Tourists Come and Go, but Residents Stay

NESTING TOURISM IN THE HOST COMMUNITY

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TOURISM + COMMUNITY
Health, Wellbeing & Happiness
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Post-Pandemic Tourism

• Who says big is better? Small is beautiful
• Who says over-tourism is good? Under-tourism is better
• Who wants quantitly tourism? Quality tourism is superior
• Who wants smart tourism? Wise tourism is smarter
• Which choices are climate-change friendly? Community-based
• What it takes for island destinations to attract visitors and retain them as repeaters, while enhancing residents’ quality of life?
• The “Tourism + Community = Health, Wellbeing & Happiness” menu suits post-pandemic hosts and guests, more so in island destinations
• A Nice Place to Live is a Nice Place to Visit
Moving Forward ...

- The pandemic put tourism into a long hypernation
- But
"In every negative lies a hidden positive"
Moving Forward …

- The pandemic put tourism into a long hypernation
- But “in every negative lies a hidden positive”:
- Tourism’s values/importance came to the surface
  - Now, more than ever, tourism is recognized—nationally and internationally—as a giant industry/as a global socioeconomic force
The United Nations General Assembly dedicated a session to “tourism and its key role in inclusive recovery and growth” (4 May 2022)
And the tourism industry voice heard

U.S. dropped Covid testing requirement for international travelers (June 12)

And this happened because “airline and tourism groups pressed the administration for months to eliminate the testing requirement”
Moving Forward ...

- The pandemic put tourism into a long hypernation
- But “in every negative lies a hidden positive:
- Tourism’s value/importance came to the surface
  - Now tourism is recognized—internationally—as a giant industry/ a global socioeconomic force
  - Many lessons learned during the pandemic, affecting almost all tourism products
  - Including the well-known tourism S’s—Sun, Sand, Sea, and … These and other tourism products will stay but they all will be influenced by other S’s:
Moving Forward: Tourism’s Post-pandemic S’s
(based on 50+ scotwebinars.org/)

Safety (UNWTO, WHO and FAO closer ties)
Security (more evident now than ever before)
Sanitation (WHO, ILO, Ministries of Health)
Service (“where is hospitality”)
Sympathy/Sensitivity (host/guest/operator relationships)
Small (simple, local charms, corporate distinctions)
Sustainability (Climate Change, UN’s SDGs, UNWTO: joined forces with Environment Ministries, International Organizations and UN agencies to consolidate tourism’s commitment for accelerating sustainability)(Stockholm, Sweden, 2 June 2022)
Moving Forward : Tourism Products

- Built back better, all tourism products
- First, an inventory of tourism products
Sample of Tourism Products

Aboriginal tourism • Adventure tourism • Agritourism • Alpine tourism • Antarctic tourism • Art tourism • Artic tourism • Astrotourism • Authenticity • Backpacker tourism • Beach tourism • Bicycle tourism • Birdwatching tourism • Business tourism • Camping tourism • Casino tourism • Charter tourism • Coastal tourism • Coffee and tea tourism • Cruise tourism • Culinary tourism • Cultural tourism • Dark tourism • Desert tourism • Ecotourism • Elite tourism • Enclave tourism • Ethnic tourism • Experience • Family tourism • Fishing tourism • Flora and fauna tourism • Forest tourism • Gaming tourism • Geotourism • Ghetto tourism • Golf tourism • Handicraft • Health tourism • Heritage tourism • Historical tourism • Hunting tourism • Literary tourism • Luxury tourism • Marine tourism • Mass tourism • Medical tourism • Museum tourism • Military tourism • Motor coach tourism • Mountain tourism • Music tourism • Nautical tourism • Nostalgia tourism • Olympic tourism • Package tourism • Park tourism • Pilgrimage tourism • Pleasure tourism • Polar tourism • Protected area tourism • Recreation tourism • Red tourism • Romance tourism • Rural tourism • Scenic drive tourism • Second home tourism • Senior tourism • Sex tourism • Shopping tourism • Sightseeing tourism • Ski tourism • Slow tourism • Slum tourism • Smuggling tourism • Souvenir • Spa tourism • Space tourism • Sport tourism • Sun, sand, and sex tourism • Themepark tourism • Timeshare tourism • Urban tourism • Village tourism • Volcano tourism • Volunteer tourism • Warfare tourism
Moving Forward: Products for Island Tourism

- Agritourism
- Beach tourism
- Bicycle tourism
- Camping tourism
- Coastal tourism
- Culinary tourism
- Handicraft tourism
- Health tourism
- Heritage tourism
- Music tourism
- Nature tourism
- Nautical tourism
- Rural tourism
- Second home tourism
- Senior tourism
- Slow tourism
- Village tourism
- Wellbeing tourism
- Yacht tourism
- Yoga tourism
Moving Forward: Niches to Cultivate & Harvest

- **Beach Tourism**
  - “Today, beaches are key drivers of the economy of countries worldwide.”
Moving Forward: Niches to Cultivate & Harvest

- Beach Tourism
- Bicycle Tourism
  - “Well established as a market, particularly in Western but also some Asian countries.”
  - It “makes a good case for sustainable, low-carbon, and slow tourism.”
Moving Forward: Niches to Cultivate & Harvest

- Beach Tourism
- Bicycle Tourism
- Culinary Tourism
  - “… food provides a means to express identity and culture.”
  - “Culinary tourism is concerned with the desire to experience a particular food or region where a specific food is produced.”
  - NB: Culinary tourism promotes collaboration with the rest of the economy.
Moving Forward: Niches to Cultivate & Harvest

• Beach Tourism
• Bicycle Tourism
• Culinary Tourism
• Health/Wellbeing/Beauty/Spa/Happiness Tourism

Health: “a complete state of physical, mental, and social wellbeing”.

  o Lifestyle and health: “people seeking improved physical, emotional, and spiritual wellness.”
  
  o Wellness tourism: A type of tourism activity which improves and balance “physical, mental, emotional, occupational, intellectual, and spiritual” states
  
  o Happiness: Happy “people travel more, tourism makes people happier”.
  
  o Resident’s state of happiness “contribute to life satisfaction” of hosts and guests.
Moving Forward: Niches to Cultivate & Harvest

- Beach Tourism
- Bicycle Tourism
- Culinary Tourism
- Health/Wellbeing/Beauty/Spa/Happiness Tourism
- Music/Yoga Tourism
  - Motivations for music “is deeply emotional and personal.”
  - Tourism “is sensed in the body via [music] and not just through a visual.”
  - Yoga seeks to connect with self, others, and surroundings.
  - Yoga tourism “is a part of the special interest and wellness tourism.”
Moving Forward: Niches to Cultivate & Harvest

• Beach Tourism
• Bicycle Tourism
• Culinary Tourism
• Health/Wellbeing/Beauty/Spa/Happiness Tourism
• Music/Yoga Tourism (cooking, etc.)
• Village Tourism, Farm tourism, agritourism
  o “Simple operation, be yourself”
  o Population control: Holds back the youth
  o Best Tourism Village by UNWTO
Moving Forward: Niches to Cultivate & Harvest

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• Health/Wellbeing/Beauty/Spa/Happiness Tourism
• Music/Yoga Tourism (cooking)
• Village Tourism, Farm tourism, agritourism
• Senior Tourism
  o Characterized by “size, buying power, improved health status…Currently 11% of “Population is 60+… 20% by 2050”. This market has “the attention of marketers.”
  o Have “more free time to travel … willing and able to visit near and far destinations.”
  o They even like “adventure, sports, and social interaction while on holiday.”
Moving Forward: Niches to Cultivate & Harvest

- Beach Tourism
- Bicycle Tourism
- Culinary Tourism
- Health/Wellbeing/Beauty/Spa/Happiness Tourism
- Music/Yoga Tourism (cooking)
- Farm/Village Tourism
- Senior Tourism
- Slow Tourism
  - Slow tourism has “increased in popularity as a result of the pandemic and travel restrictions, … is projected to see even greater uptake post-pandemic.”
  - Slow tourism is of special interest to senior tourism market.
Moving Forward: Summing up

• Tourism’s Renaissance of tourism. As Covid checks out, tourism checks in
• Hospitality placed in the core of tourism
• Tourism seen through the eyes of the host community
• Favoring small and slow tourism, and slow start
• Not over-tourism, but under- and over-capacity
• Quality tourism quantity tourism, longer stay instead of more arrivals
• Incorporation of new tourism S’s in tourism education/training and practice
• Alliance of stakeholders across the industry
• Health/wellness/happiness of the host and satisfaction of the guest
• Not “working for tourists” but “working with tourists”
• All these measures in order to nest tourism in the host community
• Tourism has been a *tourist industry*, and not a *host industry*. Time for tourism to become *bifocal*