

Amazing Global Tourist Destinations & Airlines (Gathered Articles): Travel Guide for Executive Board of Directors, Tourists, Government Diplomats, International Students, Academics, Entrepreneurs & Other Professionals 1st Edition



The Above Three Animal Images Copyright Holder is "Serengeti-Park Hodenhagen, Germany"

Authored & Self-Published By Rudolph. Patrick. T. Muteswa

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Author: Rudolph. Patrick .Tawanda. Muteswa

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Author & Book Editor

Rudolph. Patrick. Tawanda. Muteswa is a global Human Resources Management, Entrepreneurship and Business Management Specialist. He received his Master of Commerce (MCom), Bachelor of Commerce Honors (BCom Hons) and Bachelor of Business Administration in Management (BBA) from the University of KwaZulu-Natal in Pietermaritzburg, South Africa. Rudolph P.T. Muteswa is passionate about global travel, tourism management, hospitality, aviation, human resources management, board of director development and business ethics related topics in organizations. Rudolph. P. T. Muteswa in his personal life enjoys doing the following: writing inspirational poetry, athletics, vegetable gardening, rearing chickens/rabbits, listening to music, travelling & learning more about the different cultures found in different parts of the world.

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PREFACE TO THE FIRST EDITION

Over the past decades the continuous growth patterns of global tourism have managed to make tourism a critical economic activity in each and every country in the world. The image of a country and its tourist destinations are clearly influenced by tourism marketing. Today it is unquestionable that nations such as the United States of America, Switzerland, Australia, Germany, the United Kingdom, Canada, Ghana, The Netherlands, South Africa, Romania, Italy, Chile, Brazil, Argentina, Ireland, Zambia, Sweden, Denmark, Botswana, New Zealand, Belgium, The Gambia, Spain, France, India, Malawi, Kenya, Mauritius, Nigeria, Singapore, Namibia and Norway will continue to enjoy powerful nation brand statuses as a result of their visitor friendly societies and tourism sector businesses that place more emphasis on increasing customer experience during their holiday visit. The main aim of this textbook is to educate readers about the fact that nowadays tourism has created new economic opportunities for many countries through the consistent creation of new destinations that help to generate financial income for the local communities, businesses and government. One of the key aim of this textbook is to educate readers about the fact that nations such as Germany, the United Kingdom, the United States of America, The Netherlands, Switzerland, Canada, Romania, Chile, Brazil, Sweden, Denmark, South Africa, Belgium and Norway have successfully positioned their tourist destinations to be the best places to visit in the world since they offer cherishable lifetime memories and holiday experiences. Another aim of this book is to educate readers about the fact that the global tourism sector is also susceptible to the global pandemic (Covid-19) travel restrictions since most international borders may be temporarily closed to international tourists/visitors. In addition another key aim of this book is to educate readers about the positive role that is played by tourism in a country for instance when implementing initiatives that help to preserve the local culture and history in order to boost cultural tourism whilst maintaining the local traditional societal values. This book specifically targeted people on the continents of Africa, North America, South America, Europe, Oceania, the Middle East and Asia in order to provide them with basic knowledge about the popular tourist destinations, popular global airlines and sustainable tourism.

Acknowledgement:

I would like to thank my 6 siblings (*four brothers & two sisters*) for tirelessly supporting me towards my education and personal life goals. I would also like to take this opportunity to greatly thank my late parents, aunties and uncles for the great role they played in my childhood. Furthermore, I shall forever be grateful to the great men and women in the continent of Africa, North America, Europe, South America, the Middle East, Oceania and Asia who contributed towards the writing of this book in particular all the named leading ‘iconic’ entrepreneurs, business leaders, governments, organizations & the various information sources cited in this book.

Chapter 1: What is tourism

After reading this chapter you should be able to:

- Define the following term ‘business visitor’.
- Identify the different types of tourism.
- List the common tourism products. Identify the common benefits of tourism to a country, city, town or community.
- List the different risks involved in tourism development. Describe what is sustainable tourism.

1.1 Introduction

¹“**WHY TOURISM?** *Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress*” (United Nations World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/why-tourism>). Tourism in general positively impacts a nation’s economy in various ways. The arrival of both domestic and international tourists to a popular tourist destination helps to generate foreign currency or local currency revenue to several industries such as: (1) hotel, motel, lodges bed & breakfast (B&B), (2) restaurants/cafes, (3) bars/pubs/night clubs, cinemas, (4) retail (shopping malls), (5) arts & culture (museums, religion centres, music, fashion & food cuisines), (6) transportation (airlines, local trains, sea cruises & bus/taxi services), (7) health (medical tourism – surgeries, cosmetics & so on), (8) nature & wildlife (garden parks and animal national parks/zoos) and many others since they provide essential services to tourists. ²“Tourism has a wide supply chain, which includes transport providers, cultural interpreters, accommodation, food and beverage suppliers, agriculture

¹ United Nations World Tourism Organization – UNWTO (2023) *Why Tourism?* Available from: <https://www.unwto.org/why-tourism> [Accessed February 11, 2023]

² World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] © 2017 The World Bank

producers, energy and water supply, attractions, events, souvenirs, cultural heritage, arts and crafts, micro businesses, and construction and maintenance workers. Because of this, tourism has the potential to reach and benefit large numbers of people. Several studies have highlighted the multiplier effect of tourism in local economies, and its broad employment in middle and high income countries” (World Bank Group, 2017:16, <https://documents1.worldbank.org/>). The Covid-19 pandemic led to many international borders or visitors being closed to international tourists as a result of lockdown restrictions and this ultimately boosted domestic tourism trends in many countries but overtime many borders started to re-open to allow international tourism. Generally tourism helps to boost the nation brand of each and every country through marketing its beauty, pristine nature reserves, hospitality industry and airports. Some of the countries that will continue to enjoy powerful nation brand statuses as a result of their visitor friendly societies and tourism sector businesses include: the United States of America, Switzerland, Australia, Germany, the United Kingdom, Canada, Ghana, The Netherlands, South Africa, Romania, Italy, Chile, Brazil, Argentina, Ireland, Zambia, Sweden, Denmark, Botswana, Estonia, New Zealand, Belgium, The Gambia, Spain, France, India, Malawi, Kenya, Mauritius, Nigeria, Singapore, Namibia, Norway and many others. It is important to note that international trade and cooperation amongst countries is strongly influenced by tourism especially the treatment of foreigners by local people. The following section will discuss the meaning of the term business visitor.

1.2 Definition of a term

³“**Business visitor**: A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category of purpose ([IRTS 2008, 3.17.2](#)).” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>). The following section will cover information about the different types of tourism in-depth.

³ “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

1.3 Types of tourism

⁴“**Introduction to tourism.** Defining tourism is not a simple matter, as it is a complex industry made up of many different businesses, the common theme being that they provide products and services to tourists/visitors” (VisitBritain/VisitEngland, 2023, <https://www.visitbritain.org/>).

⁵“There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

1.3.1 Domestic tourism refers to activities of a visitor within their country of residence and outside of their home (e.g. a Brit visiting other parts of Britain).

1.3.2 Inbound tourism refers to the activities of a visitor from outside of country of residence (e.g. a Spaniard visiting Britain).

1.3.3 Outbound tourism refers to the activities of a resident visitor outside of their country of residence (e.g. a Brit visiting an overseas country)” (VisitBritain/VisitEngland, 2023, <https://www.visitbritain.org/introduction-tourism>). The following section will cover information about the list of different tourism products in-depth.

1.4 “What are tourism products?”

'Tourism product' covers a number of different categories including:

1.4.1 Accommodation, i.e. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, camping, caravanning and home stay

1.4.2 Hospitality, i.e. food and beverage serving services, e.g. pubs, restaurants, cafes, private dining for groups/conferences

⁴ VisitBritain/VisitEngland (2023) *Introduction to Tourism*. Available from: <https://www.visitbritain.org/introduction-tourism> [Accessed February 06, 2023] © VisitBritain/VisitEngland 2023. All rights reserved.

⁵ VisitBritain/VisitEngland (2023) *Introduction to Tourism*. Available from: <https://www.visitbritain.org/introduction-tourism> [Accessed February 06, 2023] © VisitBritain/VisitEngland 2023. All rights reserved.

1.4.3 Transport services, e.g. rail, road, water, air networks and rental

1.4.4 Guided tours and tourist guides

1.4.5 Travel agencies and other reservation services, including tour operators and destination management companies (see travel trade section)

1.4.6 Cultural services, e.g. museums, attractions

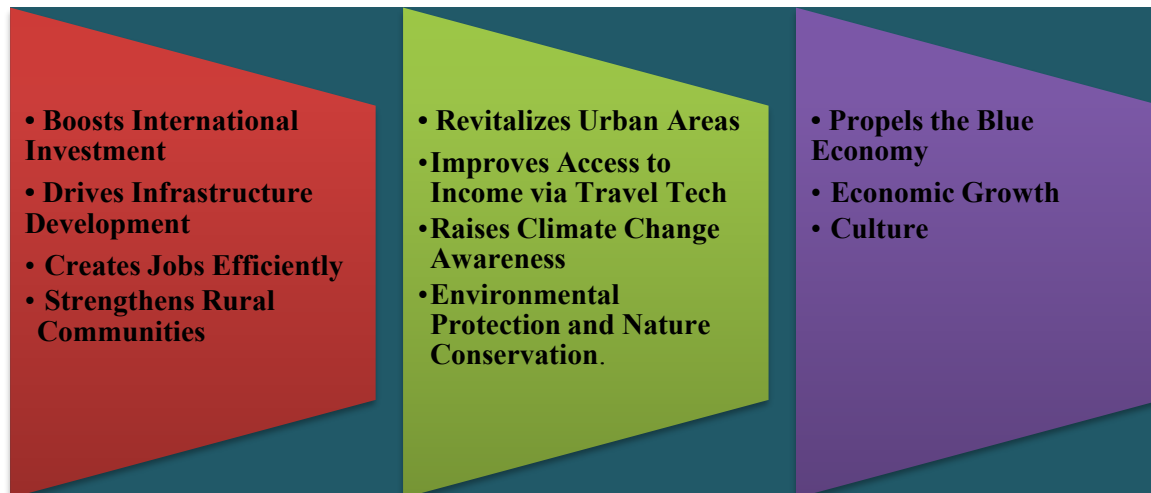
1.4.7 Sports and recreational activities

1.4.8 Retail” (VisitBritain/VisitEngland, 2023, <https://www.visitbritain.org/introduction-tourism>). The following section will cover information about the benefits of tourism in-depth.

1.5 Benefits of tourism to a country, city, town or community

The positive impact of tourism in any country, city, or community is significant and this was clearly highlighted in an article authored by the World Bank Group (2017) titled ‘*Sustainable Tourism Development*’ published via <https://documents1.worldbank.org/> and another publication authored by the Germany Federal Ministry for Economic Cooperation and Development (2023) titled: ‘*Issues involved in tourism development*’ published via <https://www.bmz.de/>. The various ways tourism benefits communities will be clearly depicted by Figure 1.1 below.

Figure 1.1 Common benefits of tourism to a country, city, town and community identified by the World Bank Group (2017) & the Germany Federal Ministry for Economic Cooperation and Development (2023)



Source: Diagram Created By Author Using Information From: (World Bank Group, 2017:10, <https://documents1.worldbank.org/> and Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>).

⁶According to the Federal Ministry for Economic Cooperation and Development (2023) **Opportunities involved in tourism development**. Tourism can contribute to sustainable development in a variety of sectors (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>). The common economic benefits of tourism in a country, city, town or community will be discussed in greater detail below.

1.5.1 ⁷“**Boosts International Investment**. Tourism and hospitality is now the second fastest-growing industry in terms of foreign direct investment (FDI) attraction, only surpassed by communications services. Tourism is a large contributor to FDI, considered a priority by most investment-promotion agencies for stimulating widespread economic development. About USD806.5 billion (4.4% of total investment) was invested in travel and tourism in 2016, compared to USD680 billion in the oil and gas industry.

⁶ Federal Ministry for Economic Cooperation and Development (2023) *Issues involved in tourism development*. Available from: <https://www.bmz.de/en/issues/tourism> [Accessed February 06, 2023] © 2023 Federal Ministry for Economic Cooperation and Development

⁷ World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> p8-24 [Accessed February 12, 2023] © 2017 The World Bank

1.5.2 Drives Infrastructure Development. Tourism sector development often results in improvements in basic infrastructure, such as airports, roads, water supply, energy, medical services, mobile phone networks, and health and safety services that are enjoyed by tourists and locals alike. In recent years, the World Bank has implemented tourism projects with infrastructure components in Ethiopia, Nepal, Georgia, Albania, Tanzania, Madagascar, Mozambique, and Senegal, among many other countries” (World Bank Group, 2017:10, <https://documents1.worldbank.org/>). ⁸“**Infrastructure.** Revenue from tourism can be used to expand important transport, energy and other infrastructure, and for waste and wastewater management, for example” (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>).

1.5.3 ⁹“Creates Jobs Efficiently. World Bank research shows that employment is the surest pathway out of poverty¹⁰. Tourism employs 292 million people worldwide, which means that one in every ten jobs is related to tourism. In Africa, between 2000 and 2014, the number of jobs attributable to the tourism sector nearly doubled from 11.6 million to 20.5 million, which represents 8.1% of total employment in the region. Consequently, targeting sectors like tourism that are efficient and effective job creators, is an ideal way to direct funds.

1.5.4 Strengthens Rural Communities. From a policy perspective, rural tourism is about economic diversification: creating jobs for rural youth, ethnic minorities, women and marginalized people; alleviating poverty; and preserving heritage and culture¹¹.

1.5.5 Revitalizes Urban Areas. Improving the competitiveness of cities is an increasingly important pathway to ending extreme poverty¹². By 2050, the urban population will rise to 66%, or six billion people, with growth concentrated in Asia and Africa¹³.

⁸ Federal Ministry for Economic Cooperation and Development (2023) *Issues involved in tourism development*. Available from: <https://www.bmz.de/en/issues/tourism> [Accessed February 06, 2023] © 2023 Federal Ministry for Economic Cooperation and Development

⁹ World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> p8-24 [Accessed February 12, 2023] © 2017 The World Bank

¹⁰ Azevedo, J. P., Inchauste, G., Olivieri, S., Saavedra, J., & Winkler, H. (2013). *Is Labor Income Responsible for Poverty Reduction? A Decomposition Approach*. Policy Research Working Paper; No. 6414. Washington, DC: World Bank.

¹¹ World Tourism Organization (UNWTO) (2017). *International Rural Tourism Development – An Asia-Pacific Perspective*.

¹² World Bank Group (2015). *Competitive Cities for Jobs and Growth: What, Who, and How*.

1.5.6 Improves Access to Income via Travel Tech. Tourism is leading the way in upscaling the sharing economy through technology, which is transforming the way travel is researched, purchased, provided and experienced. It also offers many new, more informal ways to earn money through tourism, that allow people to leverage existing resources, such as their home, their culinary traditions or a car. Through home-rental platforms like Airbnb and VRBO (Vacation Rentals By Owner), locals can rent out their homes to visitors looking for an authentic travel experience, which results in more money staying in the local economy. Online travel agencies and rating systems are levelling the playing fields and providing new opportunities for entrepreneurs to reach broad bases of customers.

1.5.7 ¹⁴Raises Climate Change Awareness. Tourism is often an innovator of sustainable consumption and production, and climate change awareness. There are many examples of tourism resorts introducing wind and solar power, organic farming, and sustainable fisheries to communities that would not otherwise be exposed to these environmental advances. This triggers a sustainability multiplier effect on the local community and often a certification or award of some kind” (World Bank Group, 2017:10, <https://documents1.worldbank.org/>). “**Environmental protection and nature conservation.** Tourism companies and local communities get involved in environmental protection once they realise that this will help preserve the basis for tourism” (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>).

1.5.8 “Propels the Blue Economy. The Blue Economy is now understood as use of the sea and its resources for sustainable economic development¹⁵. Tourism is a key driver of the blue economy, helping to increase the value of marine conservation. Tourism accounts for an estimated 26% of ocean-based economic activity, and much of the projected growth of global

¹³ United Nations (2014). *World’s Population Increasingly Urban With More Than Half Living In Urban Areas*. <http://www.un.org/en/development/desa/news/population/world-urbanization-prospects-2014.html>

¹⁴ World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> p8-24[Accessed February 12, 2023] © 2017 The World Bank

¹⁵ Patil, P. G., Virdin, J., Diez, S. M., Roberts, J., & Singh, A. (2016). *Toward a Blue Economy: A Promise for Sustainable Growth in the Caribbean; An Overview*. Washington, DC: World Bank. <https://openknowledge.worldbank.org/bitstream/handle/10986/25061/Demystifying0t0the0Caribbean0Region.pdf?sequence=4>

tourism will be coastal and marine. Many countries that rely on ocean-based tourism have recognized the importance of protecting their coastlines, coral reefs, marine biodiversity, beaches, and waters¹⁶ (World Bank Group, 2017:10, <https://documents1.worldbank.org/>).

1.5.9 ¹⁷“**Economic growth.** Tourism generates income and creates easily accessible training opportunities and jobs, as well as sales markets for services and local products.

1.5.10 Culture. Travelers are interested in local cultures. So tourism can contribute, among other things, towards protecting and reviving the cultural heritage and increasing the value which people attach to it” (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>). The following section will cover information about the various risks associated with tourism development.

1.6 “Risks involved in tourism development

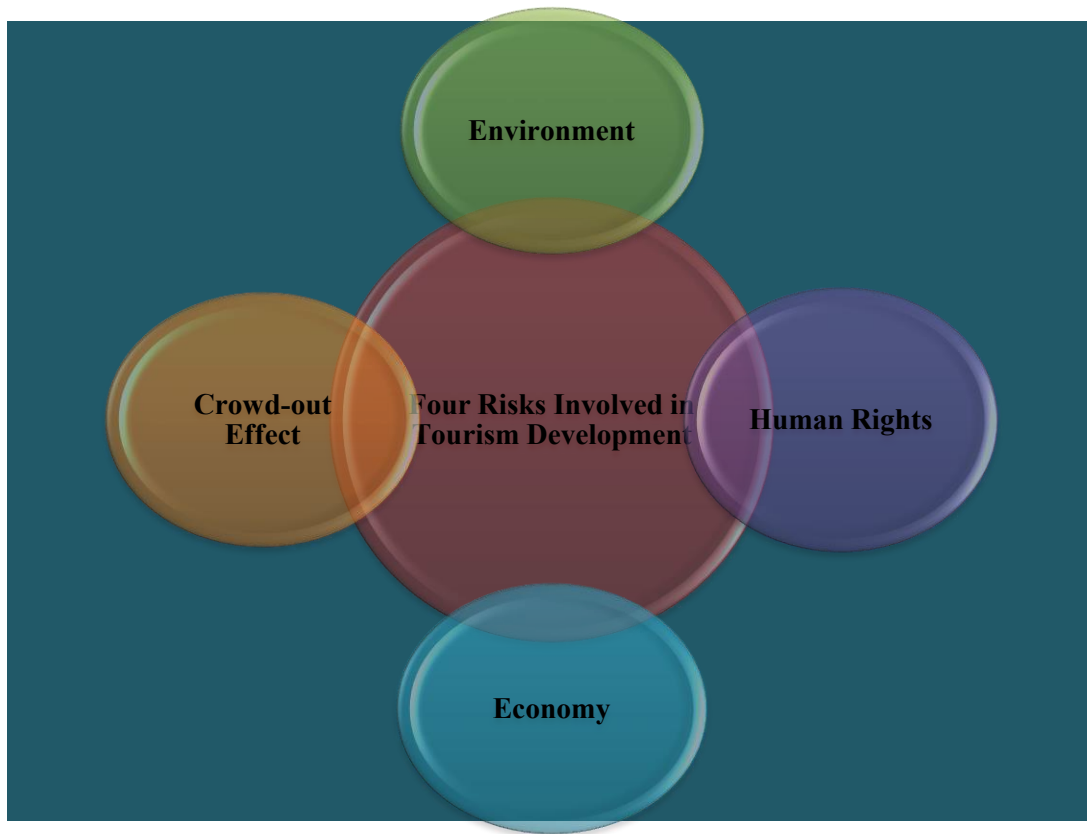
Uncontrolled growth of the tourism sector gives rise to a number of risks”¹⁸ (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>). The various risk involved in tourism development will be clearly depicted by Figure 1.2 below.

¹⁶ Patil, P. G., Viridin, J., Diez, S. M., Roberts, J., & Singh, A. (2016). *Toward a Blue Economy: A Promise for Sustainable Growth in the Caribbean; An Overview*. Washington, DC: World Bank. <https://openknowledge.worldbank.org/bitstream/handle/10986/25061/Demystifying0t0the0Caribbean0Region.pdf?sequence=4>

¹⁷ Federal Ministry for Economic Cooperation and Development (2023) *Issues involved in tourism development*. Available from: <https://www.bmz.de/en/issues/tourism> [Accessed February 06, 2023] © 2023 Federal Ministry for Economic Cooperation and Development

¹⁸ Federal Ministry for Economic Cooperation and Development (2023) *Issues involved in tourism development*. Available from: <https://www.bmz.de/en/issues/tourism> [Accessed February 06, 2023] © 2023 Federal Ministry for Economic Cooperation and Development

Figure 1.2 Four risks involved in tourism development identified by the Germany Federal Ministry for Economic Cooperation and Development (2023)



Source: Diagram Created By Author Using Information From: (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>).

The four risks highlighted by Figure 1.2 will be further discussed in greater detail below. According to the Germany Federal Ministry for Economic Cooperation and Development (2023)

1.6.1 Environment. Uncontrolled growth of the tourism sector puts a strain on natural resources, for example through greatly increased demand for water and energy, increased volumes of waste, and damage to – or even the destruction of – ecosystems.

1.6.2 ¹⁹**Human rights.** If local people's right to have a say in local affairs is disregarded, or if social standards are not met, the development of tourism can lead to conflicts within the society

¹⁹ Federal Ministry for Economic Cooperation and Development (2023) *Issues involved in tourism development*. Available from: <https://www.bmz.de/en/issues/tourism> [Accessed February 06, 2023] © 2023 Federal Ministry for Economic Cooperation and Development

of the destination country. For example, most workers in the tourism industry, especially women, have informal jobs with very limited career advancement opportunities. Tourism development can also lead to increased sexual exploitation of women and children, and increased child labour.

1.6.3 Economy. Economies that rely one-sidedly on tourism can become economically dependent on that single industry. Seasonal fluctuation of tourist flows can lead to insecure job and income situations.

1.6.4 Crowding-out effect. The construction of tourism infrastructure and the increase of prices in a given region as a result of tourism can crowd out local people from their home areas or local labour and other markets (Federal Ministry for Economic Cooperation and Development, 2023, <https://www.bmz.de/en/issues/tourism>). The following section will cover information about sustainable tourism in-depth.

1.7 Sustainable tourism

²⁰“Thus, **sustainable tourism** should:

1.7.1 Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

1.7.2 Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

1.7.3 Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

²⁰ “From [*Sustainable Development*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/sustainable-development>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

1.7.4 Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

1.7.5 Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them”²¹ (UNEP and UNWTO, 2005:11 cited in the United Nations World Tourism Organisation, 2023, <https://www.unwto.org/sustainable-development>). The following section will cover the conclusion of this chapter.

1.8 Conclusion

It can be concluded that the growth patterns of the global tourism sector have continued to improve and this has managed to make tourism a critical economic activity in each and every country in the world. Today tourism has created new economic opportunities for many countries by continuously creating new destinations that help to generate financial income for the local communities, businesses and government. It can also be concluded that the global tourism sector is also susceptible to the global pandemic (Covid-19) travel restrictions since most international borders may be temporarily closed to international tourists/visitors. One of the key advantages of tourism is that it helps to preserve local culture, history and architecture in order to boost cultural tourism whilst maintaining the traditional societal values.

1.9 Review questions

- 1) Define the following term ‘business visitor’?
- 2) Identify the different types of tourism?

²¹ Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005, p.11

3) List the common tourism products? Identify the common benefits of tourism to a country, city, town or community?

4) Identify the different risks involved in tourism development? Describe what is sustainable tourism?

Chapter 2: Popular tourist destinations in the United States of America, Canada, Switzerland, United Kingdom & The Netherlands

After reading this chapter you should be able to:

- Define the following term ‘destination’. List some of the popular tourist attraction sites in the United States of America.
- Identify some of the popular tourist attraction sites in Canada. Describe one of the most popular tourist attraction sites in Switzerland.
- Discuss some of the popular tourist attraction sites in the United Kingdom.
- Identify one of the popular tourist attraction site in The Netherlands.

2.1 Introduction

Tourism creates enormous opportunities towards promoting climate change friendly policies in a country. Today climate change has significantly boosted the ‘nature-based tourism sector’ since it helps to conserve the natural environment. ²²“Nature-based tourism is in high demand, which not only increases the value placed on unspoiled nature and wildlife, it generates funds used for conservation. In 2014, nature-based visitors made up 66% of all international travelers to Australia and spent USD18.32 billion on trips to Australia” (World Bank Group, 2017:20, <https://documents1.worldbank.org/>). The prosperity of a nation can be strengthened by its tourism sector. Tourism generally helps to boost economic growth, employment creation and inter-cultural exchange amongst global societies. When international tourists arrive in a foreign country they bring new ideas, knowledge and culture/values from their country of origin and overtime they share these with the local people leading to the creation of a multi-cultural society

²² World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] © 2017 The World Bank Group, All Rights Reserved.

and prolonged diplomatic relations. ²³“Tourism can be an effective way to engage visitors in philanthropy. Often seeing a situation firsthand can change the way people empathize with those in need. In 2016, Americans gave more than USD390 billion in charitable donations, showing the potential of travel philanthropy²⁴. A growing number of businesses are providing philanthropic opportunities to their guests” (World Bank Group, 2017:6, <https://documents1.worldbank.org/>). The following section will discuss the meaning of the term destination in-depth.

2.2 Definition of a term

²⁵“**Destination (main destination of a trip):** The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. See also purpose of a tourism trip (IRTS 2008, 2.31)” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>). The following section will cover information about some of the popular tourist destinations in the United States of America.

2.3 Popular tourist destinations in the United States of America

The world’s most famous and powerful nation the United States of America has for many decades been a popular tourist destination and it has been receiving visitors from different parts of the world. Interestingly, the United States of America is one of the few nations that pioneered the modern-day different types of tourism with the aim to promote the following: (1) global economic development, (2) the conservation of the natural vegetation & wildlife around the world, (3) international trade, (4) world peace, (5) democracy & human rights principles, (6) multicultural societies, (7) the preservation of history & culture, (8) global travel, (9) increased

²³ World Bank Group (2017) *Sustainable Tourism Development*. Available from:

[https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-](https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf)

[SustainableTourismDevelopment.pdf](https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf) [Accessed February 12, 2023] © 2017 The World Bank Group, All Rights Reserved.

²⁴ Giving USA (2017) *Giving USA 2017: Total Charitable Donations Rise to New High of \$390.05 Billion*. Available from:

<https://givingusa.org/giving-usa-2017-total-charitable-donations-rise-to-new-high-of-390-05-billion/>

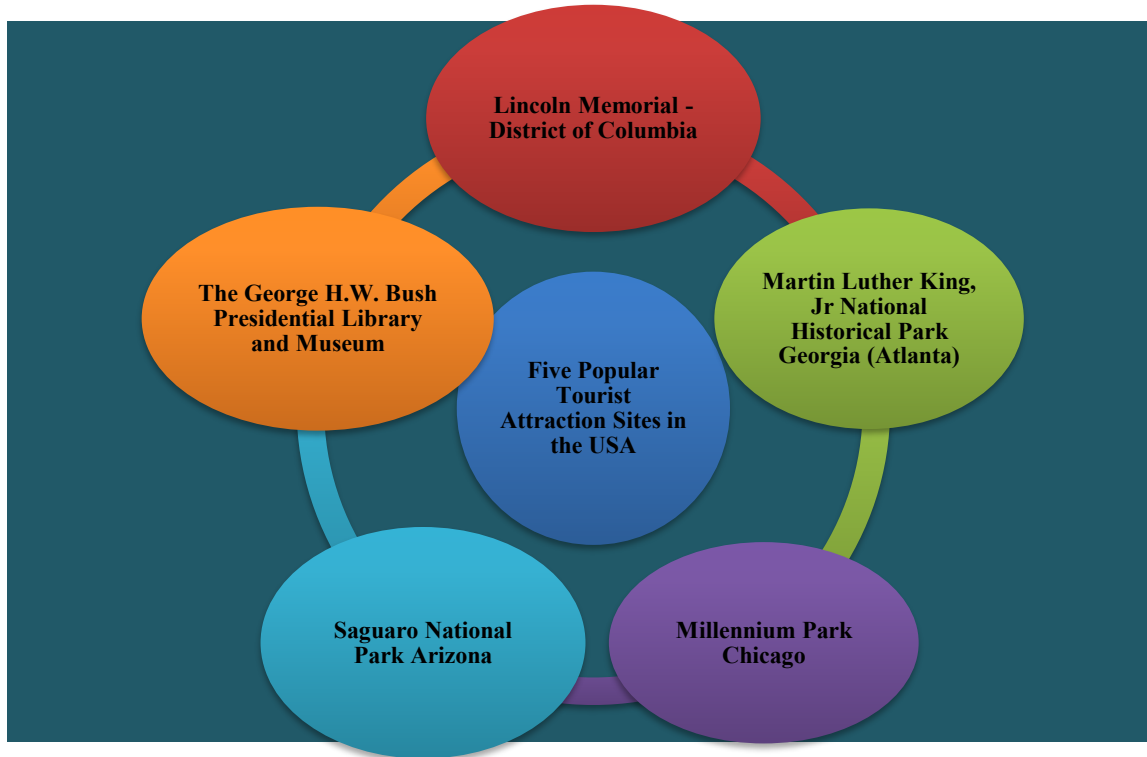
²⁵ “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. ©

UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

innovation rates in the global transport sector and so on. ²⁶The United States of America has successfully managed to go the ‘extra mile’ in distinguishing itself towards the full commitment to uplift the living standards or quality of life of the people living in Africa, South America, Central America, the Caribbean Islands, Asia, Europe and Oceania regions through consistent foreign direct investments (FDI), education programs and so on. Globally the United States of America is celebrated for its pro-democracy, freedom and human rights principles which have become part of its legacy. Remarkably this great nation called the United States of America has also managed to successfully share these pro-democracy, freedom and human rights principles or values to various parts of the world (Rudolph. Patrick. T. Muteswa, 2022:23). There are various popular tourist destinations located in the United States of America and some of the popular tourist attraction sites that will be covered in this section will be clearly depicted by Figure 2.1 below.

²⁶ Rudolph. Patrick. T. Muteswa (2022) *The Magnificence & Importance of the United States of America, United Kingdom, Germany, France, Australia, Belgium, Canada, Switzerland, Italy, South Africa, Norway, Denmark & Spain International Relations with the Continent of Africa 1st Edition*, Self Published Educational EBook, p23. ISBN: 978-1-77927-184-6 EAN: 9781779271846

Figure 2.1 Five popular tourist attraction sites in the United States of America



Source: [Diagram Created By The Author Using Information Inspired By: National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/>, City of Chicago Department of Cultural Affairs and Special Events (DCASE), 2023, <https://www.chicago.gov/>, The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>).

The five popular tourist attraction sites in the United States of America highlighted by Figure 2.1 above will be further discussed as follows:

2.3.1 Lincoln Memorial – District of Columbia (Washington, DC)

The four amazingly beautiful photos taken by Carol M. Highsmith's of the globally renowned Washington, D.C. based Lincoln Memorial will be clearly depicted by Figure 2.2 below. **Photo Credit:** Carol M. Highsmith's America, Library of Congress, Prints and Photographs Division.

Figure 2.2 Lincoln Memorial four amazing beautiful photos



Lincoln Memorial Aerial Looking Northeast into DC.



Lincoln Memorial at Dusk



Lincoln Memorial Statue and Chamber



**Lincoln Memorial Aerial Looking South East to include the
Washington Monument and Thomas Jefferson Memorials.**

Source: (Lincoln Memorial, 2022, <https://www.nps.gov/media/photo/gallery-item.htm?pg=2810931&id=ba7ffb15-70b9-4cf2-b808-1d8defd6cd43&gid=BEDEBFB4-E9E4-4BD9-A0B5-DD7A9C4BF94A>). Photo Credit: *Carol M. Highsmith's America, Library of Congress, Prints and Photographs Division.*

²⁷According to the National Park Service U.S. Department of the Interior (2023) **Lincoln Memorial District of Columbia. "In this temple..."** "...as in the hearts of the people for whom he saved the Union, the memory of Abraham Lincoln is enshrined forever." Beneath these words, the 16th president of the United States sits immortalized in marble as an enduring symbol of unity, strength, and wisdom (National Park Service U.S. Department of the Interior, 2023, <https://www.nps.gov/linc/index.htm>). The Lincoln Memorial Temple Photo will be clearly depicted by Figure 2.3 below.

Figure 2.3 Lincoln Memorial Temple Photo



Source: (National Park Service U.S. Department of the Interior, 2023, <https://www.nps.gov/linc/index.htm>).

²⁸“Here a grateful nation honors a martyred president who guided the country through civil war and freed 4 million enslaved persons” (National Park Service U.S. Department of the Interior, 2023, <https://www.nps.gov/linc/index.htm>). Figure 2.4 below will clearly depict the 100th anniversary honoring the 16th President of the United States of America.

²⁷ National Park Service U.S. Department of the Interior (2023) *Lincoln Memorial – District of Columbia*. Available from: <https://www.nps.gov/linc/index.htm> [Accessed February 08, 2023]

²⁸ National Park Service U.S. Department of the Interior (2023) *Lincoln Memorial – District of Columbia*. Available from: <https://www.nps.gov/linc/index.htm> [Accessed February 08, 2023]

Figure 2.4 Lincoln Memorial 100th anniversary honoring the 16th President of the United States of America



Source: (National Park Service U.S. Department of the Interior, 2022, *The Lincoln Memorial Turns 100 in 2022*, <https://www.nps.gov/linc/linc100.htm>).

²⁹“**The Lincoln Memorial Turns 100 in 2022!** May 30, 2022, marks the 100th anniversary of the dedication of the Lincoln Memorial. Honoring the 16th president of the United States, Abraham Lincoln, and inspired by the Parthenon in Athens, Greece, the memorial features a statue of the seated Lincoln; engravings of the Gettysburg Address and Second Inaugural Address, two of his greatest speeches; and murals with allegorical depictions of his greatest accomplishments as president - the reunification of the United States following the Civil War and the emancipation of more than four million enslaved persons. The dedication of the Lincoln Memorial took place on Decoration Day (now known as Memorial Day) weekend. An estimated crowd of 50,000 attended the ceremony, while as many as two million listened across the country via the new medium of radio. Over the nearly 100 years since the Lincoln Memorial was dedicated, the edifice and the surrounding landscape have taken on a significance beyond merely commemorating the 16th president. As one of the most recognized buildings in the world, the Lincoln Memorial has become a symbol of the United States of America, a backdrop for national celebrations and the nation’s pre-eminent stage for the rallies and demonstration, particularly

²⁹ National Park Service U.S. Department of the Interior (2022) *100 Years of the Lincoln Memorial*. Available from: <https://www.nps.gov/linc/linc100.htm> [Accessed February 08, 2023]

those for civil rights” (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/linc/linc100.htm>). The following section will cover information about the Martin Luther King, Jr National Historical Park Georgia Visitor Center in-depth.

2.3.2 Martin Luther King, Jr National Historical Park Georgia Visitor Center

The historical and educational **Martin Luther King, Jr National Historical Park Georgia, Visitor Center** will be clearly depicted by Figure 2.5 below.

Figure 2.5 Martin Luther King, Jr. National Historical Park Georgia, Visitor Center



Source: (Street view of the Martin Luther King, Jr. National Historical Park Visitor Center. *NPS*, 2021, <https://www.nps.gov/malu/planyourvisit/basicinfo.htm>).

³⁰According to the National Park Service U.S. Department of the Interior (2022) Martin Luther King, Jr National Historical Park Georgia. Visitor Center. A staffed Information desk is located just inside the front doors of the Martin Luther King, Jr. National Historical Park Visitor Center. This is the place to stop for a brief orientation to the historic site, which facilities are open, how to sign up for a Birth Home tour, and the location of the nearest restroom. Located in the lobby

³⁰ National Park Service U.S. Department of the Interior (2022) *Visitor Center*. Available from: https://www.nps.gov/malu/planyourvisit/visitor_center.htm [Accessed February 08, 2023]

of the Visitor Center is the "Children of Courage" exhibit, which is geared towards our younger visitors. This exhibit tells the story about the children of the Civil Rights Movement with a challenge to our youth today. The featured exhibit entitled "Courage To Lead" follows the parallel paths of Dr. Martin Luther King, Jr., and the Civil Rights Movement. Then join in with the marchers on their journey up "Freedom Road". See what's new in the D.R.E.A.M Gallery home of special exhibits that change from time to time. Video programs are presented in the Visitor Center Theater on a continuing basis (National Park Service U.S. Department of the Interior, 2022, https://www.nps.gov/malu/planyourvisit/visitor_center.htm). The historical, educational, unique photographs and art of Dr. Martin Luther King Jr. from the National Park Service (National Archives) and the Martin Luther King Jr. Memorial District of Columbia will be clearly depicted by Figure 2.6 below.

Figure 2.6 Dr. Martin Luther King Jr. from the National Park Service (National Archives Photos) and Martin Luther King Jr. Memorial District of Columbia (Monument Photograph)



STONE OF HOPE 1



STONE OF HOPE AND MOUNTAIN OF DESPAIR

Source: (MARTIN LUTHER KING, JR. NATIONAL MEMORIAL, *Stone of Hope 1 and Stone of Hope and Mountain of Despair*, 2023, NPS/volunteer Bill Shugarts, <https://www.nps.gov/media/photo/gallery-item.htm?pg=2862214&id=2CF47D2F-1DD8-B71C-079F463EAF89C187&gid=313AF650-1DD8-B71C-07476509DBD56534>).



Source: (National Park Service U.S. Department of the Interior, 2023, Martin Luther King Jr. Memorial District of Columbia, *National Archives*, <https://www.nps.gov/mlkm/learn/historyculture/people.htm>).

The beautiful [MLK_Jr_World_Peace_Rose_Garden](#) photo will be clearly depicted by Figure 2.7 below.

Figure 2.7 MLK_Jr_World_Peace_Rose_Garden photo



Source: (National Park Service U.S. Department of the Interior, 2020, **Photo 1** -

https://www.nps.gov/malu/planyourvisit/mlk_jr_world_peace_rose_garden.htm & **Photo 2** - Martin Luther King, Jr. "I Have A Dream" World Peace Rose Garden Gary Tarleton, NPS, HFC, 2016, <https://www.nps.gov/malu/learn/news/24th-annual-world-peace-rose-garden-program.htm>).

“**MLK_Jr_World_Peace_Rose_Garden.** The **International World Peace Rose Gardens** program is a worldwide effort to help youth recognize the importance and value of peace. In March 1992, the Martin Luther King, Jr. "I Have a Dream" World Peace Rose Garden was planted at the Martin Luther King, Jr. National Historic Site. The garden is an artistic interpretation of Dr. King's life and ideals of peace through nonviolence. The garden's **starburst design** brings attention to the brilliance of Dr. King's ideals using the **Official Flower of the United States**, the rose.³¹ The Garden borders the Peace Plaza, in front of the Visitor Center. It has 185 roses in a variety of colors and fragrances. The graves of Dr. and Mrs. King can be seen directly across the street if you stand at the Peace Plaza, facing the rose garden. Each year an annual contest is held and students from local, national, and global schools submit poems of peace. Winning poems are selected and installed in the rose garden for the period of a year. The Atlanta garden is one of five major World Peace Rose Gardens established around the world by International World Peace Rose Gardens. The other gardens are located at other cultural, historical and sacred centers of the world and focus on different aspects of peace.

³¹ National Park Service U.S. Department of the Interior (2020) *MLK Jr World Peace Rose Garden*. Available from: https://www.nps.gov/malu/planyourvisit/mlk_jr_world_peace_rose_garden.htm [Accessed February 08, 2023]

- **State Capitol Park**, Sacramento, California
- **Basilica of St. Francis of Assisi**, Assisi, Italy
- **Basilica of Our Lady of Guadalupe**, Mexico City, Mexico
- **Lake Shrine**, Pacific Palisades, California, Sacramento, California”” (National Park Service U.S. Department of the Interior, 2020, https://www.nps.gov/malu/planyourvisit/mlk_jr_world_peace_rose_garden.htm). The following section will cover information about the Millennium Park in Chicago in-depth.

2.3.3 Millennium Park in the city of Chicago

Figure 2.8 below will help depict the unique, world class and beautiful City of Chicago Millennium Park.

Figure 2.8 The unique, world class and beautiful City of Chicago Millennium Park.

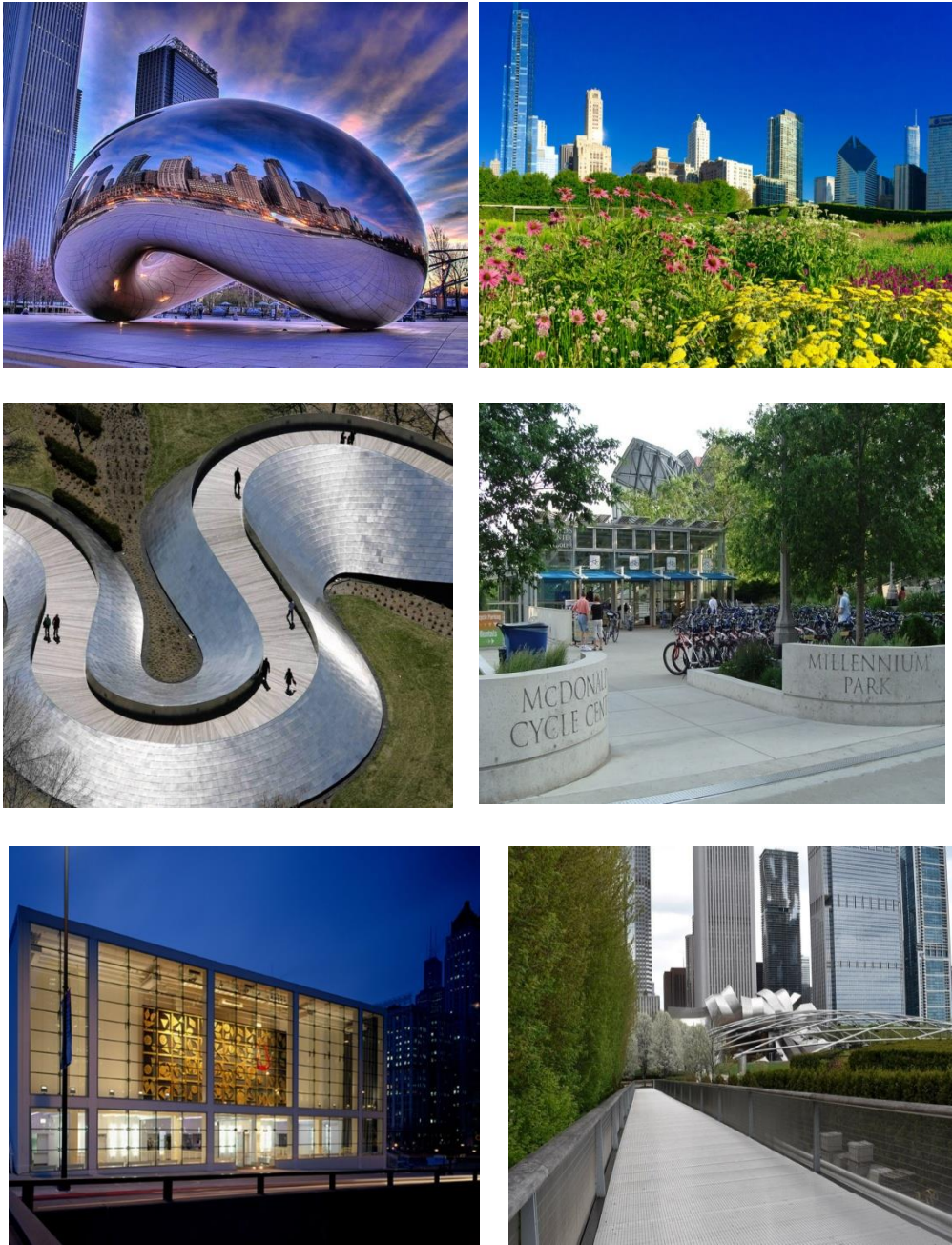


Photo credit: City of Chicago, Patrick L. Pyszka

³²The amazing and globally renowned Millennium Park in the city of Chicago in the United States of America is located at 201 E. Randolph St. Chicago, IL 60601 and it is open on a daily basis (City of Chicago Department of Cultural Affairs and Special Events - DCASE, 2023, https://www.chicago.gov/city/en/depts/dca/supp_info/mp1.html). The astounding, fun and unique Millennium Park landscape views, architecture and art will be clearly shown in Figure 2.9 below showing photos published by the Millennium Park Foundation.

³² City of Chicago Department of Cultural Affairs and Special Events (DCASE) (2023) *Outdoor Public Art Walking Tour*. Available from: https://www.chicago.gov/city/en/depts/dca/supp_info/mp1.html [Accessed February 08, 2023]

Figure 2.9 Millennium Park astounding landscape views, architecture and art



Source: (Millennium Park Foundation, 2023, <https://millenniumparkfoundation.org/art-architecture/>).

³³“**History of the Park and the Foundation.** Millennium Park Foundation was established in 1998 as a nonprofit organization that shared the same vision as the City of Chicago for a world-

³³ Millennium Park Foundation (2023) *The Foundation*. Available from: <https://millenniumparkfoundation.org/the-foundation/> [Accessed February 08, 2023] 2023 Millennium Park Foundation

class arts and cultural space in the Loop business district of downtown. How did it come about and why? **Establishment and Growth. The Foundation.** The Millennium Park Foundation was established in 1998 as a nonprofit organization with the mission to enhance and steward Millennium Park. **Ongoing Development.** Millennium Park Foundation and its donors, engaged various artists and architects to design and construct the sculptures and facilities found throughout the Park. Each new addition presented its own story of vision, risk, design, finance, construction and operation. As a result, the Park is an aggregate of the initial framework and individual additions that were not anticipated in the original plan. Yet at each stage, the framework for planning was flexible and neutral enough to enable a variety of alternatives to evolve successfully. Each project enriched the whole, adding to the critical mass of attractions, and thus to the ability of the Park to attract a diverse group of visitors” (Millennium Park Foundation, 2023, <https://millenniumparkfoundation.org/the-foundation/>). According to the Millennium Park Foundation (2023) **20M Park Visitors Annually. 500 Free Public Programs. 20K Yoga Participants. 100K Ice Skaters** (Millennium Park Foundation, 2023, <https://millenniumparkfoundation.org/the-foundation/>). The following section will cover information about Saguaro National Park Arizona in-depth.

2.3.4 Saguaro National Park Arizona

The amazing natural beauty of Saguaro National Park Arizona will be clearly depicted by Figure 2.10 below.

Figure 2.10 Saguaro National Park Arizona amazing natural beauty



Source: (NPS Photo, 2022, <https://www.nps.gov/sagu/learn/historyculture/index.htm>).

“**Icon of the Southwest.** Tucson, Arizona is home to the nation's largest cacti. The giant saguaro is the universal symbol of the American west. These majestic plants, found only in a small portion of the United States, are protected by Saguaro National Park, to the east and west of the modern city of Tucson. Here you have a chance to see these enormous cacti, silhouetted by the beauty of a magnificent desert sunset”³⁴ (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/sagu/index.htm>). ³⁵“**About Us.** Since 1916, the National Park Service has been entrusted with the care of our national parks. With the help of volunteers and partners, we safeguard these special places and share their stories with more than 318 million visitors every year. But our work doesn't stop there. We are proud that tribes, local governments, nonprofit organizations, businesses, and individual citizens ask for our help in [revitalizing their communities](#), preserving local history, celebrating local heritage, and creating close-to-home opportunities for kids and families to get outside, be active, and have fun. Taking care of the national parks and helping Americans take care of their communities is a job we love, and we need—and welcome—your help and support” (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/aboutus/index.htm>). ³⁶According to the National Park Service U.S. Department of the Interior (2022) **History & Culture. Land Designation.** Herbert Hoover declared this land a National Monument on March 1st, 1933. Here is the historic document

³⁴ National Park Service U.S. Department of the Interior (2022) *Icon of the Southwest*. Available from: <https://www.nps.gov/sagu/index.htm> [Accessed February 08, 2023]

³⁵ National Park Service U.S. Department of the Interior (2022) *About Us*. Available from: <https://www.nps.gov/aboutus/index.htm> [Accessed February 08, 2023]

³⁶ National Park Service U.S. Department of the Interior (2022) *History & Culture*. Available from: <https://www.nps.gov/sagu/learn/historyculture/index.htm> [Accessed February 08, 2023]

showing that very declaration. To learn more about our history and establishment [click here](#) **Becoming a Park.** Congress officially elevated the area known as Saguaro National Monument to the current designation as a National Park in 1994. The land addition on the southern border of the Rincon Mountain District occurred that same year and with gracious land donations from time to time we have increased to our current land area. **What Are Cultural Resources? Types of Cultural Resources.** Cultural resources can be defined as physical evidence of past human activity: site, object, landscape, structure; or a site, structure, landscape, object or natural feature of significance to a group of people traditionally associated with it. **Types of cultural resources often found in national parks include:**

Archeological resources: The remains of past human activity and records documenting the scientific analysis of these remains.

Historic structures: A building or other structure (such as a bridge, mine, canal, ship, or locomotive) that is significant because of its link to an important period in the past.

Cultural landscapes: Settings humans have created in the natural world.

Ethnographic resources: Sites, structures, landscapes, objects or natural features of significance to a traditionally associated group of people.

Museum objects: Manifestations of human behavior and ideas (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/sagu/learn/historyculture/index.htm>).

According to the National Park Service U.S. Department of the Interior (2022) **Camping.** Backcountry camping is available by permit. There are no accommodations for any vehicle camping (including RV). Camping is allowed at 6 designated campgrounds within the Saguaro Wilderness Area, a permit is required for all overnight stays. These camp sites are not accessible by vehicles and must be hiked to. The fee for this permit is \$8.00 per campsite, per night. The maximum number of people allowed per campsite is 6, with the maximum size of any one group of 18 people (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/sagu/planyourvisit/camping.htm>). Table 2.1 below will help to clearly depict the various camping sites at Saguaro Wilderness Area.

Table 2.1 Saguaro Wilderness Area sites

Camp Site	Number of Sites	Campground Elevation	Distance from <i>Nearest</i> Trailhead
Manning Camp	6	7,920 feet	7.5 mi (<i>Turkey Creek</i>)
Spud Rock Spring	3	7,400 feet	5.3 mi (<i>Turkey Creek</i>)
Happy Valley Saddle	3	6,200 feet	4.1 mi (<i>Miller Creek</i>)
Juniper Basin	3	6,000 feet	6.9 mi (<i>Tanque Verde Ridge</i>)
Grass Shack	3	5,200 feet	10 mi (<i>Loma Alta/ Hope Camp</i>)
Douglas Spring	3	4,800 feet	6.3 mi (Douglas Spring)

Source: (National Park Service U.S. Department of the Interior, 2022, <https://www.nps.gov/sagu/planyourvisit/camping.htm>).

There are several camping sites located at Saguaro National Park Arizona. The fun, adventurous and eco-friendly camping sites at the Saguaro Wilderness Area will be clearly depicted by Figure 2.11 below.

Figure 2.11 Manning Cabin at the Saguaro Wilderness Area



Photo 1



Photo 2



Photo 3



Photo 4

Source: (**Photo 1** - Manning Cabin located at the Manning Camp Area at 7,920 feet of elevation. Cabin is not accessible to the public. *NPS Photo / Vanessa Gonzalez* & **Photo 2** - Snowfall by Manning *NPS Photo* & **Photo 3** - Juniper Basin Campground *NPS Photo* & **Photo 4** - View from Douglas Spring Campground *NPS Photo*, 2022, <https://www.nps.gov/sagu/planyourvisit/camping.htm>).

The following section will cover information about the Bush Presidential Library and Museum in-depth.

2.3.5 The George H.W. Bush Presidential Library and Museum in the State of Texas

³⁷Presidential Library and Museum. The mission of the George Bush Presidential Library and Museum at Texas A&M University is to preserve and make available the records and artifacts of

³⁷ The George H.W. Bush Presidential Library and Museum (2023) *Presidential Library & Museum*. Available from: <https://www.bush41.org/about/presidential-library-and-museum> [Accessed February 07, 2023]

George H.W. Bush, 41st President of the United States. We promote civic literacy and increased historical understanding of our national experience, and foster a community of public service and volunteerism. We accomplish this mission by offering rich educational and public programs, original museum exhibits and access to our archival holdings” (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/about/presidential-library-and-museum>).³⁸ According to The George H.W. Bush Presidential Library and Museum (2023) As one of the top attractions in the State of Texas, the George H.W. Bush Presidential Library and Museum creates a museum experience that is both educational and entertaining for the whole family. The museum's core exhibits reveal the unique influences and challenges that shaped George Bush's life and presidency, and frequently changing temporary exhibits present visitors new and interesting perspectives on President Bush, his life and work. Through artifacts, film, photographs, documents, music, sound effects and interactive videos, this special museum experience encompasses much of U.S. history since 1941. See a World War II Avenger Torpedo Bomber, a 1947 Studebaker, a slab of the Berlin Wall, and precise replicas of President Bush's Camp David and Situation Room. Try landing a plane on an aircraft carrier, or have your picture made while seated at the desk in the replica Oval Office. In addition, a special section is dedicated to First Lady Barbara Bush and her efforts on behalf of literacy, AIDS awareness and prevention, and volunteerism (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/exhibits/overview>). “**Museum Hours** Monday – Saturday: 9:30 a.m. – 5 p.m. Sunday: 12 p.m. – 5 p.m. **The Bush Library and Museum closes at noon on Christmas Eve.** The Bush Library and Museum is closed annually on Thanksgiving Day, Christmas Day, and New Year’s Day” (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/exhibits/overview>).³⁹ “**The Congressman from Texas.** Beneath the towering presence of this 30-foot tall replica of our nation's Capitol dome, follow in George's footsteps as he begins his new career as a United States Congressman. There are also many pictures, articles and political advertisements from George's first successful campaign” (The

³⁸ The George H.W. Bush Presidential Library and Museum (2023) *Overview*. Available from: <https://www.bush41.org/exhibits/overview> [Accessed February 08, 2023]

³⁹ The George H.W. Bush Presidential Library and Museum (2023) *Permanent Exhibits*. Available from: <https://www.bush41.org/exhibits/permanent> [Accessed February 08, 2023]

George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/exhibits/permanent>). The photographs collection of the Former U.S. President George H.W. Bush as a Congressman will be clearly depicted below.

Figure 2.12 The George H.W. Bush Presidential Library and Museum photographs of the Congressman



Source: (The George H.W. Bush Presidential Library and Museum, 2023, **Photo 1** - An inside look at the exhibit exploring the history of Bush's beginnings in U.S. politics & **Photo 2** - This exhibit explores the early years of Bush's political journey as a Congressman from Texas, 2023, <https://www.bush41.org/exhibits/permanent>).

⁴⁰According to The George H.W. Bush Presidential Library and Museum (2023) **Working for Peace**. After serving as a Congressman, President Nixon selected George Bush to be the Ambassador to the United Nations. The amazing murals and recreation of a portion of the U.N. create the feeling that you are at U.N. Headquarters during the turbulent years of the early 1970s (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/exhibits/permanent>). The George H.W. Bush Presidential Library and Museum photographs of the Former U.S. President George H.W. Bush working for peace will be clearly depicted by Figure 2.13 below.

⁴⁰ The George H.W. Bush Presidential Library and Museum (2023) *Permanent Exhibits*. Available from: <https://www.bush41.org/exhibits/permanent> [Accessed February 08, 2023]

Figure 2.13 Former U.S. President George H.W. Bush photographs working for peace



Source: (The George H.W. Bush Presidential Library and Museum, 2023, **Photo 1** - George Bush in front of the United Nations Building & **Photo 2** - The United Nations exhibit, featuring a statue of George Bush, <https://www.bush41.org/exhibits/permanent>).

⁴¹“**A World Transformed**. Sworn in as the 41st President of the United States on January 20, 1989, George Herbert Walker Bush helped usher in a new and more hopeful geopolitical era marked by the spread of freedom and free markets” (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>). According to The George H.W. Bush Presidential Library and Museum (2023) "**To Make Kinder the Face of the Nation**". President Bush was the first sitting vice president to ascend to the presidency since 1837, and he was also only the second American president to serve a full term without party control in either chamber of Congress. Nevertheless, President Bush worked with Congress to pass the Americans with Disabilities Act and the Clean Air Act — landmark civil rights and environmental legislation. He also successfully fought for and negotiated the North American Free Trade Agreement (NAFTA), which was later signed into law (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>). “**Mr. Vice President**. In 1980, Mr. Bush lost his first bid for the Republican presidential nomination to former California Governor Ronald Reagan, but accepted a spot on the GOP national ticket and served as the 43rd Vice President of the United States from 1981 to 1989. In that position, Mr. Bush managed federal deregulation and anti-drug efforts, and headed the Reagan administrations’ effort to

⁴¹ The George H.W. Bush Presidential Library and Museum (2023) *Biography*. Available from: <https://www.bush41.org/bush/biography> [Accessed February 08, 2023]

combat terrorism. In foreign policy, President Reagan dispatched Vice President Bush at a pivotal and contentious time to help manage negotiations with key NATO allies leading to the deployment of Pershing II missiles in West Germany – a critical turning point in the Cold War” (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>). The biography photographs collection of the Former U.S. President George H.W. Bush and Former U.S. President Ronald Reagan published in The George H.W. Bush Presidential Library and Museum will be clearly depicted in Figure 2.14 below.

Figure 2.14 The George H.W. Bush Presidential Library and Museum biography photographs collection



Source: (The George H.W. Bush Presidential Library and Museum, **Photo 1** - Former U.S. President George H.W. Bush standing alone & **Photo 2** – Former U.S. President George H.W. Bush & Former U.S. First Lady Barbara Bush & **Photo 3** – Former U.S. President George H.W. Bush alongside Former U.S. President Ronald Reagan, **Photo 4** - Former U.S. President George H.W. Bush, 2023, <https://www.bush41.org/bush/biography>).

⁴²According to The George H.W. Bush Presidential Library and Museum (2023) **Family Life**. George and Barbara Bush have five children, 17 grandchildren, and seven great-grandchildren.

⁴² The George H.W. Bush Presidential Library and Museum (2023) *Biography*. Available from: <https://www.bush41.org/bush/biography> [Accessed February 08, 2023]

Their oldest son, George W., was sworn in as the 43rd President of the United States in 2001 and served two terms, returning to Texas in January 2009. Their son Jeb served as the 43rd Governor of Florida from 1999 to 2007. The Bushes have been married since January 6, 1945, and reside in Houston, Texas, and Kennebunkport, Maine. President Bush takes great pride that all of his children and grandchildren are active in their communities helping others (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>). The relief efforts of Former U.S. President George W. Bush and Former U.S. President Bill Clinton will be clearly depicted by Figure 2.15 below.

Figure 2.15 Former U.S. President George W. Bush and Former U.S. President Bill Clinton relief efforts photo



Source: (The George H.W. Bush Presidential Library and Museum, Former U.S. President George H.W. Bush & Former U.S. President Bill Clinton, <https://www.bush41.org/bush/biography>).

“Relief Efforts. At the request of President George W. Bush, President Bush worked with President Bill Clinton to help raise funds to aid in the relief efforts following the catastrophic tsunami in Southeast Asia and Hurricane Katrina in the Gulf Coast states” (The George H.W. Bush Presidential Library and Museum, 2023, <https://www.bush41.org/bush/biography>). The following section will cover information about some of the popular tourist destinations in Canada.

2.4 Popular tourist destinations in Canada

Canada is a friendly, peaceful and beautiful country in general and it has various popular tourist attraction sites or destinations. The Niagara Falls and the Royal Ontario Museum will be discussed in this book.

2.4.1. Niagara Falls (Canada)

The amazingly beautiful night view of the world's most famous waterfall based in Canada the Niagara Falls will be clearly depicted by Figure 2.16 below.

Figure 2.16 Niagara Falls amazingly beautiful night view



Source: (Niagara Falls Tourism – NFT, 2022:2, Niagara Falls Fireworks Return for 2022, https://www.niagarafallstourism.com/site/assets/files/79373/2022_fireworks_program_in_niagara_falls.pdf).

Notably, the city of Niagara Falls overlooks all three waterfalls: overlooking the legendary Canadian Horseshoe Falls, American and Bridal Veil waterfalls, Niagara...etc. ⁴³“**ABOUT NIAGARA FALLS CANADA.** Overlooking the legendary Canadian Horseshoe Falls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Canada’s #1 leisure travel destination, Niagara Falls is just far enough away to escape with friends and family to make new memories and surround yourself with nature, adventure and history” (Niagara Falls Tourism – NFT, 2022, <https://www.niagarafallstourism.com/>). The astounding, eco-friendly and fun photographs of the globally renowned Niagara Falls will be clearly depicted by Figure 2.17 below.

⁴³ Niagara Falls Tourism (NFT) (2022) *ANNOUNCEMENT - Niagara Falls Fireworks Return for 2022 Canada’s longest running fireworks series will run 7 days a week for 144 consecutive nights from May to October.* Available from: https://www.niagarafallstourism.com/site/assets/files/79373/2022_fireworks_program_in_niagara_falls.pdf [Accessed February 08, 2023]

Figure 2.17 Niagara Falls astounding, eco-friendly and fun photographs



Golf in Niagara Falls



NFT Helicopter Aerial jpg



Niagara Falls Autumn jpg



Niagara Falls Autumn jpg



Niagara Falls Whirlpool



Night lights

Source: (Niagara Falls Tourism, 2022, https://niagarafallstourism-my.sharepoint.com/personal/iknight_niagarafallstourism_com/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fiknight%5Fniagarafallstourism%5Fcom%2FDocuments%2FShared%2FAutumn&ga=1 and Night Lights Photo 4, https://www.niagarafallstourism.com/site/assets/files/79373/wfol_2022_-_announcement.pdf).

⁴⁴According to the Niagara Falls Tourism (NFT) (2022) **National Find a Rainbow Day – April 3. Where to Find Rainbows in Niagara Falls, Ontario.** Niagara Falls is one of the best places on

⁴⁴ Niagara Falls Tourism (2022) National Find a Rainbow Day – April 3. Where to Find Rainbows in Niagara Falls, Ontario. Available From:

earth to see a rainbow. This colourful natural phenomenon is *guaranteed* on any sunny day (which are frequent!) throughout the year and even some cloudy days, making visits to Niagara Falls even more magical. Rainbows are created when sunlight is refracted or bends through drops of water to form a rainbow. Throughout history and across many cultures rainbows have been embraced as a sign of hope and wellness. Rainbow sightings during the day in Niagara Falls have been surprising and delighting visitors for hundreds of years. The best time to spot a rainbow at the Canadian Horseshoe Falls is in the afternoon. As the sun gets higher during the day, rainbows become more prominently visible on the Canadian side of Niagara Falls (Niagara Falls Tourism – NFT, 2022, <https://www.niagarafallstourism.com/>). The following section will cover information about the Royal Ontario Museum in Canada in-depth.

2.4.2 Royal Ontario Museum (Toronto)

The historical and unique building of one of the world's most famous Royal Ontario Museum will be clearly depicted by Figure 2.18 below.

Figure 2.18 Courtesy of the Royal Ontario Museum.



Courtesy of the Royal Ontario Museum.

⁴⁵“**About the Museum.** Founded in 1914, the Royal Ontario Museum showcases art, culture and nature from around the world and across the ages. Among the top 10 cultural institutions in North America, Canada’s largest and most comprehensive museum is home to a world-class collection of 13 million artworks, cultural objects and natural history specimens, featured in 40 gallery and exhibition spaces” (Royal Ontario Museum, 2023, <https://www.rom.on.ca/en/about-us/rom>).

⁴⁵ Royal Ontario Museum (2023) *About Us*. Available from: <https://www.rom.on.ca/en/about-us/rom> [Accessed February 08, 2023] ROM an agency of the Government of Ontario. © Royal Ontario Museum

Figure 2.19 © credit Sam Javanrouh.



© credit Sam Javanrouh.

“As the country’s preeminent field research institute and an international leader in new discoveries, ROM plays a vital role in advancing our understanding of the artistic, cultural and natural world. Combining its original heritage architecture with the contemporary Daniel Libeskind-designed Michael Lee-Chin Crystal, ROM serves as a national landmark, and a dynamic cultural destination in the heart of Toronto for all to enjoy” (Royal Ontario Museum, 2023, <https://www.rom.on.ca/en/about-us/rom>). The following section will cover information about one of the most popular tourist destination in Switzerland.

2.5 Popular tourist destination in Switzerland

In general Switzerland has various popular tourist attraction sites or destinations. One of the most popular tourist destination in Switzerland that will be covered in this section is Matterhorn (Swiss Alps).

2.5.1 Matterhorn (Swiss Alps)

The Swiss Alps is a world renowned tourist attraction site in the beloved great nation of Switzerland that tourists from different parts of the world would like to visit to experience and view its natural pristine beauty. The aerial views of the Matterhorn mountain will be clearly depicted by Figure 2.20 below.

Figure 2.20 Aerial views of the Matterhorn mountain



Source: (Zermatt Tourismus, 2023, <https://www.zermatt.ch/en/matterhorn>). [Accessed February 08, 2023] © Zermatt Tourismus 2023

^{46c} **Matterhorn: The Jewel of the Swiss Alps.** At 4,478 metres, the majestic Matterhorn – certainly the most famous mountain in Europe – looms over the breathtaking Alpine panorama. This Switzerland landmark is at the border of the western Swiss canton of Valais between Zermatt and the Italian resort of Breuil-Cervinia, and offers a paradise for all nature-lovers looking for peace and quiet. Its symmetric pyramid shape, the rocky tooth reaching the sky and the light reflections of the nearby Stellisee make the Matterhorn’s landscape a unique natural spectacle in Zermatt. **Attractions and Excursions near the Matterhorn.** There are a wide variety of different attractions to be discovered around the Matterhorn. A top excursion is [Gornergrat](#). On this three-thousand metre mountain ridge there is a viewing platform with a truly unforgettable view of the Matterhorn and the surrounding mountain world. Or if you prefer, the Matterhorn can also be admired from the [Rothorn](#). The [Matterhorn Glacier Paradise](#) is the highest summer ski region in Europe and is open 365 days a year. And there is still plenty to do when the sun isn’t shining! The [Matterhorn Museum](#) explains the historic development of Zermatt from a mountain village to an Alpine holiday resort and also has many photographs and facts about the first ascent of the

⁴⁶ Zermatt Tourismus (2023) *Matterhorn*. Available from: <https://www.zermatt.ch/en/matterhorn> [Accessed February 08, 2023]

© Zermatt Tourismus 2023

Matterhorn.” (Zermatt Tourismus, 2023, <https://www.zermatt.ch/en/matterhorn>).⁴⁷ According to Zermatt Tourismus (2023) *The village experience. Small village – Big effect. The village experience.* A small mountain village becomes a world-class resort. This development can be experienced step-by-step in Zermatt. Wandering through the village, in the museum, strolling. And something is always going on: events, festivals, happenings (Zermatt Tourismus, 2023, <https://www.zermatt.ch/en/village-experience>). The village life of Zermatt will be clearly depicted by Figure 2.21` below.

Figure 2.21 Zermatt village life



Source: (Zermatt Tourismus, 2023, **Photo 1** - Playgrounds & **Photo 2** - Gift Vouchers, <https://www.zermatt.ch/en/village-experience>). [Accessed February 08, 2023] © Zermatt Tourismus 2023

⁴⁸“**Forest Fun Park.** The Forest Fun Park, with his five big parcours for grownups and the largest kids trail in Switzerland, promises an adrenaline-filled experience with lots of fun. The Adventure park is situated in a calm location at the end of the village, direction Matterhorn. It offers 31 amazing zip lines and 95 various obstacles in between the trees to exercise balance and strength of adventurers for 1-3 hours” (Zermatt Tourismus, 2023, <https://www.zermatt.ch/en/Media/Attractions/Forest-Fun-Park>). The Forest Fun Park activities will be clearly depicted by Figure 2.22 below.

⁴⁷ Zermatt Tourismus (2023) *Village Experience*. Available from: <https://www.zermatt.ch/en/village-experience> [Accessed February 08, 2023] © Zermatt Tourismus 2023

⁴⁸ Zermatt Tourismus (2023) *Forest Fun Park*. Available from: Zermatt Tourismus (2023) *Village Experience*. Available from: <https://www.zermatt.ch/en/Media/Attractions/Forest-Fun-Park> [Accessed February 08, 2023] © Zermatt Tourismus 2023

Figure 2.22 The Forest Fun Park activities



Source: (Zermatt Tourismus, 2023, [Forest Fun Park](https://www.zermatt.ch/en/Media/Attractions/Forest-Fun-Park), <https://www.zermatt.ch/en/Media/Attractions/Forest-Fun-Park>). [Accessed February 08, 2023] © Zermatt Tourismus 2023

The following section will cover information about some of the popular tourist destinations in the United Kingdom in-depth.

2.6 Popular tourist destinations in the United Kingdom

The United Kingdom today has become a powerful nation as a result of its powerful nation brand, global economic investments, global peace initiatives, visitor-friendly people and high tourist arrivals. There are many popular tourist attraction sites or destinations in the United Kingdom and in this book the Kelvingrove Art Gallery and Museum and the Royal Botanic Gardens, Kew (Kew Gardens) will be discussed.

2.6.1 Kelvingrove Art Gallery and Museum (Glasgow)

The amazing highly attractive architecture building design of the Kelvingrove Art Gallery and Museum clearly depicted in Figure 2.23 below.

Figure 2.23 Kelvingrove Art Gallery and Museum amazing highly attractive architecture building design

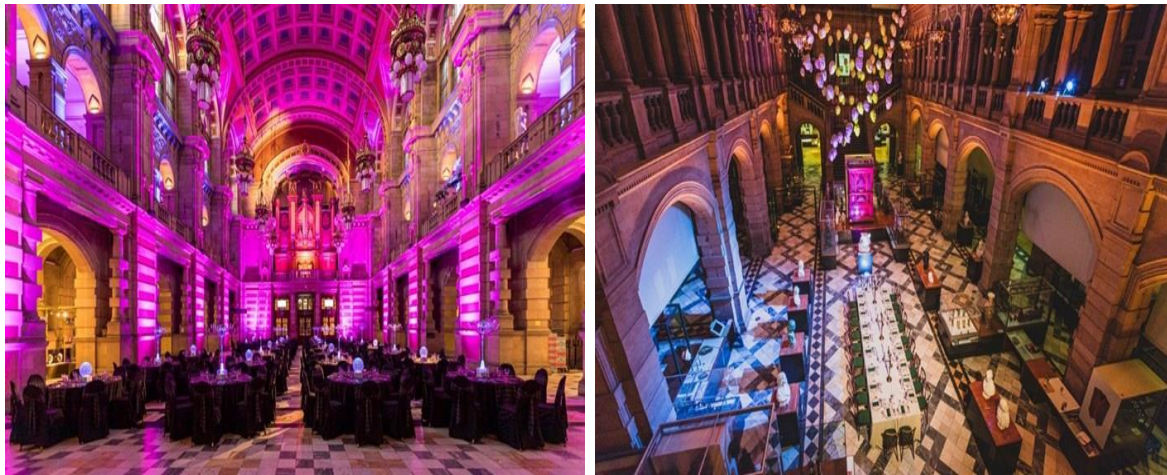


Source: (Glasgow Life, 2023, <https://www.glasgowlife.org.uk/venue-hire/kelvingrove-art-gallery-museum>). © CSG CIC Glasgow Museums Collection.

⁴⁹“**About Kelvingrove Art Gallery and Museum.** Kelvingrove Art Gallery and Museum offers clients one of the city’s most spectacular settings for a range of different events. The Centre Hall is perfect for larger events; with its exquisite, vaulted ceiling and ornate chandeliers, guests can enjoy a magnificent combination of culture and fine cuisine. East Court is also a stunning option for private dining. The Kelvingrove Café within the basement level offers a great location for smaller events within the museum, such as private dinners, ceremonies and drinks receptions” (Glasgow Life, 2023, <https://www.glasgowlife.org.uk/venue-hire/kelvingrove-art-gallery-museum>) © Culture and Sport Glasgow (Museums). The astounding interior venues of Kelvingrove Art Gallery and Museum will be clearly depicted by Figure 2.24 below.

⁴⁹ Glasgow Life (2023) *Kelvingrove Art Gallery and Museum*. Available from: <https://www.glasgowlife.org.uk/venue-hire/kelvingrove-art-gallery-museum> [Accessed February 23, 2023] © Culture and Sport Glasgow (Museums).

Figure 2.24 Kelvingrove Art Gallery and Museum astounding interior venues



Stunning Centre Hall

East Court – Stunning area of the museum available for hire

Source: (Glasgow Life, 2023, <https://www.glasgowlife.org.uk/venue-hire/kelvingrove-art-gallery-museum>). © CSG CIC Glasgow Museums Collection.

“Welcome to Kelvingrove! Kelvingrove Art Gallery and Museum opened in 1901 and is a firm favourite with local people and visitors. It has stunning architecture and a family friendly atmosphere. Explore our 22 galleries and discover everything from art to animals, Ancient Egypt to Charles Rennie Mackintosh and so much more. If you only have one day in Glasgow, Kelvingrove Art Gallery and Museum is a must see! Free entry. No need to book, just drop in. Regular opening hours: **Monday - Thursday and Saturday: 10am-5pm** **Friday and Sunday: 11am-5pm**. The museum has three shops, a restaurant and Centre Hall coffee kiosk. **Planning your visit**

- To discover our galleries and facilities, check out the Kelvingrove [Floor Plan](#)
- [Download](#) the guide to Kelvingrove's galleries, available in multiple languages

Green Tourism. Kelvingrove Art Gallery and Museum has achieved a Silver Award from Visit Scotland's Green Tourism scheme. We are assessed against a rigorous set of criteria, including energy and water efficiency, waste management, biodiversity and more. The award acknowledges good environmentally-friendly practice and is a recognised hallmark of 'green quality'. We're proud to be playing our part in ensuring Scotland is a sustainable tourism

destination for the future”⁵⁰ (Glasgow Life, 2023, <https://www.glasgowlife.org.uk/museums/venues/kelvingrove-art-gallery-and-museum>). © Culture and Sport Glasgow (Museums). The following section will cover information about the Kew Gardens in-depth.

2.6.2 Royal Botanic Gardens, Kew (Kew Gardens in London and Wakehurst Gardens in Sussex)

The beautiful trees at the Kew Gardens will be clearly depicted by Figure 2.25 below.

Figure 2.25 Kew Gardens beautiful trees



Source: (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens?>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

⁵¹According to the Royal Botanic Gardens, Kew (2023) **Kew Gardens**. Discover the world of science behind our botanical collections, with over 50,000 living plants to be found across our UNESCO World Heritage site. **What's in the Gardens**. From the vast Arboretum to an Alpine rock garden, there's something to see in every corner (Royal Botanic Gardens, Kew, 2023,

⁵⁰ Glasgow Life (2023) *Kelvingrove Art Gallery and Museum*. Available from: <https://www.glasgowlife.org.uk/venue-hire/kelvingrove-art-gallery-museum> [Accessed February 23, 2023] © Culture and Sport Glasgow (Museums).

⁵¹ Royal Botanic Gardens, Kew (2023) *Kew Gardens*. Available from: https://www.kew.org/kew-gardens?gclid=CjwKCAiAioifBhAXEiwApzCztj4HjWsXwVHP08EsEb7CmzD8eTcoNI34rwdBO5AgTvfLV9dIRDxioRoCLXoQAvD_BwE [Accessed February 08, 2023] “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

<https://www.kew.org/kew-gardens?>). “© the Board of Trustees of the Royal Botanic Gardens, Kew”. The amazing photographic view of the Temperate House in the Kew Gardens will be clearly depicted by Figure 2.26 below.

Figure 2.26 Royal Botanic Gardens, Kew amazing photographic view of the Temperate House



Source: (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/temperate-house>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

⁵²“**Temperate House**. Discover rare and threatened plants in the world’s largest Victorian glasshouse. Travel the world in this glittering cathedral – home to 1,500 species of plants from Africa, Australia, New Zealand, the Americas, Asia and the Pacific Islands. Following a major five-year renovation process, the Temperate House re-opened in 2018 to showcase the splendour of the world’s temperate zones. As temperate plants, all the species contained within its walls need to live in conditions above 10°C to survive. Despite being the foundation of much life on Earth, many of these plants are under threat. The Temperate House tells the story of how Kew and partners all around the world are working to rescue plants that are rare or already extinct in the wild. Filled with 10,000 individual plants, this vast collection may help us find solutions to

⁵² Royal Botanic Gardens, Kew (2023) *Temperate House*. Available from: <https://www.kew.org/kew-gardens/whats-in-the-gardens/temperate-house> [Accessed February 08, 2023] “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

some of the world’s most pressing issues, from climate change to loss of biodiversity or food security. Enriched by over 250 years of plant expertise, the freshly restored Temperate House has once again become the beating heart of Kew – an iconic landmark and a beacon of the future for plant science” (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/temperate-house>). “© the Board of Trustees of the Royal Botanic Gardens, Kew”. The natural pristine beauty of the Mediterranean Garden and King William's Temple of the Kew Gardens will be clearly depicted by Figure 2.27 below.

Figure 2.27 Natural pristine beauty of the Mediterranean Garden and King William's Temple of the Kew Gardens



Source: (Royal Botanic Gardens, Kew, 2023, *Mediterranean Garden and King William's Temple*, <https://www.kew.org/kew-gardens/whats-in-the-gardens/mediterranean-garden-and-king-williams-temple>). “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

⁵³According to the Royal Botanic Gardens, Kew (2023) [Mediterranean Garden and King William's Temple](https://www.kew.org/kew-gardens/whats-in-the-gardens/mediterranean-garden-and-king-williams-temple). Visit our Mediterranean habitat and discover its incredible plant diversity. Planted in 2007 to depict a typical Mediterranean natural habitat, this area of the Gardens transports you to the sun-kissed landscape of Southern Europe. It was designed to highlight the economic uses of Mediterranean plants, the diversity of life the habitat supports and the conservation efforts needed to ensure its survival. Stone pines (*Pinus pinea*), Tuscan olive trees (*Olea europaea*) and the green spires of Italian cypress (*Cupress sempervivens*) grow above shrubs such as Cistus and lavender (*Lavandula lanata*) (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/mediterranean-garden-and-king-williams-temple>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”. The astounding natural beauty of the Japanese Landscape at the Royal Botanic Gardens, Kew will be clearly depicted by Figure 2.28 below.

⁵³ Royal Botanic Gardens, Kew (2023) *Mediterranean Garden and King William's Temple*. Available from: <https://www.kew.org/kew-gardens/whats-in-the-gardens/mediterranean-garden-and-king-williams-temple> [Accessed February 08, 2023] “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

Figure 2.28 The astounding natural beauty of the Japanese Landscape at the Royal Botanic Gardens, Kew



The Japanese Gateway and Landscape ©RBG Kew

The Japanese Landscape ©RBG Kew

Source: (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/japanese-landscape>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

⁵⁴According to the Royal Botanic Gardens, Kew (2023) **Japanese Landscape**. Take a mindful moment in our tranquil Japanese gardens, a delicately manicured landscape designed to complement the Chokushi-Mon (Japanese Gateway). The Garden of Harmony unites the two landscapes. Japan’s mountain regions are represented by stones and rock outcrops, interplanted with shrubs. The plants include neatly clipped low-lying hedges of *Rhododendron* ‘Mother’s Day’, and the Japanese anemone (*Anemone x hybrida*) (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/japanese-landscape>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”. The Edible Science natural vegetable garden at the Royal Botanic Gardens, Kew will be clearly depicted by Figure 2.29 below.

⁵⁴ Royal Botanic Gardens, Kew (2023) *Japanese Landscape*. Available from: <https://www.kew.org/kew-gardens/whats-in-the-gardens/japanese-landscape> [Accessed February 08, 2023] “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

Figure 2.29 The Edible Science: Kew Kitchen Garden at the Royal Botanic Gardens, Kew



Source: (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/edible-science-kitchen-garden>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

⁵⁵“**Edible Science: Kew’s Kitchen Garden.** What is a Kitchen Garden? Edible Science: Kew’s Kitchen Garden is where we grow edible plants to learn more about producing healthy and sustainable food. We grow different varieties of common fruit and veg, from carrots and apples to pumpkins and chili peppers. We also grow heritage varieties, and we experiment with more unusual crops. These may be important sources of food for the future, because some of our staple crops will have to change as the climate becomes more unpredictable. For example, in 2018 we grew a species of tomato that is much more resilient to changes in climate than the regular tomato. In Georgian times, our large Kitchen Garden supplied members of the royal family living in Kew Palace. Today, the fruit and vegetables from the garden are used in Kew’s [restaurants](#)” (Royal Botanic Gardens, Kew, 2023, <https://www.kew.org/kew-gardens/whats-in-the-gardens/edible-science-kitchen-garden>) “© the Board of Trustees of the Royal Botanic Gardens, Kew”. The following section will cover one of the popular tourist attraction sites in The Netherlands.

⁵⁵ Royal Botanic Gardens, Kew (2023) *Edible Science Kitchen Garden*. Available from: <https://www.kew.org/kew-gardens/whats-in-the-gardens/edible-science-kitchen-garden> [Accessed February 08, 2023] “© the Board of Trustees of the Royal Botanic Gardens, Kew”.

2.7 Popular tourist destination in The Netherlands

The Netherlands is a peaceful and visitor friendly nation that is regularly ranked as one of the happiest and cleanest (eco-friendly) countries in the world. There are several exciting popular tourist attraction sites or destinations in The Netherlands and in this section the Groninger Museum will be discussed in-depth.

2.7.1 Groninger Museum (located in Groningen, The Netherlands)

The astounding night building view of Groninger Museum will be clearly depicted by Figure 2.30 below.

Figure 2.30 Groninger Museum astounding night building view



Source: (Groningen Museum. Photo: Erik and Petra Hesmerg, 2014, © Groninger Museum).

⁵⁶“**WELCOME IN GRONINGEN.** The museum of art and art history in Groningen: painting, design, photography, fashion, installation art, applied arts and archaeology” (Groninger Museum,

⁵⁶ Groninger Museum (2023) *WELCOME IN GRONINGEN*. Available from: <https://www.groningermuseum.nl/en> [Accessed February 23, 2023] © 2023 Groninger Museum

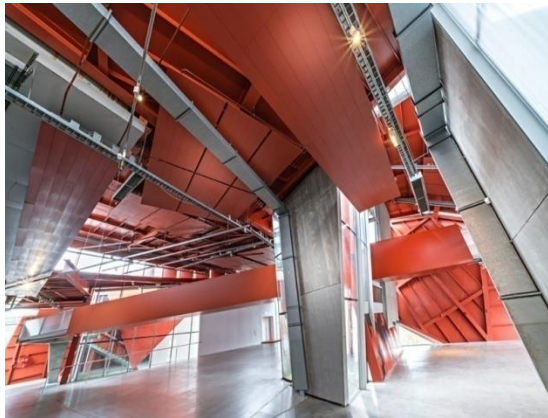
2023, <https://www.groningermuseum.nl/en>). The highly attractive architectural building exterior design and unique building interior décor of Groninger Museum will be clearly depicted by Figure 2.31 below.

Figure 2.31 Groninger Museum highly attractive architectural building exterior design and unique building interior décor



Chief Architect – Alessandro Mendini

© Groninger Museum, Groningen Photo: Erik en Petra Hesmerg 2014



Coop HimmelB(l)au Pavilion - Coop HimmelB(l)au

Groninger Museum - Info Center. Photo: Erik and Petra Hesmerg, 2014, © Groninger Museum

Source: (Groninger Museum, 2023, <https://www.groningermuseum.nl/en/museum> & <https://www.groningermuseum.nl/persmateriaal/groninger-museum-gebouw>).

⁵⁷**MUSEUM.** The Groninger Museum is well-known for its exceptional and colourful building and also because of its fascinating exhibitions and intriguing collection. The Groninger Museum has proven over the years that a museum can be a place for both study and relaxation. It is bursting with artistic energy, which is obvious as you pass by. The Groninger Museum reopened in 1994. Right from the outset, it was certain that the new Groninger Museum would be designed by several architects. Alessandro Mendini chose designers and architects for this purpose: Philippe Starck, Michele de Lucchi and Coop Himmelb(l)au” (Groninger Museum, 2023, <https://www.groningermuseum.nl/en/museum>). The following section will cover information about the conclusion of this chapter in-depth.

2.8 Conclusion

It can be concluded that the success story of many developing and developed nations can be mainly attributed to the consistent growth of the tourism sector. Climate change policies have unquestionably improved the way things are done in the global tourism sector to preserve the natural environment. It can be concluded that climate change has significantly boosted the ‘nature-based tourism’ sector. Interestingly, various nations have made significant investments towards ‘nature-based tourism’ such as the United Kingdom, the United States of America, The Netherlands, Switzerland and Canada. One of the main benefits of tourism in a country is employment creation and inter-cultural exchange amongst global societies since they bring new ideas, knowledge and culture/values from their country of origin. Nowadays nations such as the United Kingdom, the United States of America, The Netherlands, Switzerland and Canada will continue to enjoy powerful nation brand statuses as a result of their visitor friendly societies. It can also be concluded that the United Kingdom, the United States of America, The Netherlands, Switzerland and Canada have successfully positioned their tourist destinations to be the best places to visit in the world since they offer cherishable lifetime memories and holiday experiences.

⁵⁷ Groninger Museum (2023) *Museum*. Available from: <https://www.groningermuseum.nl/en/museum> [Accessed February 23, 2023] © 2023 Groninger Museum

2.9 Review questions

- 1) Define the following term 'destination'? List six examples of popular tourist attraction sites located in the United States of America?
- 2) Identify at least two examples of tourist attraction sites located in Canada? Describe at least two examples of tourist attraction sites located in Switzerland?
- 3) Discuss at least two examples of popular tourist attraction sites located in the United Kingdom?
- 4) Identify at least one example of a popular tourist attraction site located in The Netherlands?

Chapter 3: Popular tourist destinations in Germany, Belgium, Denmark, South Africa & Brazil

After reading this chapter you should be able to:

- Define the following term ‘domestic visitor’. Identify one of the popular tourist attraction site in Germany. Identify one of the popular tourist attraction site in Belgium.
- Identify one of the popular tourist attraction site in Denmark.
- Discuss one of the popular tourist attraction site in South Africa.
- Identify one of the popular tourist attraction site in Brazil.

3.1 Introduction

Tourism is one of the main pillars that help to support innovation rates in a country. The inter-cultural exchanges that occur between the local people and foreign visitors’ generally helps to boost knowledge transfer into a society and overtime this may ultimately lead to high innovation rates in a country. ⁵⁸According to the World Bank Group (2017:21) Tourism is often an innovator of sustainable consumption and production, and climate change awareness. There are many examples of tourism resorts introducing wind and solar power, organic farming, and sustainable fisheries to communities that would not otherwise be exposed to these environmental advances (World Bank Group, 2017:6, <https://documents1.worldbank.org/>). Nowadays many countries have powerful nation brand statuses as a result of tourism since it helps them to set high economic development standards and financial investments in key sectors such as airports and transport (road, rail & air infrastructure), accommodation (hotels & lodges construction), retail (shopping malls construction), food & beverages (restaurants) and so on. ⁵⁹According to

⁵⁸ World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] p1-23, © 2017 The World Bank Group

⁵⁹ World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] p1-23, © 2017 The World Bank Group

the World Bank Group (2017:6) Tourism sector development often results in improvements in basic infrastructure, such as airports, roads, water supply, energy, medical services, mobile phone networks, and health and safety services that are enjoyed by tourists and locals alike. In recent years, the World Bank has implemented tourism projects with infrastructure components in Ethiopia, Nepal, Georgia, Albania, Tanzania, Madagascar, Mozambique, and Senegal, among many other countries (World Bank Group, 2017:6, <https://documents1.worldbank.org/>). The modern-day global society is now conscious about global travel and tourism especially people based in developed nations (as they mainly travel for purposes of leisure, education, business & so on). In addition it is important to point-out the fact that today the global travelling trends are rapidly shifting in developing nations due to increased emigration rates (increased availability of foreign job opportunities) as more and more people are now travelling to foreign countries.

⁶⁰Tourism is one of the key sources of labor in a country. Several countries around the world are now offering working holiday visas or permits to visitors and this has positively contributed towards the supply of scarce skills in various career fields. Skills shortages in a country negatively affect economic and social development thus tourism has become a key problem solving strategy to use towards initiatives to reduce skills shortages (Deloitte Access Economics, 2021:34, <https://www2.deloitte.com/>). The following section will discuss the meaning of the term domestic visitor.

3.2 Definition of a term

⁶¹“**Domestic visitor:** As a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>). The following section will cover information about one of the popular tourist destination in Germany in-depth.

⁶⁰ Deloitte Access Economics (2021) *Value of Tourism*. Available from: <https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Economics/deloitte-au-dae-value-of-tourism-080721.pdf> [Accessed February 12, 2023] p45, ©2021 Deloitte Access Economics. Deloitte Touche Tohmatsu

⁶¹ “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

3.3 Popular tourist destination in Germany

⁶²In general Germany enjoys a strong positive international reputation that significantly contributes towards its tourist attraction/arrival rates. Interestingly, in Germany there are many popular tourist destinations and in this section the Serengeti-Park Hodenhagen will be discussed in greater detail.

3.3.1 Serengeti-Park Hodenhagen

⁶³According to Serengeti Park Ltd (2023) The Serengeti-Park Hodenhagen is the largest safari park in Europe. More than 1,500 wild and exotic animals from far away countries live in a natural environment! On an area of 120 hectares you will find, among others, lions, tigers, rhinos, antelopes and bears. Wildlife conservation, research and sustainability are an important part of our philosophy (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/our-animals-from-a-to-z/page/7/>). The amazing wildlife that is kept at the Serengeti-Park Hodenhagen will be clearly depicted by Figure 3.1 below.

⁶² Rudolph. Patrick. T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition*. Self Published Educational Ebook, p31, ISBN: 978-1-77924-684-4 EAN: 9781779246844

⁶³ Serengeti Park Ltd (2023) *Our Animals from A-to-Z*. Available from: <https://www.serengeti-park.de/en/our-animals-from-a-to-z/page/7/>
[Accessed February 08, 2023]

Figure 3.1 Serengeti-Park Hodenhagen amazing wildlife



The Addax (also called Mendes antelope)

Amur Leopa



Bactrian camel

The King Tiger, also known as the Bengal tiger



The bison is also known as the “Indian buffalo”

White Lion



Mandrill

The water hog is the largest rodent on earth

Source: (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/addax-addax-nasomaculatus/> & <https://www.serengeti-park.de/en/amur-leopard-panthera-pardus-orientalis/> & <https://www.serengeti-park.de/en/bactrian-camel-camelus-ferus-bactrianus/> & <https://www.serengeti-park.de/en/bengal-tiger-panthera-tigris/> & <https://www.serengeti-park.de/en/bison-bison-bison/> & <https://www.serengeti-park.de/en/white-lion-panthera-leo-krugeri/> & <https://www.serengeti-park.de/en/mandrill-mandrillus-sphinx/> & <https://www.serengeti-park.de/en/capybara-hydrochoerus-hydrochaeris/>).

⁶⁴According to the Serengeti Park Ltd (2023) **THE HISTORY OF THE PARK. About the Serengeti Park in Hodenhagen. Our philosophy.** “We connect our guests and especially children with fun, nature and beauty. In a very free and spontaneous way we let our guests feel fun and love for nature and give them a lasting sense of hope, joy and excitement for the future.” **Our history.** Africa in the Lüneburg Heath – we, the Sepe family, have been implementing an innovative and unique zoo concept since 1974. On a total of 220 hectares you will find an animal reserve with 1500 exotic animals and an amusement world with over 40 rides and various shows. This makes the Serengeti Park unique in Europe. The famous zoologist and wildlife filmmaker Prof. Dr. In the early 1970s, Bernhard Grzimek advised our family on the planning and construction of the park. Our parents, Paolo and Lia Sepe, have run the park with great dedication since the arrival of the first wild animals from Africa in 1974. To this day, it is our highest goal to strengthen the nature awareness of the guests through the proximity to the species-appropriately kept animals that live almost freely in spacious enclosures. "An animal must always retain the right to be an animal in order to live as undisturbed as possible - this is a question of respect for nature." You can feel the coexistence of humans and animals and consciously experience a piece of nature in our numerous spacious, natural and driveable landscape facilities. In such a moment you can free yourself from your everyday life and find yourself. In 1997, the siblings Veronica and Fabrizio Sepe, together with our cousin Giovanni, took over the management of the Serengeti Park in the second generation. From childhood they have taken on many tasks in the park and their hearts beat for the park. Since April 1st, 2017 Fabrizio Sepe has been the sole owner of the park and since October 2020 also the sole managing director of the park. We have introduced many significant innovations in both the animal park and the amusement park in recent years. In the "Serengeti Safari", for example, the elephant breeding facility, a spacious outdoor area for white tigers and a 3000 square meter outdoor area for the cheetahs. In the new "jungle safari" over 200 monkeys have found a new home on a 15-hectare, completely new island area. Here you can observe the animals without cage barriers or meet them up close in the five walk-through parts of the modernized facility. Europe's largest jeep safari course, our jungle safari tour, the aqua safari with airboats that

⁶⁴ Serengeti Park Ltd (2023) *About the Serengeti Park in Hodenhagen*. Available from: <https://www.serengeti-park.de/ueber-den-serengeti-park/> [Accessed February 08, 2023]

opened in 2010 and the "Black Mamba" jetboats, which have been new since 2015 and were specially made for the Serengeti Park, are further highlights. Our park is the only amusement park in Germany where guests can ride jet boats. Over the years, new attractions have constantly been added, which have made our park more and more attractive. We are proud to offer you a unique destination and wish you an exciting adventure on your personal safari through the Serengeti! Your family Sepe (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/ueber-den-serengeti-park/>).

“ACCOMMODATION AT SERENGETI PARK. An African style holiday. At our Serengeti Park resort you can spend the night really close to our exotic animals. There are different types of accommodation available directly in the resort. **THE SELF-CATERING LODGES IN THE IVORY VALLEY FOREST. NEW IN MAY: The Tongasoa Lodges.**⁶⁵The Tongasoa Lodges are idyllically and quietly located in the forest next to the Ivory Valley. In the canvas tents you will experience safari feeling without sacrificing comfort! Depending on the size, the lodges have 6 or 7 beds” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tongasoa-lodges/>). The Tongasoa Lodges located at the Serengeti Park resort will be clearly depicted by Figure 3.2 below.

⁶⁵ Serengeti Park Ltd (2023) *Tongasoa lodges*. Available from: <https://www.serengeti-park.de/en/tongasoa-lodges/> [Accessed February 08, 2023]

Figure 3.2 Tongasoa Lodges



Source: (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tongasoa-lodges/>).

⁶⁶“**THE COMFORTABLE TENTS AT THE LAKE VICTORIA. Overnight stays in the Tent Lodges.** Spend a romantic night in our comfortable tents directly at the lake Victoria. Enjoy the sunset at your big patio among 200 monkeys in the jungle-safari. The Tent lodges are suitable for up to 5 or 7 people” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tent-lodges/>). The exciting comfortable tents at lake Victoria at the Serengeti Park resort will be clearly depicted by Figure 3.3 below.

⁶⁶ Serengeti Park Ltd (2023) *Tent Lodges*. Available from: <https://www.serengeti-park.de/en/tent-lodges/> [Accessed February 08, 2023]

Figure 3.3 Comfortable tents at lake Victoria at the Serengeti Park resort



Source: (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tent-lodges/>).

The Serengeti Park accommodation in the form of overnight stays in Ranger Lodges and the overnight stay on the Masai Masai compound will be clearly depicted by Figure 3.4 below.

Figure 3.4 Overnight stays in Ranger Lodges and the overnight stay on the Masai Mara compound



Overnight stays in Ranger Lodges



Masai Mara compound

Source: (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/ranger-lodges/> & <https://www.serengeti-park.de/en/on-safari-with-a-caravan-pitches-in-the-midst-of-the-masia-mara/>).

⁶⁷“**STAY OVERNIGHT IN THE SERENGETI-PARK. On safari with a caravan – pitches in the midst of the Masai Mara!** You have the chance to stay overnight in your own caravan in the middle of Africa – on the Masai Mara compound which opened in 2014. From your pitch you can watch the animals on the Masai Mara compound” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/on-safari-with-a-caravan-pitches-in-the-midst-of-the-masia-mara/>). The following section will cover information about one of the popular Belgium-based tourist attraction site in-depth.

3.4 Popular tourist destination in Belgium

Belgium is globally known for its rich culture, environment friendly laws, historical architectural buildings, democracy, Royal Monarchy, tourist attraction cities and so on. In general there are

⁶⁷ Serengeti Park Ltd (2023) *On Safari with a caravan pitches in the midst of Masai Mara*. Available from: <https://www.serengeti-park.de/en/on-safari-with-a-caravan-pitches-in-the-midst-of-the-masia-mara/> [Accessed February 08, 2023]

many popular tourist destinations or attraction sites in Belgium. In this section the city of Bruges will be covered.

3.4.1 Bruges (Belgium)

Today the Belgian city of Bruges is one of the most famous tourist destination in Europe and the World. The different spectacular photographic views of Bruges will be clearly depicted by Figure 3.5 below.

Figure 3.5 The different spectacular photographic views of Bruges



Copyrights: "Toerisme Brugge" Visit Bruges | © Jan D'Hondt



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Source: ("Toerisme Brugge" Visit Bruges | © Jan D'Hondt, Photo 1 – 4 & Photo 5 Winter - © Jan Darthet

<https://mediadownload.brugge.be/foto/96a91428e22b4bedb3b33217153f9a72ff8f88e46fbc4017981fd759cdd606e9/96a91428e22b4bedb3b33217153f9a72ff8f88e46fbc4017981fd759cdd606e9/fc80e3684064b40984dc99f2a128cde4b51546477b34c42b2154ac9123d1a12> & <https://mediadownload.brugge.be/foto/96a91428e22b4bedb3b33217153f9a72ff8f88e46fbc4017981fd759cdd606e9/b3d34545a9b140cf9d4e5f3fc258e9b4b41f5e3638f143069238247f812fbf70/c6015e8a38ee4d4bba6820ef05cb7a626356769aadbbc46dfa907131483a41c3f>.

⁶⁸“**Visit Bruges.** Perhaps you overheard somebody talking enthusiastically about Bruges, or maybe you read an article about the city. Or you may have spotted a great-looking place to stay online or read some of the fascinating stories about the Burgundians. Whatever inspired you, one thing’s for sure – Bruges has really caught your fancy! That’s what imagineBruges is all about – inspiring you to dream of Bruges, the city that you just can’t get out of your head. imagineBruges is there to plant the seeds – your imagination will do the rest. Imagine...you are going on a trip to Bruges!” (Toerisme Brugge, 2023, <https://www.visitbruges.be/imaginebruges-4>). The highly attractive historical architectural building designs in Bruges will be clearly depicted by Figure 3.6 below.

Figure 3.6 The highly attractive historical architectural building designs in Bruges



Source: (Toerisme Brugge, 2023, <https://www.visitbruges.be/imaginebruges-4/13-highlights-in-2023>).

⁶⁹According to Toerisme Brugge (2023) **13 highlights in 2023.** Bruges continues to capture the imagination in all its facets: historic, surprising, ancient and contemporary, compact yet grand. In this World Heritage City, you can enjoy art as well as discovering the art of enjoyment. A place

⁶⁸ Toerisme Brugge (2023) *Visit Bruges*. Available from: <https://www.visitbruges.be/imaginebruges-4> [Accessed February 08, 2023]

⁶⁹ Toerisme Brugge (2023) *Visit Bruges*. Available from: <https://www.visitbruges.be/imaginebruges-4/13-highlights-in-2023>[Accessed February 08, 2023]

where history, culture, gastronomy and nature merge into a unique experience. The following 13 tips will see you through the new year (Toerisme Brugge, 2023, <https://www.visitbruges.be/ImagineBruges-4/13-highlights-in-2023>). The following section will cover information about one of the popular tourist destination in Denmark in-depth.

3.5 Popular tourist destination in Denmark

Denmark is globally known as one of the most-happiest countries in the world with a unique international visitor-friendly society. There are many popular tourist destinations or attraction sites in Denmark. This section will discuss one of the popular tourist attraction destination in Denmark called Tivoli Gardens that is located in the city of Copenhagen.

3.5.1 Tivoli Gardens (Copenhagen)

⁷⁰**THE COMPANY.** Tivoli A/S is a limited company listed on the Copenhagen Stock Exchange. **A SUSTAINABLE BUSINESS. CSR.** The world is changing, and the challenges of today call for a renewed and strengthened concept sustainability both in- and outside Tivoli Gardens (e.g. in collaboration with suppliers), of responsibility. For Tivoli, this means that we will prioritize and that we will intensify our efforts to become a sustainable business. **TIVOLI THROUGH THE AGES. TIMELINE.** Join us on a tour of Tivoli's history from the founding in 1843, to the construction of Nimb and the Concert Hall to the introduction of Christmas in Tivoli and Friday Rock” (Tivoli A/S, 2023, <https://www.tivoli.dk/en/om/tivolis-historie>). The exciting and astounding views of Tivoli Gardens will be clearly depicted by Figure 3.7 below.

⁷⁰ Tivoli A/S (2023) *Tivolis Historie*. Available from: <https://www.tivoli.dk/en/om/tivolis-historie> [Accessed February 08, 2023]
Copyright © 2022 Tivoli A/S - CVR nr. 10404916 - EAN nr. 5790001899950

Figure 3.7 Tivoli Gardens exciting and astounding views



Source: (Tivoli Gardens, 2015, **Photo 1** by Photographer: Christoffer A. Sandager - *Aerial view over Christmas Market in Tivoli Gardens*, https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1675991770620_10 & **Photo 2** - Tivoli Gardens, 2016, *The Piratery, Summer in Tivoli 2016*, by Photographer Lasse Salling, 2016, https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1675992072512_26).

⁷¹According to Tivoli A/S (2023) **1843 TIVOLI**. Georg Carstensen was inspired by the parks and the gardens, he had visited abroad when he was first granted permission by the King to open Tivoli Gardens. On August 15, 1843 the garden gates were opened for the first time and the guests were awestruck by the elegant and exotic gardens. Among them was the one and only Hans Christian Andersen, who was inspired to write the fairy tale the Nightingale. **2000 TIVOLI FOR SALE**. After owning a majority stake in Tivoli for almost 100 years, in 2000 Carlsberg decided to sell its shares. Various rumors circulated about both Disney and Michael Jackson, and some talked of Tivoli ending up on public hands. In the end Scandinavian Tobacco Company and Chr. Augustinus Fabrikker became a majority share holder; and so Tivoli

⁷¹ Tivoli A/S (2023) *Tivolis Historie*. Available from: <https://www.tivoli.dk/en/om/tivolis-historie/tidslinie> [Accessed February 08, 2023] Copyright © 2022 Tivoli A/S - CVR nr. 10404916 - EAN nr. 5790001899950

remained on Danish hands (Tivoli A/S, 2023, <https://www.tivoli.dk/en/om/tivolis-historie/tidslinie>). The aerial view of Tivoli Gardens will be clearly depicted by Figure 3.8 below.

Figure 3.8 Tivoli Gardens aerial views



Source: (Tivoli Gardens, 2017, *Drone video recordings in the Gardens*, Photographer: Christoffer Anias Sandager, https://tivolimediebank.tivoli.dk/presse/latelogin.jspx#1675991586700_6).

The following section will cover information about South Africa in-depth.

3.6 Popular tourist destination in South Africa

In general South Africa is one of the many countries in Africa with a powerful nation brand status and a thriving tourism industry. Tourism enormously contributes towards the economic growth rate and international trade of South Africa. In general there are many popular tourist destinations or attraction sites in South Africa. This section will cover information about Singita Ebony Lodge.

3.6.1 Singita Ebony Lodge (Singita Sabi Sand in South Africa)

The amazing wildlife at Singita Ebony Lodge will be clearly depicted by Figure 3.9 below.

Figure 3.9 Singita Ebony Lodge amazing wildlife

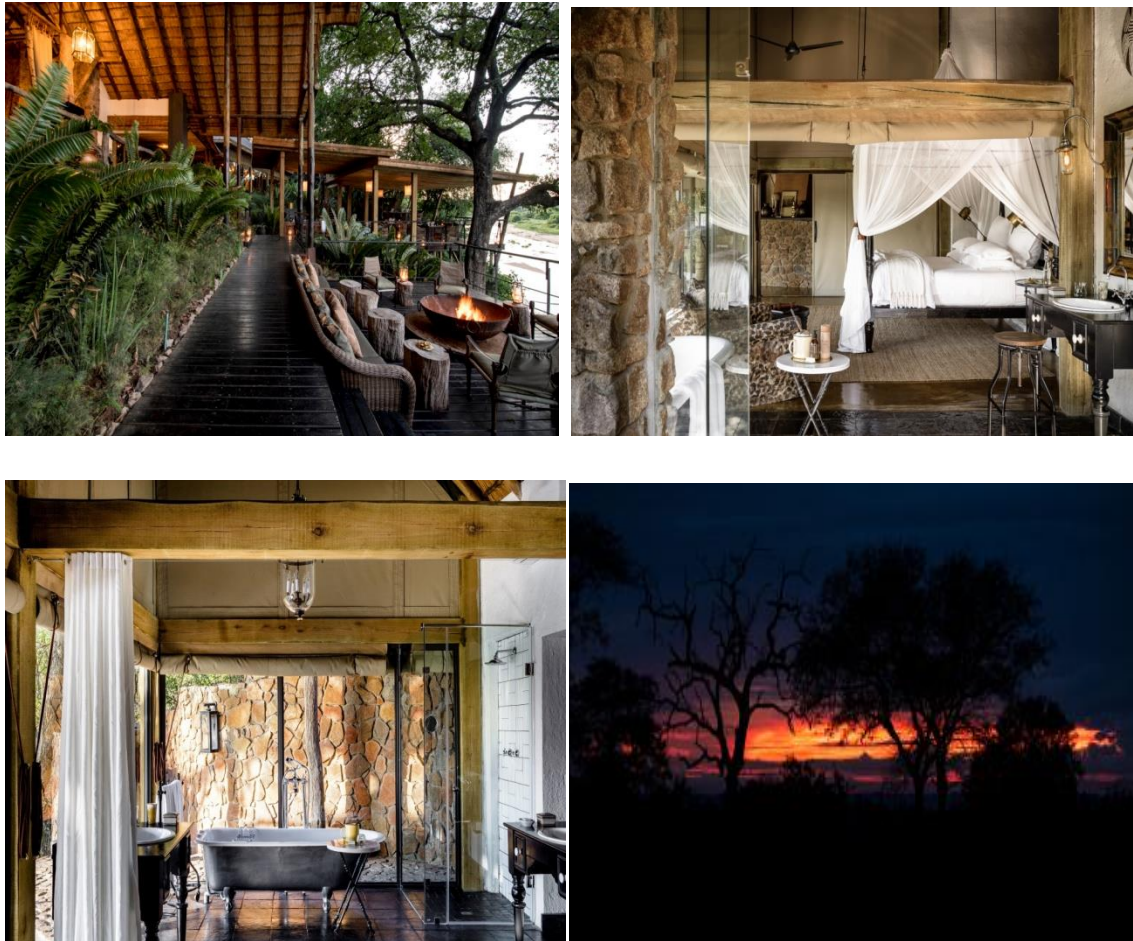


Source: (Singita Ebony Lodge, 2023, <https://singita.com/lodge/singita-ebony-lodge>).

^{72cc} **About Singita.** As an ecotourism and conservation brand, Singita is unwavering in its commitment to preserve and protect Africa’s wilderness for future generations and since opening its first property – Singita Ebony Lodge – in 1993, sustainability, environmentally conscious hospitality and the empowerment of local communities have been cornerstones of this enduring 100-year purpose. But Singita’s story dates back almost a century ago, and started on a piece of land in a remote corner of the Lowveld, which was purchased by the grandfather of our Founder, Luke Bailes. This 30,000-acre traversing land, which would later become the Sabi Sand Reserve, was transformed over time from a former hunting concession into an exclusive conservation reserve where all species are protected” (Singita, 2023, <https://singita.com/about>). The highly attractive interior décor of the Singita Ebony Lodge will be clearly depicted by Figure 3.10 below.

⁷² Singita (2023) *About*. Available from <https://singita.com/about> [Accessed February 18, 2023] All rights reserved

Figure 3.10 Singita Ebony Lodge highly attractive interior décor



(Source: Singita Ebony Lodge, 2023, <https://singita.com/lodge/singita-ebony-lodge>).

⁷³“Sought-after wilderness setting. Located in Singita Sabi Sand in South Africa, Ebony Lodge gives guests access to 45,000 acres within a breathtaking wildlife sanctuary that’s renowned for its high concentrations of big game and frequent leopard sightings. A rejuvenating return to nature. Standing steadfast among giant trees alongside the Sand River, Singita Ebony Lodge provides a fresh & contemporary safari experience. Surrounded by the vivid colours, captivating sounds and soothing rhythms of the bush, it awakens a spirit of discovery while restoring the senses. Singita’s founding lodge. Inspired by the adventurous charm of safari, the lodge

⁷³ Singita Ebony Lodge (2023) *Singita Ebony Lodge*. Available from: <https://singita.com/lodge/singita-ebony-lodge> [Accessed February 18, 2023] All rights reserved © 2023 Singita

embodies the thrill of the African bushveld. 12 luxurious suites featuring glass and canvas walls open onto expansive private decks with plunge pools – and uninterrupted river views ensure continuous connections with the wilderness. **Conservation in South Africa**. In South Africa, the Singita Lowveld Trust employs a dedicated team focused on protecting and conserving the biodiversity of the incredible land under its care. In South Africa, the Singita Lowveld Trust manages a wide range of conservation projects in Singita Sabi Sand and Singita Kruger National Park – from anti-poaching initiatives to wildlife research & land management, sustainability efforts and community partnership projects such as early childhood development, digital learning and a world-class culinary school. A highly skilled team of tracking dogs and handlers enhance anti-poaching efforts in the Sabi Sand Reserve, while the Trust’s partnership with the global conservation NGO Panthera has shown that the area is home to the largest density of leopards of any protected area surveyed in South Africa. The Panthera’s Furs for Life project – of which Singita is a partner – has reduced the demand for leopard skins with 50%⁷⁴ (Singita Ebony Lodge, 2023, <https://singita.com/lodge/singita-ebony-lodge>). The following section will cover information about Brazil in-depth.

3.7 Popular tourist destination in Brazil

⁷⁵According to Rudolph. Patrick. T. Muteswa (2022:90) **Federative Republic of Brazil**. Globally the great nation of Brazil is known for its diverse sporting activities and over the past number of years it has successfully hosted several major sporting events (*during the year 2014 and 2016*). Brazil is home to the world famous natural beauty ‘The Amazon River’ and ‘The Amazon Rainforest’ (Rudolph. Patrick. T. Muteswa, 2022:90). In general there are many popular tourist destinations or attraction sites in Brazil. This section will cover information about Anavilhanas Jungle Lodge a popular tourist destination which is located in the Amazon Rainforest in Brazil.

⁷⁴ Singita Ebony Lodge (2023) *Singita Ebony Lodge*. Available from: <https://singita.com/lodge/singita-ebony-lodge> [Accessed February 18, 2023] All rights reserved © 2023 Singita

⁷⁵ Rudolph. Patrick. T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition*. Self Published Educational Textbook, p90. ISBN: 978-1-77924-684-4 EAN: 9781779246844

3.7.1 Anavilhanas Jungle Lodge (Brazil)

⁷⁶“**WELCOME!** an authentic experience into the heart of the Amazon. **ABOUT US.** *a small and exclusive Lodge, located in heart of the Brazilian Amazon rainforest*” (Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/#algonovo>). Figure 3.11 will clearly depict the various fun & unique activities experienced in the forest.

⁷⁶ Anavilhanas Jungle Lodge (2023) *Welcome*. Available from: <https://en.anavilhanaslodge.com/#algonovo> [Accessed February 22, 2023] Anavilhanas Jungle Lodge

Figure 3.11 Various fun & unique activities experienced in the forest



Aerea Lodge



Anavilhanas 9



Anavilhanas Reduzidas Retina 10



Anavilhanas Reduzidas Retina 55

Source: (Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/>).

⁷⁷ “**Our Experiences. MANY WAYS TO DISCOVER THE AMAZON.** *Anavilhanas offers a wide variety of activities and tours in each of its Experiences. According to the number of days at the Lodge, a schedule is designed with the essentials to experience the Amazon, with safety, comfort, and adventure. Check out the activities available in each our experiences below: 3 days and 2 nights DISCOVER THE ESSENTIALS OF THE FOREST. ACTIVITIES INCLUDED IN THIS EXPERIENCE: Sunrise Contemplation* Leaving at dawn, the guest will be taken to the islands to watch the birds flying and the beauty of all the colors when the sun rises in the Amazon sky. *Hiking on Dryland Forest* Led by experienced local guides, explore areas that are not affected by floods – the firm forests or dryland forests. During the tour, learn

⁷⁷ Anavilhanas Jungle Lodge (2023) *Experiencias*. Available from: <https://en.anavilhanaslodge.com/experiencias> [Accessed February 22, 2023] Anavilhanas Jungle Lodge

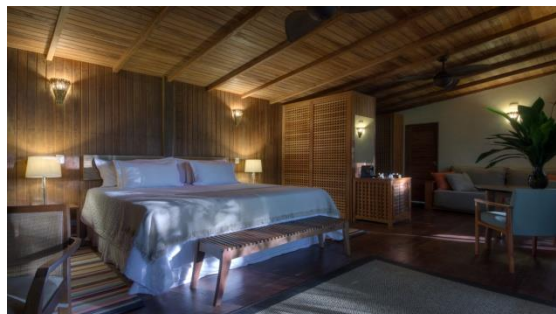
about trees, fruits and wild fruits, survival strategies and medicinal herbs. **Canoeing through the creeks and the flooded forest** Hear the sounds of the forest and explore the rivers. In canoes for up to 2 people, you can watch the scenery changing as you paddle along waters and between trees” (Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/experiencias>). The amazing interior decor of the lodge rooms is clearly depicted by Figure 3.12 below.

Figure 3.12 Amazing interior decor of the lodge rooms



Anavilhanas Bangalo Alta

0 Anavilhanas 2016_34



200825 Anavilhanas Drone 2050

Anavilhanas 2016_18

Source: (Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/>).

⁷⁸According to the Anavilhanas Jungle Lodge (2023) **THE HOTEL**. All rooms are equipped reading chair, 32-inch LCD HD TV, cable channels, mini bar, safe, AC, bathroom with a spacious shower stall, hair dryer, premium amenities. There is also a hammock in the balcony to admire the forest. They can be arranged as a single, double room or triple room, with king size bed 80 in. by 76 in. or 2 single beds 80in. by 38 in. The extra bed measures 78 in. by 35 in

⁷⁸ Anavilhanas Jungle Lodge (2023) *Chales*. Available from: <https://en.anavilhanaslodge.com/quartos/chaless> [Accessed February 22, 2023] Anavilhanas Jungle Lodge

(Anavilhanas Jungle Lodge, 2023, Chales, <https://en.anavilhanaslodge.com/quartos/chalet>).

⁷⁹“**Bungalows FEEL CONNECTED WITH THE FOREST.** The bungalows are equipped with air conditioning, ceiling fan, minibar, safe, hairdryer, hot shower, TV with SKY channels and a balcony with two hammocks overlooking the forest. They can be configured as double, single or triple. The King size double bed measures 2.03m long and 1.93m wide. The single beds measure 2.03m long and 1.10m wide. The extra bed measures 1.88m long and 0.88m wide”

(Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/quartos/bangalos>).

⁸⁰“**COMMITMENT TO NATURE. Sustainability. CULTURE, HEALTH & EDUCATION** We recognize education as a tool for social transformation, which is the main pillar of our actions. The projects are developed with local populations, leveraging ideas that help implement improvements in the quality of life and infrastructure of communities in the municipality of Novo Airão – Amazonas. The conception of each project is established based on constant dialogue with the community and its active participation. **Energy & Waste** The Hotel has its own photovoltaic power plant generating 100% of the electricity used in the our operation. Our regional boats (used in the tours on the Rio Negro) have also solar energy system, providing a reduction in noise and burning fossil fuels. We always prioritize electrical appliances that have type A energy efficiency and certification for low energy consumption. Our water heating system is made by solar panels and stored in thermal boilers, avoiding the consumption of gas and reduction the need of electricity. The sewage from Anavilhanas is collected and treated in biological cesspools, with the sludge removed by certified companies and disposed of in sanitary landfills. There is an internal waste separation and differentiated destination process: organic waste for composting; paper, plastic and glass for recycling. Committed to reducing the generation of waste, packaging and plastic items, the hotel has been replacing and adapting supplies and facilities in its operation. **Conservation & Preservation** Lodge Guides and Staff are trained to never intervene in wildlife during the tours and explanations. The tours offered to Anavilhanas guests strictly respect the environmental rules of Conscious Tourism, generating

⁷⁹ Anavilhanas Jungle Lodge (2023) *Bungalows*. Available from: <https://en.anavilhanaslodge.com/quartos/bangalos> [Accessed February 22, 2023] Anavilhanas Jungle Lodge

⁸⁰ Anavilhanas Jungle Lodge (2023) *Sustainability*. Available from: <https://en.anavilhanaslodge.com/sustentabilidade> [Accessed February 22, 2023]

minimal impact on the places visited and genuine experiences. The hotel has expanded the area of preserved native forest in the surroundings, initially from 45 to 220 hectares. Aiming to extend preservation into advanced spots, Anavilhanas has built a new structure on a 200-hectare area, 50km away from the Lodge” (Anavilhanas Jungle Lodge, 2023, <https://en.anavilhanaslodge.com/sustentabilidade>). The following section will cover information about the conclusion of this chapter in-depth.

3.8 Conclusion

It can be concluded that tourism helps to contribute towards innovation rates in a country since it helps to promote knowledge transfer and inter-cultural exchange. Today tourism now plays a crucial role towards strengthening a country’s nation brand status. One of the main benefits of tourism is that it helps to attract huge investments in key sectors such as airport construction and transport infrastructure. It can be concluded that skills shortages in a country can be alleviated by the growth of tourism in a country. It can be argued that the issuance of working holiday visas or permits to visitors by certain countries has played a key role in reducing skills shortages rates around the world. Generally there are various popular tourist destinations in countries such as Germany, Belgium, Brazil, South Africa and Denmark that continue to attract both domestic and international tourists.

3.9 Review questions

- 1) Define the following term ‘domestic visitor’? Describe at least one example of a popular tourist attraction site in Germany? Identify at least one example of a popular tourist attraction site in Belgium?
- 2) Identify at least one example of a popular tourist attraction site in Denmark?
- 3) Discuss at least one example of a popular tourist attraction site in South Africa?
- 4) Identify at least one example of a popular tourist attraction site in Brazil?

Chapter 4: Popular tourist destinations in Sweden, Norway, Singapore, Chile & Romania

After reading this chapter you should be able to:

- Define the following term ‘international tourism’. Describe one of the popular tourist attraction site in Sweden.
- Identify one of the popular tourist attraction site in Norway.
- Discuss one of the popular tourist attraction site in Singapore.
- Identify one of the popular tourist attraction site in Chile. Discuss one of the popular tourist destination in Romania.

4.1 Introduction

Tourism marketing and advertising has become a critical ingredient towards the success of popular global tourism destinations. The way tourists perceive a holiday destination plays a crucial role in determining their intention to travel to that destination. Thus all marketing efforts by tourist destinations/national tourism authorities must place more emphasis on communicating their competitive advantages, recent developments and the sort of atmosphere visitors will experience when they travel there. Tourism marketing is now a big business globally and one of its unique advantage is the ability to attract repeat visitors and positive word-of-mouth advertising of the popular tourist destination. Generally it is critical for countries to implement ‘honest’ tourism marketing of their popular tourist destinations in order to avoid visitor disappointment when they come to those destinations to enjoy their holidays.⁸¹“As well as being ambassadors for Australian tourism, many of Australia’s international visitors are return travelers who make several trips across their lifetime. For each new international visitor to Australia, there is a lifetime value in connection to the multiple trips they will make to Australia over the years. Almost two thirds of all international visitors to Australia have visited before. While it may not

⁸¹ Tourism Research Australia cited in Deloitte Access Economics (2021) *Value of Tourism*. Available from: <https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Economics/deloitte-au-dae-value-of-tourism-080721.pdf> [Accessed February 12, 2023] p45, ©2021 Deloitte Access Economics. Deloitte Touche Tohmatsu

be surprising that most visitors from New Zealand have been to Australia more than once (94 per cent of visitors in 2019), it may be surprising that eight in ten visitors from Singapore and seven in ten from Malaysia are also return visitors. In 2019, returning visitor from New Zealand had visited Australia 11 times on average, while returning visitors from Singapore and Malaysia has visited 7 and 6 times previously respectively. A higher proportion of U.S. visitors are first-time visitors to Australia (54% first time visitors) compared to many of Australia’s other key source markets. That said, while the share of repeat visitors from the U.S. is lower, those returning have visited four times before on average” (Tourism Research Australia cited in Deloitte Access Economics, 2021:45, <https://www2.deloitte.com/>). The following section will discuss the meaning of the term international tourism in-depth.

4.2 Definition of a term

⁸²“**International tourism:** International tourism comprises inbound tourism and outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips (IRTS 2008, 2.40(c))” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>). The following section will cover information about one of the popular tourist destination in Sweden in-depth.

4.3 Popular tourist destination in Sweden

Sweden is one of Europe’s most economically powerful nation with a series of remarkable education, innovation and climate change centred policies. There are many popular tourist attraction sites or destinations in Sweden and in this section the popular attraction site that will be discussed is the Vasa Museum in Stockholm.

4.3.1 The Vasa Museum (Stockholm)

The historical, unique and highly attractive architecture building of The Vasa Museum will be clearly depicted by Figure 4.1 below.

⁸² “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

Figure 4.1 The Vasa Museum historical, unique and highly attractive architecture building



Source: (The Vasa Museum, 2023, <https://www.vasamuseet.se/en/visit>).

⁸³According to The Vasa Museum (2023) **The Vasa Museum – a part of SMTM**. Around 1.5 million visitors every year enjoy the exhibitions in the museum, which describe the warship Vasa's history and life at the time; how, after 333 years at the bottom of Stockholm bay, the ship was rediscovered and salvaged; and the research which is now underway to preserve Vasa. The Vasa Museum lies in the royal parkland, Djurgården, in Stockholm. The Vasa Museum is a part of the Swedish National Maritime and Transport Museums, together with the Maritime Museum and Vrak - Museum of Wrecks in Stockholm, the Naval Museum in Karlskrona and the Railway Museum in Gävle. **The mission**. The agency's mission is to preserve and develop the maritime and transport history cultural heritage and to increase people's knowledge about it. The government decides which direction our work should take, and we receive our instructions and directives from the Ministry of Culture. [Read more about the Vasa Museum's history](#) (The Vasa

⁸³ The Vasa Museum (2023) *The Vasa Museum – a part of SMTM*. Available from: <https://www.vasamuseet.se/en/about-the-vasa-museum/the-vasa-museum---a-part-of-smtm> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

Museum, 2023, <https://www.vasamuseet.se/en/about-the-vasa-museum/the-vasa-museum---a-part-of-smtm>). The historical and unique Vasa art ship at the Vasa Museum will be clearly depicted by Figure 4.2 below.

Figure 4.2 The historical and unique Vasa art ship at the Vasa Museum



The ship Vasa in the Vasa Museum, Photo: Anneli Karlsson, Vasa Museum/SMTM.



The ship Vasa in the Vasa Museum, Photo: Anneli Karlsson, Vasa Museum/SMTM.



The ship Vasa's figurehead, a lion, Photo: Anneli Karlsson, Vasa Museum/SMTM.



Detail of the ship Vasa's rigging, Photo: Åke E:son Lindman.

Source: (The Vasa Museum, 2019, <https://www.vasamuseet.se/om-vasamuseet/pressrum/genrebilder>).

History about Vasa Ship. ⁸⁴ According to The Vasa Museum (2019) **Timeline**. Welcome to the history about Vasa! Here is a recap of Vasa's journey; from a pile of wooden boards at the Ship Yard to a world attraction. **Winter 1624-1625. A faithful contract.** The Lion of the North, Gustav

⁸⁴ The Vasa Museum (2019) *Timeline*. Available from: <https://www.vasamuseet.se/en/explore/vasa-history/timeline> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

II Adolf, is building Sweden into one of the most feared powers in Europe. In January 1625, the Swedish king signs a contract with the Dutch master shipwright Henrik Hybertsson and his business partner, Arendt de Groote. They are to build four new ships. One of them, Vasa, is to be the most powerful warship in the Baltic, if not the world. It is the beginning of one of the most spectacular fiascos in Swedish history. **1626. The master of shipwright fades away.** Vasa's keel is laid in the late winter at Skeppsgården, the navy yard, in Stockholm. Master Henrik Hybertsson, already ill when construction starts, can no longer supervise the other shipwrights by the summer and has to hand over responsibility for the new ship to his assistant, Hein Jakobsson. Barely a year later, Vasa's designer is dead. **1627. The machine of war is launched.** The king's newest and most powerful ship, Vasa, is launched in the spring and hundreds of craftsmen work through the summer to finish the hull and rigging. When completed, it is 69 metres long and more than 50 metres tall from the keel to the top of the main mast. The ship weighs over 1200 tonnes once outfitted with ten sails, 64 cannons, 120 tonnes of ballast and hundreds of sculptures. A giant of a ship of its time is born. **Summer 1628. The admiral does not listen to the warning bells.** ⁸⁵The captain supervising the construction of Vasa, Söfring Hansson, calls Vice Admiral Klas Fleming down to the ship, moored at the royal palace, because he is worried. He has thirty men run back and forth across the deck and the ship rolls alarmingly. The Admiral has the demonstration stopped, afraid the ship will sink at the quay. Under pressure from the king to get the ship to sea, he orders Söfring to sail anyway. Months later, Vasa sets off on its first and last voyage. **10 August 1628. The shortest maiden voyage in history?** 1,300 metres and no farther. Still within sight of the shipyard where it was built, Vasa heels to port under a gust and water gushes in through the open gun-ports. Within minutes, the ship is lying on the sea bed 32 metres below. Thousands of Stockholm's inhabitants witness the tragic scene, together with several foreign ambassadors. What began in hope and ambition ends in tragedy. **Autumn 1628. The perfect scapegoat.** A fearful Royal Council writes to tell the king of the disaster. An inquest is launched. The ship's officers claim innocence. The builders are adamant that they built the ship according to the design the king approved. The experts believe the ship had too little belly, not enough hull to carry the heavy upper works. The blame falls on the designer, Henrik Hybertsson,

⁸⁵ The Vasa Museum (2019) *Timeline*. Available from: <https://www.vasamuseet.se/en/explore/vasa-history/timeline> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

for the poor proportions. Master Henrik, dead more than a year, cannot defend himself and does not need to be punished. **1663-1665. Fishing for cannons.** The sunken ship is a tempting target for salvors and assorted chancers. Repeated attempts to raise the ship fail; it is firmly stuck in the mud of the harbour bottom. Finally, 35 years after the sinking, a team of divers led by Albrecht von Treileben and Andreas Peckell succeed in bringing up almost all of Vasa's cannons. They use a recently perfected invention, the diving bell, to reach the ship, rip up the deck, and extract guns, which are sold abroad. **1920.** ⁸⁶**Vasa is nearly turned into furniture.** Two brothers from Oskarshamn, Simon and Leonard Olschanski, apply for permission to salvage ships sunk in Stockholm harbour between Beckholmen, where Vasa lies, and Tegelviken. They plan to blow up the wrecks to get black oak, waterlogged wood, which is popular in Sweden for Art Deco furniture. But the authorities say no - a crucial decision that makes it possible for the Vasa Museum to exist today. **August 1959. Vasa moves for the first time in 331 years.** The proposals are many and imaginative, everything from filling Vasa with ping-pong balls to freezing it in a giant ice-cube. But the Neptune Company insists on a tried-and-tested method, used since the Middle Ages to raise sunken ships. Divers have spent more than two years digging tunnels and passing cables under the ship up to floating pontoons. On 20 August 1959, the pumps start in the pontoons and Vasa frees itself from the mud. The ship is lifted and moved under the water surface in 18 stages, and in September Vasa lies at a depth of 17 metres by the island of Kastellholmen. Divers will spend another year and a half preparing the ship for the final lift. **February 1962. Vasa meets the public.** By Friday 16 February 1962, the ship is ready to be displayed to the general public at the newly-constructed Vasa Shipyard, where visitors can see Vasa while a team of conservators, carpenters and other technicians work to preserve the ship. The museum opens with a salute from two of Vasa's cannon. Public interest is enormous and success is immediate – in 1962, 439,300 buy a ticket to see the ship and its unique finds. **April 1962. Operation Preserve Vasa.** Reconstructing and preserving a mighty warship from the 17th century is an enormous challenge. When waterlogged wood dries out, and the moisture in it evaporates, it shrinks and cracks. In order to prevent Vasa from being destroyed, conservation of the ship begins using polyethylene glycol, PEG, to replace the water. Loose objects are placed in large baths, while the hull of the ship is sprayed around the clock with the help of 500 nozzles

⁸⁶ The Vasa Museum (2019) *Timeline*. Available from: <https://www.vasamuseet.se/en/explore/vasa-history/timeline> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

and an elaborate pumping and filtering system. This treatment will continue until 1979. **1979-1989. Drying out.** Some things just take time. Even after being sprayed for 17 years, the ship has a long way to go. The wood has to dry slowly to avoid cracking, and over the next ten years the humidity is gradually lowered. In fact, drying will go on for decades until the ship stabilizes completely. **1990. Vasa gets a new home.** 384 proposals from all over the Nordic countries are received when an architectural competition to build the new Vasa Museum is launched in 1981. Swedish architects Hidemark Månsson Arkitektkontor AB wins against tough competition and, on 15 June 1990, the new museum is officially opened. The ship is the centrepiece of themed exhibits about all aspects of naval life in the early 17th century. **2011. 50th anniversary and record visitor numbers.** Tourists make the pilgrimage when Vasa celebrates the 50th anniversary of its recovery from the depths. The Vasa Museum sets a new record with well over 1.2 million visitors. After half a century of conservation and restoration work, the success of Vasa is easy to understand: it is unique, an intact ship from a forgotten time. Over 98% of the original structure survives, including masts and sails, so it does not look like a wreck, but a ship awaiting the start of the next voyage, just as Vasa looked in the winter of 1628. **2015. Entry into the world's top 10 attractions.** As the only Swedish entry, the Vasa Museum, in ninth place makes it onto the top 10 list of the world's best museums according to TripAdvisor, the world's largest travel site⁸⁷ (The Vasa Museum, 2019, <https://www.vasamuseet.se/en/explore/vasa-history/timeline>). The pristine natural beautiful views and landscape of The Vasa Museum will be clearly depicted by Figure 4.3 below.

⁸⁷ The Vasa Museum (2019) *Timeline*. Available from: <https://www.vasamuseet.se/en/explore/vasa-history/timeline> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

Figure 4.3 The Vasa Museum pristine natural beautiful views and landscape



Source: Photo: Anneli Karlsson, Vasamuseet/SMTM

⁸⁸“**The Vasa Museum Garden.** Take a walk back in time among the vegetables, medicinal herbs and flowers that were a feature of gardens in the 1600s. The Vasa Museum Garden is home to a wide variety of flowers, medicinal herbs and vegetables, many of which can be found in gardens today. In the 17th century lavender, mallow, radishes and cabbage were just as common as they are now. No chemical pesticides are used in the garden. Instead plants with good resistance to disease and vermin, for example marigolds, are cultivated. Bio-carbon is used in the soil to help it better retain water and nutrients. The many flowers are pretty to look at but also good for pollination. The garden lies behind a grey fence at the back of the Vasa Museum. A visit to the Vasa Museum garden is free of charge. You are welcome to come in for a rest or get some inspiration for your own plot” (The Vasa Museum, 2021, <https://www.vasamuseet.se/en/visit/exhibitions/vasa-museum-garden>). The following section will cover information about Norway tourist destinations in-depth.

⁸⁸ The Vasa Museum (2021) *The Vasa Museum Garden*. Available from: <https://www.vasamuseet.se/en/visit/exhibitions/vasa-museum-garden> [Accessed February 08, 2023] The Vasa Museum - part of the [Swedish National Maritime and Transport Museums](#)

4.4 Popular tourist destinations in Norway

Norway is globally renowned for the following: foreign diplomacy excellence, powerful nation brand status, attractive airports infrastructure, vast natural resources (energy), democracy and so on. In general there are many popular tourist destinations or attraction sites in Norway. In this section one of the most popular tourist destination in Norway that will be discussed in greater detail is called Fløyen.

4.4.1 Fløyen

The amazing aerial views of Fløyen will be clearly depicted by Figure 4.4 below.

Figure 4.4 The amazing aerial views of Fløyen



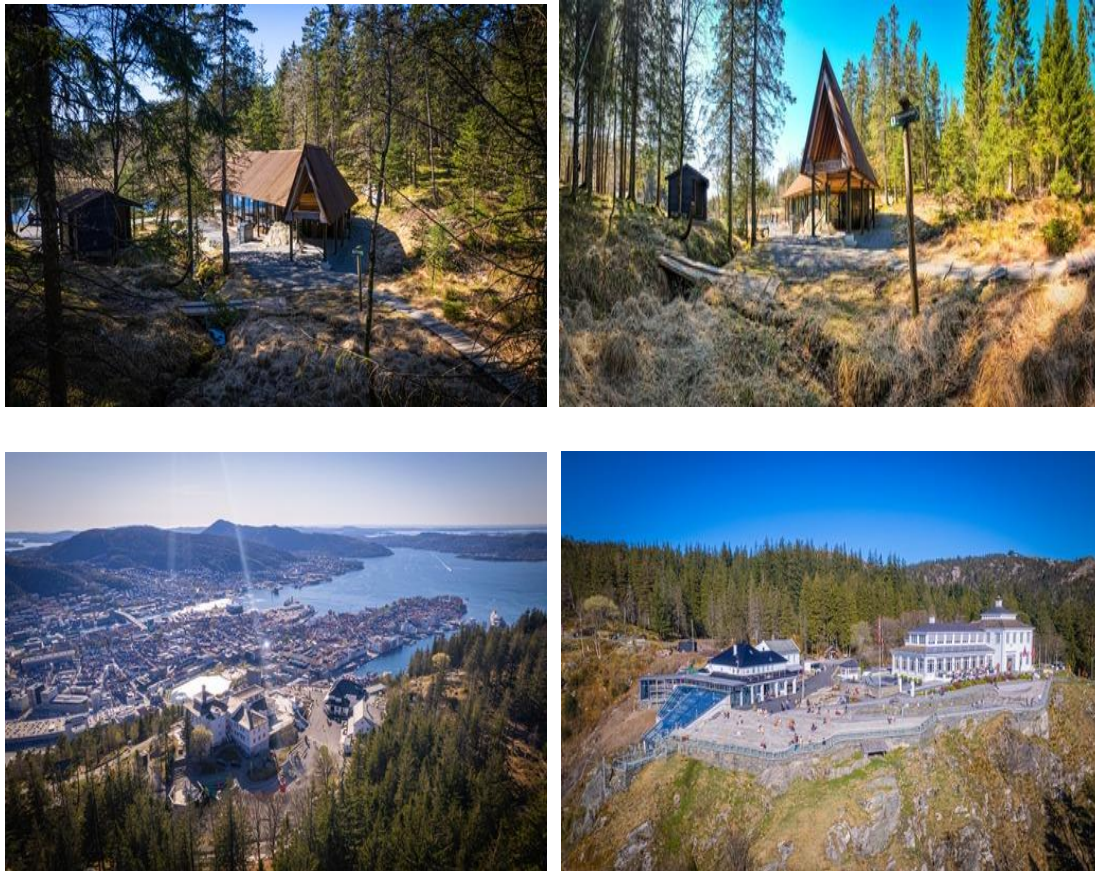
(Credit: Fløyen, Fløyen April 2022- Redigert - uten gjerede.jpg).

^{89c} **Fløyen** ❤️ **nature**. Nature is Fløyen's main attraction and it's our ambition to make Fløyen Norway's greenest destination. Fløyen is the green mountain in the middle of the city where you can learn about nature and be inspired to take care of it. A place where you can experience real

⁸⁹ Fløybanen AS (2023) *Sustainability*. Available from: <https://floyen.no/sustainability/> [Accessed February 11, 2023]

nature with all of your senses. Taste new potatoes from the mountains, hear the birds' dawn chorus, see hares bound between the trees, smell the goats or dance in the rain” (Fløibanen AS, 2023, <https://floyen.no/sustainability/>). The amazing aerial views of Fløyen will be clearly depicted by Figure 4.5 below.

Figure 4.5 Amazing aerial views of Fløyen



(Credit: Fløyen).

“**Our social mission.** For over 100 years, we have been transporting people up to the top of the green mountain in the middle of Bergen. Yet Fløibanen funicular is just the vehicle to what really matters: helping people to enjoy nature – in a sustainable way. To delight, inspire, teach – both large and small, young and old. **Fløyen will create wonderful experiences in nature that stimulate all the senses, regardless of the season or weather**” (Fløibanen AS, 2023,

<https://floyen.no/sustainability/>). The exciting and adventure inspired photographic views of the lake Skomakerdiket located in Fløyen will be depicted by Figure 4.6 below.

Figure 4.6 The exciting and adventure inspired photographic views of the lake Skomakerdiket located in Fløyen



Source: (Fløibanen AS, 2023, <https://floyen.no/en/activities/walks-hikes-floyen/skomakerdiket/>).

⁹⁰According to Fløibanen AS (2023) **Walk to lake Skomakerdiket**. Only a short walk away from Fløibanen's top station, you will find the beautiful and idyllic lake Skomakerdiket. *Discover lake Skomakerdiket*. From Fløibanens top station there it is sign posted for lake Skomakerdiket and the gravel road starts just behind the playground. It is possible to push a stroller all the way to the lake. After 400 meters (10-15 minutes) you will reach the quiet and idyllic lake Skomakerdiket surrounded with a forest. Around the water there is a gravel road with nice places to sit and shelters. Here you can enjoy your lunch or make use of the barbecue area. In the summertime we offer free canoe rental from late June to the end of August. There is no booking - just show up at the pier where the Fløyen hosts will be present. Let the children play by the water and explore the life in the water. There are also nice hiking trails out from lake Skomakerdiket to “Fjellhytten” and further on to “Blåmann” and Mount “Rundemanen” (another one of Bergen’s seven mountains) (Fløibanen AS, 2023, <https://floyen.no/en/activities/walks->

⁹⁰ Fløibanen AS (2023) *Skomakerdiket*. Available from: <https://floyen.no/en/activities/walks-hikes-floyen/skomakerdiket/>
[Accessed February 11, 2023]

[hikes-floyen/skomakerdiket/](#)). The following section will cover information about Singapore tourist destinations in-depth.

4.5 Popular tourist destination in Singapore

In general Singapore is an amazing, multicultural and peace-loving country with a vibrant economy that is located in Southeast Asia. There are many popular tourist destinations in Singapore and in this section one of the popular tourist attraction site in Singapore that will be discussed is called Changi Airport.

4.5.1 Changi Airport

The world class highly attractive architectural infrastructure buildings, fun adventure Jurassic Mile, Cloud9 Piazza venue for hire and the immaculate Sound & light show at HSBC Rain Vortex located at Changi Airport will be clearly depicted by Figure 4.7 below.

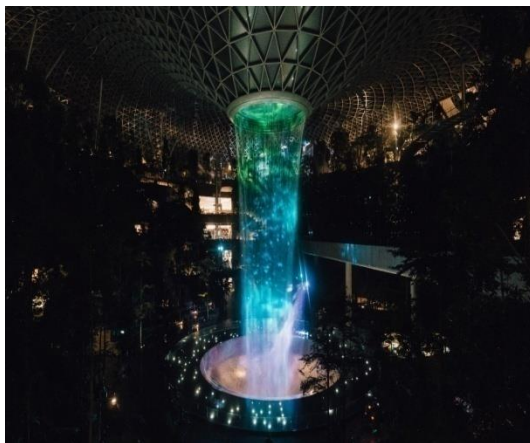
Figure 4.7 Changi Airport immaculate Jurassic Mile, Sound & light show at HSBC Rain Vortex & venue hire Cloud9 Piazza



Changi Jurassic Adventure



16-metre-tall Prudential Singapore Jewel Christmas Tree



Sound & light show at HSBC Rain Vortex

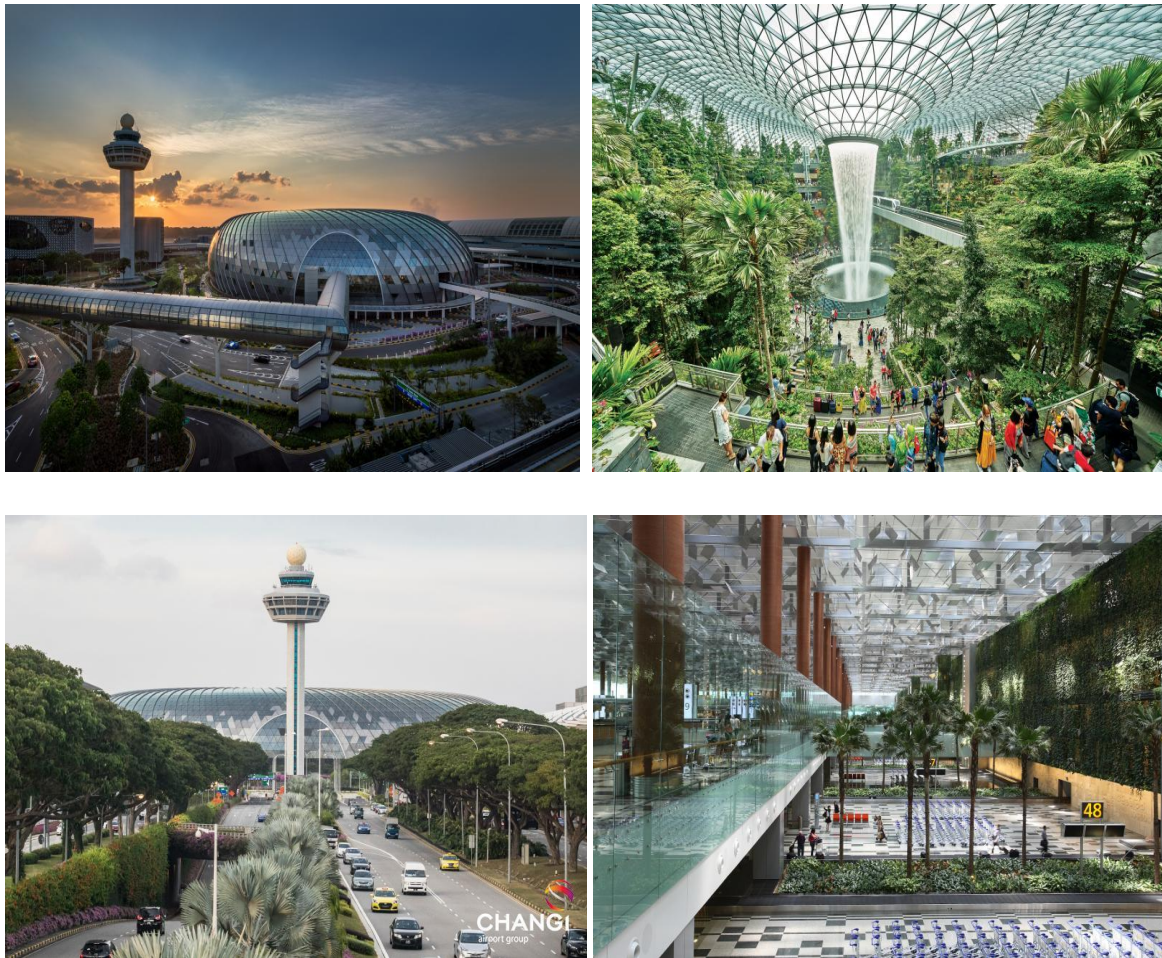


Cloud9 Piazza

Source: (Changi Airport and Jewel Changi Airport, 2022, *Jurassic Mile*, <https://www.changiairport.com/en/discover/changi-precinct/changi-jurassic-adventure.html> & <https://www.changiairport.com/corporate/media-centre/newsroom.html#/pressreleases/changi-airport-and-jewel-changi-airport-bring-year-end-holiday-cheer-with-avatar-and-marine-themed-festivities-3216718> & <https://www.jewelchangiairport.com/en/venue-hire.html>).

The globally recognized world class infrastructure at Changi Airport will be clearly depicted by Figure 4.8 below.

Figure 4.8 Changi Airport world class environmentally friendly infrastructure facilities



Source: (Changi Airport Group, 2023, <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.vkTYEWaPXV.view.low.jpg> and <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.g9KXO1jcf9.view.low.jpg> and <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.4SN44Jgvak.view.low.tif> and <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.6IU0imTCgL.view.low.jpg> and <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.SFwzv3M7sl.view.low.jpg> and <https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.8k1Ow9Nj5w.view.low.jpg>).

91^{cc} **A HISTORY OF FIRSTS.**

• **A BRIGHT FUTURE**

Future of Changi

⁹¹ Changi Airport Group (2022) *Our Story*. Available from: <https://www.changiairport.com/corporate/about-us/our-story.html> [Accessed December 13, 2022]

Today, Changi Airport is renowned for its unrivalled passenger experiences, which have become synonymous with global connectivity, clockwork efficiency and unique, thoughtful services. As the number of passengers we welcome continues to rise, and the needs of those passengers become increasingly sophisticated, our challenge is to raise our standards even higher. It's a challenge we are already embracing, with creative solutions and signature experiences that will redefine air travel for generations to come.

Changi East

Passenger traffic at Changi Airport is expected to grow by 3–4% every year for the next 20 years. At this rate, current airport capacity will be reached by the late 2020s. The Changi East development is a response to this expected growth. It's a bold strategy to maintain Changi Airport's and Singapore's competitive edge for the long term. With a new, third runway, one of the world's largest mega terminals, and a range of exciting new facilities, Changi East will ensure Changi Airport is equipped to accommodate and delight ever more passengers and their ever-increasing demands" (Changi Airport Group, 2022, <https://www.changiairport.com/corporate/about-us/our-story.html>). The following section will cover information about Chile holiday destinations in greater detail.

4.6 Popular tourist destination in Chile

Chile is a mineral resource rich nation which has a vibrant global economy and a visitor friendly society. Today Chile is a globally renowned hub of tourism located in South America with mega world class infrastructure airport facilities. In general there are many popular tourist destinations or attraction sites in Chile. In this section the popular tourist attraction site that will be discussed in greater detail is called the Marble Caves in Northern Patagonia located in Southern Chile.

4.6.1 Marble Caves (Chile)

The spectacular unique and highly attractive Marble Caves of Patagonia in Chile will be clearly depicted by Figure 4.9 below.

Figure 4.9 The spectacular and unique Marble Caves of Patagonia in Chile



Source: (Swoop Travel Ltd, 2023, <https://www.swoop-patagonia.com/chile/aysen/marblecaves>).

⁹²According to Swoop Travel Ltd (2023) **About the Marble Caves**. Over 6,200 years, the huge marble deposits on the edge of the General Carrera Lake have been worn away by the water, creating caves, tunnels, and huge columns of pure marble. Marble at the surface of the water dissolved the fastest as the water penetrated small cracks, widening them into fractures which were gradually worn away. The result is a marble maze just above the water level, and some islands including the famous 'marble cathedral' and the 'marble chapel'. Although the rock steals the show, if you look down from your boat or kayak you'll see the other beautiful feature of the lake, the bright blue tint that comes from the glacial meltwater (Swoop Travel Ltd, 2023, <https://www.swoop-patagonia.com/chile/aysen/marblecaves>). ⁹³“**Marble Caves**. Drift between pure marble columns, through smooth arches that have been carved out over thousands of years. The water beneath is an almost luminescent turquoise, and the light reflects across the soft pinks, blues and greens that run through the marble. **Reasons to go**

- These caves are a unique natural wonder that you won't find anywhere else in Patagonia

⁹² Swoop Travel Ltd (2023) *Marble Caves*. Available from: <https://www.swoop-patagonia.com/chile/aysen/marblecaves> [Accessed February 11, 2023] © Swoop Travel Ltd. 2023

⁹³ Swoop Travel Ltd (2023) *Marble Caves*. Available from: <https://www.swoop-patagonia.com/chile/aysen/marblecaves> [Accessed February 11, 2023] © Swoop Travel Ltd. 2023

- Get right up close by kayaking through the caves and caverns
- See marble in its purest form, polished only by the lapping of the lake over thousands of years
- Nearby are the majestic San Rafael Glacier and the Exploradores Glacier, two other highlights of this region of Aysen” (Swoop Travel Ltd, 2023, <https://www.swoop-patagonia.com/chile/ayesen/marblecaves>). The following section will cover information about one of the popular tourist destination in Romania.

4.7 Popular tourist destination in Romania

Romania is globally known as the fountain of peace, historical architecture, foreign diplomacy excellence and tourism. Every year many international tourists travel to Romania to visit its fun and spectacular tourist sites located in various parts of the country. In general there are many popular tourist destinations or attraction sites in Romania. This section will discuss one of the popular tourist destination in Romania called the city of Brasov.

4.7.1 Brasov (Romania)

The amazing beautiful landscape and daylight aerial views of Brasov will be clearly depicted by Figure 4.10 below.

Figure 4.10 The amazing beautiful landscape and daylight aerial views of Brasov



Source: (RomaniaTourism.com, 2023, <https://romaniatourism.com/brasov.html>). © Copyright 1994 - 2023 by RomaniaTourism.com. All rights reserved.

⁹⁴“**City Highlights.** Fringed by the peaks of the Southern Carpathian Mountains and resplendent with gothic, baroque and renaissance architecture, Brasov is one of the most beautiful and visited places in Romania. Brasov was founded, in 1211, by the Teutonic Knights, on an ancient Dacian site. In the 13th-Century Brasov was settled by the Saxons and shortly became one of Transylvania's seven walled citadels *Siebenburgen*. The location of the city at the intersection of trade routes linking the Ottoman Empire and western Europe, together with friendly tax regime, allowed Saxon merchants to obtain considerable wealth and exert strong political influence in the region. This was also reflected in the city's name, *Kronstadt* (German) or *Corona* (Latin), meaning the Crown City. Strong fortifications defending towers were erected and maintained with funding provided the town's craft guilds. Brasov is home to one of the narrowest streets in Europe. The Rope Street (*Strada Sforii*) is approximately four feet wide; it connects *Strada Cerbului* with *Strada Poarta Schei*. This street was initially used as an access route by

⁹⁴ RomaniaTourism.com (2023) *Brasov*. Available from: <https://romaniatourism.com/brasov.html> [Accessed February 11, 2023]
© Copyright 1994 - 2023 by RomaniaTourism.com. All rights reserved.

firefighters. **Free walking tour of Brasov with a local guide.** Take a historical walk through Brasov's medieval section and discover the largest Gothic church east of Vienna, the Town Council Square and the city's 14th Century fortifications. The tour ends with a general view of the Old Town from one of Brasov's medieval towers. **Short Hikes.** Because Brasov is located at the foot of Mount Tâmpa, there are several hiking trails that practically begin at the edge of the Old Town. Here are a few options for short hikes from Brasov to the top of Tâmpa (3,133 ft.)” (RomaniaTourism.com, 2023, <https://romaniatourism.com/brasov.html>). The following section will cover information about the conclusion of this chapter in-depth.

4.8 Conclusion

It can be concluded that tourism marketing is the most critical ingredient towards the creation of new tourist destinations globally. The image of a country and its tourist destinations are clearly influenced by tourism marketing. It can be concluded that honesty is critical when marketing tourist destinations in a country since it helps to promote repeat visits by tourists. Many countries nowadays are enjoying the benefits of repeat visits by international tourists as a result of mastering the importance of ethical tourism marketing. In general countries such as Sweden, Chile, Singapore, Romania and Norway have successfully positioned their tourist destinations to be the best places to visit in the world since they offer cherishable lifetime memories and holiday experiences.

4.9 Review questions

- 1) Define the following terms ‘international tourism’? Describe one of the popular tourist attraction site in Sweden?
- 2) List one of the popular tourist attraction site in Norway?
- 3) Discuss one of the popular tourist attraction site in Singapore?
- 4) Identify one of the popular tourist attraction site in Chile? Discuss one of the popular tourist attraction site in Romania?

Chapter 5: Popular global airlines to use for travel to local & international tourist destinations

After reading this chapter you should be able to:

- Define the following term ‘international visitor’.
- Explain the reasons why the aviation industry is associated with the tourism industry sector.
- Highlight the various popular global airlines headquartered on the continent of Europe.
- List the various popular global airlines headquartered on the continent of North America.

5.1 Introduction

⁹⁵According to the International Civil Aviation Organization (ICAO) (2019:30-32) Aviation provides vital lifelines and connections to remote or peripheral destinations that otherwise would not be available, for example, in the Arctic, across vast stretches of wilderness and to small island States all around the world. It offers accessibility to these destinations without the need for expensive and challenging road and port infrastructure development. Aviation contributes to **Improving Quality of Life** by broadening people’s leisure and cultural experiences. It provides an affordable means to visit distant friends and relatives. Low cost and more frequent access to air travel has increased the range of potential holiday destinations. As people move for employment, educational or lifestyle reasons, many families are now located in different regions around the world (ICAO, 2019:30-32, <https://www.icao.int/>). The following section will cover information about the definition of terms in-depth.

⁹⁵ ICAO (2019) *Aviation Benefits Report*. Available from: <https://www.icao.int/sustainability/Documents/AVIATION-BENEFITS-2019-web.pdf> [Accessed December 17, 2022] p1-76 © International Civil Aviation Organization

5.2 Definition of a term

⁹⁶“**International visitor**: An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it ([IRTS 2008, 2.42](#))” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>). The following section will cover information that will help to explain why the airline industry is linked to the aviation industry.

5.3 Why the airline industry is associated with the tourism industry sector

Today many travelers around the world now expect airlines to offer them high quality, safe and convenient air transport at affordable prices. In general air transport is the fastest mode of transport and many global travelers opt to use it in order to enjoy convenience. Modern aircrafts are becoming spacious or bigger in terms of size while on the other hand airline companies are now making tremendous efforts to match some of their services (*such as food menus, executive packages of inflight cabin features with large television sets, single/double beds, bathrooms and so on*) to those offered by hotels and restaurant services. In a nutshell aircrafts have become hubs of tourism as they seek to offer fun, amazing, memorable and unique customer experiences at very affordable prices to their passengers. Therefore, this enables airlines to enjoy a competitive advantage over other modes of transport (*rail, sea and road*) when travelling. ⁹⁷“**Aviation is the backbone of the tourism industry**. Germans mainly travel to other countries by plane, and large numbers of foreign tourists also come to Germany by air. This creates jobs – both here in Germany and in the tourist destination countries. Air transport makes a decisive contribution to people’s individual mobility. Even long distances can be covered quickly and safely with air travel, which is why airplanes are indispensable in private and business travel. Air transport enables millions of people to engage in cultural exchange, and it also boosts the tourism industry,

⁹⁶ “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

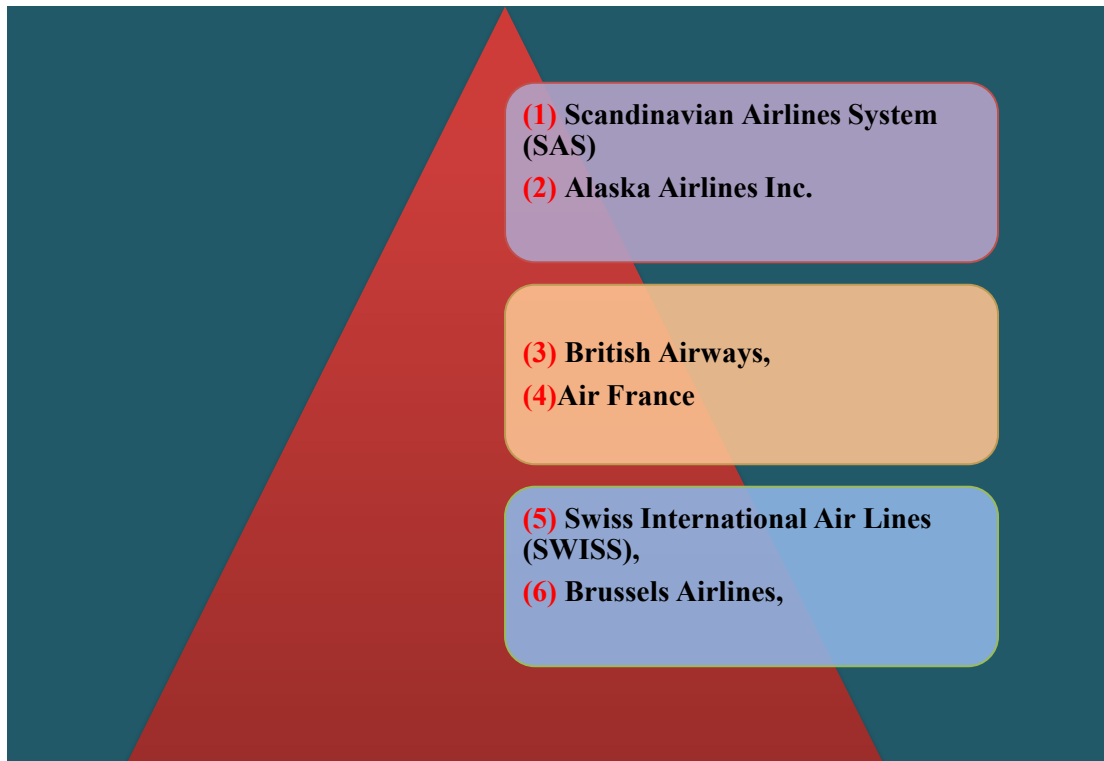
⁹⁷ German Aviation Association (2023) *Tourism*. Available from: <https://www.bdl.aero/en/topics-and-positions/the-importance-of-air-transport/tourism/> [Accessed January 23, 2023]

which is a major economic factor both in Germany and in the tourist destination countries. **Foreign passengers in Germany.** Guests from abroad mainly choose airplanes for private or business travel to Germany. For the vast majority of people in the world, air travel is the only way to travel to Germany, as it is the only means of transport that can cover long distances in a short time.” (German Aviation Association, 2023, <https://www.bdl.aero/en/topics-and-positions/the-importance-of-air-transport/tourism/>). This chapter will help to educate travelers about the various highly attractive services and latest aircraft cabin features that passengers are now enjoying when flying to different local and international destinations. The following section will cover information about the various examples of popular global airlines in-depth.

5.4 Examples of global airlines to use for travel to local & international tourist destinations

There are many globally renowned airlines that are playing a great role towards providing affordable, high quality, comfortable and fun transport to passengers from different parts of the world. The six popular global airlines that will be covered in this chapter will be clearly depicted by Figure 5.1 below.

Figure 5.1 Six popular global airlines



Source: Diagram Inspired By Information From: (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/>; Alaska Airlines, Inc., 2023, <https://www.alaskaair.com/>; British Airways, 2023, <https://www.britishairways.com/>; Air France, 2023, <https://corporate.airfrance.com/>; Swiss International Air Lines, 2023, <https://www.swiss.com/> & Brussels Airlines, 2023, <https://www.brusselsairlines.com/>).

The following section will cover information about the different popular and top ranked global airlines that play a key role in the transportation of passengers in the air transport industry.

5.4.1. Scandinavian Airlines Systems (SAS)

The astounding world class passenger aircraft of SAS will be clearly depicted by Figure 5.2 below.

Figure 5.2 SAS passenger aircraft



Source: (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/files/en/wp-content/uploads/sites/2/2014/10/sas-group-fleet-banner.jpg>).

⁹⁸“**THIS IS SAS.** Aviation is a vital part of Scandinavian infrastructure. We maintain the highest frequency of departures to and from Scandinavia and connect smaller regional airports with larger hubs. As part of Star Alliance, we fly our customers to 1300 destinations worldwide. **OUR DNA.** We are Scandinavian by name and nature and our operational priorities are:

- Safety

- Punctuality

- Care” (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/about-sas/this-is-sas/>). The top notch amazing cabin interior of

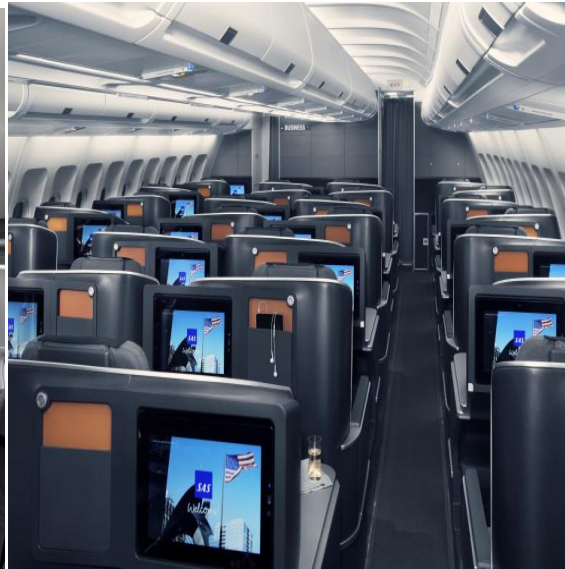
⁹⁸ Scandinavian Airlines System Denmark-Norway-Sweden (2023) *This is SAS*. Available from: <https://www.sasgroup.net/about-sas/this-is-sas/> [Accessed January 23, 2023] © 2023 Scandinavian Airlines System Denmark-Norway-Sweden, org.nr 902001-7720, 195 87 Stockholm

Scandinavian Airlines System Denmark-Norway-Sweden will be clearly depicted by Figure 5.3 below.

Figure 5.3 Scandinavian Airlines System Denmark-Norway-Sweden amazing cabin interior features/décor



A321LR - Seats Go - Scandinavian Airlines



SAS Business



A321LR - Business Seat - Scandinavian Airlines



SAS Business

Source: (Scandinavian Airlines Systems. 2023, <https://www.sasgroup.net/images/65c2c249-a730-44b4-8b89-1e4566940593/dt/A321LR-Seats-GO-SAS-Scandinavian-Airlines-281A4954.jpg> & https://www.sasgroup.net/images/bdafbe65-5787-4571-9f64-1156d49afbce/content-image/MG_9672.jpg & <https://www.sasgroup.net/images/f206ac94-f695-4c2e-aa5c-c62ea4e3f198/dt/A321LR-Business-seat-SAS-Scandinavian-Airlines-281A4911.jpg> & https://www.sasgroup.net/images/1c34ef6b-c5ea-4593-8aee-ce8877aac095/content-image/MG_9764.jpg & Alaska Airlines, 2023, <https://www.alaskaair.com/>).

⁹⁹“**OUR BRAND PROMISE.** We make life easier by making time matter to travelers, to employees and to the planet. **OUR STRATEGIC PRIORITIES**

- Preferred airline for Scandinavia’s travelers
- Modern single-type Airbus fleet
- Fully competitive operating model
- Global leadership in sustainable aviation” (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/about-sas/this-is-sas/>). The modern aircraft cockpit of the Scandinavian Airlines Systems Airbus A340 aircraft will be depicted by Figure 5.4 below.

⁹⁹ Scandinavian Airlines System Denmark-Norway-Sweden (2023) *This is SAS*. Available from: <https://www.sasgroup.net/about-sas/this-is-sas/> [Accessed January 23, 2023] © 2023 Scandinavian Airlines System Denmark-Norway-Sweden, org.nr 902001-7720, 195 87 Stockholm

Figure 5.4 Scandinavian Airlines Systems Airbus A340 modern aircraft cockpit



Source: (Scandinavian Airlines Systems. 2023, Cockpit, Airbus A340, <https://www.sasgroup.net/images/e544fbe8-4100-4a46-850f-f6457c6a4547/content-image/History-Cockpit-A340.jpg>).

¹⁰⁰“**BOARD AND MANAGEMENT.** The Board is responsible for the organization and administration of the Group, for ensuring proper control of its accounting and other financial circumstances as well as for appointing the President. All Board members elected by the Shareholders’ Meeting are independent of the company and company management. Group Management is responsible for the company’s business management, financial reporting, acquisitions/disposals, financing and communication and other corporate matters” (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/about-sas/board-and-management/>). ¹⁰¹The current President & CEO of SAS is Anko van der Werff since July 15, 2021 and Erno Hildén is the current Executive Vice President & CFO since April, 2022 (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/>).

¹⁰⁰ Scandinavian Airlines System Denmark-Norway-Sweden (2023) *Board and Management*. Available from: <https://www.sasgroup.net/about-sas/board-and-management/> [Accessed January 23, 2023] © 2023 Scandinavian Airlines System Denmark-Norway-Sweden, org.nr 902001-7720, 195 87 Stockholm

¹⁰¹ Scandinavian Airlines System Denmark-Norway-Sweden (2023) *SAS Group Management*. Available from: <https://www.sasgroup.net/about-sas/board-and-management/sas-group-management/> [Accessed January 23, 2023] © 2023 Scandinavian Airlines System Denmark-Norway-Sweden, org.nr 902001-7720, 195 87 Stockholm

¹⁰²The current Chairman of SAS AB is Carsten Dilling and the Deputy Chairman of SAS is Lars-Johan Jarnheimer (Scandinavian Airlines System Denmark-Norway-Sweden, 2023, <https://www.sasgroup.net/>). The following section will cover information about Alaska Airlines in-depth.

5.4.2 Alaska Airlines Inc. and the Alaska Air Group Inc.

The astounding aircraft images of Alaska Airlines flying in the sky are clearly depicted by Figure 5.5 below.

Figure 5.5 Alaska Airlines astounding aircraft images



Source: (Alaska Airlines Aircraft, 2023, https://news.alaskaair.com/wp-content/uploads/2022/03/SF_air-to-air_009.jpg?resize=464,309) © 2023 Alaska Airlines, Inc. All rights reserved.

¹⁰³**Board of directors.** The highly distinguished and exemplary board of directors of Alaska Airlines Inc. include the following: Patricia M. Bedient *Non-executive Board Chair, Alaska Air Group Inc., Alaska Airlines, Horizon Air Industries*, James A. Beer *Former CFO, Atlassian Corporation*, Raymond L. Conner *Former Vice Chairman, The Boeing Company*, Daniel K. Elwell *President, Elwell & Associates, LLC*, Dhiren R. Fonseca *Partner, Certares LP*, Kathleen

¹⁰² Scandinavian Airlines System Denmark-Norway-Sweden (2023) *SAS Board of Directors*. Available from: <https://www.sasgroup.net/about-sas/board-and-management/sas-board-of-directors/> [Accessed January 23, 2023] © 2023 Scandinavian Airlines System Denmark-Norway-Sweden, org.nr 902001-7720, 195 87 Stockholm

¹⁰³ Alaska Airlines, Inc. (2022) *Board of Directors*. Available from: <https://alaskaairgroupinc.gcs-web.com/corporate-governance/board-of-directors> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

T. Hogan *Chief People Officer and Executive Vice President of Human Resources, Microsoft*, Jessie J. Knight, Jr. *Managing Director, Knight Angels LLC*, Susan J. Li *Vice President Finance, Facebook, Inc.*, Adrienne R. Lofton *Vice President, Global Brand Marketing Google*, Benito Minicucci *President and CEO Alaska Air Group, Inc. and Alaska Airlines, Inc.*, Helvi K. Sandvik *President, Kidways LLC*, J. Kenneth Thompson *President and CEO, Pacific Star Energy LLC* and Eric K. Yeaman *Founder and Managing Partner, Hoku Capital LLC* (Alaska Airlines, Inc., 2022, <https://alaskaairgroupinc.gcs-web.com/corporate-governance/board-of-directors>). Figure 5.6 below will help to provide an example of the various types of aircraft used by Alaska Airlines Inc. to transport its passengers.

Figure 5.6 Alaska Airlines Inc. Airplane Photo



Source: (Alaska Airlines, 2022, <https://www.alaskaair.com/content/travel-info/our-aircraft/airbus>).

¹⁰⁴“**Alaska Airlines history. The Alaska Spirit is born.** For 90 years, Alaska Airlines and the people who make us who we are, have been guided by integrity, caring, ingenuity, professionalism, and a unique spirit—a spirit that has grown out of our geographical roots. Who

¹⁰⁴ Alaska Airlines, Inc. (2022) *History*. Available from: <https://www.alaskaair.com/content/about-us/history> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

we are today is a direct result of our history and the amazing people involved in it; a long list of aviation milestones, paired with countless stories of people being remarkable to help others. All these milestones, good deeds, and community involvement have helped us grow us from a small regional airline to an international carrier. With more than 44+ million customers a year, our route system spans more than 120 destinations and five countries. We trace our roots back to 1932, when two companies started flying in Anchorage: McGee Airways, and Star Air Service. In December 2016, Virgin America [was acquired by Alaska Airlines](#) to create the West Coast's premier airline. The two airlines were granted a single operating certificate by the FAA in 2018 and now operate as a single airline under the Alaska brand. Alaska is a member of the oneworld® global alliance. With the alliance and our additional airline partners, guests can travel to more than 1,000 destinations on more than 20 airlines while earning and redeeming miles on flights to locations around the world. Reducing our environmental impact to protect the beautiful places in which we live, and fly, is part of our DNA. We were the first airline to compost and remove single-use plastic straws and citrus picks from planes and our lounges, and have been champions of sustainable aviation biofuels since 2011. Whenever the history of commercial aviation is written, people ask how an obscure little airline in America's hinterland has continued to survive and thrive while once-proud giants disappeared. Grit and determination will be part of the answer. However, more than that, it's our people. Their caring, their resourcefulness, their integrity, their professionalism, and their spirit. The unique spirit of The Great Land where our airline was born”” (Alaska Airlines, Inc., 2022, <https://www.alaskaair.com/content/about-us/history>). The Alaska Airlines environmentally friendly inflight services of Boxed Water are clearly depicted by Figure 5.7 below.

Figure 5.7 Alaska Airlines environmentally friendly inflight services of Boxed Water



Source: (Alaska Airlines Inc., 2023, Boxed Water, https://news.alaskaair.com/wp-content/uploads/2022/03/210225_alaska_MAX_143.jpg?resize=464,309). © 2022 Alaska Airlines, Inc. All rights reserved.

¹⁰⁵“**Customer service commitment.** Thank you for being our guest. Our goal is to always provide safe, reliable transportation for a reasonable price, along with the caring, friendly and professional service that we are known for. This section of our website outlines some of the ways we intend to meet this commitment every day. Sincerely, The Employees of Alaska Airlines” (Alaska Airlines, Inc., 2022, <https://www.alaskaair.com/content/about-us/customer-commitment/customer-commitment-overview>). ¹⁰⁶“**Alaska Care Report.** Caring for the long haul. Each year, we share the journey of our environmental and social impact in an annual report, sharing data, progress, learnings, and stories. We share where we’re hitting our targets, areas of

¹⁰⁵ Alaska Airlines, Inc., (2022) *Customer commitment Overview*. Available from: <https://www.alaskaair.com/content/about-us/customer-commitment/customer-commitment-overview> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

¹⁰⁶ Alaska Airlines, Inc., (2022) *Alaska Care Report*. Available from: <https://www.alaskaair.com/content/about-us/esg> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

improvement, and what we've learned throughout the previous year. We know there will always been more work ahead – there is no “mission accomplished” when it comes to our environmental and social impact. We'll keep pushing forward, with care, innovation, pragmatism, accountability, transparency, and partnership to ensure that aviation is a positive force in our world. **Our Values.** • Own safety • Do the right thing • Be kindhearted • Deliver performance • Be remarkable. **Corporate giving.** For over 35 years, Alaska Airlines has been committed to investing in the communities where we live, work, and fly. **Alaska Airlines Foundation.** Our Foundation's grants focus on supporting educational opportunities for young people in the communities where we fly — enabling careers in aviation and more, with a focus on equity”” (Alaska Airlines, Inc., 2022, <https://www.alaskaair.com/content/about-us/esg>). The following section will cover information about British Airways in-depth.

5.4.3 British Airways

Figure 5.8 below will help to provide an example of the various types of aircraft used by British Airways to transport its passengers.

Figure 5.8 British Airways Airplane Photo



Source: (Photo Credit: British Airways, 2022, <https://www.iairgroup.com/en/our-brands/british-airways>).

The highly distinguished and exemplary leadership team of British Airways includes the following: ¹⁰⁷Claire Bentley (*Holiday's Managing Director of British Airways*) and ¹⁰⁸Sean Doyle (*Chief Executive Officer and Chairman of British Airways*) (British Airways, 2022, <https://mediacentre.britishairways.com/>). The customer friendly business class 'Club Suite' of British Airways will be clearly highlighted by Figure 5.9 below.

¹⁰⁷ British Airways (2022) *Management Team*. Available from: <https://mediacentre.britishairways.com/factsheets/details/86/Management-Team-23/214?category=23&pgck=L2ZhY3RzaGVldHM~bW9kZT1pbmNsc3ViJmNhdGVnb3J5PTIz> [Accessed October 29, 2022] © British Airways - all rights reserved

¹⁰⁸ British Airways (2022) *Management Team*. Available from: <https://mediacentre.britishairways.com/factsheets/details/86/Management-Team-23/216?category=23&pgck=L2ZhY3RzaGVldHM~bW9kZT1pbmNsc3ViJmNhdGVnb3J5PTIz> [Accessed October 29, 2022] © British Airways - all rights reserved

Figure 5.9 British Airways customer friendly business class ‘Club Suite’



Source: (Photo Credit: British Airways, 2019, British Airways Welcomes Its New A350 Aircraft and Unveils Its New Business Class 'Club Suite', <https://mediacentre.britishairways.com/pressrelease/details/86/Aircraft-373/10846>).

¹⁰⁹“**ABOUT BA.** *Connecting Britain with the world and the world with Britain.* British Airways is a global airline, bringing people, places and diverse cultures closer together for more than 100 years. Serving our community and planet is at the heart of everything we do, and we look forward to sharing our exciting sustainability initiatives with you” (British Airways, 2022, https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba). The customer friendly top notch business class ‘Club World’ of British Airways will be depicted by Figure 5.10 below.

¹⁰⁹ British Airways (2022) *About BA*. Available from: https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba [Accessed October 28, 2022] © British Airways - all rights reserved

Figure 5.10 British Airways customer friendly top notch business class ‘Club World’



Source: (Photo credit: British Airways, 2015, A380 Club World cabin, <https://mediacentre.britishairways.com/image/details/43004>).

¹¹⁰“**Message from Sean Doyle, our CEO and Chairman.** British Airways exists today because of you. This is why we want to make every trip you take with us a great experience. Our entire team is here to provide exceptional service – from our signature warm welcome to ensuring that you arrive at your destination safely. As the UK’s flag carrier, we have a responsibility to help create a sustainable future for our planet, and we’re on a mission to be carbon net zero by 2050” (British Airways, 2022, https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba)

¹¹⁰ British Airways (2022) *About BA*. Available from: https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba [Accessed October 28, 2022] © British Airways - all rights reserved

[ba?source=BOT_about_ba](#)). The astounding A350 passenger aircraft of British Airways will be clearly depicted by Figure 5.11 below.

Figure 5.11 British Airways astounding A350 passenger aircraft



Source: (Photo Credit: British Airways, 2019, British Airways' A350 Gears Up For Its First Long Haul Flight to Dubai, <https://mediacentre.britishairways.com/pressrelease/details/86/Aircraft-373/11450>).

“**BA Better World.** Flying is magic – connecting us to our world and bringing people, places and communities closer together. We recognise that it has an environmental cost, which is why we’re taking urgent action to tackle the effects it has on our planet. This is our most important journey yet – one that leads to a better, more sustainable future. We call it BA Better World. Our business. 100+ years of service. 30,000 dedicated people. Flying newer, more fuel efficient aircraft”¹¹¹ (British Airways, 2022, https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba). The following section will cover information about Air France in-depth.

¹¹¹ British Airways (2022) *About BA*. Available from: https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba [Accessed October 28, 2022] © British Airways - all rights reserved

5.4.4 Air France

The amazing modern passenger aircraft of Air France will be clearly depicted by Figure 5.12 below.

Figure 5.12 Air France’s amazing modern passenger aircraft



Source: (Air France, 2023, <https://corporate.airfrance.com/en/photo-library>).

¹¹²“**PROFILE.** The group Air France-KLM relies on the strength of its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol to offer a vast international network. Its Flying Blue frequent flyer programme has over 18 million members. Air France and KLM are members of the

¹¹² Air France (2022) *Company*. Available from: <https://corporate.airfrance.com/en/company?language=fr> [Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

SkyTeam alliance which has a total of 19 member airlines. Air France places the health and safety of its customers and staff at the heart of its priorities and, from the start of the health crisis, introduced exceptional measures, grouped together under the [Air France Protect](#) label, to ensure a stress-free trip. As part of its [Horizon 2030](#) programme, Air France is committed to reducing its CO2 emissions per passenger kilometre by 50% by 2030” (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). Figure 5.13 below will help to provide an example of the various types of aircraft used by Air France to transport its passengers.

Figure 5.13 Air France Airplane Photo



Source: (Published on - October 27th, 2022 — Awards. Air France, 2022, <https://corporate.airfrance.com/en/news/air-france-awarded-5-stars-apex-airline-ratings>).

¹¹³“**ACTIVITES.** Air France's activities are based on four main sectors coordinated by the Operations Control Centre: passenger transport, cargo transport, maintenance and ground handling.

- PASSENGER TRANSPORT

- CARGO

- MAINTENANCE

- CUSTOMER AIRLINE GROUND HANDLING DIVISION

- “THE OPERATIONS CONTROL CENTER” (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). The customer friendly A330 Economy class of Air France will be clearly depicted by Figure 5.14 below.

¹¹³ Air France (2022) *Company*. Available from: <https://corporate.airfrance.com/en/company?language=fr> [Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

Figure 5.14 Air France customer friendly A330 Economy class



Source: (Air France, 2023, Air France A330 Economy 9. <https://corporate.airfrance.com/en/photo-library>).

“GOVERNANCE. Air France governance is structured around two bodies, the Board of Directors comprising 17 directors on one side and the Executive Committee comprising 11 operational managers of the company and its subsidiaries” (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). **EXECUTIVE COMMITTEE.** Anne Rigail, Alexandre Baclet, Alain-Herve Bernard, Alexandre Blanc, Gilles Laurent, Anne-Sophie Le Lay, Olivier Mazzucchelli, Gery Mortreux, Nathalie Stubler, Patrice Tizon and Catherine Villar. **MEMBERS OF THE BOARD OF DIRECTORS.** Anne Marie Couderc, Benjamin Smith, Anne Rigail, Gael Amaudry, Alexandre Boissy, Pieter Bootsma, Veronique Damon, Francesca Ecsery, Silvia Gonzales, Fabrice Huret, Catherine Jude, Djibril Koita, Bruno Mettling, Ursula Saint-Leger, Vincent Salles, Bernard Spitz and Florence Verzelen (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”. The customer friendly Air France La Première, B777 300 will be clearly depicted by Figure 5.15 below.

Figure 5.15 Air France La Première, B777 300



Source: (Air France, 2023, Air France La Première, B777 300 (1).jpg, <https://corporate.airfrance.com/en/photo-library>).

114““**THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED.** On 4 October 2022, the Air France Foundation is celebrating 30 years of support for children in need. It is active in mainland France, in the French overseas departments and in all the countries served by the airline. The Air France Foundation supports education, inclusion, social and professional integration, as well as cultural, sporting and artistic development for disadvantaged, sick or disabled young people. To do this, it provides financial support for numerous projects such as the construction of educational and social structures in Brazil and Dakar, the development of school support programmes and the distribution of IT

¹¹⁴ Air France (2022) *THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED.*

Available from: <https://corporate.airfrance.com/en/news/air-france-foundation-30-years-action-favour-children-need?language=fr>
[Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

equipment in France, the purchase of books, educational and creative games and sports equipment in Madagascar, as well as the purchase of medical equipment in the Dominican Republic. The Foundation also supports actions to raise the environmental awareness of the younger generation. It relies on a vast network of associations and humanitarian organisations as well as NGOs with whom it shares the conviction that access to education, training, leisure activities and culture is the best way to develop. To carry out its work, the Air France Foundation counts on Air France staff, among whom a vast network of over 4,800 "friends of the Foundation" volunteers et involved to help and participate in the actions it carries out and supports. In 30 years, over 1,500 projects have been supported and financed in 80 countries. In 2022, the Foundation is financing 49 projects throughout the world. Among them, it is supporting associations fighting school dropout and the digital divide in France, taking part in environmental education in Senegal and helping disabled children to overcome exclusion in the Dominican Republic”¹¹⁵ (Air France, 2022, <https://corporate.airfrance.com/en/news/air-france-foundation-30-years-action-favour-children-need?language=fr>). “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”. The following section will cover information about Swiss International Air Lines Ltd in-depth.

5.4.5 Swiss International Air Lines (SWISS)

Figure 5.16 below will help to provide an example of the various types of aircraft used by the Swiss International Air Lines Ltd to transport its passengers.

¹¹⁵ Air France (2022) *THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED*. Available from: <https://corporate.airfrance.com/en/news/air-france-foundation-30-years-action-favour-children-need?language=fr> [Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

Figure 5.16 Swiss International Air Lines Airplane Photo



Source: (Swiss International Air Lines, 2022, <https://www.swiss.com/>) © Swiss International Air Lines

¹¹⁶“**Company profile.** Swiss International Air Lines (SWISS) is The Airline of Switzerland, serving over 100 destinations worldwide from Zurich and Geneva. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance” (Swiss International Air Lines, 2022, <https://www.swiss.com/corporate/en/company/about-us>). The world class customer friendly ‘Premium Economy’ of Swiss International Air Lines will be clearly depicted by Figure 5.17 below.

¹¹⁶ Swiss International Air Lines (2022) *About Us*. Available from: <https://www.swiss.com/corporate/en/company/about-us> [Accessed October 28, 2022] © Swiss International Air Lines

Figure 5.17 Swiss International Air Lines world class customer friendly ‘Premium Economy’



Source: (Swiss International Air Lines, 2023, SWISS_Premium_Economy_4, <https://brand.swiss.com/media-gallery/collection/515>). © Swiss International Air Lines

“**Board of Directors.** There are five members on the Board of Directors of Swiss International Air Lines (SWISS). Reto Francioni has been Chairman of the Board since 2016” (Swiss International Air Lines, 2022, <https://www.swiss.com/corporate/en/company/about-us/board-of-directors>). The astounding onboard cabin of the Premium Economy of Swiss International Air Lines will be clearly depicted by Figure 5.18 below.

Figure 5.18 Swiss International Air Lines astounding onboard cabin of the Premium Economy



Source: (Swiss International Air Lines, 2023, SWISS_Premium_Economy_2, <https://brand.swiss.com/media-gallery/collection/515>). © Swiss International Air Lines

¹¹⁷Members of the SWISS board include the following: Reto Francioni *Chairman*, André Blattmann *Member*, Christina Foerster *Member*, Doris Russi Schurter *Member* and Remco Steenbergen *Member* (Swiss International Air Lines, 2022, <https://www.swiss.com/corporate/en/company/about-us/board-of-directors>). ¹¹⁸“**Environmental responsibility**. SWISS is fully aware of its responsibility towards the natural environment and

¹¹⁷ Swiss International Air Lines (2022) *Board of Directors*. Available from: <https://www.swiss.com/corporate/en/company/about-us/board-of-directors> [Accessed October 28, 2022] © Swiss International Air Lines

¹¹⁸ Swiss International Air Lines (2022) *Environmental Responsibility*. Available from: <https://www.swiss.com/corporate/en/company/corporate-responsibility/environmental-responsibility> [Accessed October 29, 2022] © Swiss International Air Lines

to future generations, and pursues a comprehensive environmental strategy. Air transport is a global catalyst for growth, providing access to markets, creating jobs and promoting tourist travel. And civil aviation is of vital importance to Switzerland's appeal as a place to live, work and visit. In addition to its many positive economic effects, though, air transport does have a negative impact on the natural environment. SWISS is fully aware of its environmental responsibilities, however, and makes great efforts to minimize the impact on the climate of its business and operations. **Our environmental goals.** Together with the Lufthansa Group, SWISS has set itself ambitious targets for reducing CO₂: **Flight operations** By 2030: 50% reduction in net CO₂ emissions compared to 2019. By 2050: CO₂-neutral aviation ('net zero')" (Swiss International Air Lines, 2022, <https://www.swiss.com/corporate/en/company/corporate-responsibility/environmental-responsibility>). The following section will cover information about Brussels Airlines in-depth.

5.4.6 Brussels Airlines

Figure 5.19 below will help to provide an example of the various types of aircraft used by the Brussels Airlines to transport its passengers.

Figure 5.19 Brussels Airlines Airplane Photo



Source: (Brussels Airlines at Brussels Airport, 2023). ©Brussels Airlines.

¹¹⁹“**OUR COMPANY.** As Belgium’s national airline, Brussels Airlines was founded in 2002 and has its base at Brussels Airport. The airline operates flights to Europe, Africa and North America and is one of the hub airlines of the Lufthansa Group” (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company>). ¹²⁰“**ORGANISATION.** Shareholders. Brussels Airlines is for almost 100% owned by the SN Airholding (1,811,308 shares out of 1,811,309 actions). Since December 2016, SN Airholding is 100% owned by Deutsche Lufthansa AG” (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company/organisation>). The outstanding and highly distinguished **Management** of Brussels

¹¹⁹ Brussels Airlines (2022) *Our Company*. Available from: <https://www.brusselsairlines.com/be/en/our-company> [Accessed October 31, 2022]

¹²⁰ Brussels Airlines (2022) *Organisation*. Available from: <https://www.brusselsairlines.com/be/en/our-company/organisation> [Accessed October 31, 2022]

Airlines includes the following: Christina Foerster (*Chairwoman of the board*), Peter Gerber (*Chief Executive Officer*), Nina Owerdieck (*Chief Financial Officer*), Tilman Reinshagen (*Managing Director Operations*) (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company/organisation>). The world class ‘Boutique Hotel in the air - new Long-Haul experience’ of Brussels Airlines will be clearly depicted by Figure 5.20 below.

Figure 5.20 Brussels Airlines world class ‘Boutique Hotel in the air - new Long-Haul experience’



Source: (Brussels Airlines, 2023, Boutique Hotel in the air - new Long-Haul experience, <https://press.brusselsairlines.com/media/album/7344>). ©Brussels Airlines.

¹²¹“**ABOUT BRUSSELS AIRLINES.** Brussels Airlines is the home carrier of Belgium and one of the four network airlines of the Lufthansa Group. It connects the European capital from Brussels Airport with over 85 destinations, 17 of which are in Sub Saharan Africa. The company employs 3,200 people and operates 40 aircraft. Brussels Airlines aims to emit 50% less CO₂ by 2030 compared to 2019 and plans to be carbon neutral by 2050. The airline is participating in the Stargate Project led by Brussels Airport and is therefore part of the testing ground for sustainable aviation at its home base. In addition, the airline signed the Circular Economy agreement of the Antwerp Management School in 2021. In 2023, Brussels Airlines welcomes three state-of-the-art Airbus A320neo allowing the airline to significantly lower its CO₂- and noise-emissions on its medium-haul network. Next to that, the airline aims to operate its first flight using Sustainable Aviation fuel (SAF) by 2023. As an ambassador of its country, Brussels Airlines brings the world to Belgium and the best of Belgium to the world, among others through collaborations with Belgian Star Chefs, Belgian culinary products and the Belgian Icons, specially painted aircraft that honor a Belgian iconic person, team or event to promote Belgian culture worldwide. More information on brusselsairlines.com” (Brussels Airlines, 2022, <https://press.brusselsairlines.com/>). The onboard delicious food services in the ‘Boutique Hotel in the air - new Long-Haul experience’ of Brussels Airlines will be clearly depicted by Figure 5.21 below.

¹²¹ Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]

Figure 5.21 Brussels Airlines onboard delicious food services in the ‘Boutique Hotel in the air - new Long-Haul experience’



Source: (Brussels Airlines, 2023, Boutique Hotel in the air - new Long-Haul experience, <https://press.brusselsairlines.com/media/album/7344>). ©Brussels Airlines.

¹²²“**About Star Alliance.** The Star Alliance network was established in 1997 as the first truly global airline alliance, based on a customer value proposition of global reach, worldwide recognition and seamless service. Since inception, it has offered the largest and most comprehensive airline network, with a focus on improving customer experience across the Alliance journey. Overall, the Star Alliance network currently offers more than 10,000 daily flights to almost 1,200 airports in 184 countries” (Brussels Airlines, 2022, <https://press.brusselsairlines.com/>). The following section will cover information about the conclusion of this chapter in-depth.

¹²² Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]

5.5 Conclusion

Today it is unquestionable that the aviation industry is developing at an accelerated rate due to the digital revolution and high innovation rates associated with the industry. It can be concluded that global airlines nowadays are investing a lot of their scarce financial resources towards: building powerful corporate brands, designing high quality air travel products, acquiring the latest technologically advanced aircrafts and operating systems in order to remain competitive and profitable. Over the past number of years the number of domestic and international travel destinations has significantly increased due to the increased modern aircraft models that have fuel efficient engines. It can be concluded that global airlines are successfully winning customer loyalty through offering customer friendly services on a consistent basis.

5.6 Review questions

- 1) Define the following terms ‘international visitor’?
- 2) Discuss the reasons why the aviation industry is associated with the tourism industry sector?
- 3) Identify the various popular global airlines headquartered on the continent of Europe?
- 4) Describe the various popular global airlines headquartered on the continent of North America?

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