

ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

DEMAND MEETS SUPPLY: Destinations

Instead of "original" and "derived" attractions, it is more meaningful to use categories as follows:

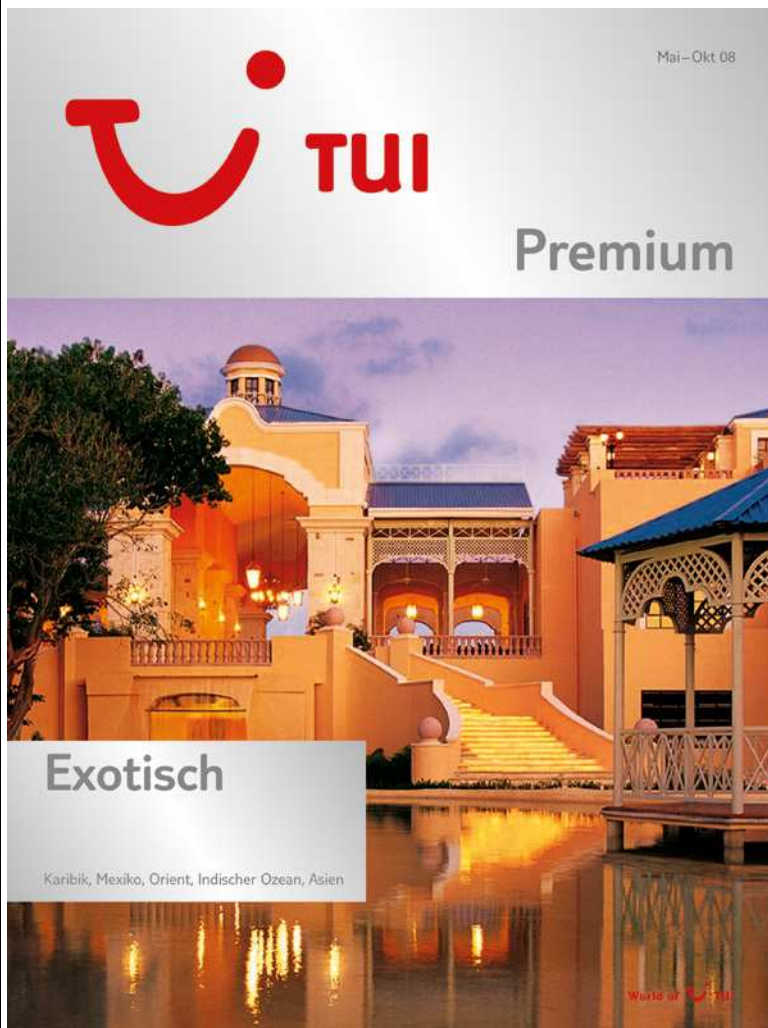
- "natural" resources - not made but managed by man
- human-made resources, not originally build for tourism
- human-made resources, purpose build for tourism
- "event" resources, temporary attractions

All four kind of resources can be destinations and are used as destinations.

With accessibility and standardisation of offers increasing, ACTIVITIES are taking the place of DESTINATION.

Tour operator catalogues organized by country --> + organized by activity.







Today all parts of the world are a destination - even "Balkonien" (Balconia)
 - if ACTIVITIES are seen as the base of the destination.

From a blog:

Saturday, August 19, 2006

From our man in Balconia

The weather has warmed up significantly, so I'm back on the balcony with my iBook, a cup of coffee, and a belly full of bacon and scrambled eggs. It's a beautiful day: blue sky with just a few decorative clouds, gentle breeze, the hum of traffic from the street behind me. Very nice indeed. [Update: just two short hours later, it's raining again. Gah.]



Double rainbow

