p. 120.

⁴Ibid., p. 159.

⁵McIntosh, Robert W., Tourism: Principles, Practices and Philosophies, Grid Publishing Inc., Columbus, U.S.A., 1980, p. 156.

⁶Peters, Michael, International Tourism, Hutchinson & Co., London, U.K., 1969, p. 150.

The Tourists are Coming!

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CHAPTER 16

ADVERTISING AND PROMOTION

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 16

ADVERTISING AND PROMOTION

Tourist destinations, no matter how exotic or special, require some form of promotion. If the destination is one noted for a special attraction it might be necessary only to remind the public of that attraction, but generally it is best to make the destination seem not only an ideal place to visit, but also easy to get to, and good value for money.

In industry there is frequently confusion about what is meant when using such terms as marketing, sales, advertising, and promotions. Each of these is important, and they are not merely various terms to describe the same thing.

Marketing means, basically, establishing the needs and desires of the potential and current customers, and developing products which will meet those needs at a standard required for both the consumer and the suppliers and in such a manner that it will be profitable for the supplier and satisfactory to the customer. This definition takes several factors into account. Marketing starts with the consumers... not the product. In looking at concepts from a marketing point of

view we are interested in what the customer wants. This takes into account such things as the range of products, the types, styles, colours, sizes, price range, etc. When we discuss this type of consumer-orientation in the travel business we mean looking at what the tourist desires in terms of holiday packages, accommodation, air or ground transport, etc. As regards accommodation it includes such things as the location of the facility, the types of services offered, the size and style of rooms, the food and beverage outlets, the additional facilities (shopping, sporting facilities, etc.) and the prices. When considering marketing from a transport operator's point of view it includes such things as arrival and departure times, seating allocations, services and refreshments en route, entertainment, and of course, prices.

Marketing concerns itself with product development, with pricing, with product distribution and with sales. It is also vitally concerned with feedback and innovation.

In the travel industry it has, unfortunately, become a common occurrence to give the title "marketing manager" to people who are not really in a position to be involved in all of these areas. Frequently the person who used to be called the sales manager is given the new title, although no change in duties has occurred. A sales manager is responsible for sales and promotion of the EXISTING product.

Consequently, someone involved in sales takes his starting point from the existing product, and his duties are to interest as many people as possible in using the products and services, and to ensure as much customer satisfaction with that product as possible. Often the sales staff are in an excellent position to get responses and feedback from the customers, and to give the marketing department valuable information for future product modifications. While the marketing man starts with the consumer, the salesman starts with the product.

Salesmen may or may not, depending on the organization's size and structure, also be responsible for advertising and promotions, although in larger companies and operations these are again, usually separate. The advertising manager is responsible for all advertising, including radio, television, magazines, direct mail, and much more. The promotions manager (who often also handles public relations) is responsible for the good will of the operation and also the special activities, sponsorships, etc. which bring attention to the operation, but are not included as advertising.

In small operations (such as smaller hotels and travel agencies) the general manager may also wear his various "hats" of marketing, sales, advertising and public relations/promotions. In Multi-national companies a large staff may be involved in each operation.

Typically a marketing and sales department will work closely

together, and this is important as all these jobs are inter-related and what happens in one area will affect the others. Most commonly, any research that needs to be done will be handled by the marketing department, who may either hire outside individuals or companies, or, if the staff have any experienced researchers in-house, may do the required work themselves.

As in tourism planning and development, a knowledge of the marketplace and an understanding of the customers will be the most important starting point.

Good research means good ground work, and good ground work means successful marketing and selling.

The basic questions which the marketing and sales department must ask are as follows:

1. Who are the present customers and where do they live?
2. What do we know about their likes and dislikes?
3. Who are the potential markets and where do they live?
4. What are the potential market's current vacation preferences and interests?
5. What are the travellers' specific destinations? What specific attractions have they come to see?

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5. What are the travellers' specific destinations? What specific attractions have they come to see?

6. What is their general level of awareness of attractions?
Are they aware of other significant attractions, activities?
7. What are the tourists' preferences for shopping, accommodation and entertainment?
8. What is the competitive situation?
9. What are the trends in the competitive situation?
10. What are the likely future trends in your share of the market?
11. What are the prospects of increasing demand?
12. What kinds of programs will be needed?
13. What types of programs should be run, in terms of frequency, duration and intensity?
14. How will these programs be implemented?

By determining the answers to these questions it will be possible to map out a general plan for what direction tourism planning and promotion should take.

1. Who are the present visitors and where do they live?

The importance of this question becomes more and more obvious as more work is done in tourism. We need to know the age, income, education levels, family life style, geographic location, etc. All these things will effect the type of advertising and the media selected. If we are dealing with young families we will advertise in one type of newspaper or magazine with a specific type of message. If we are dealing with business travellers we may use a totally different media and message.

It is possible to obtain from most forms of mass media a fairly detailed listing of who they actually "reach" in the market place. This means that they can supply potential advertisers with accurate information on the demographics of listeners and readers. This is of great value when selecting media. If you are advertising "over 50's" coach tours to people who want to travel at a slow relaxed pace, then probably you would not select 3XY for your radio promotions. The station can give you a very accurate description of their listeners, and can analyse it further by time slots and particular programs.

Similarly, newspapers and other printed publications can supply you with this type of information about readers. Knowing where the tourists come from will also help to ascertain which would be the best media to use to promote your destination. National advertising is expensive, and when possible it is good to back it up with regional and local advertising.

2. What do you know about their likes and dislikes? Do business travellers dislike being crowded on airplanes or having to sit next to families and children during long flights? Do under 30's travellers dislike the idea of travelling on a coach tour with a lot of older long-service leave tourists? Do young people like detailed itineraries, or would they prefer freedom to plan their own schedules?

If the answers to these questions are known, then valuable and meaningful advertising copy can be written which will directly and absolutely appeal to the target market.

3. Who are the potential markets and where do they live? These people may not at the moment be customers, but might, with encouragement, become customers in the future. They may not be thinking of the area as a desirable destination, or perhaps they do not even know about it. They may think it is too far away, or too expensive, or too elegant. They may have completely incorrect preconceived notions about the destination. Again, this information will help in formulating advertising messages to interest them.

4. What are the potential market's current vacation preferences and interests? By knowing where the potential market is right now, it is possible to get a picture of what they are interested in, and what they will make comparisons with...and this information can give the advertiser an idea as to the slant, or argument, to use in selling the "new" destination.

5. What are the traveller's specific destinations? What specific attractions did he come to see? Is there some special attraction which has an overriding appeal? Is there something that the tourist instantly associates with the destination which can be mentioned, illustrated or incorporated into the advertising message to heighten appeal? On the other hand, it sometimes happens that

tourists are aware of one or two attractions, but not of others. Consequently, they need to be told of other activities which might have strong appeal. Examples of this would include the use of the koala and kangaroo in promotion of Australia. For most people these two Aussies represent major appeal and interest. They can be used to increase interest in the country, and encourage desires people have to visit and see them.

On the other hand, people have not been aware of the winter sports and many other activities available in Australia. Information must be supplied to "educate" the potential tourist about all the facilities available.

In some cases, the information people have about a destination may serve to discourage them from visiting. In this situation, it is important for the marketing planners to know of the perceived problems and to try and correct the image. The best example would be the problems of the city of New York, in persuading people that the city is not a crime-ridden, dangerous place where tourists will be mugged as soon as they disembark from their aircraft.

6. What is their general level of awareness of attractions? Are they aware of other significant attractions, activities? While visitors to Southern California may automatically mention Disneyland as a major attraction, and also mention the movie studios, are visitors

aware that there are several museums? an Oceanarium (with performing killer whales)? Several other amusement park operations? If not, then regional promotion, perhaps done with colourful maps to show how close all these other attractions are located, may help.

7. What are the tourists preferences for shopping, accommodation, and entertainment? While some tourists like to have as few special facilities as possible, other tourists frankly enjoy first class and international class hotels, and look forward to the experience. Some travellers may like to experiment with local foods and eating styles, may want to try native specialities, others will want a "safe, familiar" menu with food items they are used to and know they will enjoy. While some tourists are interested in native arts and crafts, others are interested in "high ticket" items such as jewellery, antiques, and electrical equipment. And while some tourists consider the ideal holiday having no exercise at all, others feel that the best exercise is walking from shop to shop, looking in store windows and bargaining for special purchases.

Consequently we must find out what preferences our potential customers have. In that way we can promote and develop them in the most efficient manner.

8. What is the competitive situation? Products, and tourist holidays, are not seen in isolation. The person making a purchase

has many options...a wide range of possibilities outside the travel area exist, and within the travel business a comprehensive range of holidays and destinations can be found. It is important to understand the competitive environment and to keep aware of what the competition offers. In the Asia/Pacific region competition includes duty-free ports with extensive tourist facilities such as Singapore and Hong Kong. It includes countries rich in history and tradition such as India and Sri Lanka. It also includes New Zealand with its wonderful scenery, Japan with its different life styles, big cities and contrasts of tradition and industrialization. The Pacific Islands, with the lure of sun, palm trees and surf, as well as individual differences, including sports, shopping, gambling, etc.

or be

A tourist planning a holiday has to weigh the advantages and preferences for each spot, and make decisions on which place to visit, or on the package which will offer the best combination of destinations and attractions. To plan promotions it is necessary to understand what the competition is, and how they are promoting themselves.

9. What are the trends in the competitive situation? Travel trends can be identified, although not always easily. Most tour operators were caught off guard when the 1980 market for European tours dropped off dramatically. On the other hand, the island of Bali was not ready for the surge of interest when it came, and had

difficulty coordinating access and accommodation for all the people who suddenly flocked to the island. Trends can relate to costs and fuel prices, to changing tastes, to relaxing of travel restrictions, etc. There is the trend, for example, away from multi-destination holidays, which covered a great deal in a very short time (typical is the 13 European countries in 14 days tour). The trend is for longer stops at each destination. Asia has become more popular because of costs, travel times, package plans and favourable exchange rates. India's tourism suffered a set-back in 1980. Fiji will experience difficulties now that several major Pacific carriers have decided to over-fly the country. All of this information can be analysed to see trends and changes in holiday patterns, and to evaluate what may happen to the competition.

10. What are the likely future trends in your share of the market? Having looked at the industry in general, and the region and competition it is also important to review the future trends likely to affect travel within the country itself. The major issue which is affecting holiday travel, domestically, and will probably have an effect for some time to come is the increasing costs of fuel. This means rising airline costs - many of which are being off-set by the introduction of special fares and discounts. It also means fewer sales of caravans and campers, as people begin to worry about the petrol consumption of towing a caravan. It means, perhaps, that alternate forms of transport (such as coach travel, or fly-drive holidays) may become more popular

and that alternative forms of accommodation and sightseeing may be considered to offset other costs. It could also mean fewer holidays for people.

Cheaper international air fares had a predictable result on travel for 1979 and early 1980. The cheaper fares changed holiday patterns. Similar changes took place in holiday patterns when Freddie Laker first started his Skytrain Services across the Atlantic and then into Los Angeles. The numbers of tourists leaving U.S.A. for European destinations skyrocketed. However, recession, problems with exchange rates, and general economic insecurity, plus the gradual increasing of prices, has meant that the Skytrains are now filled with more Europeans, taking advantage of relatively cheaper U.S.A. holidays. In 1980, it is expected that more international visitors will enter the U.S.A. than there will be Americans departing for overseas holidays.

11. What are the prospects of increasing demand? Would things like improved accommodation, access, or amenities increase the likelihood of attracting more tourists? Would cheaper air fares or better package tours increase the share of business? Would the promotion of special areas, offering discounts, developing better educational programmes to increase awareness, help to increase demand? In some cases the economic or social situation might be such that it would be very difficult to actually increase demand. It must be possible, before it can be worthwhile to develop promotion programmes. If a particular spot is already

receiving the majority of visitors to an area, and the likelihood of increasing the total number of arrivals is small, then care must be taken concerning how much time and effort will be expended to produce perhaps only a marginal change in demand.

12. What kinds of programmes will be needed? The types of promotional programmes needed can vary tremendously. It is necessary here only to talk about advertising and promotion. It will be presumed that if other changes need to be made, government and developers will make the necessary moves. When discussing promotions, however, we must remember that advertising, promotions, sales, public relations and publicity all have an important part to play.

On the next page is a list of sales tools which are available. All of these things can be included in a programme to promote an area.

a. Personal selling. This is, in fact, sales work. It includes the sales staff, which may mean the owner of a small business, a manager, or a specially hired salesperson. These people may call on local businesses, coach tours operators, travel agencies, etc. to discuss their establishment and explain why local operators should use the facilities or promote it to their customers.

In addition, there will be regional promotion and sales where the staff will call (either in person or using the telephone) the regional tourist offices, the tour operators, etc. again to persuade

SALES TOOLS FOR TOURISM

Personal Selling:

Local
 Regional
 State Personal Sales Calls
 National
 Sales training for guest
 contact employees

Direct Mail:

First class letters
 Questionnaires
 Brochures and printed material
 Gadgets and souvenirs
 Calendars

Display Advertising:

Newspapers
 Magazines
 Trade Journals
 Roadside & "moving" ads
 Signs (and service signs)
 Outside marquee signs

Television and Radio:

Spots
 Entire programmes
 Sponsorships
 Films

Publicity:

Regular media press releases
 House publications
 Stunts/openings/special events
 Celebrities
 Tie-ins

Public Relations:

Guest relations training
 Employee of the month awards
 Civic memberships
 Training links with schools
 Community activity sponsorships

On-site Advertising:

Directories/facilities guides
 Signs/recorded messages
 Display cases

them to use or recommend their organization.

Similarly, calls may be made on either a state and/or a national basis, contacting in-bound and out-bound tour operators, discussing tour possibilities with clubs and associations, calling on carriers (airlines, rail and coach operators, rental car operators) to discuss possibilities of linking in services, dealing with travel agents, other suppliers, company travel departments, or whatever is likely or possible.

Direct sales also includes sales training for employees who come in contact with customers. Too often operations, particularly accommodations and carriers, feel that "selling" is the job of the "sales department." In truth, however, any employee that comes in contact with a customer is, or should be, a "sales" person. Their attitude, their product knowledge, their professionalism, their interest in the customer, all serve to make the customer pleased with the product, and convinced a good purchase has been made, or else to completely discourage the customer to a point where even the best salesman in the world could not persuade the customer to try the product again.

b. Direct mail. A good mailing list and good material to send to prospective customers can be a significant revenue earner. Because you select specifically who will be included in the mailing

list, you know the right person will receive the message. However, the quality and interest of the message will be crucial if results are to follow. Many things can be sent through the mail. Perhaps the most important is the brochure. Some time will be spent on brochures, as they are such an important aspect of all tourism promotion. The brochures which companies send out act as their representatives. They are of major importance in giving information, supplying costs, and creating interest, attention and desire on the part of the public.

Because a brochure represents one of the most important selling tools a tourist operation has, it is important to feel confident that the brochure has been designed to do the best possible job and to operate, by itself, in a very competitive environment...the brochure rack.

"Each year millions of pages of glossy travel brochures hit agency shelves. They are the major selling vehicle for most holiday products marketed in Australia and they're costing travel wholesalers more each year to produce.

"Yet this highly specialised form of advertising is usually handled by amateurs.

"This is the view of Duncan Stothart, a partner in Artstaff Creative Services, the company which produces the American Express

Europe Book, six times winner of Traveltrade's 'Brochure of the Year' award.

"National advertisers spend hundreds of thousands of dollars researching and marketing a supermarket product like breakfast cereal, employing armies of professional researchers and creative people. But a big ticket item like travel is often left in the enthusiastic but amateur hands of travel executives,' he said.

"The key to the continuing success of the Europe Book and the American Express Red Books generally, lay in the working relationship between Artstaff, an independent creative group, and the executives at American Express, he said.

"In this partnership, each respects the other's areas of expertise and judgment. The consistently high quality of American Express brochures was not simply money talking, but the result of an over-all creative strategy which included every facet of production from copywriting through design and finished art to supplying photographs, buying paper and supervising printing.

"...Artstaff's Mr. Stothart laid down some ground rules for good brochure production:

"First, the brochure IS the product....It's not imperative that the brochure be printed on glossy paper to get the message across. Certainly an aura of quality can be created by the use of a thick, glossy stock, but in the coming rationalisation of costs, it's likely that inferior papers will have to be used.

"In the Europe Book, roughly one-third of total production costs is spent on paper. However, it isn't paper that sells the product, but what you say and how you design the brochure that finally motivates customers to buy.

"The creative skills in brochure production are relatively cheap compared with paper and printing costs. This is the area that gives the brochure its cohesion and potency, yet this is the area where travel wholesalers try to cut costs.

"Copy is a job for professional writers. The persuasive and emotive appeal of travel copy has to be backed by solid information and real benefits for a consumer. Too often brochure copy is written by the wholesaler himself in a style somewhere between cliché and office memo. Travel executives who wouldn't dream of writing television commercials or even press advertising, think brochure copy is fair game.

"Design is the second major factor. The design of the brochure should grow from the research and discussions between the client and

the writer and the designer...

"The hunt for suitable and evocative photographs can reach desperation point as wholesalers scramble for new shots from the photographic libraries and beg or borrow transparencies from airline files.

"...In brochure production, the day of the amateur are numbered. As costs inevitably rise and competition gets even hotter, the total professional approach already adopted by large tour operators must also be taken by smaller travel wholesalers."¹

This same information holds true for all operatives who produce brochures, including hotels, tour operators, airlines, restaurants, and reception houses, travel agencies and tour operators. The brochure is the single most important tool a travel operator has...it will be included in all direct mail, it will be taken along for personal sales meetings, it will be left in general access places for travellers to collect (hotel lobbies, transport terminals, etc.), it will be used to serve a multitude of purposes on many occasions.

Each year Traveltrade newspaper has a "Brochure of the Year" Award which is presented during the annual Australian Federation of Travel Agents Conference. In 1980 the winners were:

American Express - Europe Book

Contiki "Europe"

Newman's "New Zealand Coach"

Trafalgar "Europe 1980"

Air India "Go India"

Jetset Tours "Orient"

MMA "Jet Explorer"

Winners in the special Domestic category were:

AAT "Coach Holidays"

Australian Pacific "Tasmania"

Bill King's Safaris "Outback Australia"

Centralian Staff "Pubs"

Traveland "Norfolk Island"

Brochures will, therefore, be an integral part of any direct mail campaign. Also important will be the use of questionnaires which can help give useful demographic information and establish criteria for making personal sales calls.

The use of first-class letters, mainly used to let likely prospects know about new services, schedules, rates, alterations, discounts, benefits or anything "of interest" is also important. The innovation of word processors has made the use of personal letters

even more valuable. Where once printing costs would be high, with still the chance of the letter seeming impersonal because it was so obviously "printed," the alternatives meant either extremely poor "office memo" type production, or many, many hours of time-consuming repetition. Word processors make it possible for a single typist to turn out literally hundreds of "personal" letters a day, each with a sales message which seems more personal and genuine.

Other printed material is also generally sent through the mail. This includes such things as regular mailing of timetables and rates schedules. Brochures on special items such as functions, special events, etc. are also sent via direct mail.

The use of novelty items, gadgets, calendars, etc. is also important. Most travel agency operatives have special clients who will receive such items, and the carriers are also regular suppliers of such materials. All of these can be used in conjunction with sales calls, and the distribution of other literature to make the person feel "special."

3. Display Advertising. Perhaps the most important advertising medium for the travel business, display advertising covers all forms of print promotions.

Included in this are newspapers, magazines, trade journals, and all types of signs, billboards and other print media.

Each of these media has its special usefulness, and the proper "mix" which will be used is extremely important to the success of a promotion.

Newspapers offer an immediacy that is not available with any other form of print media. In addition, studies have indicated that print, especially newspaper - advertising has two major positive features. It is "believable" and it does not "intrude."

The sense of believability is important in creating a proper image for our promotion. The idea that if we "saw it in the newspaper it must be true" while sounding perhaps a little improbable is, nevertheless true. People do tend to place heavy confidence in their newspapers. Obviously this varies with the specific publication...and there can be great demographic and attitude differences between readers of one newspaper and readers of another. All newspapers can supply an advertiser with a detailed analysis of their readers, and even which sections of the newspaper they read, as well as how often they buy the paper, and what other newspapers, magazines and, the radio and television they watch. Such readership studies are an important part of newspaper marketing and sales.

Newspapers are also bought, not just for the news content, but equally for the advertisement. In this sense, the advertisements are "information" and thus, part of the news.

Certain day's newspapers are associated with certain types of advertisement, and the public has come to expect this, and sees it as part of the usefulness of the newspaper. On Saturday there are extensive classified sections, and many people purchase the newspaper on that specific day, just for those advertisements. Such things as grocery and supermarket advertisements (which usually appear on Tuesday) also are regarded in this manner. In a certain sense, they can be considered "news" because they are supplying the customer with information about what prices are being charged for things.

Because people expect and sometimes look specifically for the advertisements in newspapers, they generally are not considered an intrusion into the newspaper. A reader does not feel that the placement of an advertisement interferes with his understanding and appreciation of a specific news item. Though sometimes advertisements must be specifically labelled as such because their format appears very much like "straight" news.

Placement of advertising can be of great assistance, as well. If a regular weekly feature on travel is a specialty of a newspaper, then the convenient placement of advertisements on travel in or near the featured articles makes good sense. Similarly the use of

advertisement in the entertainment and food sections of newspapers, and the inclusion of descriptions of services, including food and drink columns can serve to help the reader, not make him feel that he is being assaulted by advertising.

Because of this "newsworthy" aspect of newspaper advertising, it is an ideal medium for advertising things such as schedule changes, fare promotions, special package deals, etc. which can be considered "news" to interested or potential customers.

Newspapers also have the advantage of being a relatively inexpensive medium. Although full page or double page full colour advertisements are possible, the usual travel advertisement is smaller and in black and white. Colour reproduction on heavy, absorbent newsprint is poor, and while it is possible for a printer to include higher quality paper for colour, reproduction cannot always be guaranteed.

Newspapers have short time periods between submission of copy and the appearance of the advertisement. This, too, can lead to a sense of immediacy and the "newsworthiness" for the item is enhanced. It is possible to make a newspaper ad in a relatively short time to handle special issues, current situations (such as strikes, cancellations, sudden fare increases, etc.), and take advantage of other news-making events.

There are drawbacks to newspaper advertising, however. One major drawback is the very immediacy that newsprint gives. A morning newspaper may be read throughout the day, but its life span is really just the one day. Although some newspapers (weekly publications such as Truth, Weekly Times, etc) have a longer life span, for most papers, one day is the limit.

Magazines, on the other hand, have a much longer "life expectancy." A magazine may be looked at several times during the course of a week or a month. In addition, it will very likely be looked at by more than one person, so the actual number of readers may be significantly higher than the number of copies sold. Magazines, like newspapers, can be aimed at very specific markets, and most magazine publishers, especially for the bigger-circulation publications, can give details on their readers. Magazines can cover a wide range of publications from the Australian classics like "Women's Weekly" and "Woman's Day" to magazines for people interested in photography, in stamp collecting, in horses, in flying, in cooking, gardening... and so it goes. Specialist magazines offer an ideal opportunity to market special interest tours and special offers.

Colour reproduction and picture quality can be excellent in magazines, and consequently while newspapers can promote the "news" value of a travel promotion, magazines are ideal for selling the "mood" or the glamour of travel. Glossy pictures of sunsets over

Ayers Rock, or over the South Seas palm trees can be much more effective in a magazine promotion than in a newspaper.

Magazines, however, because of their much longer preparation time, cannot really convey the immediacy of newspapers. Papers can sell the "news" while magazines sell the "feature" articles-- longer, more detailed, more involved with creating a desire to visit a destination.

Trade journals can be used in both types of promotion. Trade journals, particularly in the travel field, offer both newspaper formats, and magazine coverage, glossy publications and very specialist markets.

Travel Trade, (and Travel Trade Update, a bi-weekly supplement), Travel Week, Asia Travel Trade, Travel Agency Magazine, Pacific Travel News, Hospitality, Conventions, Inside Tourism, PAN and newsletters from the various travel organizations all represent trade journals and trade papers for the travel and tourist industry. Also in this category could be considered the various guidebooks and agency reference books which also accept advertising.

Because travel involves so many different operations, these journals and papers are an excellent source of promotion, for national tourist offices, for tour wholesalers, for carriers and

accommodation operators, and tour specialists, and for insurance and rental car advertisers.

Other trade publications, of course, are also included in this category. A tour wholesaler interested in special interest tours can put advertisements in trade journals for other professions, such as the medical, mining, advertising, or other specialist fields.

Such journals have the advantage of reaching a specific target market with a minimum of wasted money and time. The ads can be directed specifically to that target market, and the promotion can be much more direct than if the advertiser worked through a more general medium.

The use of signs, roadside signs and marquees, is not always thought of in terms of advertising, but it is an important part of promotion and image creation. The use of billboards was popular years ago as a way of advertising tourist attractions and accommodation facilities to road travellers. In many cases the signs provided a valuable service, letting the traveller know that food and drink, petrol, repairs and accommodation were a specific distance away. However, the proliferation of road signs, and often their neglect and disrepair as well as their overuse by certain establishments meant that billboards, particularly on highways, lost their popularity.

In many cases travellers complained that the billboards obliterated the very scenery they had come to see. On most highways, therefore, there have been regulations, and in some cases complete prohibition of billboard advertising. In cities, however, billboard and roadside advertising still takes place. Its value depends upon its location. The message should be visual, and the copy should be very short. In general, no more than 8 to 10 words should be used in such an advertisement.

Signs are also used to identify an establishment. In places like Las Vegas the more neon and flashing lights, the larger and more obvious the sign, the more attractive and tourist-grabbing it is considered to be...and the more successful. The same type of sign posting, would, however, be out of place in most other locations. A company's premises should be identifiable, and should carry clear signposting that will enable customers to recognise it, and therefore enter the premises.

Signs can be used within and without the establishment, indicating where certain services are available (as in the Victorian Government Travel Authority in Collins Street, Melbourne, where signs are posted to direct the customer to information on Melbourne, on day tours, on interstate bookings, and international bookings, etc).

Signs should be clear, readable, in keeping with the atmosphere of the operation and well-maintained. Eye-catching signs can help with an operation's general awareness.

c. Television and radio: Perhaps the most glamorous of the mass media, the use of television and radio in tourism promotion can be a valuable, if expensive, addition to a campaign.

Television ads create awareness and, if the ads are well done, can generate great enthusiasm. Television is a mass media, however, and therefore, unless the target market is very sizeable, much money can be spent for a relatively small return. We generally see the major tour wholesalers and the carriers using television, but the smaller travel agencies and the accommodation operators generally prefer other media.

Television is a controversial medium for advertising. Certainly it can be very effective, generating high levels of awareness. But for advertising to be successful, it must generate actions and sales. It is not always easy to link actual sales with television promotions. This is true for several reasons. Television is an extremely passive medium. This means that unlike a newspaper or magazine where the person must consciously sit down, read the words and turn the pages to be exposed to the advertisement, the same degree of involvement is not required by the television viewer.

The viewer sits in front of the screen...and may or may not be actually concentrating, or even aware of what is happening on the screen. If this happens, or if the viewer leaves the room, then the advertising message is broadcast without recognition...and lost forever. Unlike a newspaper ad, where even if the person doesn't see it when looking at the paper on the train, they may flip through it again at lunch and see it then...or a magazine reader might see the ad the first or the fourth or fifth time the magazine is picked up... with television, if the viewer is not there for the PRECISE fifteen or thirty seconds the advertisement is run, then the ad will not be seen. The message is gone, forever. The only chance the viewer has of seeing it is if the advertiser pays to have it run more than once. The first ad is still gone, but possibly the viewer will see the second, or fourth, or tenth repeat.

Additionally, television advertising is considered "intrusive." This means that the advertisement is inserted into other viewing material where the interruption may or may not be welcome, and it is possible that the viewer may feel that his enjoyment of a programme is decreased because of the intrusion of advertising messages into the story.

Television is, however, an excellent "action" medium. Selling a ski holiday in a magazine will probably involve a still picture of someone on a ski slope. Unquestionably, the action which television would permit of the skier actually going down the slope would have

far more impact.

For this reason, while a print ad can create images, a television promotion can give a sense of involvement and action. Tour wholesalers and cruise operators exploit this to give the viewer a sense of "being there."

The major carriers, particularly the airlines, are users of television advertising. Their target market is immense, and by carefully selecting the time slots and stations on which they advertise, they can effectively reach the upper-income business traveller market, or the general tourism market. Qantas, Singapore Airlines, Pan American World Airways, Lufthansa, British Airways, Air New Zealand Jetset have all run major television promotions.

Usually the advertiser produces an advertisement (these days 15, 30 or rarely, because of costs - 60 seconds) and then a media buyer arranges for the ads to be shown on certain days, on certain channels within certain time periods. It is possible, however, to have other types of promotion. Sometimes a special programme will be shown, and a sponsor can buy rights to all or most of the advertising time run during the programme. This is often done with specials such as the programme on Nostradamus. In many cases the company will use existing ads, sometimes the same ad, throughout the entire programme. On other occasions special ads may be prepared.

Another popular approach is the use of sponsorships, where an advertiser contributes money to the organization and running of a special series of programmes, sometimes helping with production costs and becoming associated with the series. Safeway's long time sponsorship of New Faces is one example. Similar sponsorships had been lined up by Channel 7 for their coverage of the Olympics. In this case substantial sums of money may be involved and the company will generally plan on a long term commitment. Major sporting functions are frequently arranged in this manner.

Radio offers similar opportunities for spot advertising, entire programmes and sponsorships. Radio offers some excellent opportunities to advertisers and at much lower costs than television.

Radio, like television, can suffer from immediacy -- in terms of "losing" the commercial if the listener leaves the room or is distracted. And, in some cases, radio advertisements can be considered intrusive.

But it is interesting to note that radio advertising, and the popularity in general of radio, is extremely high. When television first became the accepted entertainment medium, many people felt that the advent of this new medium would spell the end of the radio and the radio industry. Radio has shown that it is

an extremely useful communications form, and has remained very popular. While television requires a person to sit in front of the set, radio gives freedom of movement, and, indeed, the most popular ratings times for radio are morning and evening, when people are preparing for work and driving to the office and again when they are coming home, preparing dinner, etc.

Radio is, of course, only an audio medium. This means that it has restrictions in terms of being used to demonstrate or display a product. On the other hand, it also gives more scope for imagination and fantasy. There are many things which can be done on radio, involving the imagination of the listener, that simply could not work on television.

Because radio is less expensive, it can be used to back up other media promotions, and it can be used more by local and regional operators. Even on regional television advertising can be expensive, and combining the two means maximum impact for lower costs.

d. Films. Unlike many other industries, the travel industry lends itself very well to films. While films on such things as mining, manufacturing and agriculture are produced, and are extremely interesting and informative, travel films are very flexible and useful.

Films can be produced by wholesalers to describe their various tours, and are also produced by both National Tourist offices and major carriers to promote specific destinations. In

many cases the various carriers and NTO's will work together, or will closely cooperate in film production.

While films can be very costly, they also have great value and can be used fairly extensively. Because travel is a subject which has great appeal, films are used by a wide range of potential customers, including schools, clubs, social groups, and travel agents who plan special entertainment and information nights for potential customers. They can also be used in commercial movie theatres, on aircraft and during convention bids.

The Australian Tourist Commission has a range of films, including a new one, just released in 1980, "Waltzing Matilda," for distribution to local and overseas offices. This film, and many others, including short films on special interest activities, are available and used for promotion of Australia as a destination.

Airlines like Pan American World Airways have an extensive range of films, promoting the major destinations which they serve. These are available for social clubs and schools, as well as to travel agents.

Many countries also put out special interest short features which can be shown at film nights on local arts and crafts, dancing,

sports, scenery, wildlife, and other unique features.

The use of other forms of audio-visual presentation are becoming extremely popular. The computer controlled multi-projector shows, often using 8 or 10 slide projectors plus movie films as well can cost thousands of dollars and take days to set up. These types of programmes are available for trade shows and tourist conferences, and can be used by companies and organizations who are bidding for conventions.

Smaller scale slide projector programmes are available from many wholesalers and airlines, as are video-tape programmes.

Most airlines, government tourist bodies, carriers and National Tourist offices have libraries of photographs and slides which are available for journalists, travel agents, and wholesalers.

e. Publicity. Advertising, whether it be in display, T.V., or radio, has several basic rules. Firstly, it is paid for, and secondly, the advertiser has control over what will be said, and when it will be presented. The advertiser writes the copy, and thus knows precisely what is being said. Publicity, however, has a few more risks. Publicity is not paid for directly, and generally the company involved, while it may have some general influence on what

will be said and when, does not have any final control.

Publicity covers a wide range of activities that are designed to create a favourable impression of the operation, and to serve to make it better known and approved of, generally.

Publicity also covers any type of event which makes it newsworthy, and sometimes the publicity can be negative. The collapse of a wholesaler, an air crash, a coach accident, complaints from unhappy customers, all of these things may also generate publicity. Other types of publicity include articles and features written about a company, but which will hopefully be positive, and reviews in newspapers and magazines. Publicity includes everything from a "plug" for a new entertainer at a hotel to a feature on a programme like "Bill Peach's Holiday" or a review in the restaurant column of a local newspaper.

Generally the operations must rely on the work of another person, and their opinions. Sometimes publicity can act as a favourable influence on a tour or an operator, and have positive financial value. On the other hand, bad publicity can be a disaster. In 1979-80 a negative segment on the Women's Weekly Tour on the Bill Peach show caused Women's Weekly great concern, because the programme was popular with many people in the tour's target market.

Publicity can be generated by an operation, and the wise manager knows that very often the amount of space given in terms of reviews, articles, etc. can be worth more than could ever be afforded in an advertising budget. Therefore, a good manager will keep a flow of information on his business going out to the relevant people in the media. By keeping up good relations with the press, and ensuring they are informed through the use of well-produced press releases, and good photographs, their business can be assured of valuable attention and coverage. It also assumes that the manager will realise that the press is interested in news. They will print good news if you have it, and send it to them in appropriate press releases, but it is also their job to print bad news (which some people claim sells a lot more papers, anyway) and so it is not good public relations to try and hide bad news or mislead the press.

In addition to press releases to the major media, publicity can be generated through house publications. These newspapers and magazines are put out for circulation among employees. Most large companies, including the airlines, the hotel operators and the wholesalers have house publications. These can be used to give employees and the public news about the operation, about special staff members, about outstanding examples of service, about special new programmes or operations that are being planned, and to generally keep everyone informed.

House publications will frequently feature information

about celebrities that are making use of the organization's facilities. When KISS came to Australia, the airlines (Ansett) and the hotels (Southern Cross in Melbourne) were able to get additional media coverage by being associated with them. This use of tie-in with celebrities can mean additional positive publicity for a company because it not only gets the name of the operation before the public, but often the public will assume that if a celebrity is using the specific company, it must be one of the best.

Publicity can also be generated from a number of events, which may receive coverage in the press or may just receive recognition from potential customers.

Included in such activities would be special openings, trade fairs and shows, competitions, sponsorships of sporting and charity events, involvement with special celebrations, parties, etc. In some cases such involvement will mean the company will receive media coverage (such as sporting awards nights) and in other cases the publicity will be more "in house" with potential customers, suppliers and other industry people being the main individuals concerned (such as the Hilton Cup Luncheon each year).

Associated with sponsorships can be tie-ins in which several companies get together to promote a festival or sales programme.

For example, when Myers holds a British Week promotion, featuring British made goods, with visiting British celebrities, and does a tie-in with British Airways (who have probably brought out the celebrities and much of the merchandise being sold).

f. Public relations. Closely related to publicity is public relations. Public relations, however, generally concentrates more specifically on the relationship between the company and its customers. Public relations can, of course, include all types of promotions aimed at building better attitudes and positive feelings towards an organization, but is often mainly centred on interaction between producer and consumer.

Included in this would be customer-relations training... for all employees so they learn the value of customers and the importance of good inter-relationships. Also included are such things as employee-of-the-month awards and special commendations and recognition of outstanding employees, and training links with vocational schools and local organizations.

Involvement in community affairs, sponsorship of community activities, membership in such things as the local tourism authority, and the involvement of senior managerial staff with civic organizations such as Lions, Rotary, etc. are included as well.

Public relations also includes handling of customer complaints and the settling of any problems or difficulties which may arise.

A review of all of these types of activities will help to answer the question of what types of programmes will be needed. Obviously, costs and objectives will have to be carefully weighed.

13. What types of programmes should be run, in terms of frequency? Many of the types of advertising and promotional activities mentioned in the previous section can involve varying lengths of time. Generally it is best to plan a programme which has several factors, perhaps featuring different types of activities at different times of the year, but care must be taken to ensure that the coverage is as wide-ranging as possible. There is not enough money in the average promotion budget to sustain continual programmes in all areas. Therefore it will probably be necessary to link in advertising in print media with special seasonal promotions, which will in turn be linked to special sponsorships, and attempts will be made to get additional publicity while tie-ins are taking place, etc. Once firm goals are set, it is possible to combine all the media of promotion, advertising, and publicity in order to ensure maximum value from each.

14. How will these programmes be implemented? Often small operations will have one staff member (perhaps even the manager or owner) who is responsible for developing the programme, and for implementing all aspects. If the operation, the budget and the promotion are relatively small-scale, this may be possible. In large organizations a staff of many people may be necessary to co-ordinate and handle all the various promotional aspects.

Specialist organizations are available who will handle all aspects of promotion, including advertising, public relations and publicity. Some organizations combine the use of in-house and outside staff, but using an outside advertising agency for copy and creative work. The costs of using outside help must be weighed against the cost of employing a full-time staff, and the main advantages of using outside help particularly skilled in certain areas may mean it is worth using them because of their special expertise.

The advertising, marketing and promotion of travel products can be very difficult. The traditional cliché in the travel industry is that "travel agents and tour operators sell dreams." Unfortunately, although some industry operatives dislike the statement, clichés exist because they express fundamental truths.

The travel operator does sell dreams, hopes and anticipation. The traveller, armed with nothing more than the advice of an agent

he may or may not know and value, and a printed brochure filled with pictures and lyric copy, may write out a cheque for thousands of dollars to book a holiday. In perhaps no other area of commercial trading would so much reliance be put on so intangible a process of selling. Certainly to suggest to the same consumer that he should purchase a boat or car in such a fashion would evoke ridicule or amusement. The customer would want to look, to feel, to see and touch. However, in the travel business the customer is spending a considerable sum of money on a product he will receive at some time in the future, and even then the bulk of the purchase, while it physically consists of transport, accommodation, and other goods, may still remain intangible in terms of dreams of exotic experiences, adventure and romance.

The valuation of the holiday, afterwards, may only marginally reflect the quality of the concrete items, and the real worth of the trip may be described in terms of the experiences, feelings and impression the traveller received.

Consequently, marketing in the services sector, particularly in travel, must place great reliance on research and analysis. It is crucial for the travel planner to understand as much as possible about the customer. Success will depend on translating this knowledge into services which will fulfill not only physical requirements but emotional ones as well.

Large companies and tour wholesalers can afford to make the necessary investments in such research. For them, the understanding of the market place is of extreme importance. Tours need a high number of bookings to be successful, and each package tour brochure which is produced represents a considerable investment in time, planning, negotiating, and printing. Tour wholesalers cannot afford many failures. Each cancellation of a pre-published departure date creates more ill-will and inconvenience for the public. The wholesaler who has to cancel too many departures because they have failed to attract a sufficient number of customers, will find it harder and harder to persuade travel agents to book their tours at all.

Selling dreams is no easy matter. It requires good basic knowledge, positive creative abilities, awareness of trends, polished negotiating techniques and a certain ability to read the future.

The highly competitive nature of the market place means that each travel operator is searching for an identity and for features that will make that particular operation different - and better - than the competition. This results in higher advertising budgets, and more experimentation. Included in this are innovations such as guaranteed pricing (a valuable plus when prices seem to fluctuate as much as they did in 1979 and 1980), comparison advertising, and

much more hard-hitting copy, stressing benefits and differences in products (very important in the airlines business, where many people think all air travel is much the same because the prices are about the same), and in special offers (discount coupon books, cruise companies offering one free berth for each three adult bookings, discounted accommodation packages, etc.).

All of these trends indicate that the marketing situation for the travel industry will be intensely competitive in the 1980's. It is important to stress the word "marketing" for the situation will, indeed, be a marketing and not a sales situation. This can only mean benefits for the consumer.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 16

ADVERTISING AND PROMOTION

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The Tourists are Coming!

The Tourists are Coming!

CHAPTER 17

TOURISM IN AUSTRALIA

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 17

TOURISM IN AUSTRALIA

Australia - one nation, one continent. Sometimes called the "Lucky Country," sometimes decried as a land of semi-cultured colonials and migrant no-hopers, living lives with no direction or point in the land of the cold tinny.

Australians are pictured by much of the world as long, tall, sunburned station owners, more comfortable with sheep than other humans, surrounded by incredible scenery and having kangaroos and koalas for pets, in the same way Europeans might keep dogs and cats.

Other research has shown that visitors to Australia are impressed by the friendliness of the people, and surprised at the actual size of the country and the distance between attractions. It is not uncommon for a visitor to Australia to assume that in a matter of days it will be possible to see the major attractions, and often it is not until they are actually in Australia that they realize Ayers Rock is not an extended day trip from Sydney.

Many Australians are hurt and sometimes shocked to discover the rest of the world does not have a great deal of information about the country and its peoples. Australia does not regularly make the major newspapers overseas and the occasional gaffe^e, which receives national coverage here is virtually unreported in the rest of the world. (For example, when Prime Minister Fraser visited the United States and met President Ford, who called him "John." While Australian papers headlined the item and television reporters made it a major story, the U.S.A. papers handled it as an amusing one-liner, giving the whole visit of the Prime Minister only single column back pages coverage.)

While the situation has improved somewhat (rarely is an Australian asked any more where he learned English) some of the misinformation and lack of awareness remains. Australians have an advantage... there is still a sense of adventure, opportunity and youth about the country. The cynicism that surrounds so many other destinations is absent in discussions about Australia. The informed visitor is even more welcome, and each visitor returns to his own country to "spread the word" to a whole new potential market.

This lack of information gives Australia advantages...there is little negative feeling to counter. However, as discussed previously, potential travellers must know about a country's attractions before they can make the decision to visit.

Australia's distance from other major world centres is definitely a disadvantage. The distance-pull factors discussed previously indicate that the pull of an attraction must be strong enough to persuade a potential traveller to undertake the journey, spend the money and travel the required distance to reach the attraction. If there is not a great deal of "pull" then the task of luring visitors becomes more difficult.

Australia then, is an expensive destination for international visitors to include on an itinerary. And, unlike other destinations, which because of a convenient location can be included as a side-trip or stop-over, it is difficult to include Australia on any package tours as a "side trip."

Consequently the motivation must be strong for a traveller to choose Australia as a destination. The strongest type of pull can be VFR .. visiting friend and relatives. Certainly this attraction-pull is very strong and makes travelling any distance worth while. Travelling for business is another good distance-pull. There, the attraction is business and necessity. The trip would probably take place regardless of the enthusiasm of the business traveller. But a major reason for travel to Australia is for holidays. And this means that sufficiently large numbers of people do feel Australia has enough "distance-pull" to make it a desirable destination.

Tourists evaluate holiday decisions on a number of criteria. It must always be remembered that money spent on tourism and travel is discretionary income, and may be used for a wide range of purposes other than travel. Purchases of holiday equipment (boats, caravans, etc.) spending on clothes, entertainment, consumer goods, all can replace spending for holidays. Assuming the potential traveller has decided that, indeed, a certain amount of discretionary income will be spent on travel, the decision then must be made about the best destination. A wide range of alternatives is available. A potential tourist will be motivated by costs, destinations, attractions, and each destination will have to be weighed and evaluated.

For example: Our budding tourist lives in London and has visited his local travel agent, selected a number of brochures, and is now reviewing them and making a holiday selection.

The following holidays are available in package tours:

Two weeks in Florida, including air fares, transfers and accommodation, variations due to season of travel and type of accommodation booked.....183-400 pounds

Two weeks in Gibraltar, including air fares, transfers and accommodation, plus breakfast and dinner each day, variations due to season of travel and type of

accommodation selected.....266 - 415 pounds

Two weeks in California, including air fares, transfers between San Francisco and Los Angeles, and accommodation in both cities, variations due to departure dates and type of accommodation.....500-562 pounds

Two weeks in Singapore, including air fares, transfers, and accommodation, variations due to departure dates and type of accommodation408 - 614 pounds

Two weeks in South Africa, including air fares, transfers, and accommodation, including breakfast, variations depend on departure and accommodation standard...501-669 pounds.

Or, if our traveller prefers, he can take a trip to Australia. The prices, however, may seem prohibitive unless the distance-pull factor is high. Airfares will cost roughly 500 pounds on the best special purchase ticket for a return fare, and the "Australia Tours Book" published by Qantas will indicate that he should expect to spend an average of 14 pounds per night for accommodation. Consequently, our traveller will be spending roughly a minimum of 700 pounds, exclusive of sightseeing, transfers, meals and travel within Australia.

Obviously, however, while this does mean that some potential tourists will be discouraged from visiting Australia, the fact remains that a total of 630,594 did come in 1978, and that represented an increase

of 12 per cent over 1977, and for 1979 the preliminary estimates indicate a total of 733,000 visitors, an increase of 16 per cent.

The visitors to Australia come from the following areas:

<u>Country of Residence</u>	<u>1978 total visitors</u>	<u>% of total</u>
New Zealand	100,882	39.1
United States of America	30,819	11.9
United Kingdom	27,237	10.6
Japan	11,878	4.6
Papua New Guinea	11,241	4.4
Other: Europe NOT Germany, France, Netherlands, Scandinavia	8,770	3.4

These visitors gave a variety of reasons for visiting Australia. However, the main reasons were:

Visiting relatives	23.4%
Holiday	32.7%
Business/convention	20.0%
Other	23.8%

These figures, however, must be regarded with some caution. Many people stated they had come for more than one reason, and the major SECONDARY reason was for pleasure/holiday travel. Two thirds

of those visiting friends and family said they also came for a holiday. However, two thirds of all business travellers stated that business was the ONLY reason they came to Australia.

While the figure for "other reasons" is high, it is composed of such things as working holidays, seminars, and combinations of the above.

Just what is the appeal of Australia? Why have so many people chosen Australia for a holiday destination despite the problems of distance and high costs?

"There's something special for every visitor to Australia. Wet-suited divers can wriggle among coral canyons of the Great Barrier Reef, the largest and most magnificent of its kind. Visiting farmers can watch woolly coats quickly stripped from waiting sheep on one of the country's myriad stations. Eager rockhounds can search for glittering opals, horticulturists can sniff prize-winning roses, and even nudists can bare it all on beaches set aside just for them.

"Australia is the world's oldest continent and it showcases geology, fauna, and flora nowhere else to be seen. Ayers Rock in the Red Centre of the country is the world's largest monolith; and animals such as cuddly koalas, duck-billed platypuses and leaping kangaroos are rarely seen out of their homeland. Australia offers

horse racing and fishing for the sports-minded, wining and dining for the epicure. There are galleries for the artist, links for the golfer and parks for the naturalist.

"Special interest travel is growing. While New Zealanders still tend to visit their big cousin for scheduled events and sports, and the Japanese arrive mostly in large groups for general touring, more and more North Americans are banding together with people who share their common interests - from rail fans to teachers, skiers to astronomers.

"Just four years ago a PATA market study reported that significant numbers of people from the US would travel to the Pacific area to pursue special interests. The study rated Australia as having one of the highest numbers of special interest attractions. The challenge in 1974 was to expand upon this information and to develop specific programmes and marketing strategies for reaching these potential travellers. Most of this has been accomplished in Australia - the attractions exist, facilitation has been developed and packagers can tailor programmes to satisfy the most specialised market - special interest groups are an international phenomenon."¹

Special interest trips have been developed by the Australian Tourist Commission and are available in a wide variety of categories, some of which include:

The Arts - galleries, performing arts, Aboriginal arts and crafts, etc.

Astronomy - observatories in Sydney, Perth, Culgoora, Mills Cross, the various space-tracking centres and Mount Stromlo and Siding Spring Mountain

Bird Watching - mainly concentrating on the 350 species found only in Australia

Cattle - visits to market centres, major agricultural shows, breed associations, and field days, pastoral houses, research facilities and, of course, stations

Crafts - including spinning and weaving, ceramics, jewellery, pottery and metalwork

Game Fishing - mainly black marlin, and of course other fish including sharks

Gemstones - including opals and other gemstones as well as gold

Horse breeding - including auctions, visits to properties and attending major events

Wines - visiting major growing areas in South Australia, West Australia, New South Wales and Victoria

Groups interested in just about any activity can contact the Australian Tourist Commission, who will supply information and contacts for each type of activity.

Of course, Australia has general appeal for travellers, as well as for special interest groups.

At the beginning of the Travel Planner, the main ATC publication guide to Australia, printed in several languages and distributed widely, it says:

"There is nowhere quite like Australia - 'thinking Australia' for your next holiday makes good sense. It's certainly the right destination if you want to...

cuddle a koala

swim in warm ocean surf

experience the silence of the unique

Australian outback

learn Aboriginal mythology in a sacred gallery,

or take part as sunset changes the mood

of a great city from business to fun

"Australia can be almost anything you want it to be; full of interest, excitement, change, warmth.

"The choice is yours."²

The manual then goes on to give general travel information, details on the best time of year to visit, what to wear, currency, language, transfers and public transportation, banking, and other

services, entry formalities, and customs and immigration requirements.

The overseas traveller is given a wide range of activities which can be enjoyed and details about how to travel within Australia, including air travel coach and fly-drive packages, outback four-wheel drive holidays, rail packages, cruises and trans-Tasman services.

Assuming that a traveller does decide to visit Australia, what will be the major attractions?

Basically the same attractions appeal both to foreign and domestic travellers. Each year international travellers account for only a small portion of all tourists...generally no more than 20 per cent. The remaining 80 per cent are domestic travellers. These tourists, generally travelling with the family car, holiday within their own states and also make trips across the country to visit other major tourist regions. For each group, domestic and international, the travel destinations can offer a wide range of experiences.

In 1980 the Australian Tourist Commission was involved in the launch of a major promotion to encourage Australians to see more of their own country. In 1979 the total number of departures from

Australia was far in excess of the number of arrivals. As mentioned earlier, a total of approximately 733,000 short-term arrivals were recorded for Australia. On the other hand, during that same twelve month period a total of 1,060,000 short-term departures took place. Obviously, any country would like, from an economic point of view, to have more visitors coming into the country than local residents travelling overseas.

It was decided, therefore, that emphasis should be put on encouraging the local residents to see more of their own country. As the introduction of the Holiday Australia brochure puts it:

"Meet someone from overseas holidaying in Australia and the chances are he or she will be ecstatic: 'Never seen anything like the Great Barrier Reef.' 'That winery tour of the Barossa Valley was as good as anything in Europe.' 'I found a tremendous piece of opal at Lightning Ridge.' 'Took a whole film of the penguins at Phillip Island.' 'Didn't know you had so much of historical interest - Port Arthur was like stepping back in time.'

"Great, the visitors love it, obviously. But how many of the places raved about are you familiar with?

"Many of us tend to take Australia a bit for granted - we know it's a diverse and interesting place, but somehow, we don't

really get out and make the most of it. Yet Australia offers satisfaction-packed holidays to meet everyone's requirements. A weekend away in the car with the kids can bring changes and new experiences; so, too, can a fortnight's adventure safari in the Centre or a campervan holiday in Tasmania.

"Travel overseas and you discover some wonderful places -- places that make you realize just how much your own country has to offer. We have so many differences within Australia; so many contrasts.

"We don't have to look elsewhere for beaches, for breathtaking scenery, for history, for adventure, for quiet relaxation, for varied sporting pleasure, for action-packed cities, for cultural events of note, for excellent travel facilities.

"It's easy to travel in Australia, whichever way you choose, wherever you choose to go. Arrangements can be made simply and there's every chance to do it economically, using concession fares and other savings.

"...Really you owe it to yourself as an Australian to come to terms with your country. You owe it to your children, too. Let them grow up proud of their great homeland.

"Australia is waiting for you. Tomorrow, this weekend,

during school holidays, on annual leave. It's holidaying land at all times."³

It will be interesting to see if this rather melodramatic approach to domestic travel is successful in changing the holiday patterns of Australians. Much care must be taken when attempting to re-educate people about what appeals and does not appeal in terms of holiday destinations.

Distance-pull factors, and the appeal of far-away destinations, especially for a country as distant from major centres as Australia, will always exert strong appeal for potential tourists. Because Australia's history is as much steeped in other countries as in itself, there is always a feeling that going to the United Kingdom, Europe, or the Middle East is a part of growing up, of going back to one's roots. Many Australians, even with several generations of Australian residence, still tend to think of themselves as Irish, or English, or Scottish. Because of this the appeal of the "homeland" will always be strong. Australia is a demanding, harsh country in many ways, and there seems always to be an unspoken truce between the resident and the continent. The person who, when travelling abroad, identifies himself as an Aussie will, frequently, when at home in Australia, identify himself as English, or Italian, or German or some other nationality.

Consequently, there will remain a strong desire for Australians

to travel overseas. This must also be looked at in light of the cultural associations related to overseas travel. For many people the idea of domestic travel is not as sophisticated as overseas travel. Certainly one may go to Surfer's for a short holiday every year, or to Thredbo for skiing for a week, but when the time comes to REALLY travel, then the destination will be overseas. Part of this attitude is found everywhere...someplace different has to be someplace better. On the other hand, part of this feeling is undoubtedly due to Australia's geographic isolation. There is a strong feeling that getting away will make us more worldly, more sophisticated, more informed. Overseas is where the big innovations are taking place in many aspects of the performing arts, of industry and manufacturing, (even of accommodation and travel operations) and by travelling overseas we learn more about what is happening in the world in our areas of special interest and profession.

Many Australians, however, do not share these opinions. They do not experience the same distance-pull attraction for overseas destinations. And for many more Australians there is more balance... a desire to visit overseas destinations, and to see as much of Australia as possible as well. The main question will become the order in which these travel goals are met. Does the tourist start with overseas holidays, and then "see Australia" later, or should the traveller "see Australia" first. (It is interesting to note that other countries face this same problem and that the "see Australia

first" campaign is not new. "SEE AMERICA FIRST" was also a popular slogan and similar phrases have been used on domestic promotions in many countries.)

In his statement concerning the introduction of the "Holiday Australia" promotion, the minister of Industry and Commerce, Phillip Lynch, makes a different, and more viable suggestion for visiting Australian destinations. He does not try to give the impression that overseas destinations are less desirable than we think, or that it is un-Australian to want to travel overseas, but rather that a holiday in one's home country can be a useful and exciting learning experience.

"Holidaying in Australia brings us into contact with other Australians, introduces us to places that have hitherto been merely names on a map, and puts into perspective our future development of natural resources, and the protection of our heritage. In this booklet (Holiday Australia) you'll find suggestions about many of the holiday opportunities now available in Australia. Think about them. Discuss them with your family, friends, and with your travel advisers, who'll provide you with details and prices. The holiday you decide on will undoubtedly be one of the most fulfilling you've ever undertaken."⁴

Certainly an Australian holiday can do that...take the names of places read about in school books, history texts, and seen in newspapers and turn them into real places. Take the stories of

Australia's gold rush days and mining history, which have been turned into "living museums" that can be experienced, not just read about. Animals you've only heard about or seen at the zoo can be found in their natural environment and give the traveller the special pleasure of seeing them living "free."

Australia has many attractions. The following guide mentions the major ones:

Sydney and Environs: Perhaps the best known of Australian cities, and the largest, with a population of over three million. Sydney also has some of Australia's most notable man-made attractions...the Sydney Harbour Bridge, and the famous Opera House. Sydney is also a combination of new and old buildings, with areas of historic interest such as the Rocks. There are excellent hotels and motels, and a full range of other accommodation facilities as well as an exciting range of restaurants, night clubs and discos. The major specific attractions are the Observation Deck at Australia Square, the Opera House, the Harbour Bridge, The Rocks, Paddington, Taronga Park Zoo (which has an excellent nocturnal house), several excellent galleries and museums and the Agrodome. At night Kings Cross offers a range of entertainment for all tastes. Nearby are the Blue Mountains with wonderful scenery. Several day and half day tours are available.

Also in New South Wales are many other attractions. There

are 46 National Parks and State Forests, resort communities like Port Stephens and Lake Macquarie, a number of host farms located all over the state, caves, and historic towns and villages. For the more adventurous traveller places like Lightning Ridge, a frontier town with an opal mining industry; Bourke, which is perhaps the epitome of the outback open areas of sheep stations and vast cattle properties. Broken Hill offers a chance to see a mining town, as well as visit the Royal Flying Doctor Service and the School of the Air.

Canberra: "Four million trees and shrubs group around the circles, crescents and avenues of Canberra. Coiled around a man-made lake, the city looks too innocent and too much fun for its business - government."⁵ So says the brochure. A picture-pretty town, often accused of being alive only during the week, and deserted at the week-ends when the citizens all flee the place for Sydney and/or Melbourne, Canberra is the Nation's Capital and the major city in the Australian Capital Territory. The major things to see are naturally related to government, including the Parliament House, the Australian War Memorial, the Royal Australian Mint, and the Royal Military College, Duntroon. There are other attractions, however, including the Australian National University, the National Library, and the National Gallery. There are several historical properties, gardens, nature reserves and some excellent scenery as well as an observatory and a space tracking station.

The Snowy Mountains: One of the major resort areas of the country, it includes such resorts as Thredbo, Perisher Valley and Smiggin Holes. In the winter the skiing is excellent and in the summer the trekking available around Mt. Kosciusko (Australia's highest peak) and in Cooma, are excellent. Victoria, too, offers winter sports and skiing, particularly at Hotham, Mount Buller, Falls Creek and Mount Buffalo. Coach services operate from Melbourne, and tour packages, including lessons and lift passes, can be arranged.

Melbourne and environs: The capital of the "Garden State" of Victoria, Melbourne is Australia's second largest city. Often stories of intense rivalry between the two major cities are told, with attempts to classify one city as better, more exciting, more enjoyable than the other. Both cities are large, both have extensive dining out facilities and high standard accommodation. While Melbourne may lack the major attractions of an Opera House or a Sydney Harbour Bridge, it does have the Royal Botanic Gardens, several excellent historic homes, the National Gallery and the National Museum, an excellent zoological gardens (as noted for its landscaping as for its beautifully housed collection of animals and reptiles, and of course the Melbourne Cricket Ground and Flemington Racecourse.

Within a short distance of the city is the Phillip Island Penguin Reserve, undoubtedly one of the major attractions of

Australia, the Dandenong Ranges, Ballarat with its "living Museum" Sovereign Hill, and Healesville Sanctuary.

Further into the Victorian countryside are the Grampians with excellent mountain scenery, the historic settlements of Bendigo, Echuca, fruit growing areas like Mildura and away to the East the holiday resorts along the Gippsland coast including Lakes Entrance.

Tasmania: One of the best promoted travel destinations in Australia, Tasmania can boast several major attractions and a convenient size which makes it ideal for vacation exploration. Hobart, the capital, has a lovely situation, on the water's edge, with a backdrop of mountains. There are museums, an historic homestead, a model Tudor village, and, of course, gambling and night life at the Wrest Point Casino.

Only a short distance away is Port Arthur, the remains of one of the most notorious penal settlements, while further away is the city of Launceston, where the visitor will find a number of beautifully preserved and restored houses, gardens, and Cataract Gorge, a beautiful gorge with a lift taking visitors over the gorge itself.

The West Coast of Tasmania is rugged and in some places still virtually unknown. The scenery is spectacular with excellent hiking, water sports and fishing. Queenstown, a mining centre, is

worth a visit if only to see how man can destroy his environment, and a little town like Strahan provides a scenic starting point for cruises down the river. Tasmania lends itself perfectly to camping and coach holidays and fly-drive packages. The real sports enthusiast can get involved in activities like white water canoeing and four-wheel drive safaris.

Queensland: Brisbane, the capital, is a modern city with the nearby resort areas of the Gold Coast, the Sunshine Coast and Surfers Paradise, all of which attract large numbers of southern visitors, especially during the winter months. Near the city is the Lone Pine Sanctuary where tourists can pet those "cuddly koalas" and there are also several notable buildings and sites. On the Gold Coast there are numerous resorts, excellent beaches, and several more unusual activities including a boomerang factory and Sea World with dolphins, or for those who are interested in birds, the Bird Sanctuary at Currumbin.

The Sunshine Coast offers more beaches, sanctuaries, the spectacular Glasshouse mountains, and the "Big Pineapple" to be found at the Sunshine Tropical Fruit Plantation.

Further North lies the Great Barrier Reef, with many islands available for tourists. Here there are water sports of all sorts, plus skin diving within the Reef. There is excellent big game

fishing, and for the tourist who travels inland the Atherton Tableland is a scenic wonderland of volcanic ravines, waterfalls and tropical rain forest.

Mt. Isa is one of Australia's biggest mining towns, and is an interesting stopover for those headed inland.

Off the coast, on the Barrier Reef itself, are many islands. Many of these have been developed for tourism, and have special features, some catering for young singles, some for families, some for the older visitor. Included are Lizard Island, Green Island, Dunk Island, Magnetic Island, Hayman Island, Lindeman Island, Great Keppel Island and many more. Holidays can be arranged on any one, or cruises can be made, visiting several islands.

Darwin and the Top End: For many people Darwin is the real Australia...the outback, the heat, the history and tradition, and of course, the beer. Festivals like the beer can regatta draw huge crowds, eager participants, and news media from all over, and the major attractions are the areas around the city, including Katherine Gorge, Tenent Creek and the Devil's Marbles. Much of the construction in Darwin is recent, most of the city having been destroyed by a cyclone.

Visits to the vast stations, trips into the steamy jungle,

four-wheel drive safaris (where game can be hunted for those so inclined) and even crocodiles can be found...and are regularly accused of taking the odd tourist or two.

Alice Springs and the Red Centre; Further South is the most spectacular natural attraction Australia has to offer - Ayers Rock. However, the Centre has other attractions as well, including Stanley Chasm, Ross River station, Ormiston Gorge, and Palm Valley. Alice Springs is the main city centre for this region, and is a small town with high year round temperatures, a casual atmosphere, and several notable festivals including the camel races and the Henley on Todd Regatta, held in the dry lake bed.

Perth and Western Australia: A sunshine city, Perth has a river frontage, modern building, lovely old style arcades, a wide range of facilities and activities for the tourist and beautiful, huge parks. There are museums, galleries, a gracious University, and offshore is Rottnest Island with a wildlife sanctuary for quokkas.

Fremantle, not far from Perth, is the state's chief ocean port. Further South are seaside resort towns like Bunbury, Busselton, and Yallingup. Albany is an old fishing and shipping port.

Further inland can be found the historic gold mining centres of Kalgoorlie, Coolgardie, Gwalia and other small towns, many

now virtually forgotten.

To the north lie the big mining centres and the Pilbara region, which contains some of the world's largest reserves of iron ore. It is possible for tourists to visit these regions and see the spectacular heavy equipment that mines the iron ore and other minerals. In the Kimberly Ranges the scenery is impressive, although there are few population centres from which to take tours, etc.

Broome, Derby, Kununurra, and others are all fairly small settlements, but make good bases for further exploration of the area. Most of this area is suited to air touring, and for coach tours, preferably in air conditioned coaches, as it can get very hot in the summer months, and very muddy in the rainy season.

Adelaide and South Australia: South Australia has some of the most varied scenery that can be found...from the parklands and quiet elegance of Adelaide, with its many churches, sophisticated Festival Centre, gracious shopping arcades gardens and museums to the Barossa Valley and the wineries, to the opal towns of Andamooka and Coober Pedy where the temperatures reach 50⁰ Celsius, and the people live underground.

South Australia has hills and mountains, including the Flinders Ranges, river country along the River Murray, and

stretches of desert and rugged outback. Whyalla is a mining town, Port Augusta is a dusty crossroads for both rail and road travellers, and for anyone contemplating the drive to West Australia across the Nullarbor Plain, some of the most interesting scenery on the trip will be found in South Australia in towns like Eucla.

This brief description cannot possibly cover all the major attractions of Australia. However, it serves to indicate the range of attractions and the diversity. Australia can offer tropical rain forest, and skiing. It can offer deserts that are still dangerous to cross, even with CB radio and extra supplies, and it can offer mountains, tropical islands, and a full range of man-made activities.

Each state has a department of tourism, which is involved in promoting that state's attractions, and encouraging foreign and domestic travellers to include the state in travel plans. This competition is extremely strong, and the states recognize the importance of tourism to their economic well being.

In a recent interview for Travelweek Newspaper, Mr. Don Beresford, Director of the N.S.W. Department of Tourism, stated that tourism is one of New South Wales' most valuable industries.

The article said:

"In an exclusive interview with Travelweek, Don Beresford revealed the department's strategies to promote New South Wales as the major tourist destination in Australia, both domestically and overseas, and gave us insight into his personal feelings on the current status and future of tourism in this state.

"The most significant thing that the Department of Tourism has done in terms of the state as a whole, was to begin a state tourism plan. This will enable the industry to know what may happen in the next five to ten years, and how we can prepare to make the most of it.

"Our method was to set up a consultative process and this has been ongoing since June, involving more than 200 senior people, both from the tourist industry and local communities in country areas. We've had special workshops for tour operators, major accommodation operators, retail travel agents, major transport operators, coach operators, and not least, government agencies.

"We particularly wanted to make government agencies aware of their impact on tourism. The work we have done is a kind of model for the rest of Australia and we feel we can make a big contribution to the planning document which ATIA has been working on, which will be aimed nationally. The results of the research undertaken by the department are expected to be published by March, 1981.

"Tourism is an enormous industry for New South Wales. It employs more than 50,000 directly and many others indirectly, providing a lot of employment, particularly for women who have been hard hit in the unemployment situation. Earnings were estimated at \$1,450 million for last year, \$1,000 million of which came from domestic travellers and about \$450 million from international visitors.

"I see tourism as a significant contributor to the social welfare of the state. Research undertaken under the Domestic Tourism Monitor, and also through two studies the NSW Department of Tourism commissioned through the University of NSW show there is a change in the motoring tourist. He is not travelling long distances any more, and this means a number of destinations should be looking again at their nearby markets. There is also indicated a surge back to coach travel, and we foresee a considerable growth in the public transport sector in the eighties.

"The motor car is still the dominant method of transport, but it is declining somewhat, as is the towing of large caravans. People are using caravans on site, but there is a big growth in mini collapsible trailers and tent camping.

"Vincent Smith, who was appointed economic analyst and planner to the department this year, has been working on the Hunter Valley Tourist Study in association with the Hunter Development Board.

We're developing a full inventory of what the Hunter region has to offer and it has identified a lot of attractions, not only the obvious things like the wineries, but the horse studs in the Upper Hunter Valley and the wonderful recreation facilities of the lakes. There is vast industrial development being undertaken in the Hunter Valley, and if the new dams being built to generate electricity are also planned to be recreational areas, we can develop both commerce and tourism in this area.

"One of Australia's great lacks is that we don't have major resorts, as they are known overseas. I would say that the only resort of international standard in New South Wales is Thredbo, for although we have some very fine coastal amenities and facilities, there is no major resort.

"Then again, perhaps the only major resort in Australia is Sydney, itself, which is both a business hub and a wonderful resort city as well. The biggest feather in our cap is our appointment of tourism representatives for New South Wales in London and Los Angeles, and in May this year we opened our own office in New Zealand.

"Very shortly I am going up to Japan to appoint a tourism representative there. The task of these overseas representatives is to ensure that their local tourist industries include as much

New South Wales information as possible in their tour programmes and the second is to provide an advisory service for New South Wales travel industry people who visit these countries, introducing them to their contacts in the local industry.

"'Bargain Australia' was launched in New Zealand last July and approximately \$250,000 has been spent on advertising, both on television and in the press. Included in this promotion are a special pass fare of \$99 which is inter-changeable between East-West Airlines and Airlines of NSW and NU-rail, plus discounts from many hotels in country areas. It's taking time but the promotion is beginning to spread people into country areas, a major aim of "Bargain Australia" being based on research showing 64 per cent of all visitors to Sydney do not travel elsewhere in the State. Towns like Broken Hill, Narrabri, Tamworth and coastal areas are getting a lot more visitors. For two years now we have been working on the Newell Highway promotion. In the first year the area has a 12 per cent increase in traffic in terms of people staying en route and visiting attractions, and in the second year the figure went up a further 5 per cent, showing a steady growth.

"'Newell Highway's promotion was originally directed at the Melbourne market but a couple of weeks ago we launched it in Brisbane. The reason for this is that we noticed the Queensland market was growing quite dramatically. In 1979 compared with 1978

figures, the numbers of Queenslanders coming down to New South Wales has grown over 50 per cent from 600,000 to 900,000. The reason for this dramatic increase may have something to do with Queenslanders wanting to visit the more simple resorts of the New South Wales north coast, and many of them are going to country areas.

"The New England area is noticing a significant increase. This year we are involving southern and eastern regions of Queensland, five regions of New South Wales and Victorian regions. It's a three-state cooperate effort and I think this is marvellous for tourism.

"Another promotion successfully launched recently is called "Easy Reach." It involves the area just beyond the Blue Mountains through the Central West and is designed to attract particularly the Sydney motorist. For some years now we have been paying full commission to retail agents who use the NSW Department of Tourism's services, and during the next two or three years I consider agents will become more conscious of the profitability of domestic tourism.

"The main reason I say this is that much of overseas travel is becoming too expensive. The cheap air fares didn't last long, and costs of travelling in Europe are getting higher all the time.

Inbound travel is increasing considerably faster than outbound, and this year it is expected that overseas visitors will spend in the region of \$900 million in Australia. We're almost near the billion mark in terms of overseas visitor earning and I expect this target will be reached in 1981.

"In summary, I consider the most significant project undertaken by the NSW Department of Tourism during 1980 is the State Tourism Plan. I look forward to the plan assisting in a better understanding of what each sector wants and needs, because it might be said that we have been a divided industry. The plan should also give government a better understanding of the private sector's problems and vice versa, and that might help the government to make certain decisions assisting the tourism industry more than in the past.

"Also important is the department's gearing its information services towards computerisation, possibly utilising TIAS outlets or similar, and its activity overseas to capitalise on the significant growth of overseas visitation.

"To me, Sydney is the outstanding tourist attraction of the South Pacific, and within New South Wales, the visitor can find the entire range of attractions which Australia offers."⁶

However, New South Wales is not the only state actively looking for increases in tourism, and other state directors might not agree that Sydney is Australia's top attraction.

Traveltrade, another trade publication, reports this information on Queensland:

"Queensland intends forming a united marketing and promotional front involving a partnership between the State Tourist and Travel Corporation, local authorities and industry representatives.

"The scheme, aimed at co-ordinating the state's tourism resources under one umbrella, could be under way by the end of the year and is likely to see an increase in financial assistance to regional organisations.

"Talks were held earlier this year between interested parties and 12 regional tourist organizations were being formed as a result, said Queensland's Minister for Tourism, Max Hooper.

"He said the new regional bodies would be based in the Far North, Townsville, Whitsunday, Capricorn, Wide Bay, Sunshine Coast, Moreton, Gold Coast, southern border, south-western and Darling Downs regions.

"The program would afford similar promotion opportunities to areas as widely separated as Birdsville, Surfers Paradise, Cooktown and Comoonweal. The proposals follow pressure from the QTTC on the state government to review the existing regional tourist association structure and establish a sound basis for co-operation and joint promotion at regional level.

"'Until now Queensland has been one of Australia's best kept secrets,' QTTC deputy chairman Jim Kennedy told the recent National Party Conference at Surfers Paradise.

"He said Queensland needed a special, once-only allocation of funds to be spent overseas and in Australia on the order of \$4 million or \$5 million to launch the state properly. 'The QTTC has increased revenue by 21 per cent for the period August, 1979 to June, 1980, compared with the previous corresponding period. General Manager Graham Stehn said the result was a reflection of the positive marketing strategy implemented by the Corporation since its inception last year."⁷

Similar programmes, initiatives and optimism are shared by the other state authorities. As well, private enterprise is showing a more positive approach to Australia's tourism potential, as seen by an increasing number of new constructions, for hotels

and other facilities, including transport, private caravan parks and camping facilities, and the development of attractions.

Perhaps one of the most encouraging aspects of the current popularity of tourism in Australia is the increasing competition and improved standards of service on the domestic carriers. Not just Ansett and TAA, but the smaller regional airlines such as East-West and MacRobertson Miller in West Australia.

As reported in The Sunday Morning Herald, Aviation 80, on Tuesday, October 14, 1980:

"Australia's major airlines are poised to spend close to \$1,000 million on new aircraft types, designed to be more fuel efficient and quieter and to carry more passengers, in the next two years.

"Qantas, TAA, Ansett and East-West Airlines have all chosen their new equipment and placed firm orders...real public interest in the new aircraft is certain to intensify next July when, with appropriate fanfare, TAA enters the wide-bodied jet age.

"The 269 passenger A300B4 Airbus with its twin aisle, two-four-two seating configuration will offer unsurpassed spaciousness and comfort for the Sydney-Melbourne types of passengers.

"The new low-noise engines will also consume about 25 per cent less fuel per passenger on an average flight than a Boeing 727's engines. The Airbus - the aircraft built in several European countries by a consortium of manufacturers that has become the great success story of commercial aviation in recent years - is 53.62 metres long with a wing span of 44.84 metres.

"Its cabin is nearly two metres wider than a 727's and each passenger has an overhead locker that gives twice the space as the overhead locker in the 727. Bigger doors and the twin aisles mean easier loading and unloading and three galleys and six toilets will make flying more pleasant."⁸

Ansett, on the other hand will be using new wide-bodied Boeing 767 aircraft, also with a wider cabin, and four galleys for improved in-flight service.

Qantas has ordered a number of Boeing 747 Special Performance jets which will enable it to make longer non-stop flights, and Qantas is also hoping to receive government permission to operate some flights in Australia, and to carry passengers from Sydney and Melbourne to Perth when space permits on flights which will not terminate in Australia, but are heading off overseas.

Greater involvement in tourism planning and forecasting,

increased levels of investment by both government and private enterprise, heavy promotional programmes aimed at increasing both inbound tourism and promoting domestic travel, and public recognition of the appeal of attractions, all indicate that Australian tourism, although it does face several problems, mainly isolation, and in some cases, high internal costs, has an encouraging future.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 17

TOURISM IN AUSTRALIA

Footnotes:

¹"Australia: A Special Place for Special Interests," a Pacific Travel News special supplement, January, 1979.

²Australia: You Haven't Seen Anything Yet, Travel Planner 2nd Edition, 1980, Australian Tourist Commission, 1980.

³"Holiday Australia: A World of Difference," printed by The Australian Women's Weekly in association with the Australian Tourist Commission, 1980, p. 2.

⁴Ibid., p. 2.

⁵Australia: You Haven't Seen Anything Yet, op. cit., p. 38.

⁶"Tourism's significant contributor: Beresford," Travelweek, November 3-16, 1980, p. 16.

⁷"Queensland plans united marketing front," Traveltrade, August 18, 1980, p. 20.

⁸"New Changes Ahead," Sydney Morning Herald, special Aviation 1980 Feature, Tuesday October 14, 1980.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 18

POPULAR DESTINATIONS FOR AUSTRALIANS:

NEW ZEALAND

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 18

POPULAR DESTINATIONS FOR AUSTRALIANS:

NEW ZEALAND

Perhaps because of their proximity the travel between Australia and New Zealand is high. More New Zealanders visit Australia than any other international destination, and the same is true as regards Australians visiting New Zealand.

For visitors outside the two countries it is often possible to combine the two destinations and spend time in both New Zealand and in Australia, often stopping off at other Pacific Islands on the way home again.

Consequently, the New Zealand market is an important one-- both in terms of departures and arrivals. Changes in the economics and politics of one country will generally affect the other. In many ways this is logical - the two countries are near each other, and quite a distance away from the rest of the populated world. In addition, they share a common heritage. Both are English speaking, both have membership in the Commonwealth and both have similar

cultural backgrounds.

In many other ways, however, the countries are vastly different. While New Zealand can promote itself as a compact destination, in which visitors can see the major attractions with a minimum of travel, the opposite is true in Australia. These differences appeal to tourists...New Zealanders are impressed by the hugeness of the Australian continent and the empty, open spaces, while Australians are delighted with the accessibility and convenience of sightseeing in New Zealand.

New Zealand is made up of two islands, and is noted for having some of the most magnificent and dramatic scenery in the world, with mountains, fjords, a thermal region, grazing and rural properties, and relatively small, attractive quiet cities. Many travellers claim the scenery in New Zealand is the most spectacular easily accessible scenery in the world, and the country certainly does base much of its promotion on its scenery. Brochures advertising New Zealand generally emphasize the snow-capped mountains, the geysers, the bucolic rural scenery -- chocolate box scenery it is usually called -- aimed to appeal to those who are interested in a quiet, scenic holiday, rather than bright city lights. Another major promotional feature of New Zealand is linked with the outdoors...sports. While the national sport is rugby, New Zealand also offers tennis, soccer and cricket. There are excellent golf courses, the beaches offer

swimming, surfing, and skin-diving during the summer months, and there is also yachting. Fishing is another popular sport - ranging from deep-sea fishing for marlin, shark and tuna, to freshwater lake fishing for trout. Deer hunting is also available almost year around. On the same note, and a very controversial one it is - New Zealand is the only country in the world that allows helicopter hunting...a sport not promoted to the general public, but available to tourists who are interested in this novel and unsporting method of deer hunting.

For those not interested in killing things, other sports are available, including hiking and trekking, skiing and horse racing.

Some facts about New Zealand: the country is made up of two main islands, and has an overall size of 103,736 square miles. The total population is approximately 3,200,000 and the largest city (pop. 750,000) is Auckland, while the capital is Wellington (pop. 320,000). New Zealand has a parliamentary system and English is the official language, although the Maoris, the Pacific Islanders native to the area, also speak their own language.

If the first criterion for a tourist destination is the existence of attractions, then New Zealand is more than well provided for...in addition to the scenery and the sports there are zoological gardens where the native flightless Kiwi birds can be seen, botanical gardens, museums, and art galleries with displays

of Maori and South Seas Island art, culture and folklore. Visitors include stops at Rotorua the centre of the thermal region where some of the most impressive scenery in the world can be seen, with geysers, boiling mud, hot pools and springs, and spouts of gushing steam. Also at Rotorua is a model Maori village, where visitors can see displays of Maori woodcarving, and attend concerts featuring Maori music and dancing.

At Waitomo, an area about 130 miles from Auckland, visitors can see caves with limestone stalagmites and stalactites twisted into amazing and distorted shapes. The high spot is a visit to the Glow Worm Grotto, lit by a strange blue-green glow given off by tens of thousands of insect larvae covering the roofs and walls.

In the South Island visitors can see some impressive fjord country. Christchurch is the major city on the island, often called the most English town outside England. Queenstown and Lake TeAnau both offer excellent scenery, hunting, fishing and hiking.

On the West Coast of the South Island is the Fjordland National Park, covering 3 million acres of wild rugged coastline, cut by 13 fjords. Peaks rise thousands of feet straight out of the sea, water cascades down sheer drops, forests and cliffs abound. Here, too, are the twin glaciers of Franz Josef and Fox where tourists can see the dramatic contrasts of glaciers surrounded by sub-tropical

forests with native orchids growing wild.

Milford Sound, and Milford Fjord are considered by many to be the most impressive of the fjord areas.

With so much scenery, sporting possibilities and unusual attractions, tourism could have great potential in New Zealand.

According to Pacific Travel Trade magazine, "Tourism could be one of New Zealand's top foreign exchange earners. Yet, despite a wealth of natural attractions the country managed to attract only 389,504 visitors in 1977, a 1.4% growth rate. The total is predicted to reach 500,000 by 1982, which is slightly less than a 10% per annum growth rate. Many visitors stay an average of 14 days and usually include a week in Australia.

"New Zealand's inbound tourist industry is almost a direct reflection of the country's trading situation. It has depended on traditional markets with little back-up from new areas. Consequently, when the traditional markets slow, there is nothing new to fill their place. Also, operators have tended to couple programmes with Australia, which although logical, results in New Zealand remaining largely an extension of an Australian package rather than a destination in its own right.

"The established operators often claim to be the leaders in the Asian market, but this is virtually impossible to clarify as statistics are inadequate. Newmans, however, could rank as one of the largest companies. Concentrating on Japan, and with a Tokyo office, the operator has been pushing Australia and New Zealand as joint destinations. Business from Japan now equals that from the US and could become the second biggest market after Australia. The company is less optimistic about developing other parts of Asia."

While it is true that New Zealand has tended to aim much of its promotion at Australia, and Australians do represent the largest number of visitors, the country has also done extensive promotions on the West Coast of the U.S.A. and in other potential markets.

This is crucial to the steady development of the industry. And although there was a slacking off of business in recent years, the industry, as a whole, has remained optimistic.

As quoted in Travelweek recently, "New Zealand's Tourism Minister, Warren Cooper, has criticised reports that the country's domestic travel market has tumbled over the past year.

"Mr. Cooper said that after speaking to accommodation and other tourist interests and attending hotel and motel conferences he had found the general feeling optimistic.

"I have spoken to these people right around the country and they all tell me what a good year they have had. This year, last year, and the year before were probably all as good, even at a time when we had carless days and weekend (petrol) restrictions. We have done well and will continue to do well.'

"However, the ministers view is not shared by everyone in the tourism field. Auckland hoteliers have reported a down-turn in business and the South Island resorts which are located away from an international airport are unhappy with both domestic and overseas visitor levels.

"Ron Henderson of the Invercargill Licensing Trust said: 'We do not have the quick two-day stop-overs.' Along with every other tourist interest in New Zealand he criticised the five per cent tax imposed on domestic air travel as hindering local tourism.

"It is very difficult to encourage someone to come here from Auckland at the same time that Air New Zealand is selling lower packages to Surfers Paradise.'

"The number of Australian visitors to New Zealand has been steadily decreasing though there are signs that it is beginning to pick up. From 59 per cent of the total visitor market to New Zealand in 1975, Australia has dropped to 48 per cent in the year to March, 1980.

Over that period holiday and vacation traffic slipped from 139,000 to 121,500. However, Australia is the only market which is decreasing and there is growing interest in New Zealand from North America and Japan.

"Several reasons have been put forward for the drop in travel from Australia, ranging from the fact that New Zealand does not have "snob value" to restriction of the 14-day booking requirements.

"Mr. Cooper believes 'Australian are presently pre-occupied with travel to exotic destinations and travel to other countries in the Northern Hemisphere.' The New Zealand tourist and publicity department is now studying a series of proposals from advertising agencies with the aim of re-assessing its approach to the market.

"Director of the tourist division, Tony Shrimpton, said the department will undertake a review of its representations (in Australia) later in 1980. Suggestions have included the redistribution of personnel with a possible move to Perth and/or Adelaide. Mr. Shrimpton said new markets would have to be explored in Australia.

"I think one of the areas where we have not been as active as we should have been on the marketing side are repeat visits. Family holidays and stay-put vacations are other areas of Australian promotion the department is seeking to develop.'

"However, the indifference of Australian travel agents to New Zealand is one obstacle which could be hindering the country's promotion.

"It is extremely difficult to get the Australian agents out to New Zealand,' Mr. Shrimpton said. 'A lot of New Zealand tour operators, including ourselves, are concerned at how New Zealand is sold and presented in Australia. We are aware that possibly one thing working against us is the very extensive range of New Zealand tour offerings which tend to confuse the situation.'"¹

New Zealand, which provides Australia with the largest market share of overseas arrivals, and also represents the most popular overseas destination for Australians, has both its attractions and its marketing and promotional problems. Travellers who have visited much of the world declare that New Zealand is one of the most beautiful places on earth, and that it is also one of the easiest to see in a relatively short time. With advantages like that, it would seem that New Zealand should be able to develop a viable tourism industry despite its relative isolation.

The Tourists are Coming!

The tourists are Coming!

CHAPTER 18

POPULAR DESTINATIONS FOR AUSTRALIANS: NEW ZEALAND

Footnotes:

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The Tourists are Coming!

The Tourists are Coming!

CHAPTER 19

UNITED KINGDOM

CHAPTER 19

POPULAR DESTINATIONS FOR AUSTRALIANS:

UNITED KINGDOM

Each year many thousands of Australians head to the United Kingdom for holidays. Much of this holiday traffic is VFR traffic, people going to visit friends and relatives. For many travellers it is an opportunity to visit their birthplace, or to take other family members, especially children, to see where they lived and grew up.

Because much of the traffic to the U.K. is VFR, and also because many travellers are younger Australians, heading for an extended overseas working holiday, intending to use the UK as their overseas base, much emphasis is placed on the air fares. While visitors to other destinations will almost always be interested in package tours, many visitors to the U.K. intend to join package tours once they have arrived, leaving their travel to the U.K. and back again as something to be arranged separately to group tours.

In planning package tours to the United Kingdom many tour wholesalers leave extended amounts of time "free" so that holiday travellers can use that time to visit friends and relatives.

For example, in the Viva! 91 day scenic world tour, which includes touring in Europe and the United States, days 41 through 59 inclusive of the tour are listed as "free time" based in London. For those people wishing to visit friends and relatives the free time provides ample opportunity, and for those tour members who do not have such plans the tour operator has a selection of add-on tours which can be taken during that time.

Even visitors intending to make personal visits, however, usually make some attempt to see the major sights that the United Kingdom has to offer. In some cases they will travel privately with family and friends, in other cases they may take short day trips or excursions before or after visiting relatives. This is especially true when taking along other family members who have not, perhaps, visited the United Kingdom before.

Many package tours of continental Europe are run from England; it is possible to book these when in England, or from Australia. Consequently many people arrive in England, take the time to see the United Kingdom either on private itineraries or with a tour, and then take one or a series of continental trips, relaxing in the U.K. between journeys.

For most Australian travellers the first stop in the U.K. is London. Certainly that city has one of the world's biggest

tourist populations. For the average Australian the chance to visit London is the chance to "see" the places and names he has been hearing about all his life. Westminster Abbey, the Houses of Parliament, Big Ben, Downing Street, the Tower of London, Hyde Park, Kensington Gardens, Trafalgar Square, the British Museum, the London Palladium...names which all come alive after a visit to London. London also evokes images of the Underground, the Changing of the Guard, shopping at Harrods and Fortnum and Mason's, a visit to Lord's Cricket Ground, and trips to Carnaby Street. Although an expensive city to visit these days, the wide range of hotels, from the incredibly elegant to the quaint and the variety of restaurants means that a traveller can find accommodation and food in just about any price range...although quality standards will vary greatly. London, with its buskers, busy streets and night life can supply even the tourist on the strictest budget with a variety of things to see and do.

Outside of London there is a long list of activities... which can be visited independently, or with short day trips from London, or overnight trips using the excellent public transportation readily available.

In the South of England the major areas which are visited by tourists include Dover - with its white cliffs and lighthouse, Canterbury - with its Cathedral (the destination of Chaucer's pilgrims, and the place where Thomas à Becket was murdered), and

Salisbury - where the Salisbury Cathedral is located, and of course the site of the prehistoric Stonehenge.

Also in the South of England are Brighton, Southampton, Winchester and Barcham, all popular spots for tourists.

In the West Country visitors usually include stops at Bath, Bristol and Plymouth, and of course no visit to the U.K. would be complete without stops at Oxford, Windsor Castle, Stratford-upon-Avon, Cambridge or the Lake Districts.

In this section it is not intended to give a full tourist description of the United Kingdom, but rather to simply highlight the major stops popular with Australian tourists. Much more coverage would be required to discuss the tourist potential of any one particular area of England, but it is sufficient to say that most of these destinations offer history, particular sights, and scenery with which travellers may already be slightly familiar.

Scotland is also a popular VFR destination for travelling Australians. Most noted for its beautiful landscapes and highlands, Scotland also has large industrial cities and Edinburgh, Glasgow and Aberdeen are visited. Loch Ness, Balmoral Castle and the Islands (Orkneys, the Outer Hebrides and Shetland Isles) are popular destinations.

Perhaps not so popular as England and Scotland, Wales is noted for its superb scenery and its unique and beautiful language. Scenic and well known areas include Tintern Abbey, the Valley of Rhondda, and Caerphilly Castle, as well as the capital, Cardiff.

Ireland is noted for its scenery and friendly people -- we are speaking here of Ireland, not Northern Ireland, which does attempt to promote tourism, despite its political and social problems. While many travellers tend to simply cross Ireland off the list as "too dangerous to visit", forgetting that cities like Dublin, Galway, Donegal and Cork all offer attractions amidst magnificent scenery and organised, safe touring. From Cork it is possible to take a short excursion to Blarney Castle to see the Blarney stone (and it is possible for tourists who are agile to actually "kiss" the stone.

Package tours covering England, or England in combination with Scotland, or Ireland or Wales are possible and the usual time length is roughly 10 to 14 days. Tours of just one region are available from about 3 to 7 days and costs, while they vary, work out to approximately \$60 per day. It is also possible to purchase holiday packages for London, which include accommodation and discounts and admissions to major attractions, etc. Because of the high costs of staying in London, British Airways introduced several discount packages for overseas visitors which offer excellent

discounts, and Frommer (writer of the Frommer Europe on \$15 a Day guide book and other similar publications) offers an "everything paid for" holiday which includes accommodation, transport vouchers, meal vouchers, admissions to attractions and activities, and show tickets for an inclusive low price. The tour is advertised as a "leave your wallet at home" tour as it is said to be possible to take no money along (except for purchases of souvenirs, drinks in some places and personal things like laundry).

The United Kingdom has been a major visiting point for tourists for hundreds of years. It is unlikely that this will change, and Australian tourists will continue to flock to London and Earl's Court to call that little section of London "home" while they are overseas.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 20

SOUTH-EAST ASIA

CHAPTER 20
POPULAR DESTINATIONS FOR AUSTRALIANS:
SOUTH-EAST ASIA

While the average Australian clings stubbornly to his European heritage it is undeniable that Australia itself is located in the South-East Asian and Pacific sphere. More and more Australians are travelling to near neighbors such as New Guinea, Indonesia and the rest of the region, to both learn more about the area, and to enjoy the various differences in life-styles and cultures.

Although our Asian neighbors are so close geographically, they are a long distance in terms of our understanding of their social and political views, and the everyday lives of the average citizens.

Asia is also considered to be one of the world's best "tourist bargains" as prices of accommodation, food and many popular souvenir items are lower there than in other areas. Also, because Asian operations - particularly hotels - have a high staff-guest ratio, it is possible for the visitor to South East Asia to feel much more "spoiled" and well treated than would be possible in comparable facilities in Australia.

In the early 1970's it was possible for Australian tourists to take inexpensive package tours to South East Asia - mainly Malaysia and Singapore - very cheaply. Tour prices of approximately \$350 give travellers air transportation, hotel accommodation and sightseeing. Swingaway and Jetabout, the two major wholesalers block booked thousands of seats, and regularly sent hundreds of Australians into South East Asia week after week.

These extremely low prices could not last, however the bargain did provide many Australians with their first chance to visit near neighboring countries. Many of them became return visitors. The appeal of duty-free shopping, of low prices, of tropical weather, and of not having to spend half their time travelling to and from their destination, made South East Asia popular.

The most popular destinations for Australians travelling in the South East Asian area would include Bali, Hong Kong, Japan, Malaysia, Philippines, Singapore and Thailand.

Package tours offer benefits for cheaper accommodation and organised sightseeing and are very popular. Usually they include more than one destination, although trips to one destination are available. The general length of stay for a single destination is 7 - 10 days, while the multi-destination trips generally start

at 9 days and can go up to one month.

Typical of the single destination tours would be the Jetabout Hong Kong Holiday which provides the tour passenger with the flight to Hong Kong, accommodation, and one day trip to Kowloon and the New Territories. The remainder of the time is free for the traveller to spend as he wishes (and the assumption is that much of it will be spent duty-free shopping). This tour costs about \$800, depending on the time of year.

Jetset Tours offers a ten day holiday in Singapore from approximately \$650, which includes transportation, accommodation, in a choice of hotels, and transfers to and from the airport.

Jetset also offers a 24 day holiday at a cost of roughly \$1200 which visits Bali, Singapore, Thailand, Hong Kong and Manila. Similar tours are available from a number of other operators.

For any traveller intending to visit South East Asia there is a myriad of tours available. It is necessary to first determine which particular countries are to be included in the itinerary, then finding the tour which includes them in the desired time schedule. Because of the savings available to travellers using group tour packages, it is unlikely that the average holiday maker would find much advantage in planning an

individual tour. The variations in available tours are so extensive that probably any desired itinerary could be duplicated in a group package.

Philippines: Despite the bombings and the attendant bad publicity Manila received during the American Society of Travel Agents Conference, Manila still has a strong tourism promotion programme. The Philippines is composed of more than 7,100 islands, of which eleven main ones account for most of the total land area. Manila, the capital, has a marked Spanish influence, and because of the involvement of the United States in the Philippines after World War II, English is widely spoken.

The major attractions are related to its history, including a number of churches, various monuments to the War, a number of parks, and some interesting scenery, including Lake Taal. It is possible to take a hydrofoil trip to Corregidor, see the historic landing beaches, and to visit the wartime headquarters of General MacArthur.

One of the most famous day trips from Manila is to Pagsanjan Falls, where it is possible to take an unforgettable boat ride up the river through gorges and lush jungle.

A short plane ride away from Manila there are rice terraces, marine reserves, beaches, and hill resorts.

Singapore: One of the smaller S.E. Asian destinations, Singapore has a well developed tourist industry with more than two million tourists a year visiting the tiny island country. Located at the crossroads for shipping, Singapore is a commercial city as well as a tourist destination.

Because of its close associations with England the average Australian will have little trouble with language and customs, although some travellers find it difficult to accept the strict rules concerning littering. Singapore has been very concerned to ensure that tourists who visit their city leave happy. There are strict regulations concerning treatment of tourists and visitors will find that the people are friendly, the shopkeepers usually honest, the taxi drivers fair, and the shops and accommodation facilities convenient, clean and comfortable.

Hotels are readily available in Singapore, and they range from expensive luxury class operations, to inexpensive hostels, and some with historic connotations, such as Raffles.

Most tourists think of shopping when they think of Singapore, however there are activities...such as Sentosa Island Resort, the zoological gardens and the excellent Jurong Bird Park, the orchid gardens, a number of temples and mosques, and a number of sports, including horse racing and cricket.

Thailand: Although troubled with border disputes and problems with near neighbors such difficulties will rarely affect the mainstream traveller to Thailand. Most Australians confine their visit to Bangkok, Pattaya Beach, Chiang Mai, and in November it is possible to visit Surin to see the annual elephant roundup.

However, most tourists confine themselves to the major city areas and of these the capital, Bangkok, is the most popular. Tours vary considerably, and from Australia it is possible to arrange sedate visits to the floating market and the temples, or also to arrange to visit the "massage parlour" scene. Most visitors prefer the former, including such attractions as the Temple of the Emerald Buddha, the Royal Palace, and the National Museum. Most visit the Rose Garden, nearby which features entertainment and "culture" shows along with national foods and handicrafts.

Pattaya Beach is a tropical seaside resort popular with Australians and Europeans. A variety of accommodation facilities is available and it is ideal for skin-diving, water-skiing, spear-fishing, and other water-oriented activities.

Roughly 75 miles from Bangkok it is possible to visit the "Bridge on the River Kwai" and another popular and newly developed resort area is located just off the Thai coast on the Island of Phuket.

Indonesia: While the island of Bali is only one of the 13,000 which comprise Indonesia, it has a romance and aura about it which sets it apart from the rest of the country.

The island of Java, which is the "main" one, is the site of the capital Jakarta. Also on Java is Bogor with its famous botanical gardens and active volcano. Near the central part of the island is Borobudur, the largest Buddhist temple in the world.

Sumatra is nearby and the home of famous wild animals, including tiger, elephant, and gibbons. Medan, the largest city has developed tourist facilities in the last ten years, and there are also temples and palaces to be seen.

However, for most Australians Bali is the major attraction of Indonesia. Most travellers arrive in Denpasar where the biggest selection of hotels and restaurants can be found. While parts of the island have been commercialised it is still possible to visit villages, temples, and beaches which are relatively untouched and lovely. Balinese arts and crafts - particularly woodcarving and fabrics are popular, and there are many temples, museums and shops. Bali is also noted for caves and for the opportunity for visitors to see dances and participate in festivals. Basically, however, Bali is considered to be a small "Paradise" for the perfect relaxing holiday.

Hong Kong: Perhaps one of the most photographed cities in the world, Hong Kong's harbour and the Peak behind it offers a superb setting for a holiday. The island offers a combination of bustle and city living, hotels, restaurants and of course duty free shopping. Hong Kong also offers sports, including golf, water sports and horse racing.

Kowloon and the New Territories are the industrial zones of the colonies, and there are more shops and busy commercial areas. It is also possible to ride the Kowloon-Canton railway to the border (and many mainland China trips originate in Hong Kong).

Macao is the oldest European settlement in the Far East and its Portuguese heritage can be seen in the architecture. One of the most famous landmarks would be the facade of the Church of St. Paul. Macao offers gambling in casino, and several large hotels which are virtually resort facilities.

Like Singapore, Hong Kong is considered an ideal stopping over point for Australians wishing to do some duty free shopping either before or after a trip to Europe. And, combined with other South East Asian destinations is a popular destination for regional visitors. Like Singapore, Australian visitors will find no difficulty with language, and will be pleased with the standard of facilities and accommodation.

Malaysia: Geographically Malaysia is two distinct places, the peninsula of Malaysia and the northwestern area of Borneo made up of Sabah and Sarawak. However, for most Australian tourists it is the peninsula of Malaysia that is most important.

Visits to Malaysia are almost always combined with at least a short stop in Singapore and many tours offer time in both countries.

Kuala Lumpur, the capital, is famous for its railroad station, the National Mosque, the Parliament House, and excellent National Art Gallery, and Museum. North of Kuala Lumpur are the Batu caves, and also rubber plantations, and further north is the highland resort of Genting Highlands. There are also batik and pewter factories which can be visited.

Penang is an Island off the coast and is a very popular resort area with excellent beaches, ample accommodation, and a funicular railway running to the top of Penang Hill.

Malacca, between Kuala Lumpur and Singapore, is the oldest city in Malaysia and has a strong Dutch influence. There are old churches and cemeteries, museums, mosques and literally dozens of temples. Along the west coast there are hundreds of miles of beaches and there are also excellent national parks and reserves.

Mention could be made of several other destinations in the area, and definitions become loose in terms of what is considered Asia and what is South East Asia. However, while such destinations as Korea, Taiwan, and Viet Nam are located within the region, they are not major destinations for Australia.

Australian interest in other parts of Asia is also important, but not significant in this discussion of MAJOR destinations. Holiday travel to Japan, to China (a growing market despite high prices and strictly structured tours), to India and Sri Lanka, and Nepal represents a fraction of Australian business. Some of these destinations are actively seeking to expand their market share in Australia and tours to all these destinations are available.

The Tourists are Coming!

The Tourists are Coming!

CHAPTER 21

POPULAR DESTINATIONS FOR AUSTRALIANS:

THE UNITED STATES

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THE UNITED STATES

Australian visitors to the United States may visit there either as stop-over travellers on the way to Europe and the U.K. or with the U.S. as sole destination. Package tours are available to the U.S.A. which cover mainly the West Coast, combine the West Coast with Canada, combine the West Coast with a circle tour of the remainder of the country, or combine the West Coast with Mexico. Of these packages, the most popular are those which visit the West Coast and those which combine with brief trips to Canada. Almost all tours either stop in Hawaii on the way to the U.S.A. or on the return visit. There are also a number of package tours to Hawaii only.

A typical West Coast U.S.A. trip would be similar to the 17-day American Express tour which visits San Francisco, Los Angeles, Anaheim (Disneyland), the Grand Canyon, Las Vegas and Honolulu.

A typical West Coast U.S.A. trip combining Mexico would be similar to the AMEX Mexican Bonanza, visiting San Francisco, Las Vegas, Mexico City, Taxco, Acapulco, Los Angeles, Anaheim and Honolulu.

A typical West Coast U.S.A. and Canada tour would be similar to the AMEX Western Wonderland, visiting, Los Angeles, Anaheim, Yosemite, San Francisco, Las Vegas, Banff, Jasper, Kamloops, Vancouver, and Honolulu.

All-America package tours generally visit the previously mentioned West Coast destinations then also include New Orleans, Washington D.C., New York, Chicago or Toronto, and may include Denver or similar cities.

The most popular tourist attraction in the United States is Disneyland. It is the most frequently named tourist attraction in the world, and when people are asked what they would like most to see in the U.S., Disneyland or Disneyworld (in Florida on the Eastern coast) are the most frequently named places. Consequently, virtually all tours to the U.S.A. include at least one day at Disneyland. Australians often feel that it is unsophisticated to express a desire to see Disneyland -- that like Luna Park or the Mad Mouse at the Royal Show it is strictly for children and might have little appeal for adults. However, even a short visit eliminates that feeling, and as long as the traveller has a sense of imagination, or an awareness of electronics, he will enjoy the visit.

Nearly all tours include admission to Disneyland and a ticket

book, which is a standard admission form and permits the visitor to see the major attractions. A full day is needed for Disneyland and some travellers will either go back a second day, or spend another day visiting other theme parks in the area. A popular second park is Knott's Berry Farm, done in a Western theme, and with rides much more frightening than Disneyland.

Anaheim, where Disneyland is located, is a short drive (by that city's standards) from Los Angeles. In L.A. there are a variety of attractions, but the major one is Universal Studios where a day trip provides visitors with a chance to see the back lots and sound stages and to see demonstrations of stunt men, trained animals, and meet such famous identities as the Incredible Hulk and Jaws.

San Francisco is one of the country's most beautiful cities, with the Golden Gate Bridge, the cable cars, the shops along Fisherman's Wharf, Pier 39, the Cannery and Ghiradelli Square. There are literally hundreds of restaurants, and day trips are available to such places as Sausalito, Muir woods where the giant redwood trees can be seen, and down into the wine country of California. San Francisco is usually blessed with excellent weather, and unlike Los Angeles is not subject to bouts of smog.

Las Vegas is the gambling and show capital of the world. Although there are day trips available to see Hoover Dam, and there are interesting trips into the desert country, the main appeal of Las Vegas is the night life which goes on for 24 hours a day. The hotels and casinos do not have windows in the main areas, so it is impossible to tell night from day. The big shows feature the famous stars of the world, and a performer knows he or she has "made the big time" when they are scheduled to play Vegas.

For the gamblers there is a wide variety of games, including Keno, Blackjack (21), poker, Baccarat, craps, roulette, and of course poker machines of all varieties.

Although worth a longer visit in itself, many people who are visiting Las Vegas will take the day trip by air to the Grand Canyon. The Canyon is truly one of the wonders of the world. There are day trips which travel around the rim of the canyon, and longer excursions which do a three or five day trip into the depths of the canyon itself.

Honolulu is a major stopping point for most Australians on their way to the West Coast of the U.S.A. Although Honolulu itself is a mass of hotels, shopping complexes and busy beaches there are numerous smaller islands, and less over-populated parts

of the main island worth visiting. Of course it is possible to see many cemeteries, museums and memorials to Pearl Harbour, and it is also possible to take a cruise out into the Harbour; there are also tours to sugar and pineapple plantations, and air trip which visit the other islands and the active volcano.

American holidays which include Canada usually include the island city of Vancouver, and a chance to travel through British Columbia to see the spectacular mountain scenery.

Visits which include Mexico usually include Mexico city, and tours to the major resort cities, as well as giving tourists an opportunity to see the Mexican pyramids and the Indian ruins.

While most tours through the U.S.A. use air travel, it is also possible to book package tours which make use of coach travel - particularly the scenic areas along the coast of California between San Francisco and Los Angeles. It is also possible to plan holidays using rental cars, rental campervans and caravans. There is an extensive Youth Hostel network, and camp grounds which vary from luxurious to spartan.

Most Australians spend their U.S.A. holidays on the western side of the country. However, for those continuing on to Europe it is possible to also visit the cities of New York and Toronto,

Canada. The Eastern Seaboard lifestyle is very different, as is the climate, so visitors taking in both coasts will see vastly different scenery, including Niagra Falls, and of course the busy city of New York.

West Coast tours generally last for 19 - 21 days, and circle tours can last for 25 - 29 days. Package tours to Hawaii may be for as little as 7 days, but the average is two weeks.

Because of the familiarity most Australians have with America - due to similarity in language, customs, and links through entertainment and television - The United States will continue to be a popular destination with Australians.

The Tourists are Coming!

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CHAPTER 22

TRAVEL ISSUES AND TRENDS

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Travel for the Handicapped:

In 1979, the Australian Tourist Commission hosted a tour to Australia of a group of American travel agents who specialise in travel planning for handicapped individuals. This conference was notable in that it brought together individuals from the Australian industry and confronted an issue of some importance... lack of facilities for handicapped travellers. Although many operators indicated genuine interest in enabling handicapped people to enjoy tourist attractions, other operators clearly did not see that it might be of value. Such operators were using the "numbers game", having decided that there were "not enough" handicapped people travelling to make it worth while to invest in additional equipment, or redesign of facilities.

On the whole, however, it must be stated that the majority of people attending the conference were interested in helping handicapped people to have access to tourist attractions.

Major problems include transportation - train and coach

travel, and air travel all present special problems for handicapped persons, whether they are ambulatory or not. In addition such things as access to public buildings (designers of massive public edifices seem inordinately fond of decorative stairs) and availability of special accommodation. In addition, staff need training in how to assist handicapped visitors.

1981 was declared by the United Nations to be the Year of the Disabled. It is to be assumed that during this year there will be special emphasis at government and public levels on assisting the disabled to join in the mainstream of everyday activities. The tourist industry has shown itself generally able and willing to respond to requests for assistance on this matter. The main problem is lack of awareness of specific needs and requirements. Perhaps the Year of the Disabled will create this necessary public awareness.

Tourism and Conservation:

This topic could be discussed in an extended separate paper, the issues are complex and emotive. The tourist, in his search for peace, relaxation, and the return to nature can, by the very act of seeking these things, destroy them. The issue must be reviewed in terms of providing access, without destroying or damaging the natural environment.

Tourism development in many areas has led to massive building programmes, pollution, noise, changes in the lifestyles

of the local population, destruction of reserves and harm to the life cycle of native animals and flora.

Conservationists often claim that the best way to protect the environment is to prohibit access to it. Tourism developers claim that the right to see nature is the right of all citizens, and they must be provided the opportunity to do so. People who deal with the public in places like national parks, etc. claim that a certain amount of development is not only necessary, but ultimately the best way to handle the tourists. If an area is cleared, if gas barbecues are installed, and public facilities are provided it may actually save the countryside. Travellers, they say, will still come even if such provisions are not made. They may well cut the trees for their fires, set the forests on fire, and pollute the rivers and streams if such provisions are not made. It may be better to alter small portions of the environment in order to preserve much larger parts.

The development of a sense of responsibility towards the environment is important. The same tourist who cuts the flowering trees to build the fire for the barbecue is also the tourist who will possibly chip off a souvenir from the Great Pyramid, or write his/her name on the Acropolis, or steal the towels from the hotel. The task of making the tourist aware of his role in the preservation and maintenance of tourist attractions is not an easy one.

Mark Twain, in an essay, once said that it would only be just if sometime, when a vandalising tourist was carving his initials on some great monument it would collapse and fall on him, even as he was carving. The destruction of attractions by the visitors to those attractions is nothing new...Roman soldiers did it during their wars thousands of years ago, and travellers are still doing it today.

But the battle between developers and conservationists goes much deeper. The majority of tourists, it must be remembered, are not evil intentioned villainous vandals, but ordinary people, who wish to see the outback, the Barrier Reef, the parks and gardens. The problem becomes one of balancing their desire to see with the importance of preservation...and protection.

In Australia the problem is complicated by the varying attitudes of governments at all levels towards the importance of preserving the environment. Laws vary, regulations may or may not be enforceable, and government attitudes towards development, particularly if it is thought that development may create jobs or generate income, can swing back and forth from total prohibition to the offering of incentives to encourage developers. And, of course, so much is emotive and personal. One individual might consider Surfer's Paradise to be an ecological disaster, another might perceive it as a wonderfully exciting holiday destination.

There can be no one answer that will always be the most appropriate, or one set of guidelines which will always apply. Government has the responsibility of balancing the need for protection with the need for development. Unfortunately the government does not have a categorically good record in this area.

Industry Trends:

A discussion of the travel industry and its future can be, in some respects, like the classic line "I have good news and I have bad news." Certainly the 1970's have had good years and bad years. 1980, however, has been described by many as a bad year.

To quote from an article in the Financial Review, on Tuesday, November 18, 1980:

"The travel industry has fallen upon hard times. Business has been flat all year but it seems to be only in recent weeks that many companies have stopped dreaming that there would be a rainbow tomorrow.

"Big companies, such as Jetset Tours and American Express, have laid off staff. Within the travel industry rumours abound of financially suspect companies.

"Optimism is a hallmark of the travel industry. It is a glamour trade in the eyes of the public and many of its participants. Like show business, its actors always say they are riding on good times (regardless of whether they are down to their last dollar).

"When travel executives are prepared, by name, to say that business is lousy, that they have had to lay off staff, that next year is going to be even worse, something is drastically wrong.

"National Bank travel manager, Mr. Ern Harewood, said, 'I think that if we are hurting, the others must be dying.'

"Jetset Tours managing director, Mr. Isi Leibler, described the last two months as 'acute' and this year's trading as one of the worst periods in the past 10 years. In Victoria two weeks ago Jetset retrenched 15 staff, mainly in the company's retail area.

"...In consumer consumption terms what television was to the late '60s, travel was to the 70s. Anyone who was anyone had to go overseas. People were tumbling through travel agents doors. The travel industry didn't have to go out and look for business. It came to them.

"For most travel companies today it has been an enormous hurdle admitting to themselves that the good times are not too good

any more.

"What has gone wrong?

"International business is the money spinner for travel companies, especially to the long haul destinations from Australia.

"Introduction of cheaper air fares in early 1979 to Britain, Europe and the US led to a boom in the travel business..Early this year a slow down in business became apparent. In the usual optimistic way most travel sellers treated it as an aberration. When the usual lift in business failed to materialise for the August-September school holidays, as one retailer said, 'The industry said it would be all right after the federal election was over.'

"...There are various estimates of the level of traffic decline but travel industry consensus is that business is about 20 per cent down to the UK-Europe and about 15 per cent down to the U.S. by comparison with the 1979 phenomenal growth...

"Asia is the exception to a dismal international picture. Australia is showing growth in travel business to Asia attributed to the late introduction of cheap air fares to the ASEAN region and the consequent pent up demand....

"Demand for domestic travel has showed an upturn, travel

companies report. Traditionally there has been an inverse relationship between international and domestic business. When one falters the other makes a gain."¹

But if Australian operators had a bad year, they were not alone. The picture of international airlines was equally, if not even more gloomy. The much heralded "cheap" air fares are no longer cheap, and all indications are that they will continue to rise.

HOW APEX FARES HAVE RISEN - 2

(Sydney to London - Return)

	<u>February 1979</u>	<u>Today</u>
Low	\$568	\$948 (up 66.95)
Shoulder	\$870	\$1,404 (up 61.35)
Peak	\$998	\$1,600 (up 60.35)

(Sydney to San Francisco - Return)

Low	\$450	\$660 (up 46%)
Shoulder	\$690	\$998 (up 44.6%)
Peak	\$986	\$1,266 (up 41.2%)

Already submissions have been made for additional fare increases on most routes, and it is likely that the cheapest fare to London by the end of 1981 could be around \$1,200.

However, it would be incorrect to assume that this indicates the world's airlines are making profits.

"The 40 or so airlines flying between Western Europe and the United States are expected to lose \$500 million this year, according to the International Air Transport Association (IATA).

"The world recession and the rapidly rising cost of aviation fuel is having crippling effects on airlines.

"British Airways recently announced the loss of \$24 million this year after a profit of \$84 million last year...

"In the US the picture is just as depressing. The American airlines made a combined loss of \$US500 million for the first six months of this year, forcing many of the smaller operators to consider merging with bigger airlines...

"According to IATA's director of industry research, Dr. Edward Spry, the problems now facing the airlines have reached crisis proportions.

"He believes over the next decade many airlines will disappear from the international routes. Dr. Spry also thinks recession will have a serious long-term effect on the aviation industry in that fewer aircraft will be bought by the airlines. He said, 'A number of factors have contributed to the present crisis. On the supply side, fuel and other operating costs have increased at such a rapid rate that

airlines simply cannot absorb them. Fuel now accounts for nearly 60 per cent of airline costs. And on the demand side, efforts to keep revenues growing at a level somewhere near the rate of cost increases are being undermined from two directions.

"Firstly, the recession hangs like a shadow over many of the world's important traffic-generating markets and has led to a general softening of demand and a fall off in traffic growth. This makes any compensatory increase in air fares and rates counterproductive in terms of total revenue.

"And secondly, not only has the size of the market become stagnant, but the intensified degree of competition from new carriers, fostered by changes in regulatory policy in some countries - notably the US - has created pressures to reduce fares and rates despite the cost escalation. As a result the share of the market available to each participant is growing thinner and producing less revenue."³

In Australia Qantas announced a loss for the 1979/80 financial year; a holiday-period radar technicians strike caused cancellations for the two domestic carriers to such a degree that it is likely that applications for compensatory fare increases will follow.

The general view, then, is that 1981 is going to be a

difficult year, and that the future may continue to be challenging.

"Most Victorian agents expect 1981 to be a much harder and more competitive year, with increasing proliferation of travel outlets and illegal discounting. Many are diversifying into other retail areas to support their agency and there appears to be a trend away from passive forms of advertising such as press into direct selling, frequently by the medium of audio-visual presentation in potential clients' homes or clubs."⁴

Another trend could well be the introduction of sophisticated computer equipment, not only into the commercial operations of the travel agencies and airlines, accommodation and other carriers, but for the use of the consumer.

Prestel - the domestic viewdata system - will be introduced in Australia, possibly by the end of 1981. The system will operate similarly to one in the United Kingdom. Telecom is extremely interested, and is confident of signing as many as 2,000 users in the first year. Prestel enables users to call up information and order products through specially adapted television sets. The system provides for transmission of emblems, flags, graphs and maps in seven colours, and actual pictures can be sent in some cases. Using such a system, the consumer could "call up" the computer to give information on package trips, airline prices,

space availability, and other information, and actually book a holiday, without leaving home.

In the U.K. more than 1,000 travel agents are equipped with Prestel and it is estimated that by late 1981 they will be able to make bookings directly into tour operators computers.

The increasing use of technology within the travel industry has been a source of some conflict. While many see the use of computer systems as a threat to the survival of the travel agent, others feel that sophisticated technology should actually make the consultant's work easier and that, rather than be tied down to procedural operations, consultants will be freed to spend more time selling travel.

On the brighter side, domestic travel is becoming more and more popular...all over the world. Just as domestic travel increased in Australia, so did domestic travel in the U.S. and the U.K. in 1980. And while overseas numbers may not be growing at ideally high rates, the visitors who do come are spending increasing amounts of money. In Australia the international traveller spends an average of \$971 per person...and that means revenue of nearly \$700 million for this country in 1979.

Although perhaps slow to originally accept the value

of tourism, governments on all levels in Australia seem now to have recognised tourism's potential.

This does not mean, of course, that the picture is one of optimism, of cooperation, and of complementary organisation. There is still much that needs to be improved if Australia is to make the potential of tourism into something worthwhile and viable. Coherent government policy, proper planning, clear objectives, useful incentives, and regular monitoring of results are all required.

The industry, if it is to become an "industry," must learn to face the realities of competition, come to terms with the potential of technological innovations, and the importance and value of increased consumer awareness.

There will always be individuals who long to see what is on the other side of the mountain...and there will always be a need for those who can help fulfill that dream.

The Tourists are Coming!

The tourists are Coming!

CHAPTER 22

TRAVEL ISSUES AND TRENDS

Footnotes:

¹"Travel Industry Shapes Up for a Rough Ride," Financial Review, Tuesday, November 18, 1980.

²"Steep Rise in Air Fares Seen for 1981," Sydney Morning Herald, Wednesday, January 7, 1981.

³"World's Airlines in Tailspin as Costs Take Off," The Financial Australian, Wednesday October 15, 1980.

⁴"Survey finds agents optimistic but some expect a 'dirty' 1981," Travel Trade, December 8, 1980, p. 7.