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# Perspectives on tourism development

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Examines aspects of tourism development as reflected by articles published in: *Annals of Tourism Research*, *Tourism Management and Travel* and *Tourism Analyst* during 1995 (sustainable tourism, transport, new products and the future of tourism) and during the six-year period from 1989-1994 (social trends in tourism, tourism planning and the airline industry).

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### Introduction

The first part of this article reviews the themes and their related subthemes as reflected in the articles published during 1995 in *Annals of Tourism Research*, *Tourism Management and Travel* and *Tourism Analyst*. The themes are reviewed both through tabular and written descriptions. In the second part the same journals are analysed but the summary spans the six-year period from 1989 to 1994. At the end of the article two thematic diagrams relating to 1989-1994 and 1995 respectively are given. These diagrams provide an overview of the main themes, subthemes and proposed actions.

A content analysis of the selected publications revealed a number of themes and the four elaborated here are:

- 1 sustainable tourism;
- 2 transport;
- 3 new products;
- 4 future of tourism.

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### Theme 1: sustainable tourism

The main issue arising from Table I is the need to consider sustainability during the early phases of tourism development. Developing a product that sits in harmony with the local environment is addressed in research conducted in Fiji by Ayala[1]. Over the last ten years Fiji has seen a dramatic rise in the number of tourists visiting, from up-market segments right through to the back-packer undertaking a round-the-world trip. Fiji has many differing attractions on offer, and if it is to remain successful, it needs to be integrated with a high-quality product that both considers and fits the local environment. Many Fijians see tourism as a quick way to earn a substantial living, and thus follow the same precedent that was set by Bali some years ago. Ayala therefore concludes that sustainability needs to evolve through effective planning, where guidelines are set on the breadth

and depth of development. Further, locals need to be educated about sustainability in the hope of training people to preserve the product that actually offers them a living.

Research conducted by Harrison[2] and Garcia-Ramon[3] looks at two different countries in their search for a prolonged tourism life cycle. First, Harrison considers Africa, and in particular Swaziland, and reviews progress in the context of life cycles. The author notes that this particular nation underwent rapid growth during the British colonial period but has since declined rapidly. A rejuvenated Swaziland has the potential to develop an excellent tourism product that not only uses the skills of the local people but also fits the local environment. Perhaps by reflecting on examples of badly planned development in Kenya and Tanzania, Swaziland has an opportunity to learn from these and to provide the "perfect destination". Second, Garcia-Ramon[3] looks at Spain, noting that over the past few years Spain has tried desperately to offer products that support the local community. Focusing away from the coastal regions, Garcia-Ramon notes that the rural interior needs to be developed to provide the "ideal" rural tourism product that allows visitors to stay with the local people, so breaking down local-tourist resentment.

Table I reflects a common strand of thinking across the three journals, namely a concern for sustainability. This can be achieved by educating and training people involved in tourism[4] and by the actions of governments and businesses alike in sponsoring initiatives that address the relationship between tourism and the environment[5].

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### Theme 2: transport

In reviewing the range of articles published across the tourism spectrum (Table II), transportation is notably well presented and especially the activities of airline operators. It is interesting to observe that writers have

**Table I**  
Sustainable tourism

Authors	Focus	Sub-theme
Ayala[1]	To integrate the diversity of Fiji's assets into a high quality eco-product by a combination of planning and conservation and a greater understanding for education	Conservation and ecology
Harrison[2]	The use of the tourism life cycle in developing sustainable tourism in Africa	Sustainable tourism planning and development
Garcia-Ramon[3]	Development of the Spanish tourism industry with a sustainable focus – the need for a new emphasis on promoting the interior, particularly rural tourism	Rural tourism planning
Echtner[4]	The implementation of training programmes to develop sustainable tourism in developing nations	Education and training
Hughes[5]	Help from both governments and businesses in sponsoring initiatives that address the relationship between tourism and the environment	Tourism and environmental relationships
Orams[6]	Defines eco-tourism, and examines how countries adapt their product to address environmentally responsible behaviour	Eco-tourism

focused on European de-regulation, but that in 1995 the emphasis has shifted from scheduled to charter operations. French[7] looks at the future of charters, fighting for slots in a now free and open market. Many airline specialists predicted the end of the charter market owing to legislation imposed from Brussels, but as yet charters are still operating successfully on north European and southern Mediterranean routes. According to French, one reason for this is cost, as people are still prepared to fly late at night on lower priced cheaper charter flights, rather than flying during the day on scheduled services.

Mak and Go[8] note that the airline industry in Asia is suffering as European and US airlines compete for global supremacy. As a

result, Asian carriers are forced to negotiate strategic alliances to avoid being sidelined. An area that the Europeans and Americans have not yet entered in their quest for globalization is Africa. According to Endres[9], as broader political stability occurs throughout Africa, growth in its airline industry is anticipated. This may be some way off but greater co-operation within Africa, and between Africa, Europe and the USA would facilitate this development.

In conclusion, these developments are likely to influence tourism, as increases in airline competition will lead to improved service as well as reductions in prices, as operators strive to ensure that capacity targets are met.

**Table II**  
Transport

Authors	Focus	Sub-theme
French[7]	Considers the future for Europe's charter airlines within the full deregulated European airline industry	European airline regulation
Mak and Go[8]	Asian airlines are developing strategic alliances with American and European airlines as they compete for market share	Global airlines
Endres[9]	Greater political stability and the emergence of multinationals in Africa may provide better prospects for the African airline industry	New carriers
Vickerman[10]	Reviews the Channel tunnel's performance in relation to rival carriers, and future prospects, given the tight financial constraints under which it operates	Performance of the Channel tunnel
Peisley[11]	Reviews strategies adopted by the three major operators in the cruise industry in relation to the operating environment of the 1990s	Strategic decisions in the cruise industry

### Theme 3: new products

In reviewing tourism products (Table III) one can note that these sometimes have a short life span resulting in a stream of new offerings into the marketplace. During 1995, the USA was seen as being the nation to offer the most varied and differing products, with the most popular being shopping tourism.

Contributions from Finn and Erdem[12] and Timothy and Butler[13] examine the interface between shopping and tourism. A recent surge in the opening of mega-malls in the US, has seen the shopping principle combined with a theme park[12]. The idea behind such a combination is to draw people across state borders, even across continents, in search of a unique experience. As most of these complexes are built outside city centres, one can also see benefits in terms of urban rejuvenation, bringing investment and

job opportunities to the local community. Timothy and Butler[13] examine the reasons for the rising number of Canadian tourists crossing into the USA, especially during 1995. The major reason for a vacation to the USA was in fact to shop. Shopping is referred to as being one of the most enjoyable leisure-time activities, and often tourists spend more money on shopping than other forms of entertainment.

In reviewing the impact of shopping tourism in Europe, there is evidence to suggest that the mega-mall concept is being replicated and we may soon witness people visiting a particular area simply for the shopping experience.

### Theme 4: future of tourism

During the course of 1995, a number of published articles (Table IV) speculated on the

**Table III**  
New products

Authors	Focus	Sub-theme
Finn and Erdem[12]	The development of mega-malls as tourist attractions and the combination of shopping and theme parks as an important generator of urban tourism	Developing urban tourism tourism
Timothy and Butler [13]	The recent dramatic increase in the movement of tourists between Canada and the USA and the role of shopping as the generator of this type of tourism	Retailing and tourism
Loverseed[14]	Gaming tourism in North America: a big business as the government relaxes betting laws	Gambling and tourism
Long[15]	New states have been granted access to operate gaming in the USA. Reviews how they are seeking to capitalize on the success of Las Vegas and Atlantic City in attracting tourists	Developing casinos to attract tourists
Nickerson[16]	Can gambling and the development of gaming within the community to help attract tourists to a given area?	The effects of gaming

**Table IV**  
Future of tourism

Authors	Focus	Sub-theme
Towner[17]	Tourism is dominated by Western cultural norms: a change in needed to cater for a wider cross-section of the population	Historical perspectives on tourism
Jefferson[18]	Reviews prospects for tourism over the next ten years, including the impact of older travellers, increased expectations, value for money, quality and environmental issues	The changing nature of tourism
Edgell[19]	Considers tourism as a source of income and employment, which may be enhanced if political red-tape to visiting countries is reduced	Tourism and bureaucracy
Choy[20]	Considers tourism as a way of increasing career opportunities and level of wages for residents working in the industry	Tourism and employment
Ryan[21]	Observes an over supply of graduates from university tourism courses and comments on the inability of the tourist industry to absorb an expanding graduate output	Education and the tourism industry

future of tourism and on how the industry may need to adapt and change in order to maintain revenue levels. According to Towner[17] tourism has been dominated by the Western cultural experience where people embark on "tourism journeys", reliving the "grand tour". To overcome this, a closer integration of leisure, recreation and tourism is needed in order to move away from seeing tourism journeys as isolated events.

Elaborating on the future for tourism, Jefferson[18] looks at the prospects for the industry over the next ten years, basing his findings on demographic, socio-economic and political trends. Of major importance demographically is the growth of older travellers. In fact, by the year 2001, one in four Europeans will be over 55, and in the USA and Japan one in seven people will be over 64. The main implication arising from demographic change is likely to be the increased number of senior citizens in the developed countries of the world, those countries that generate tourists. In terms of social trends, one may see increases in the expectations of visitors. A further influential trend arising from Jefferson's study is the amount of holidays people take. Second, third and even fourth holidays are becoming realities, thus helping industry to extend its product's life-cycles.

Another important issue affecting the future of tourism is that of barriers caused by international laws and regulations. Research conducted by Edgell[19] on politics and tourism notes that many countries are using the industry as a generator of income and employment and that these variables could actually be enhanced further if barriers to international tourism can be reduced or eliminated. The European Union has helped to facilitate a diffusion of tourists throughout the 15 member states. Recent signings in the General Agreement on Tariffs and Trade (GATT) may improve the freedom of fair trade in tourism, where positive effects on international tourism growth could be substantial.

Finally, another perspective on how tourism is likely to expand is given in research by Choy[20]. In his work, Choy contends that tourism can be used as a catalyst to increase career opportunities and level of wages for those residents in the countries where tourism is being developed. This situation may lead countries to follow an *ad hoc* approach to development, where little consideration is given for the long-term future and instead, short-term goals of employment and economics are sought. Choy argues that governments must take responsibility for maintaining an economic environment conducive to attracting businesses. This might be

enhanced by private investment in employees' education and by enabling staff to visit a wide array of tourism locations so as to broaden their development experiences.

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### An analysis of tourism trends from 1989 to 1994

The tourism industry is facing many challenges and many trends. The key concerns currently are sustainability, transport and product development. To elaborate on these points a review of the themes and sub-themes arising from the same journals for the years 1989-1994 is presented.

In terms of commonalities across the three journals (*Annals of Tourism Research*, *Tourism Management and Travel and Tourism Analyst*) for the six-year period, one can observe that the social trends in tourism, tourism planning and the airline industry are themes covered extensively.

### Social trends in tourism

In the context of tourism, the term social trends refers to those products that tourists consume, as well as aspects of destinations that they visit. Throughout the early years of this review many new destinations started to appear on the tourist circuit (Caribbean, Africa and South-east Asia). These destinations had received only a relatively small number of tourists before mass tourism invaded their areas. The relationship between tourists and locals is referred to as hosts' perception, and considers the way locals respond to tourists. According to Dogan[22], hosts have reacted in many differing and varied ways, from complete resistance through to the complete adoption of Western culture. In order to overcome resistance, residents' perceptions need to be carefully considered. According to Ap[23], this is fundamental for tourism planning and development.

The way host communities perceive tourism is strongly influenced by tourists' behaviour, and the power these individuals have over the local community. The number of visitors also affects the way locals relate to tourists; the larger the number the greater the resentment. To overcome this the involvement of local people, or proposals that benefit the whole community, should be adopted.

### Tourism planning

Many countries now derive both economic and social benefits from tourism, and use tourism revenues to develop regional infrastructure. For this to be achieved, regional infrastructure needs to be carefully planned

in order to extend and harness life cycles. One such country which has attempted to develop a tourism industry through a planned system is Poland. According to Kruczala[24], Poland has recently developed a regional policy for tourism taken from their national spatial plan and five-year socio-economic budgets. Further examples from Eastern Europe are cited by Pearlman[25], who notes that Bulgaria has become the most popular destination within the former eastern bloc. Bulgaria's aim in developing tourism has been quite different from the approach taken by Poland, in that the former has not separated tourism and social development. The main task in development has been to try to satisfy the recreational needs of the Bulgarian people through rapid developments in infrastructures.

The developing countries of the world are renowned for implementing tourism as a means of supplementing economic output. Over the period of this review, both Cuba and Nigeria have attempted such an approach. Hinch[26] explains that Cuba is trying to return to former glory by being the most visited island within the Caribbean. To enable this to happen the Cuban government has imposed strict planning controls in an attempt to make tourists feel welcome. African countries are also seeking to use tourism to assist their own economic development efforts. According to Olokesusi[27], Nigeria is seeking to emulate successful projects undertaken in Kenya and Tanzania. A foreseeable problem with this is that Nigeria, like Kenya and Tanzania is attempting to develop game reserves as its primary tourist attraction.

Closely linked to tourism planning, the need for sustainability is one of the most clearly expressed concerns during the period from 1989-1994. Tourism planners are familiar with the problems experienced in Spain, where overdevelopment in the 1970s and early 1980s has led to bad publicity and reductions in tourist numbers. Problems arise when development is rushed, with little consideration for the environment[28]. From the articles reviewed here, it is apparent that successful tourism planning requires both the involvement and participation of residents in the destination areas. There is also a need to develop a product that offers the visitor a real feeling for the local environment, so allowing tourists and locals to interact.

If tourism is to be considered as a source of regional development, planning of local resources and infrastructure is required. In essence, developing countries need to consider this issue, incorporating sustainability

as a means of ensuring long-term success. When planning, governments need to consider the local residents, getting them involved and/or participating in the planning process. It is hoped that this will ensure that projects are supported by the local community.

### **Airline industry**

At present, Europe is witnessing airline deregulation imposed by the European Union, where the intent is to free up slots on all intra-European routes. The airline companies are working very hard to develop their infrastructure and route networks to take advantage of this situation. Wheatcroft[29] notes that the introduction of a single European airline market will accelerate the trend towards multinational ownership. Thus, in order for fair competition to flourish, Marshall[30] notes that Europe's airports need to be developed to enable them to handle an increase in flights. Further, French[31] predicts that the movement away from governmental control of state airlines is a critical issue. Will this allow international competitive oligopoly to develop?

In essence, many small European carriers will be swallowed up by the stronger, existing privatized European airlines. If this is the case the consumer will have fewer airlines to choose from, the exact situation that has occurred in the USA. As airlines continue to strive for European dominance, the Asian carriers are seeking to link into the European network, and, to gain access, require strategic alliances, in particular with those carriers that are currently looking to control European aviation.

If not contained, European airline deregulation is likely to determine the development of a small group of global mega-airlines.

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### **Conclusion**

During the seven years, 1989-1995 inclusive, many aspects of the tourism industry have changed as political, economic and social changes have occurred in both the receiving and generating countries. Politically, it was only seven years ago that Europe witnessed the interaction of East and West. In the period of this review, both Prague (Czech Republic) and Budapest (Hungary) became the fastest growing short-break holiday destinations. Florida and Kenya were seen as being the "in-resorts" at the start of the 1990s, as people wanted to extend their travel experiences. Predictions for 1997 and beyond are showing increases in tourist numbers to Turkey. The economic conditions have deeply affected the tourism industry through exchange rate

fluctuations and recessionary periods. These two issues contribute to lower disposable incomes referred to as being a major determinant in deciding whether people take a holiday. It is interesting to note that within the journals reviewed here, little has been written on the political and economic implications for tourism.

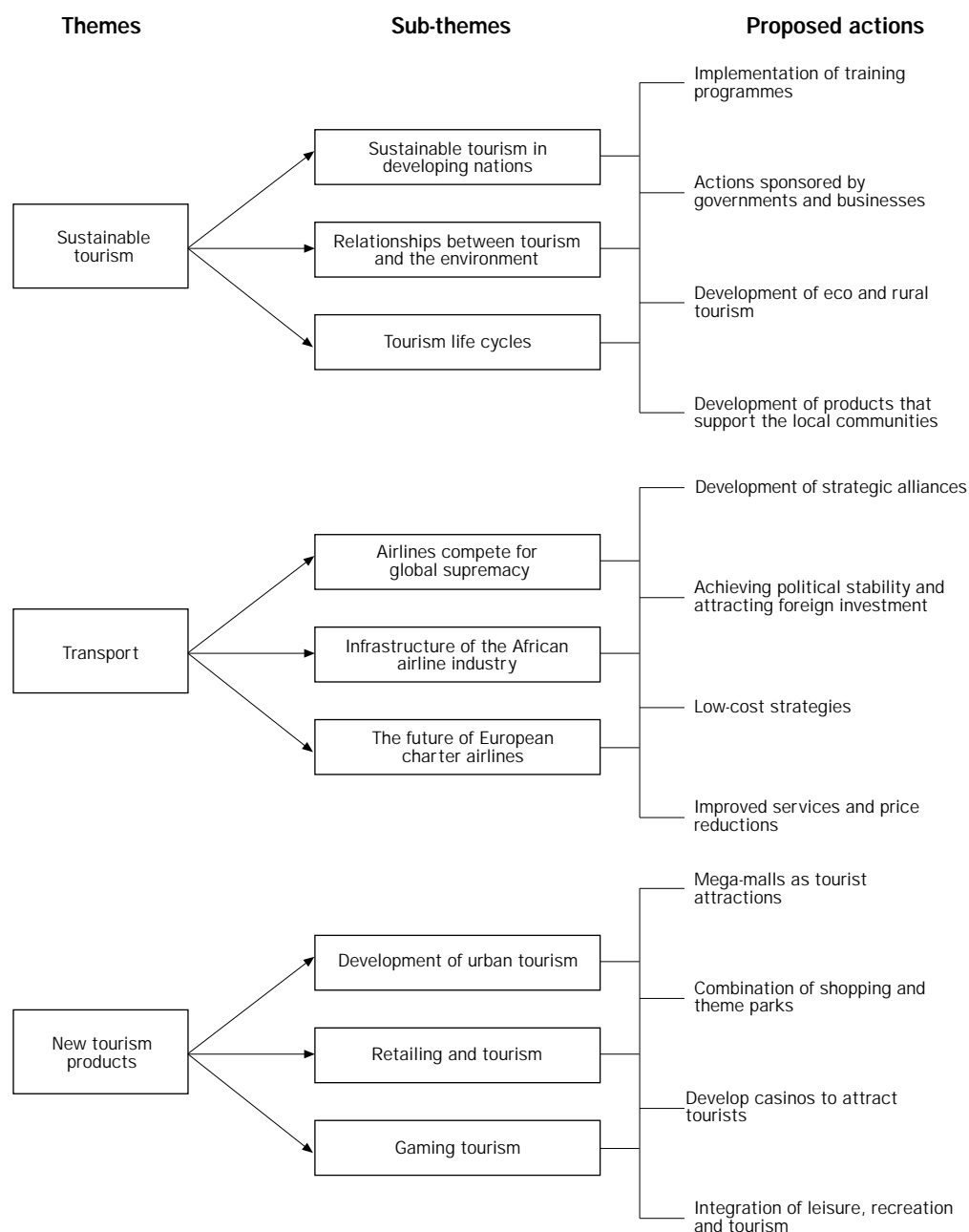
In reviewing the main trends identified during the period from 1989 to 1995 the following concluding observations are presented:

- Sustainability can be seen as a fundamental requirement for countries attempting to

develop their tourism industry. In the process of developing a tourism product, planners must ensure harmony with the local environment. Sustainability needs to evolve through effective planning with clear guidelines on the breadth and depth of the development. This goal can be achieved by educating and training people involved with tourism and by the actions of governments and organizations in sponsoring initiatives that address the relationship between tourism and the environment.

**Figure 1**

Summary of main themes and sub-themes – 1995



- Transport has been a theme extensively covered in the tourism literature, where special emphasis lies with the airline industry. Here, the impact of deregulation on the European charter market can be seen as an area that may cause concern. In a different geographic setting Asian carriers are being required to negotiate strategic alliances with European and American airlines, mainly in their strive for globalization.
- The USA has witnessed a recent surge in mega-malls that combine shopping with a theme park experience. This encourages a

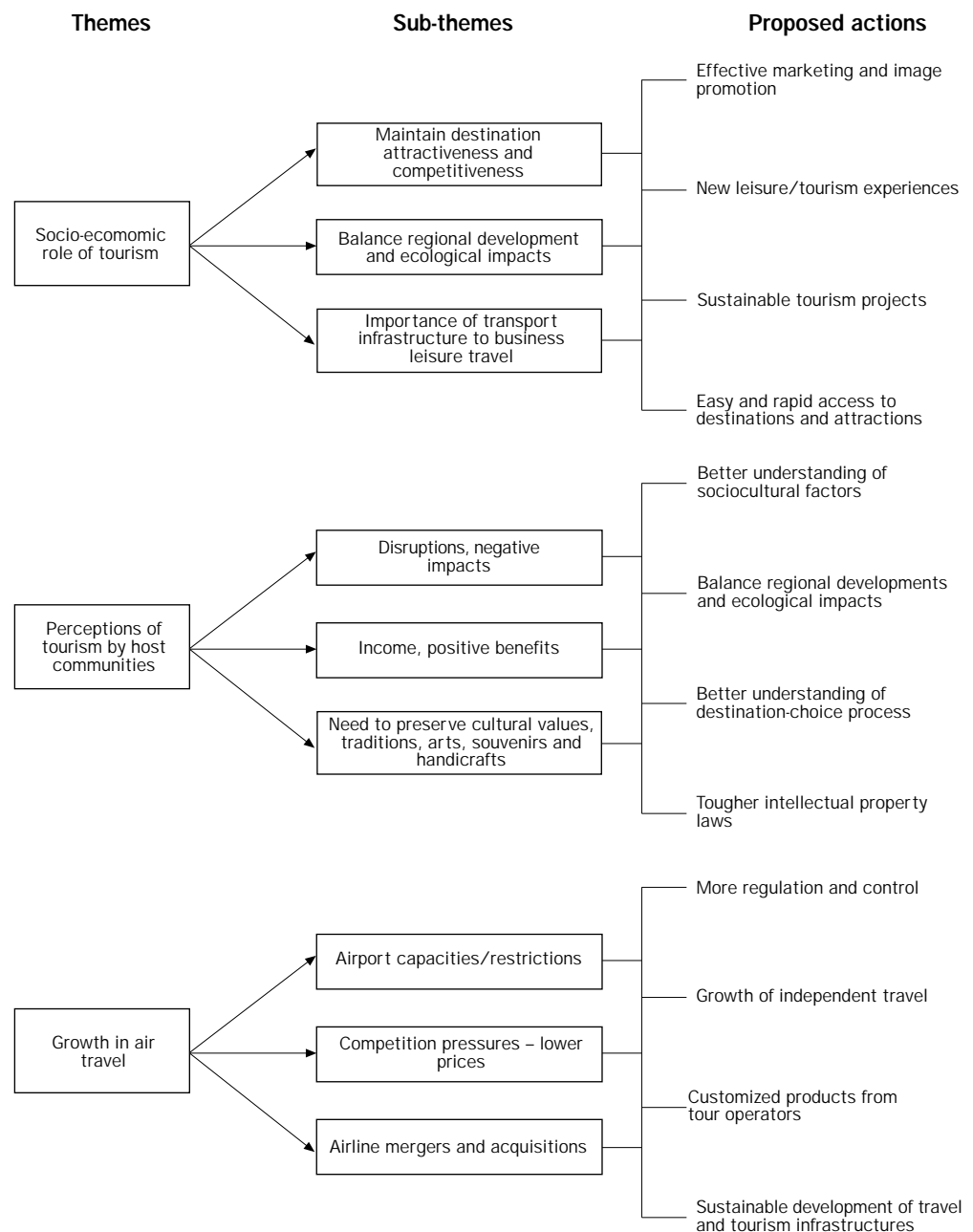
greater array of tourists to visit the location. Further, the location of such complexes outside city centres may help urban rejuvenation.

- The future development of tourism has been the subject of recent speculation. Growth in the number of older people travelling, the number of holidays taken and the high expectations of tourists are seen as examples of trends that are shaping the industry.

Summaries of the main themes and sub-themes are presented in Figures 1 and 2.

**Figure 2**

Summary of main themes and sub-themes – 1989-1994



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