

## ITM Bachelor 1. Sem

### 8029: Introduction International Tourism Management

#### SUPPLY SIDE:

### Tourism Resources: Nature - authentic and man-made

#### The Beach / The Ocean

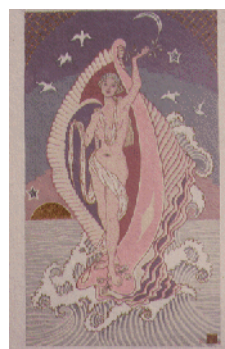
The sea and especially the border between land and sea, the beach have become the **typical** destination for the age of mass tourism, the second half of the 20th century, a symbol of

- Recreation
- Body, sport, leisure orientation
- Freedom from social, textile, moral borders

#### The ocean as a symbol of death

In European tradition the ocean is also the fountain of life

- "Aphrodite foamborn" -



but mainly a force to be feared,  
the ultimate border.



In mythology and literature:

- Gilgamesch Epos - the oldest western "traveller" is realizing on the ocean than all man are mortal (<http://www.lyrik.ch/lyrik/spuren1/gilgame/gilgam01.htm>)

- Travelling by boat brings egyptians, greeks, romans into the hades, the area of death



- The sea is the non-created part of the world in the bible, the Big Flood is ending all live but Noahs Arc, Leviathan, Neptun, mermaids, whales, giant octopusses threaten peoples live.



In reality:

- Before the 19th c. travelling on the ocean is extremely dangerous, most people cannot swim, ships are often lost in bad weather.

So the ocean has been always seen as a threat, not a place to be on or look onto for pleasure.

### **The beach as a part of nature and a place for health**

As the perception of nature changes from chaos and threat to "natural", original, picturesque scenery, the beach becomes a destination for the first time, boat trips (Gulf of Naples, gondola), fishermen songs and the ocean as topic of art become popular at the end of 18th c.

At the same time water (and fresh air) starts to be seen as positive for health, washing and bathing stop to been seen as bad for the human body

Seaside resorts are started in Britain and later also in Germany (1797 Doberan). The ocean becomes "blue" instead of "bloody red" or "dark".

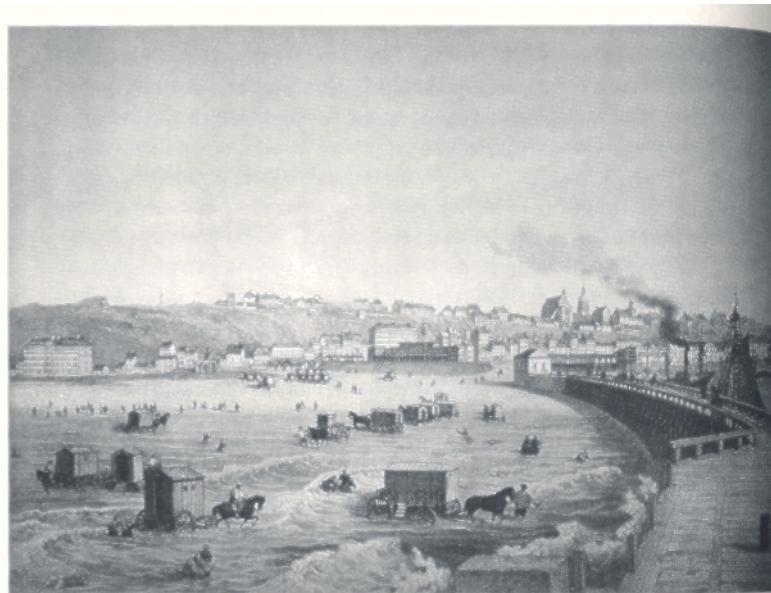


Figure 15. British nineteenth-century seaside resort with pier and bathing machines. (Photo The Bridgeman Art Library, London)



Australia 1920s

### 20th century: The beach as a main tourism resource

Acquisition of places which before did not exist or which before were remote:

- Traditionally most cities are not build directly at the seaside but on the next hill etc. to be safer from storms, floods, marauders, the "unhealthy air" etc.
- The beach is used by fishermen or as a harbour or as a toilet
- Seaside resorts are build especially for guests, fishermen's villages change into tourists areas, the seaside promenade and the pier is developed
- Access is provided by railway (before 2nd World War) and by aircraft after 1945, changing remote areas (f.i. mediterranean and caribic islands) into tourism hot spots, helped by airstrips build during the war

<ul style="list-style-type: none"> <li>➤ Beach holidays become standardised, the hinterland becomes less and less relevant - the tourists are "turning their backs" on the land</li> </ul>	
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- Tourists take over beaches from local usages

### 21st century: The beach moves indoors



Ocean Dome Miyazake (Kyushu/Japan)



Tropical Islands, Brandenburg

**Inventing totally man-made places for leisure and tourism**

**Reasons for the development of man-made leisure and tourism places**

Why can we see the development of "Disney"-style parks and why are we today witnessing the development of more and more theme parks, ErlebnisCenters, Indoor Sports Arenas etc.?

Examples:

[FUTUROSCOPE](#) (pdf)

Indoor Skiing



## LEGOLAND

LEGO® fan or not, you just can't beat LEGOLAND® Deutschland, a fantastic world created using over 50 million LEGO bricks. With countless attractions and spectacular shows, a special adventure awaits everyone here!

In **LEGO X-TREME**, for example, everything is higher, faster and even more action-packed. The "X" in X-TREME stands for maXimum fun, maXimum speed and maXimum thirst for knowledge. LEGO RACERS Drome Racing and the Project X – LEGO Test Track are just the thing for fearless racing drivers. All those who are fascinated by research and experimentation are in the right place in the **IMAGINATION** area. In the Build & Test Centre, for example, you can build your own LEGO skyscraper and test how earthquake-proof it is. Or discover **ADVENTURE LAND**. It is hidden in the middle of a jungle, surrounded by trees and undergrowth, wild animals and fantastic creatures – all made of LEGO bricks, of course. Embark on an exciting Jungle X-Pedition or discover the wildlife on the Safari Tour. You can also travel back in time to ages past. A suspension bridge takes you inside the giant castle, the trademark of **KNIGHTS' KINGDOM** – our realm for all budding knights and damsels. Here lurks a fire-breathing dragon, waiting to take fearless knights on a wild ride. Pilots and helmsmen are in their element in **LEGO CITY**. Aircraft and boats await your command here at the airport and harbour. Anyone who has ever wanted to discover the world of pirates should make a beeline for our **PIRATE LAND**. You and your whole family can plunge into a world of buccaneers and corsairs as seafarers in Captain Nick's Splash Battle.

**What positive and negative points can you see in this development from**

- the point of view of the producers/owners?
- the point of view of the customers?
- the point of view of the society?

Positive	Negative
<b>PRODUCERS/OWNERS VIEW</b>	
<ul style="list-style-type: none"> <li>- Control of Product Quality,</li> <li>- Customization, Standardisation,</li> <li>- Bringing Product to Customers,</li> <li>- Vertical and Horizontal Integration</li> </ul>	<ul style="list-style-type: none"> <li>- High level of Investment,</li> <li>- Long-term commitment,</li> <li>- Potentially strong competition</li> </ul>

Positive	Negative
<b>CUSTOMERS VIEW</b>	
<ul style="list-style-type: none"> <li>- Predictable Product Quality,</li> <li>- Good Accessibility,</li> <li>- Low Price,</li> <li>- High Level of Entertainment / Excitement</li> </ul>	<ul style="list-style-type: none"> <li>- McDonaldization,</li> <li>- Loss of Authenticity,</li> <li>- Ersatz-Adventures instead of real challenge</li> </ul>

Positive	Negative
<b>SOCIETIES VIEW</b>	
<ul style="list-style-type: none"> <li>- Less Costs from dangerous activities (Health Insurance, Emergency Services etc.)</li> <li>- Less Traffic and Pollution</li> <li>- Less Loss of Land for L+T</li> </ul>	<ul style="list-style-type: none"> <li>- Less fully developed persons for workforce and future development</li> <li>- Stronger position of large global corporations</li> <li>- Loss of tourism income for less developed countries</li> </ul>

## Man-made Leisure and Tourism places

A categorisation of "*Erlebniswelten*":

1. Leisure and Tourism Parks
  - 1.1. Theme parks (Film/TV, Maritime, Safari, Brands)
  - 1.2. Holiday worlds (holiday parks, holiday clubs, event hospitality)
2. Shopping Centers, Malls
3. Urban Entertainment Centers
4. Indoor Sport and Water Worlds

5. Complex Leisure Worlds (Multiplex Cinemas, Expos, Zoos, Sporting Arenas)

6. Mega-Events, Musicals

7. Brand-Worlds

(based on: Kagelmann 1998, in: Rieder, Bachleitner, Kagelmann (ed.) 1998)

**If we would have to decide which kind of "Erlebniswelt" to build in Dithmarschen, which kind would you choose - and why?**



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