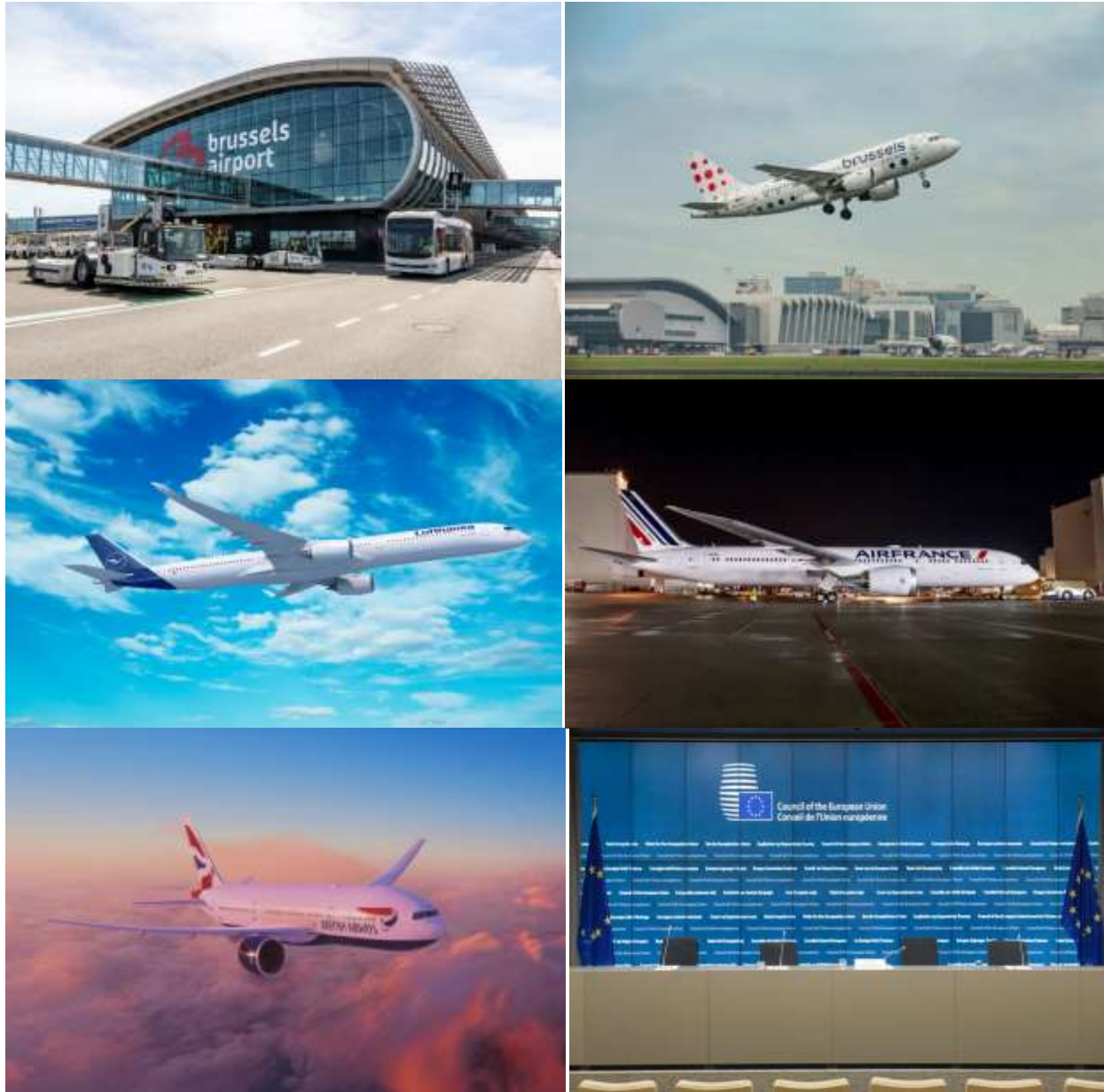


20 Popular Global Destinations, Airports, Cruise Ships & Trains Revised Edition



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20 Popular Global Destinations, Airports, Cruise Ships & Trains Revised Edition

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that the verbatim or direct word-for-word quote will only end after proper referencing of open and closed brackets has been done at the end of the verbatim sentence clearly acknowledging the name and year of the source document that has been used by the author as shown (Rudolph Muteswa, 2024, <https://rudolphmuteswa.com>). Furthermore, as the author of this textbook I have clearly highlighted the term ‘*Gathered Articles*’ as the strategy I am using to write my book since I am using direct quotes I have gathered from various publications written by various authors and presenting them in a logical manner that creates a Book Chapter despite the fact that I will often at times present my own interpreted words in certain parts of the book. I was granted permission by the publishers of the information sources I obtained the information to use during my book writing process. In addition in certain instances there can be a full website link where the article or publication used in writing this textbook can be directly downloaded or viewed by the readers of this textbook for instance: during in-text referencing, the footnotes and or the bibliography section of the chapter as this enables the author of this textbook to clearly show the readers who the original owners of the published work are and also to fully acknowledge them. In addition readers please note that all the information sources used in this book are owned by the publishers/owners of the various websites, books, newspapers, magazines and journals used by the book author. Therefore readers of this textbook if you want to use any of the information from any of these referenced sources please may you directly contact the original owner(s)/publisher(s) of the information source for permission to use their information for whatever purpose you want to use it for.

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TABLE OF CONTENTS

Copyrights Notice.....	2
Author Biography.....	4
Preface:	11
Chapter 1: Popular tourist destinations in the Kingdom of Belgium, Kingdom of the Netherlands, United States of America, Canada & United Kingdom.....	14
Chapter 2: Popular tourist destinations in Germany, France, Republic of Latvia & Kenya	47
Chapter 3: Popular tourist destinations in Switzerland, Republic of Cyprus, Republic of Austria & Liberia	69
Chapter 4: Popular tourist destinations in Zambia, Singapore, Estonia & Argentina	85
Chapter 5: Popular tourist destinations in the Hashemite Kingdom of Jordan, Finland, Namibia	102
Chapter 6: What is an airport & the various examples of popular global airports in the Republic of Latvia, France, Germany & Singapore	116
Chapter 7: What is a ‘cruise ship’ & a typical example of a popular cruise ship in Canada	144
Chapter 8: What is a train & the various examples of popular trains in Switzerland, Kingdom of Belgium, Kingdom of the Netherlands & Republic of Austria.....	155

LIST OF FIGURES

	Page
Figure 1.1 The amazing facilities of the Parliamentarium Brussels.....	17
Figure 1.2 The unique interior views facilities of The European Parliament in Strasbourg.....	19
Figure 1.3 The astounding architectural design and exterior views of the home of the Council of the European Union and the European Council in Brussels called the ‘Europa Building.....	21
Figure 1.4 The unique modern facilities of the Council of the European Union and the European Council in Brussels.....	23
Figure 1.5 The state-of-the-art architectural designs and interior modern facilities of the Council of the European Union and the European Council in Brussels.....	25
Figure 1.6 The amazing and various collections of the Zaans Museum.....	27
Figure 1.7 The unique and highly attractive museum collections of the Zaans Museum....	28
Figure 1.8 The astounding scientific facilities of the Space Center Houston.....	30
Figure 1.9 The various highly attractive and educational general photographs of the Space Center Houston.....	32
Figure 1.10 Millennium Park astounding aerial views, architecture and art.....	36
Figure 1.11 The amazing fountain architectural design at the Crown Fountain.....	37
Figure 1.12 The modern facilities & unique art exhibition at the Millennium Park	

Foundation.....	39
Figure 1.13 The amazing adventure and wildlife animals at the African Lion Safari.....	41
Figure 1.14 The beautiful Black Rhino animals at the Chester Zoo.....	43
Figure 1.15 The beautiful Giraffe animals at the Chester Zoo.....	44
Figure 1.16 The beautiful Red Panda animals at the Chester Zoo.....	45
Figure 2.1 The world class fun theme Europa-Park.....	50
Figure 2.2 The highly attractive architectural rooms design and delicious food at the ‘Sheraton Paris Charles de Gaulle Airport Hotel’.....	52
Figure 2.3 The unique beautiful lounges and meeting lobby at the Sheraton Paris Charles de Gaulle Airport Hotel.....	54
Figure 2.4 The amazing lion species at the Riga ZOO.....	55
Figure 2.5 The beautiful wildlife animals at the Riga ZOO.....	57
Figure 2.6 The various beautiful species at the Riga ZOO.....	59
Figure 2.7 The amazing and entertaining amusement park adventure at ABpark.....	62
Figure 2.8 The luxurious facilities of MOMBASA Beach Hotel.....	64
Figure 2.9 The beautiful interior décor in the accommodation rooms at MOMBASA Beach Hotel.....	65
Figure 2.10 The modern conference facilities of MOMBASA Beach Hotel.....	67
Figure 3.1 The amazing natural environment and adventures of the ‘Interlaken Holiday Region’	71
Figure 3.2 The astounding natural aerial views of the Town of Thun located in the Interlaken Holiday Region.....	73

Figure 3.3 The fun and modern facilities at the Paphos Aphrodite Park.....	76
Figure 3.4 The unique military history and amazing building architecture of The Museum of Military History.....	79
Figure 3.5 The natural pristine beauty of the Eisriesenwelt (Ice Cave).....	81
Figure 3.6 The natural pristine landscapes and environment of the Kpatawee Waterfalls...	83
Figure 4.1 The astounding globally renowned waterfall the Victoria Falls and its surrounding nature and landscapes.....	88
Figure 4.2 The amazing luxurious and unique facilities of The Royal Livingstone Victoria Falls Zambia Hotel by Anantara.....	90
Figure 4.3 The unique pristine garden tourist attractions of the ‘Foggy Bowls’ at the ‘Jewel Changi Airport’.....	92
Figure 4.4 The beautiful various fun tourist attractions at the Jewel Changi Airport.....	94
Figure 4.5 The unique architectural design of the buildings at The AHHA Science Centre.....	97
Figure 4.6 The amazing landscapes, nature and fun adventure of the ‘Cueva de las Manos’.....	98
Figure 4.7 The unique historical and amazing hand paintings of the ‘Cueva de las Manos’.....	99
Figure 5.1 The magnificent unique architectural facilities designs of the ‘Four Seasons Hotel AMMAN’.....	105
Figure 5.2 The stunning unique facilities, interior décor and amenities of the	

Four Seasons Hotel AMMAN.....	106
Figure 5.3 The magnificent natural environment views and the architectural designs of the Kakslauttanen Arctic Resort.....	108
Figure 5.4 The beautiful amenities and architectural designs of the facilities of the Kakslauttanen Arctic Resort.....	109
Figure 5.5 The unique and stunning facilities and interior décor of the ‘Kalahari Anib Lodge’	111
Figure 5.6 The amazing activities and world class interior décor in the accommodation rooms at the Kalahari Anib Lodge.....	113
Figure 6.1 The astounding modern facilities at the Riga Airport.....	120
Figure 6.2 Paris-Charles de Gaulle Airport astounding world class climate friendly infrastructure facilities.....	123
Figure 6.3 Paris-Charles de Gaulle Airport highly attractive infrastructure building.....	124
Figure 6.4 Paris-Charles de Gaulle Airport highly attractive interior facilities.....	125
Figure 6.5 Paris-Charles de Gaulle Airport world class interior infrastructure facilities....	128
Figure 6.6 Paris-Charles de Gaulle Airport world class facilities of 2B-2D terminal links and Terminal 2G.....	129
Figure 6.7 Paris-Charles de Gaulle Airport world class passenger boarding halls Terminal 1	130
Figure 6.8 Munich Airport modern architectural infrastructure.....	131
Figure 6.9 Munich Airport’s state-of-the-art aircraft arrival terminals infrastructure....	132

Figure 6.10 Munich Airport highly attractive and fun interior infrastructure facilities....	133
Figure 6.11 Munich Airport traffic figures.....	134
Figure 6.12 Munich Airport runways infrastructure.....	135
Figure 6.13 Munich Airport modern technology (deicing of snow/ice) equipment and facilities.....	137
Figure 6.14 Munich Airport’s world class environmentally friendly infrastructure facilities.....	139
Figure 6.15 Changi Airport world class environmentally friendly infrastructure facilities.....	140
Figure 7.1 The amazing aerial views of the remarkable St Lawrence Cruise Lines ship...	149
Figure 7.2 The astounding and fun facilities of the St Lawrence Cruise Lines ship.....	152
Figure 8.1 The unique architectural designs of the train station.....	160
Figure 8.2 The state-of-the-art astounding exterior features and aerial views of the trains owned by SBB.....	161
Figure 8.3 The unique poster of the European Sleeper announcing the first departure of the European Sleeper train to Prague.....	163
Figure 8.4 The world class exterior views and facilities of the ÖBB Nightjet (NJ).....	165

PREFACE TO THE FIRST EDITION

Today it is unquestionable that nations such as the Republic of Cyprus, Republic of Latvia, Republic of Austria, Kingdom of Belgium, United States of America, Canada, Namibia, United Kingdom, The European Union Member States, France, Argentina, Switzerland, Kingdom of the Netherlands, Singapore, Kenya, Germany, Hashemite Kingdom of Jordan, Finland, Zambia, Estonia and Liberia 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. The global airport and aviation industry is growing on a yearly basis due to the creation of new tourist destinations by various countries around the world that are aiming to boost their international tourist arrival rates. Travel destinations located in North America, the European Union, Northern/Western Europe, the Middle East, Asia, Oceania, South America and Africa have become popular tourist routes leading to various airports management companies taking action to invest more of their scarce financial resources towards the reconstruction of their airport facilities. Today various global airlines, cruise ships and luxury train organizations are now investing a lot of their scarce financial resources towards designing high quality customer-friendly products and building powerful corporate brands to maintain their competitive edge. It can be academically argued that the economic and societal development of a country is generally interrelated with the increasing popularity of trains amongst commuters from different geographical locations of a country. The current pace of technological advancement in the global railway sector is quite extensive while on the other hand the current manufacturing of trains is placing more emphasis towards reliable, affordable and eco-friendly production processes and finished products (*trains*). Railway tourism has blossomed in many countries due to the fact that some of the modern structural designs of trains are enabling train operators to offer bedroom accommodation, restaurant, bathroom, lounge, bar, conference meeting rooms, café, double deck large window views and many other customer memorable experiences. The advantage of railway tourism is that it allows passengers or tourists to have the opportunity to travel to other places where there are fun tourist attraction sites. Railway tourism is mostly popular in developed nations and one of the key reasons behind this general fact is that in developed nations their railway networks (*train stations or railway tracks*) adopted modern technology that can easily accommodate eco-smart high speed trains. While on the other hand in poor developing nations

the railway networks are under developed or in a poor state of condition therefore this makes railway tourism to be considered as unattractive to investors. Some of the leading global financial institutions are currently offering adequate financial resources to developing nations in order to help them reconstruct or implement new modern technology railway networks that will help them transport both passengers and freight in an affordable, reliable and eco-smart manner. Cruise tourism has become a key economic factor in various countries around the world since it enables the host country to receive the much needed foreign currency and international visitors. Repeat tourism is one of the key benefits of cruise tourism and it is a well known fact that cruise tourists are more likely to come back to the same country in the near future and this ultimately leads to more foreign currency coming into the host country's national financial system. The value of cruise ships to the global economy keeps increasing on a regular basis. Another key benefit of cruise tourism is that more jobs are created in various sectors of an economy such as the retail, hospitality, hotel, telecommunications, transport, energy and so on since international tourists spend their foreign currency buying local products and services. Trains have become one of the most preferred form of transport to use every day to commute in most towns, cities and or countries. Nowadays there is a strong interrelation between human rights, democracy, tourism and nation branding. Therefore, as a result of this interrelation many globally ranked top tourist destinations are now implementing business and community human rights protection programs or laws in order to continue to enjoy bigger economic benefits through tourism. The main aim of this textbook is to educate readers that the airports and aviation industry has successfully managed to bring together people from different geographical locations for both personal and business purposes. This book specifically targeted people on the continents of Africa, North America, Latin America, Europe, Oceania, Middle East and Asia in order to provide them with basic knowledge about the following: (1) cruise ships, (2) modern trains in the world, (3) various popular global airlines and their modern aircrafts, (4) airports and aviation industry infrastructure development projects (through the use of amazing photographs) and so on.

Acknowledgement:

I would like to thank my 6 siblings (*four brothers & two sisters*) for tirelessly supporting me towards my education and personal life goals. Furthermore, I would like to take this opportunity to kindly thank my late parents, aunties and uncles for the great role they played in my childhood. In general I shall forever be grateful to the great men and women on 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, academics, regional institutions, Royal Monarchs', business leaders, governments, organizations & the various information sources cited in this book.

Chapter 1: Popular tourist destinations in the Kingdom of Belgium, Kingdom of the Netherlands, United States of America, Canada & United Kingdom

After reading this chapter you should be able to:

- Define the terms ‘marine tourism’ and ‘domestic visitor’.
- Identify one of the most popular tourist attraction site in the Kingdom of Belgium.
- Describe one of the most popular tourist attraction site in the Kingdom of the Netherlands.
- List two of the most popular tourist attraction sites in the United States of America. Describe one of the most popular tourist attraction site in Canada. Identify one of the most popular tourist attraction site in the United Kingdom.

1.1 Introduction

¹Tourism 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. ²According 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

¹ Rudolph Muteswa (2023) *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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

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] p1-23, © 2017 The World Bank Group

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. ³According to 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. ⁴Tourism 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 shortages⁵ (Deloitte Access Economics, 2021:34, <https://www2.deloitte.com/> cited in Rudolph Muteswa, 2023:73 in his famous book title ‘*Amazing Global Tourist Destinations & Airlines*’). The following section will discuss the definition of terms in-depth.

³ 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

⁴ 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

⁵ Rudolph Muteswa (2023) *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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available via the free online library – <https://rudolphmuteswa.com>

1.2 Definition of terms

“**Marine tourism** refers to predominantly water-based activities, such as sailing, scuba diving, and nautical sports (often carried out in coastal waters) and cruising”⁶ (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”). ⁷“**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>), “© UNWTO, 92844/02/24”. The following section will cover information about one of the most popular tourist attraction sites in the Kingdom of Belgium and France in-depth.

1.3 Popular tourist destinations in the Kingdom of Belgium and France – (The European Quarter - Visiting the ‘European Parliament’ which includes the Parliamentarium in Brussels, Belgium & the Hemicycle in Strasbourg, France and the ‘Europa Building’ home of the Council of the European Union and the European Council in Brussels)

There are many popular tourist attraction sites in Belgium. This section will discuss the ‘European Quarter - European Parliament’ which is one of the most popular tourist attraction sites in Belgium called the ‘Parlamentarium’ in Brussels & the European Parliament Chamber - ‘Hemicycle’ in Strasbourg, France and the ‘Europa Building’ home of the Council of the European Union and the European Council in Brussels in Brussels. The three popular tourist attraction sites in Belgium and France will be discussed as follows:

⁶ European Commission (n.d.). *A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism*. Available at https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc_1.en_0.pdf

⁷ “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.”

1.3.1 Parlamentarium in Brussels

The amazing facilities of the Parlamentarium Brussels will be clearly depicted by Figure 1.1 below.

Figure 1.1 The amazing facilities of the Parlamentarium Brussels



Source: (European Parliament, 2024, *Parlamentarium*, <https://visiting.europarl.europa.eu/en/visitor-offer/brussels/european-quarter-explorer>). "©European Union, 2023".

⁸“**Parlamentarium** Brussels. *Parlamentarium*. Discover the world of the European Parliament at the Parlamentarium, Europe’s largest parliamentary visitors centre, and see why more than 2 million people have visited already. Multimedia guides lead visitors to the heart of the European Parliament, explaining the path towards European cooperation, how the European Parliament works and what its Members are doing to meet the challenges of today. It can be experienced in

⁸ European Parliament (2024) *Parlamentarium*. Available from: <https://visiting.europarl.europa.eu/en/visitor-offer/brussels/parlamentarium> [Accessed April 10, 2024] © European Union, 2023.

any of the European Union's 24 official languages. The visitors centre is open seven days a week and entrance is free of charge. It is fully accessible for visitors with disabilities. The Parliamentarium has plenty to offer for all ages. Visits are self-directed, with the average visit taking around 90 minutes. Please book your visit [online](#) or by phone (+32 2 283 2222). If you do not have a booking, you will only be admitted if there is sufficient space inside. Entrance is only guaranteed within 30 minutes of your booked time.

Opening hours

Monday	Tuesday – Friday	Saturday – Sunday
<i>13:00 – 18:00</i>	<i>09:00 – 18:00</i>	<i>10:00 – 18:00</i>

Last entry is 30 minutes before closing time.

Centre is closed on: 1 January / 1 May / 1 November / 24, 25, 31 December

Experience the Parliamentarium. Start your tour with a journey through European history and integration. Take a seat in the cinema of the Parliamentarium and get a 360° view of Europe and of its Parliament. Discover how the Parliament works, how laws are made and why European politics matter. Get to know the Members of the European Parliament and understand the future challenges as explained by the political group leaders. Take a photo in our photo booth and find out what is happening in the European Parliament in real-time. ⁹An interactive floor map takes visitors on a virtual tour around Europe, highlighting more than 100 stories on the diversity of our continent. In a cosy living room setting discover the impact the EU has on the daily lives of people, in their own words”” (European Parliament, 2024, <https://visiting.europarl.europa.eu/en/visitor-offer/brussels/parlamentarium>). The following section will cover information about the European Parliament in Strasbourg in-depth.

⁹ European Parliament (2024) *Parlamentarium*. Available from: <https://visiting.europarl.europa.eu/en/visitor-offer/brussels/parlamentarium> [Accessed April 10, 2024] © European Union, 2023.

1.3.2 The European parliamentary chamber – the Hemicycle in Strasbourg (France)

The unique interior of the facilities of The European Parliament in Strasbourg will be clearly depicted by Figure 1.2 below.

Figure 1.2 The unique interior of the facilities of The European Parliament in Strasbourg



(European Parliament, 2024, *The European Parliament Hemicycle Brussels Hemicycle*, <https://visiting.europarl.europa.eu/en/visitor-offer/brussels/european-quarter-explorer>). © European Union, 2023.

^{10c}**The European Parliament in Strasbourg.** The European Parliament in Strasbourg is open to visitors six days a week throughout the year. Visits are always free of charge. During your visit, you can see the European parliamentary chamber – the Hemicycle, [the Parliamentarium Simone Veil](#) and [several exhibitions](#). In Strasbourg, Members of the European Parliament meet twelve times a year during plenary sessions to debate and vote on European legislation. As a visitor, you

¹⁰ European Parliament (2024) *Hemicycle*. Available from: <https://visiting.europarl.europa.eu/en/visitor-offer/strasbourg/hemicycle> [Accessed April 10, 2024] © European Union, 2023.

can attend the session to see and listen to your representatives speak from the visitor gallery. [Have a look at the calendar of plenary sessions](#). There are different options to visit the parliament, depending on when you plan to come. Find all practical information below” (European Parliament, 2024, <https://visiting.europarl.europa.eu/en/visitor-offer/strasbourg/hemicycle>). The following section will cover information about the Europa Building and other EU facilities located in Brussels in-depth.

1.3.3 The ‘Europa Building’ and other EU facilities located in Brussels

The astounding architectural design and exterior views of the home of the Council of the European Union and the European Council in Brussels called the ‘Europa Building’ will be clearly depicted by Figure 1.3 below.

Figure 1.3 The astounding architectural design and exterior views of the home of the Council of the European Union and the European Council in Brussels called the ‘Europa Building



Photo 1



Photo 2



Photo 3



Photo 4

Source: (European Union, 2016, *Above Photos 1, The Europa Building*, <https://www.consilium.europa.eu/en/press/press-releases/2016/12/07/europa-building/>). "©European Union". ©Philippe Samyn and Partners architects and engineers - lead and design Partner Studio Valle Progettazioni architects Buro Happold engineers ©Colour compositions by Georges Meurant and *European Union*, 2024, <https://newsroom.consilium.europa.eu/events/20141226-general-views-of-the-council/europa-building-photos--06-12-16/40987> *Above Photos 2, 3 & 4* Copyright: Philippe Samyn and Partners architects & engineers - lead and design partner, Studio Valle Progettazioni architects, Buro Happold engineers

11“EUROPA: Home of the European Council and the Council of the EU. From the beginning of 2017, the Europa building becomes the home of the two institutions representing

¹¹ European Union (2016) *Europa Building*. Available from: <https://www.consilium.europa.eu/en/press/press-releases/2016/12/07/europa-building/> [Accessed April 10, 2024] © European Union, 2023.

the EU member states: the Council of the European Union and the European Council. Jeppe Tranholm-Mikkelsen, Secretary general of the Council, said about the building: "The Europa is the house of the member states where leaders and ministers will meet to shape the future of the European Union. It provides our two institutions, the European Council and the Council of the EU, the additional space and modern facilities they need. It will give more flexibility and efficiency for our organisation of more than 6000 meetings per year." Located at the heart of the European district, the Europa building combines a new part, an innovative lantern-shaped structure designed by the consortium of Samyn and Partners (Belgium), Studio Valle Progettazioni (Italy) and Buro Happold (UK), with a renovated section, block A of the Résidence Palace, a partly listed Art Deco complex designed by architect Michel Polak in 1922. The Europa was built in line with the principles of sustainable development. The building was designed with modern systems to regulate lighting, humidity and temperature. It also includes green features such as solar panels or a rain water collection system to supply the sanitary facilities. The construction of the Europa was decided in 2004 by the European Presidents and Prime ministers against the background first of the enlargement and second of the decision to host all European summits in Brussels rather than in member countries. Since then, the Council also started to host multilateral and bilateral summits and, as part of the institutional evolution of the EU since 2009, the offices of the permanent President of the European Council. The building is already in partial use and will enter into full operation at the beginning of 2017.

Open day for the general public

On Saturday 10 December 2016, Europa will open its doors to the public, primarily from the host city and country. ¹²Almost 2000 citizens have registered for a guided tour of the building, before EU leaders and ministers discover it themselves next year. All tours are now full. There are limited opportunities for media to cover the event. All enquiries to do so must be made in advance to the Council press office”” (European Union, 2016, <https://www.consilium.europa.eu/en/press/press-releases/2016/12/07/europa-building/>). The

¹² European Union (2016) *Europa Building*. Available from: <https://www.consilium.europa.eu/en/press/press-releases/2016/12/07/europa-building/> [Accessed April 10, 2024] © European Union, 2023.

unique modern facilities of the Council of the European Union and the European Council in Brussels will be clearly depicted by Figure 1.4 below.

Figure 1.4 The unique modern facilities of the Council of the European Union and the European Council in Brussels



Press room, Justus Lipsius building, Brussels Credit 'The European Union'



Atrium, Justus Lipsius building, Brussels Credit 'The European Union'



Atrium, Justus Lipsius building, Brussels Credit 'The European Union'



Justus Lipsius building, Brussels Credit 'The European Union'

Source: (European Union, 2016, <https://newsroom.consilium.europa.eu/events/20141226-general-views-of-the-council/buildings-of-the-council-of-the-european-union-general-views--09-06-16/35628>) © European Union, 2004-2024

¹³“What is the Council?”

The Council of the EU and the European Council are two different EU institutions.

Spot the differences

The European Council and the Council of the EU have very different roles and membership, although they have similar names and share the same staff.

European Council		Council of the EU
Defines the EU political direction and priorities	Role	Negotiates and adopts EU laws
Heads of state or government of each EU member state	Members	National government ministers from each member state, grouped by policy area
Charles Michel is currently the President of the European Council	Who presides	The presidency of the Council is assigned to a different member state every six months - currently Belgium
EU leaders meet at least four times a year, usually in March, June, October and December” (EU, 2024).	Meetings	Around 70 to 80 Council meetings are organised every year

Source: (European Union, 2024, *Spot the differences*, <https://www.consilium.europa.eu/en/council-eu/what-is-the-council/>). © European Union, 2023.

The state-of-the-art architectural designs and interior modern facilities of the Council of the European Union and the European Council in Brussels will be clearly depicted by Figure 1.5 below.

¹³ European Union (2024) *What is the Council*. Available from: <https://www.consilium.europa.eu/en/council-eu/what-is-the-council/> [Accessed April 10, 2024] © European Union, 2023.

Figure 1.5 The state-of-the-art architectural designs and interior modern facilities of the Council of the European Union and the European Council in Brussels



Council building in Brussels 18.2.2009 © European Union



Lex building, Brussels Credit 'The European Union'



VIP Entrance, Justus Lipsius building, Brussels Credit 'The European Union'



Meeting room, Justus Lipsius building, Brussels Credit 'The European Union'



Meeting room, Justus Lipsius building, Brussels Credit 'The European Union'



Meeting room, Justus Lipsius building, Brussels Credit 'The European Union'

Source: (European Union, 2009 - 2016, <https://newsroom.consilium.europa.eu/events/20141226-general-views-of-the-council/buildings-of-the-council-of-the-european-union-general-views--09-06-16/35628>) © European Union, 2004-2024

¹⁴“**The role of the Council in adopting EU law.** The Council of the EU and the European Council are two of the main EU institutions together with the European Commission and the European Parliament. These institutions collectively provide the EU with policy direction and play different roles in the law-making process:

- the European Council defines the political direction and priorities
- the European Commission puts forward proposals for new laws
- Council of the EU and European Parliament negotiate, agree and jointly adopt European laws” (European Union, 2024, <https://www.consilium.europa.eu/en/council-eu/what-is-the-council/>).

The following section will cover information about one of the most popular tourist attraction site in The Netherlands.

1.4 Popular tourist destination in the Kingdom of the Netherlands – (‘Zaans Museum’)

Today the continent of Europe has become a key tourism hub and one of the leading globally recognized tourist destination in Europe is The Netherlands due to its excellent tourism and hospitality policies. There are many popular tourist attraction sites in The Netherlands including many unique museums that help to promote and preserve its rich cultural heritage whilst on the other hand promoting its international or domestic tourism. One of the most popular tourist attraction site situated in The Netherlands is called ‘Zaans Museum’ based in the Zaanse Schans and it will be discussed in-depth in this section. The amazing and various collections of the Zaans Museum will be clearly depicted by Figure 1.6 below.

¹⁴ European Union (2024) *What is the Council*. Available from: <https://www.consilium.europa.eu/en/council-eu/what-is-the-council/> [Accessed April 10, 2024] © European Union, 2023.

Figure 1.6 The amazing and various collections of the Zaans Museum



Made in the Zaan!



Typical Zaan Region



Honig Breet House



Tsar Peter House

Source: Collection Zaans Museum, Zaandam.

^{15cc}**The Zaans Museum.** The Zaans Museum is a museum in Zaandam located at the Zaanse Schans. It opened in 1998 to preserve and protect the heritage of the Zaan region. In 2009, the museum was extended with the addition of the [Verkade Experience](#). In 2015, the Zaans Museum opened three living history museums at the Zaanse Schans: the [Cooperage](#), the [Jisper House](#), and the [Weaver's House](#). Other annexes of the Zaans Museum are the [Tsar Peter House](#) and

¹⁵ Zaans Museum (2024) *Museum & Collection*. Available from: <https://zaansmuseum.nl/en/museum-collection/> [Accessed March 10, 2024] © Copyright – Zaans Museum

the [Hembrug Museum](https://zaansmuseum.nl/en/museum-collection/) in the centre of Zaandam” (Zaans Museum, 2024, <https://zaansmuseum.nl/en/museum-collection/>). The unique and highly attractive museum collections of the Zaans Museum will be clearly depicted by Figure 1.7 below.

Figure 1.7 The unique and highly attractive museum collections of the Zaans Museum



Mills

Verkade watercolours



Whaling

Cooperage Zaans Schans

Source: Collection Zaans Museum, Zaandam.

¹⁶According to the Zaans Museum (2024) **Mission and strategy**. The Zaans Museum is a culture and history museum that profiles itself as an educational and attractive public institution. The

¹⁶ Zaans Museum (2024) *Museum & Collection*. Available from: <https://zaansmuseum.nl/en/museum-collection/> [Accessed March 10, 2024] © Copyright – Zaans Museum

museum performs a social function and communicates with as wide a public as possible. The Zaans Museum is both physically connected with the Zaanse Schans and connected in terms of its exhibits. It sets itself the objective of offering extra depth to tourist visits to the Zaanse Schans (Zaans Museum, 2024, <https://zaansmuseum.nl/en/museum-collection/>). The following section will cover information about a popular destination in the United States of America in-depth.

1.5 Popular tourist destinations in the United States of America – (‘Space Center Houston’ & the ‘Millennium Park in the city of Chicago’)

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. There are many tourist attraction sites in the beautiful great nation of the United States of America and two of the most popular tourist attraction sites in the United States of America that will be discussed in-depth in this section include the ‘Space Center Houston’ and the ‘Millennium Park in the city of Chicago’. The two most popular tourist attraction sites in the United States of America will be discussed as follows:

1.5.1 ‘Space Center Houston’

The astounding scientific facilities of the Space Center Houston will be clearly depicted by Figure 1.8 below.

Figure 1.8 The astounding scientific facilities of the Space Center Houston



Source: (Space Center Houston, 2024, <https://spacecenter.org/about-us/#> and <https://spacecenter.org/news-center/digital-assets/general-photos/>). Photos courtesy of Space Center Houston.

“[About Space Center Houston](#). Space Center Houston’s shared purpose is to bring people and space closer together. Over 1.3 million visitors and more than 250,000 students and educators visit each year to connect with the significance of space exploration to pursue a path in STEM or follow along as incredible feats of human spaceflight continue to make new discoveries. Space Center Houston is owned by the Manned Space Flight Education 501(c)3 nonprofit organization and generates an annual \$118M economic impact to the Greater Houston area. Space Center Houston is a Smithsonian Affiliate, the Official Visitor Center of NASA Johnson Space Center and a Certified Autism Center. Learn more at spacecenter.org” (Space Center Houston, 2024, boilerplate text, <https://spacecenter.org/>).¹⁷“**About Us. WHO WE ARE. About Space Center Houston.** The Manned Space Flight Education Foundation is a 501(c)(3) nonprofit educational foundation (EIN Tax ID# 76-0217152) offering extensive science education programs and a space museum. The cornerstone of its education mission is Space Center Houston, a leading science and space exploration learning center. It is one of Houston’s top attractions, the area’s No. 1 attraction for international visitors, the Official Visitor Center of NASA Johnson Space

¹⁷ Space Center Houston (2024) *About Us*. Available from: <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the%20human%20exploration%20of%20our%20universe> [Accessed March 18, 2024] ALL RIGHTS RESERVED. SPACE CENTER HOUSTON 2024

Center and a Smithsonian Affiliate. Since opening in 1992, Space Center Houston has welcomed more than 25 million people and hosts nearly 1.25 million visitors annually in its 250,000-square-foot educational complex. The center features more than 400 space artifacts, [exhibits](#), [experiences](#) and theaters related to the exciting future and remarkable past of America’s human space-flight program. The experience is designed to engage adults and children alike”” (Space Center Houston, 2024, <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the,human%20exploration%20of%20our%20universe>). According to the Space Center Houston (2024) **Innovative STEM education for all ages**. We use space exploration to inspire wonder and interest in science and math. Educational emphasis is placed on science, technology, engineering and mathematics (STEM) in a fun and engaging way.

- Immersive STEM day camp experiences, including our [Explorer Camps](#) and [Space U](#), for young explorers ages 3 to 18.
- One-of-a-kind programming for educators, such as our [Space Educators Exploration Conference \(SEEC\)](#).
- STEM mentorship and empowerment programs inspiring young people to choose careers in STEM.
- Hands-on citizen science opportunities for every single Space Center Houston visitor.
- And more! (Space Center Houston, 2024, <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the,human%20exploration%20of%20our%20universe>). The various highly attractive and educational general photographs of the Space Center Houston will be clearly highlighted by Figure 1.9 below.

Figure 1.9 The various highly attractive and educational general photographs of the Space Center Houston

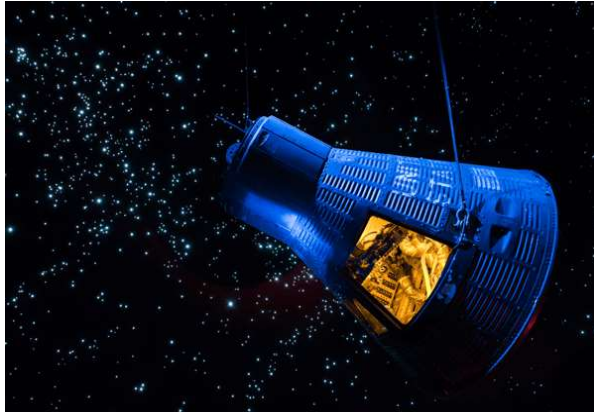


Photo 1: Photo courtesy of Space Center Houston.



Photo 2: Photo courtesy of Space Center Houston.

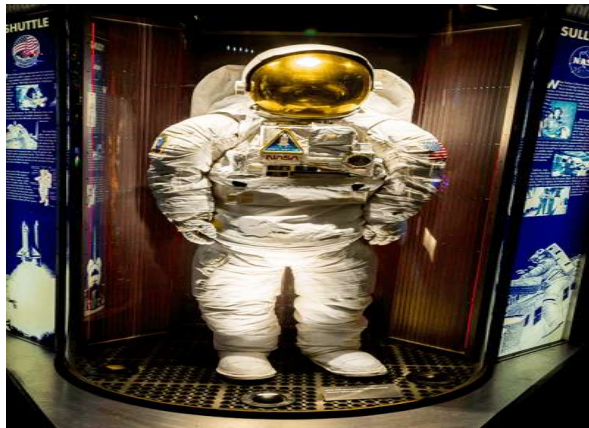


Photo 3: Photo courtesy of Space Center Houston.



Photo 4: Photo courtesy of Space Center Houston.

Photo 1: Admire flown spacecraft like the Mercury “Faith 7” capsule and learn about historic space missions and the exciting future of space exploration. Photo courtesy of Space Center Houston.

Photo 2: See a model of the International Space Station, watch a live show or gaze through a Cupola model in Space Center Houston’s International Space Station Gallery. Photo courtesy of Space Center Houston.

Photo 3: Explore the evolution of spacesuit design and how they keep astronauts safe from extreme temperatures in the comprehensive spacesuit collection at Space Center Houston. Photo courtesy of Space Center Houston.

Photo 4: Walk among spacesuits worn by the women and men of America’s space program. See the escape suit worn by mission commander John Young during launch and landing aboard the first shuttle mission in 1981. Photo courtesy of Space Center Houston.

(Source of Information/Images: Space Center Houston, 2024, <https://spacecenter.org/news-center/digital-assets/general-photos/>).

““Dive into the story behind NASA Johnson Space Center’s Official Visitors Center. **Foundation History.** JSC and NASA had a tremendous story to tell. It did not have the place or the resources to tell it. Artifacts and models were displayed in the hallways of the JSC employee auditorium. Hal Stall, director of Public Affairs at JSC, likened it to “displaying the Hope diamond in a shoe box.” Stall wanted to provide real role models for youth, showing them that working hard in math and science classes could pay off with a career as a spacecraft designer or astronaut. And he wanted to do it without using tax dollars. So Stall gathered leaders from JSC and the community and formed Manned Space Flight Education Foundation, Inc., a non-profit organization. Together, the group set out to provide a world-class facility where the public could come to touch the space program — and be touched by it. The Foundation brought in the experts from Walt Disney Imagineering, the design and master planning arm of the Walt Disney Co. Using BRC Imagination Arts as a collaborating designer, Disney generated the concepts that would become Space Center Houston. The Foundation sought support from corporations. Many companies backed the building of the Center by providing seed money. ¹⁸Finally, \$68.4 million in tax-exempt bonds were sold to the public. Modest admission fees would fund the daily operation of the Center. They would also support the Center’s extensive educational program, which now provides outreach to thousands of school children and teachers. The construction team, headed by a joint venture of CRSS Sirrinc and Linbeck, began construction of the facility. With Walt Disney Imagineering’s and BRC Imagination Arts’ concepts in hand, BRC Imagination Arts began production of the shows and displays. It would be a challenging task – the Center had to entertain and excite, but tell the true story of space in a realistic way. The goal was a center that appeals on an emotional level as well as an intellectual one. A Center that reaches guests’ minds through their hearts. The hands-on activities, films, exhibits and live shows do just that”” (Space Center Houston, 2024, <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the,human%20exploration%20of%20our>

¹⁸ Space Center Houston (2024) *About Us*. Available from: <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the,human%20exploration%20of%20our%20universe> [Accessed March 18, 2024] ALL RIGHTS RESERVED. SPACE CENTER HOUSTON 2024

[%20universe](#)).¹⁹“**History of NASA Johnson Space Center.** Established as the Manned Spacecraft Center (MSC) in 1961, the Lyndon B. Johnson Space Center (JSC) named in honor of the late President, is responsible for the design, development, and operation of human space flight. For more than four decades, JSC has been the world leader in human space flight operations for NASA. Staff began arriving at the MSC in 1963, and by the summer of 1964 most buildings were operational. Gemini IV was the first flight controlled here, and the MSC became a hub of activity as the Gemini program ended and the Apollo program gained momentum. The Apollo program obtained the national goal, set by President Kennedy in 1961 of landing men on the Moon and returning them safely within the decade of the 1960’s. The eyes of the world were on Houston and the MSC on July 20, 1969 as Neil Armstrong reported from the lunar surface, “Houston, the Eagle has landed.” Hours later, Armstrong descended the ladder of the Lunar Module (LM) “Eagle” proclaiming, “That’s one small step for a man, one giant leap for mankind” as he took his historic first steps on the Moon’s surface. Later, in 1973, the MSC was renamed the Lyndon B. Johnson Space Center (JSC) and has been the heart of the manned space flight program ever since. Controlling flights from Gemini, Apollo, Skylab and the Apollo-Soyuz through the current Shuttle program is the responsibility of JSC scientists, engineers, astronauts and other staff members. JSC is the Training base and home for our nation’s astronauts and the site of Mission Control, where a talented cadre of flight controllers monitors the work of our women and men in space. The operations as JSC include the development, production and delivery of the Space Shuttle orbiters; the testing of spacecraft associated systems; the development and integration of experiments for human space flight activities; supporting scientific engineering and medical research; the selection and training of astronauts and the operation of human space flights. For more information about the Johnson Space Center, please visit [the official NASA website](#)”²⁰ (NASA, 2023 cited in Space Center Houston, 2024,

¹⁹ Space Center Houston (2024) *About Us*. Available from: <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the%20human%20exploration%20of%20our%20universe> [Accessed March 18, 2024] ALL RIGHTS RESERVED. SPACE CENTER HOUSTON 2024

²⁰ Space Center Houston (2024) *About Us*. Available from: <https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the%20human%20exploration%20of%20our%20universe> [Accessed March 18, 2024] ALL RIGHTS RESERVED. SPACE CENTER HOUSTON 2024

²¹ NASA.gov (2023) *Johnson Space Center*. Available from: <https://www.nasa.gov/johnson/> [Accessed December 18, 2023]

<https://spacecenter.org/about-us/#:~:text=Space%20Center%20Houston%20has%20the,human%20exploration%20of%20our%20universe>). The following section will cover information about the Millennium Park in Chicago in-depth.

1.5.2 Millennium Park (located in the city of Chicago)

²²²³“The 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 cited in Rudolph Muteswa, 2023:37 from his famous book title ‘*Amazing Global Tourist Destinations & Airlines*’). The astounding, fun and unique Millennium Park aerial views, architecture and art will be clearly shown in Figure 1.10 below showing photos published by the Millennium Park Foundation.

²² Rudolph Muteswa (2023) *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*, Self-Published Educational Ebook, ISBN: 978-1-77931-690-5 EAN: 9781779316905 available as a free download on the free online library – <https://rudolphmuteswa.com>

²³ 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 1.10 Millennium Park astounding aerial views, architecture and art



McCormick Tribune Plaza & Ice Rink



McCormick Tribune Plaza & Ice Rink



Millennium Monument at Wrigley Square



Millennium Monument at Wrigley Square



BP Pedestrian Bridge



BP Pedestrian Bridge

Source: (Millennium Park Foundation, 2024, *McCormick Tribune Plaza & Ice Rink*, <https://millenniumparkfoundation.org/art-architecture/mccormick-tribune-plaza/> & *Millennium Monument at Wrigley Square*, <https://millenniumparkfoundation.org/art-architecture/millennium-monument-wrigley-square/> & *BP Pedestrian Bridge*, <https://millenniumparkfoundation.org/art-architecture/bp-bridge/>). 2024 Millennium Park Foundation

²⁴“**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-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” (Millennium Park Foundation, 2024, <https://millenniumparkfoundation.org/the-foundation/>). The amazing fountain architectural design at the Crown Fountain will be clearly depicted by Figure 1.11 below.

Figure 1.11 The amazing fountain architectural design at the Crown Fountain



Crown Fountain

Crown Fountain

Source: (Millennium Park Foundation, 2024, *Crown Fountain*, <https://millenniumparkfoundation.org/art-architecture/crown-fountain/>). 2024 Millennium Park Foundation

²⁵“**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

²⁴ Millennium Park Foundation (2024) *The Foundation*. Available from: <https://millenniumparkfoundation.org/the-foundation/> [Accessed April 12, 2024] 2024 Millennium Park Foundation

²⁵ Millennium Park Foundation (2024) *The Foundation*. Available from: <https://millenniumparkfoundation.org/the-foundation/> [Accessed April 12, 2024] 2024 Millennium Park Foundation

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, 2024, <https://millenniumparkfoundation.org/the-foundation/>). The modern facilities and unique art exhibition at the Millennium Park Foundation will be clearly depicted by Figure 1.12 below.

Figure 1.12 The modern facilities & unique art exhibition at the Millennium Park Foundation



Jay Pritzker Pavilion



Jay Pritzker Pavilion



Cloud Gate



Cloud Gate



Boeing Galleries



Boeing Galleries

Source: (Jay Pritzker Pavilion, <https://millenniumparkfoundation.org/art-architecture/pritzker-pavilion/> & Cloud Gate, <https://millenniumparkfoundation.org/art-architecture/cloud-gate/> & Boeing Galleries, <https://millenniumparkfoundation.org/art-architecture/boeing-galleries/>). 2024 Millennium Park Foundation

²⁶According to the Millennium Park Foundation (2024) **20M Park Visitors Annually. 500 Free Public Programs. 20K Yoga Participants. 100K Ice Skaters** (Millennium Park Foundation, 2024, <https://millenniumparkfoundation.org/the-foundation/>). The following section will cover information about the one of the most popular tourist attraction site in Canada.

1.6 Popular tourist destination in Canada – the ‘African Lion Safari’ (Drive Through Game Reserves)

²⁷“In general for the past number of years the beautiful great nation of Canada has been consecutively ranked as having one of the world’s highest quality of life standards and a nation brand. Canada is one of the leading developed nations in the world that has gone the extra mile in taking a positive step towards attaining a climate friendly economy” (Rudolph. Patrick. T. Muteswa, 2021:94). There are various tourist attraction sites in Canada and one of the most popular tourist attraction site that will be discussed in-depth in this section is called the ‘African Lion Safari’ (Drive Through Game Reserves). ²⁸According to the African Lion Safari (2024) **DRIVE THROUGH GAME RESERVES**. Get closer than you ever imagined to majestic birds and animals from around the world as you drive along 9 kilometres of trail, through 7 large Game Reserves featuring Nairobi Sanctuary, Simba Lion Country, Timbavati Lion Country, Wankie Bushland Trail, Rocky Ridge Veldt, Australasia and The Americas. (African Lion Safari, 2024, <https://lionsafari.com/attractions/game-reserves/>). The amazing adventure and wildlife animals at the African Lion Safari will be clearly depicted by Figure 1.13 below.

²⁶ Millennium Park Foundation (2024) *The Foundation*. Available from: <https://millenniumparkfoundation.org/the-foundation/> [Accessed April 12, 2024] 2024 Millennium Park Foundation

²⁷ Rudolph 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 ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available on the free online library – <https://rudolphmuteswa.com>

²⁸ African Lion Safari (2024) *DRIVE THROUGH GAME RESERVES*. Available from: <https://lionsafari.com/attractions/game-reserves/> [Accessed March 11, 2024] © African Lion Safari 2022. All Rights Reserved.

Figure 1.13 The amazing adventure and wildlife animals at the African Lion Safari



Source: (African Lion Safari, 2024, <https://lionsafari.com/>).

²⁹““AFRICAN LION SAFARI®. The story of how Canada's Original Safari Adventure™ became a Canadian landmark and global leader in conservation for decades. **IN THE NAME OF CONSERVATION SINCE '69**. African Lion Safari® is a Canadian owned family business created in the name of conservation by the late Colonel G.D Dailley. The park opened its gates to the public on August 22, 1969 with 40 lions in 3 reserves; today the park houses in excess of 1,000 animals comprised of over 100 species. Our manner of exhibiting animals is completely different from the traditional approach; that is, the visitor is caged in the car, and the animals roam in 2 to 20 hectare (5 to 50 acre) reserves. The park is comprised of over 750 acres, 250 of which provide animals with large areas of bush, grasslands or forest in which they can interact naturally with other animals. In several Game Reserves, mixed species roam and interact as they would in the wild. 25 to 30 acres has been developed for walk through areas and exhibits and the balance of the property is comprised of farm, bush and other habitat, including 40 areas of provincially significant wetland which we maintain and monitor””³⁰ (African Lion Safari, 2024,

²⁹ African Lion Safari (2024) *About*. Available from: <https://lionsafari.com/about/> [Accessed March 11, 2024] © African Lion Safari 2022. All Rights Reserved.

³⁰ African Lion Safari (2024) *About*. Available from: <https://lionsafari.com/about/> [Accessed March 11, 2024] © African Lion Safari 2022. All Rights Reserved.

<https://lionsafari.com/about/>). The following section will cover information about Chester Zoo in the United Kingdom in-depth.

1.7 Popular tourist destination in the United Kingdom - (Chester Zoo)

³¹“The United Kingdom is globally recognized as having beautiful nature reserves, historical architecture, multicultural diversity population, tourist attraction destinations, modern infrastructure accompanied by a highly functional education system, democratic institutions and rule of law. Historically the United Kingdom is globally known for its contribution towards promoting education and critical initiatives around peacebuilding and conflict resolution advocacy around the world” (Rudolph Muteswa, 2021:62 cited in his famous book title ‘*World Peace, Dialogue & Unity*’). ³²“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” (Rudolph Muteswa, 2024:68 cited in his famous book title ‘*Tourist Destinations & International Airlines*’). There are many popular tourist attraction sites or destinations in the United Kingdom and one of the most popular tourist attraction site that will be discussed in this section is called The North of England Zoological Society trading as Chester Zoo (www.chesterzoo.org/footer/terms-and-conditions). The beautiful Black Rhino animals at the Chester Zoo will be clearly depicted in Figure 1.14 below.

³¹ Rudolph Muteswa (2022) *World Peace, Dialogue & Unity (Gathered Articles): A North America, Asia, Africa, Latin America, Middle East, Oceania & Europe Perspective 1st Edition*, Self-Published Ebook, ISBN: 978-1-77924-683-7, p1-100 and this eBook is available as a free download on the online library – <https://rudolphmuteswa.com>

³² Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition*, Self-Published Educational Ebook, ISBN: 978-1-77933-437-4 EAN: 9781779334374 available as a free download on the free online library – <https://rudolphmuteswa.com>

Figure 1.14 The beautiful Black Rhino animals at the Chester Zoo



Source: (Chester Zoo, 2024, Black Rhino, <https://www.chesterzoo.org/app/uploads/2019/04/2018-Black-rhino-3-in-the-zoo-desktop-1.jpg>).

³³“**OUR ZOO.** There are over 31,000 animals and 128 acres of zoological gardens to EXPLORE. We love wildlife. We care about nature. And we want to be the BEST ZOO in the WORLD! We’re all passionate about what we do; whether it’s creating a brilliant day out for you or working with endangered wildlife around the world. And we couldn’t do it without you. We at Chester Zoo are a HUGE team of conservationists, scientists, educators, veterinary experts, botanists, wildlife managers, animal behaviourists, endocrinologists and environmental policy influencers! TOGETHER we are FIGHTING wildlife extinction. We are a major wildlife charity and we are making a vital contribution to tackling the global extinction crisis at a time when it’s needed most! Our zoo is vital to the future of wildlife on this planet” (Chester Zoo, 2024, <https://www.chesterzoo.org/our-zoo/>). The beautiful Giraffe animals at the Chester Zoo will be clearly depicted by Figure 1.15 below.

³³ Chester Zoo (2024) *Our Zoo*. Available from: <https://www.chesterzoo.org/our-zoo/> [Accessed April 13, 2024]

Figure 1.15 The beautiful Giraffe animals at the Chester Zoo



Source: (Chester Zoo, 2024, Giraffe, <https://www.chesterzoo.org/app/uploads/2019/05/Giraffe-calf-desktop.jpg>).

³⁴“**WE ARE CHESTER ZOO**. We are the most visited zoo in the UK AND a conservation and education charity committed to PREVENTING EXTINCTION” (Chester Zoo, 2024, <https://www.chesterzoo.org/our-zoo/about-us/>). The beautiful Red Panda animals at the Chester Zoo will be clearly depicted by Figure 1.16 below.

³⁴ Chester Zoo (2024) *About Us*. Available from: <https://www.chesterzoo.org/our-zoo/about-us/> [Accessed April 13, 2024]

Figure 1.16 The beautiful Red Panda animals at the Chester Zoo



Source: (Chester Zoo, 2024, *Red Panda*, <https://www.chesterzoo.org/app/uploads/2019/04/2018-Red-panda.-in-the-zoo-desktop.jpg>)

³⁵“**So who are we?** Here goes... There are over 1000 people hard at work here keeping this wonderful complicated place going. Caring for our animals, running conservation projects and giving our guests an inspirational day out! **Some BIG numbers.** 20,000 Extraordinary animals. 128 Acres of zoological gardens. 2 Million visitors every year!” (Chester Zoo, 2024, <https://www.chesterzoo.org/our-zoo/about-us/>). The following section will cover information about the conclusion of this chapter in-depth.

1.8 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

³⁵ Chester Zoo (2023) *About Us*. Available from: <https://www.chesterzoo.org/our-zoo/about-us/> [Accessed October 24, 2023]

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 the Kingdom of Belgium, Kingdom of the Netherlands, United States of America, Canada and United Kingdom that continue to attract both domestic and international tourists.

1.9 Review questions

- 1) Define the terms 'marine tourism' and 'domestic visitors'?
- 2) Identify at least one example of a popular tourist attraction site located in the Kingdom of Belgium?
- 3) Describe at least one example of a popular tourist attraction site located in the Kingdom of the Netherlands?
- 4) Discuss at least two examples of popular tourist attraction sites located in the United States of America? Identify at least one popular tourist attraction site located in Canada? Describe at least one example of a popular tourist attraction site located in the United Kingdom?

Chapter 2: Popular tourist destinations in Germany, France, Republic of Latvia & Kenya

After reading this chapter you should be able to:

- Define the terms ‘marine and coastal tourism’ and ‘business visitor’.
- List one of the most popular tourist attraction site in Germany.
- Identify one of the most popular tourist attraction site in France.
- Describe two of the most popular tourist attraction sites in the Republic of Latvia.
Identify one of the most popular tourist attraction site in Kenya.

2.1 Introduction

³⁶³⁷³⁸³⁹“**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>), “© UNWTO, 92844/02/24”. Every year the global tourism sector is diversifying since many countries are now placing more emphasis on the creation of new tourist destinations in order to attract international visitors for various reasons (United Nations World Tourism Organization – UNWTO, 2023, [---

³⁶ United Nations World Tourism Organization – UNWTO \(2023\) *Why Tourism?* Available from: <https://www.unwto.org/why-tourism> \[Accessed February 11, 2023\]](https://www.unwto.org/why-</p></div><div data-bbox=)

³⁷ Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition* ©2024 ISBN: 978-1-77933-437-4 EAN: 9781779334374 and it is also available on the free online library – <https://rudolphmuteswa.com>

³⁸ Rudolph Muteswa (2023) *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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

³⁹ United Nations World Tourism Organization – UNWTO (2023) *Why Tourism?* Available from: <https://www.unwto.org/why-tourism> [Accessed February 11, 2023]

[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. ⁴⁰“Tourism has a wide supply chain, which includes transport providers, cultural interpreters, accommodation, food and beverage suppliers, agriculture 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/>). Generally tourism helps to boost the nation brand of each and every country through marketing its beauty, pristine nature reserves, hospitality industry and airports. 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 definition of terms.

2.2 Definition of terms

“**Marine and Coastal Tourism** activities are typically defined as all the activities that take place in coastal and marine environments (cruises, recreational boating, fishing, diving, snorkeling, swimming, and surfing). However, if they are sustainable, not damaging to the environment and local cultures, and economically viable, then can be considered Blue Tourism activities, contributing to a blue economy”⁴¹ (“World Bank. 2022. Blue Tourism in Islands and Small

⁴⁰ 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

⁴¹ European Commission (n.d.). *A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism*. Available at https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc_1.en_0.pdf

Tourism-Dependent Coastal States: Tools and Recovery Strategies”).⁴²“**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).”⁴³ (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), “© UNWTO, 92844/02/24”. The following section will cover information about a popular destination in Germany in-depth.

2.3 Popular tourist destination in Germany – (Europa-Park)

⁴⁴“In general Germany enjoys a strong positive international reputation that significantly contributes towards its tourist attraction/arrival rates” (Rudolph Muteswa, 2023:74 cited from his famous book title – ‘*Amazing Global Tourist Destinations & Airlines*’). There are many tourist attraction sites in Germany and one of the most popular tourist attraction site in Germany that will be discussed in this section is called ‘Europa-Park’. The world class fun theme park at the Europa-Park resort will be clearly depicted by Figure 2.1 below.

⁴² “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.”

⁴³ “From [*Publication Series M_83*], by [United Nations Stats, https://unstats.un.org/unsd/publication/SeriesM_83Rev1e.pdf#page=36]. © UN, [2023]. February, 2023”

⁴⁴ Rudolph 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, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

⁴⁵ Rudolph Muteswa (2023) *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, Self-published Educational EBooks* ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

Figure 2.1 The world class fun theme Europa-Park



EP_18 Euroset CanCan Coaster



EP12 Portugal Atlantica Wodan



EP18 Frankreich Euroset CanCan Coaster 010



Winter Riesenrad 01

Source: (Europa-Park GmbH, 2023, <http://pictureportal.europapark.de/>). © 2023 - Europa-Park GmbH & Co Mack KG

⁴⁶“**Welcome to the Europa-Park Corporate Site.** In the heart of Europe, between the Black Forest and the Vosges, lies one of the world's most beautiful theme parks. More than 6 million people from all over the world visit the park each season to enjoy the excitement offered by more than one hundred attractions and shows. The innovative European theme concept; one of the largest hotel resorts in Europe; the various decorations for each season; and the large number of diverse and colorful events make Europa-Park a one-of-a-kind getaway destination all year long. We invite you to have a look behind the scenes of our company. On this corporate website you will discover many facets which make this the unique product it is. One of the world's most beautiful theme parks!” (Europa-Park GmbH, 2023, <https://corporate.europapark.com>). The following section will cover information about a popular destination in France in-depth.

2.4 Popular tourist destination in France/French Republic – (‘Sheraton Paris Charles de Gaulle Airport Hotel’ situated in the city of Paris)

⁴⁷“France is globally recognized as one of the happiest, technologically advanced, democratic, economically stable and friendly nation in the world” (Rudolph Muteswa, 2022:48 cited from his famous book title ‘*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*’). There are many popular tourist attraction sites or destinations in France/French Republic and in this section the popular tourist attraction site that will be discussed is the ‘Sheraton Paris Charles de Gaulle Airport Hotel’ located in the city of Paris, France. The highly attractive architectural rooms design and delicious food at the ‘Sheraton Paris Charles de Gaulle Airport Hotel’ will be depicted by Figure 2.2 below.

⁴⁶ Europa-Park GmbH (2023) *Welcome to Europa-Park Corporate Site*. Available from: https://corporate.europapark.com/en/home?_ga=2.195900908.1376057621.1703197334-936238621.1703197334&_gl=1*191xis4*_ga*OTM2MjM4NjIxLjE3MDMxOTczMzQ.*_ga_5QGELYSL92*MTcwMzE5NzMzNS4xLjEuMTcwMzE5NzM0OS40Ni4wLjA. [Accessed December 22, 2023] © 2023 - Europa-Park GmbH & Co Mack KG

⁴⁷Rudolph 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*, p1-89, Self-Published Ebook, ISBN: 978-1-77927-184-6 available for as a free download on the online library -<https://rudolphmuteswa.com>

Figure 2.2 The highly attractive architectural rooms design and delicious food at the ‘Sheraton Paris Charles de Gaulle Airport Hotel’



Source: (Sheraton Paris Charles de Gaulle Airport Hotel, 2024, <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/> & <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/photos/>). © 1996 – 2024 Marriott International, Inc. All rights reserved. Marriott Proprietary Information

⁴⁸“**WELCOME TO SHERATON PARIS CHARLES DE GAULLE AIRPORT HOTEL. Reserve your break in Paris at our CDG Airport Hotel.** Conveniently located in Terminal 2 of Roissy-Charles de Gaulle Airport in Paris, the family-friendly Sheraton Paris Airport Hotel

⁴⁸ Sheraton Paris Charles de Gaulle Airport Hotel (2024) *Sheraton Paris Charles de Gaulle Airport Hotel*. Available from: <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/> [Accessed April 06, 2024]
© 1996 – 2024 Marriott International, Inc. All rights reserved. Marriott Proprietary Information

offers effortless service and modern amenities to make the global traveler feel at home in one of the 252 comfortable rooms. Our hotel is pet friendly, we welcome trained pets. Stylish rooms and suites feature an array of amenities to enhance your stay, including sound-proof windows and free Wi-Fi. Travellers in transit, take advantage of our day rooms to work, relax or freshen up after a long journey, discover local cuisine in our typically French brasserie or relax at the bar with a drink and snacks. Stretch out before or after a flight at our 24-hour state-of-the-art gym or hop on the train into Paris. The Sheraton is only a few minutes away Parc des Expositions Paris Nord Villepinte. Host a meeting in one of our meeting rooms complete with the latest technology, delicious catering and bespoke planning to ensure a successful day. [See Less](#)

FEATURED AMENITIES ON-SITE

Sustainability

Meeting Space

Room Service

Free Wifi

Gift Shop

Room Service

24 Hour Room Service

Wake up Calls [See More](#)” (Sheraton Paris Charles de Gaulle Airport Hotel, 2024, <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/>). The unique beautiful lounges and meeting lobby at the Sheraton Paris Charles de Gaulle Airport Hotel will be clearly depicted by Figure 2.3 below.

Figure 2.3 The unique beautiful lounges and meeting lobby at the Sheraton Paris Charles de Gaulle Airport Hotel



Source: (Sheraton Paris Charles de Gaulle Airport Hotel, 2024, <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/> & <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/photos/>). © 1996 – 2024 Marriott International, Inc. All rights reserved. Marriott Proprietary Information

According to the Sheraton Paris Charles de Gaulle Airport Hotel (2024) **Bar & Lounge Le Galaxy**. Fuel up at Charles de Gaulle Airport with a quick bite to eat from our small plates and tapas menu, or sit back and relax on your travels with a glass of French wine or signature cocktail and catch a sports game on one of our screens. **WHERE THE WORLD COMES TOGETHER. Meet You in the Lobby**. Spend time in the Sheraton lobby. We've created spaces to connect in unique and innovative ways. **Welcoming Service**. With over 85 years of welcoming hospitality, our associates will make you want to come back again⁴⁹ (Sheraton Paris Charles de Gaulle Airport Hotel, 2024, <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/>). The following section will cover information about the Republic of Latvia in-depth.

⁴⁹ Sheraton Paris Charles de Gaulle Airport Hotel (2024) *Sheraton Paris Charles de Gaulle Airport Hotel*. Available from: <https://www.marriott.com/en-us/hotels/parsi-sheraton-paris-charles-de-gaulle-airport-hotel/overview/> [Accessed April 06, 2024]

© 1996 – 2024 Marriott International, Inc. All rights reserved. Marriott Proprietary Information

2.5 Popular tourist destinations in the Republic of Latvia – ‘Riga ZOO’ (located in the city of Riga) and ‘ABpark’ (an amusement park located in the Ogre county, Latvia)

⁵⁰Latvia is globally renowned for its highly skilled workforce, highly attractive tourist attraction destinations and investor-friendly business environment. In general there are many popular tourist attraction sites in Latvia. In this section two of the most popular tourist attraction sites that will be discussed in greater detail are called ‘Riga ZOO’ (located in the city of Riga) and ‘ABpark’ (an amusement park located in the Ogre county, Latvia). The two popular tourist attraction sites in Latvia will be discussed as follows:

2.5.1 Riga ZOO (located in the city of Riga, Latvia)

The amazing lion species at the Riga ZOO will be clearly depicted by Figure 2.4 below.

Figure 2.4 The amazing lion species at the Riga ZOO



African lions – 4.jpg – Eliza Lindane



African lions – 6.jpg – Eliza Lindane

Source: (Riga Zoo, 2024, https://rigaszoodarzs-my.sharepoint.com/personal/eliza_lindane_rigazoo_lv/_layouts/15/onedrive.aspx?id=%2Fpersonal%2FEliza%5Flindane%5Frigazoo%5Flv%2FDocuments%2Fxx%20share%2FBOOK%20animal%20photos&ga=1). Riga Zoo ©2024

⁵⁰ Rudolph Muteswa (2023) *12 Leaders of Various Countries Around the World (Gathered Articles): A North America, Europe, Africa & Oceania 21st Century Perspective 1st Edition*. Self-published eBook, ©2023 ISBN: 978-1-77931-813-8 EAN: 9781779318138 and available on the free online library – <https://rudolphmuteswa.com>

⁵¹“**History.** 14 October 1912 is considered the date of the official opening of Riga Zoological Garden, since on that day the certificate of its acceptance was signed in working atmosphere. The Society “Zoologiskais dārzs Rīgā” (Zoological Garden in Riga) established a very modern zoological garden on donations.

- The rapid development of the zoological garden was interrupted by World War I, at the end of 1917 the institution was actually closed. Some animals were transported to Germany, the rest had to be disposed of.
- Since 1921 the territory of Riga Zoological Garden was transferred to the Department of Social Support that organised camps for children there.
- A zoological garden resumed work in a small part of the former territory on 24 September 1933. Previous expositions were restored and new ones created by society “Latvijas zoologiskais dārzs” (*Zoological Garden of Latvia*), the zoo flourished once again and by 1940 occupied all of its former territory.
- Riga Zoological Garden continued its operation during World War II, and at the end of the war employees were able to prevent transportation of its collection to Germany.
- During the Soviet time despite limited circumstances the collection of animals was diverse, and the zoo was one of the best in the Soviet Union.
- At the time Latvia regained independence, buildings and communications of Riga Zoological Garden were in a state of considerable neglect. Due to state support, support from the city and sponsors, creative employees with numerous ideas it was possible to implement changes at the zoo and improve it.

In November 1992 Riga Zoological Garden joined the European Association of Zoos and Aquaria (EAZA). In December 1992 the Supreme Council of the Republic of Latvia took a decision to rename the zoo Riga National Zoological Garden”⁵² (Riga ZOO, 2024, <https://rigazoo.lv/en/history/>). The beautiful wildlife animals at the Riga ZOO will be clearly depicted by Figure 2.5 below.

⁵¹ Riga ZOO (2024) *History*. Available from: <https://rigazoo.lv/en/history/> [Accessed March 10, 2024]

⁵² Riga ZOO (2024) *History*. Available from: <https://rigazoo.lv/en/history/> [Accessed March 10, 2024]

Figure 2.5 The beautiful wildlife animals at the Riga ZOO



Red Kangaroo – 1.jpg Eriks Tempelfelds



Red Kangaroo – 2.jpg Eriks Tempelfelds



Bear Ciruli – 1.jpg



Bear Ciruli – 2.jpg - Martins Vejs

Source: (Riga Zoo, 2024, https://rigaszoodarzs-my.sharepoint.com/personal/eliza_lindane_rigazoo_lv/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Feliza%5Flindane%5Frigazoo%5F1v%2FDocuments%2Fxx%20share%2FBOOK%20animal%20photos&ga=1). Riga Zoo ©2024

⁵³According to Riga ZOO (2024) **Mission and values**. The general strategic objective of Riga ZOO is the maintenance of the only national zoological garden, education of the public about the

⁵³ Riga ZOO (2024) *Mission and Values*. Available from: <https://rigazoo.lv/en/mission-and-values/> [Accessed March 10, 2024]
Riga Zoo ©2024

fauna in Latvia and in the world and its conservation, offering quality recreation promote healthy lifestyle and tourism, perform research and contribute to conservation of rare and disappearing species, simultaneously ensuring a high level of welfare for animals in the zoological garden as set forth in Riga City Council 07.07.2021 Decision No. 767 “About Retention of the Direct Holding of Riga Municipal Authorities in SIA “Rīgas Nacionālais zooloģiskais dārzs”. (Riga ZOO, 2024, <https://rigazoo.lv/en/mission-and-values/>). The various beautiful species at the Riga ZOO will be clearly depicted by Figure 2.6 below.

Figure 2.6 The various beautiful species at the Riga ZOO



Domestic Rabbits-Riga – Eliza Lindane



Domestic Rabbits-Riga – Eliza Lindane



Domestic-Rabbits-Ciruli - 3.jpg Martins Vejs



Andean Condor.jpg – Eliza Lindane



Mishmi-Takins - 1.jpg – Eliza Lindane



Mishmi-Takins - 3.jpg – Eliza Lindane

Source: (Riga Zoo, 2024, https://rigaszoodarzs-my.sharepoint.com/personal/eliza_lindane_rigazoo_lv/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Feliza%5Flindane%5Frigazoo%5Flv%2FDocuments%2Fxx%20share%2FBOOK%20animal%20photos&ga=1). Riga Zoo ©2024

⁵⁴According to Riga ZOO (2024) *Vision* — Riga ZOO is a four-season biopark, implementing scientific, educational, cultural and recreational activities and is tourism destination number one in Latvia. Since 30 March 2022, when based on Riga City Council Decision No. 1352 “About the Concept of Development of Riga National Zoological Garden” the concept of Riga ZOO sustainable development “Masterplan 2035” was approved; all activities related to the maintenance, management and development of the infrastructure required for core activities are performed in compliance with the guidelines of the development concept. Until 2035 according to “Masterplan 2035” Riga ZOO will become a four-season biopark that will help its guests and the public in Latvia to learn more about different regions of Eurasia, Indonesia, Australia, Africa and South America. Himalayas is the first complex of new expositions that will mark the beginning of implementation of “Masterplan 2035”. Its opening is scheduled for 2026. ⁵⁵The exposition of the fauna of Himalaya region in Riga ZOO will especially attract visitors in winter, since the selected species of mammals and birds stay outdoors also during the cold seasons of the year (Riga ZOO, 2024, <https://rigazoo.lv/en/mission-and-values/>). The following section will cover information about ABpark in-depth.

2.5.2 ABpark (located in the Ogre county, Latvia)

⁵⁶According to ABpark (2024) *About us. Ltd. “Latvian amusement agency”* started its operations in 2015 with the aim to establish the most popular amusement theme park for families with children in the Baltic States. The first year was devoted to a thorough research of scope to figure out what activities are attractive for families with children and what we are still missing here in Latvia. The most popular amusement parks in Latvia and Europe were visited, cooperation with both domestic and international tourism organizations (Vidzeme tourism association, IAAPA) were established. In the middle of 2016 began the work on the creation of the park itself. The project of the park was set up, we were searching for funding, making attractions and land use planning. From 22 May, 2017, the park will be open for school groups

⁵⁴ Riga ZOO (2024) *Mission and Values*. Available from: <https://rigazoo.lv/en/mission-and-values/> [Accessed March 10, 2024]

⁵⁵ Riga ZOO (2024) *Mission and Values*. Available from: <https://rigazoo.lv/en/mission-and-values/> [Accessed March 10, 2024]

⁵⁶ ABpark (2024) *About Us*. Available from: <https://www.abpark.lv/en/about-us> [Accessed March 10, 2024]

and planned that from June to all other interested. **Our mission** – In the era when so little time is spend together – we want to create a safe environment where families can have a good time together. Parents can enjoy a comfortable stay and the kids have fun (ABpark, 2024, <https://www.abpark.lv/en/about-us>). The amazing and entertaining amusement park adventure at ABpark will be clearly depicted by Figure 2.7 below.

Figure 2.7 The amazing and entertaining amusement park adventure at ABpark



ERGO Water world



ABpark Guardian - Robot



Big jumping pillow



Yellow-green dragon



Merry go round carousel



Minigolf



Water Catamarans



Chain carousel

Source: (ABpark, 2024, *Attractions*, <https://www.abpark.lv/en/ab-park/attractions>).

“Our values:

Fun/Entertainment

Fun is always guaranteed! Youngsters as well as their parents want to spend time with fun.

Comfort

We know that good recreational activities should be effortless, and not feel like work.

Safety

Because we are aware that for parent's safety has a significant role during their leisure time with family, we take care of that!" (ABpark, 2024, <https://www.abpark.lv/en/about-us>). The following section will cover information about a popular destination in Kenya in-depth.

2.6 Popular tourist destination in Kenya – (MOMBASA Beach Hotel)

⁵⁷“Kenya has a domestic market of over 50 million people and is a leading economy in Sub-Saharan Africa. The technology sector is also one of the fastest-growing business sectors in Kenya, and internet access rates are some of the highest in sub-Saharan Africa. The tourism sector in Kenya is one of the most diverse in East Africa, with increased investments in conference, eco-tourism, and leisure tourism”⁵⁸ (The World Bank Group, 2021 & The World Bank Doing Business, 2021 cited in The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/kenya-market-overview> cited in Rudolph Muteswa, 2022:71). The luxurious facilities of MOMBASA Beach Hotel will be clearly depicted by Figure 2.8 below.

⁵⁷ Rudolph 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, ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is also available on the free online library – <https://rudolphmuteswa.com>

⁵⁸ The International Trade Administration, U.S. Department of Commerce (2021) *Kenya - Country Commercial Guide*. Available from: <https://www.trade.gov/knowledge-product/kenya-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

Figure 2.8 The luxurious facilities of MOMBASA Beach Hotel



Source: (MOMBASA Beach Hotel, 2024, *Hotel Services*, <https://safari-hotels.com/#/> and <https://safari-hotels.com/mombasa-beach-hotel-2/#/>). © Copyright Kenya Safari Lodge Hotel

⁵⁹“**Welcome To Mombasa Beach Hotel.** Mombasa Beach Hotel, one of the properties owned and managed by Kenya Safari Lodges & Hotels(KSLH) was officially opened on August 14th 1970. The hotel was built amidst attractive tropical gardens in close proximity to a coral cliff overlooking the Indian Ocean and a beautiful sandy beach providing a comfortable and tranquil environment for visitors to relax and unwind undisturbed by the hustle and bustle of the nearby

⁵⁹ MOMBASA Beach Hotel (2024) *MOMBASA Beach Hotel*. Available from: <https://safari-hotels.com/mombasa-beach-hotel-2/#/> [Accessed March 08, 2024] © Copyright Kenya Safari Lodge Hotel

city” (MOMBASA Beach Hotel, 2024,<https://safari-hotels.com/mombasa-beach-hotel-2/#/>). The beautiful interior décor in the accommodation rooms at MOMBASA Beach Hotel will be clearly depicted by Figure 2.9 below.

Figure 2.9 The beautiful interior décor in the accommodation rooms at MOMBASA Beach Hotel



Standard room

Deluxe suites

Source: (MOMBASA Beach Hotel, 2024, <https://safari-hotels.com/mombasa-beach-hotel-2/#/>). © Copyright Kenya Safari Lodge Hotel

⁶⁰“**Our Rooms.** The hotel has 151 rooms: 145 Standard rooms and 6 deluxe Suites all with SEA FACING balconies,

Features include:

- Sea facing Modern style and spacious twin, double or triple bedded comfortable rooms all ensuite with a seating area, working station, and attention to details making the room feel far more than just ‘standard’.
- Digitally controlled air conditioning.

⁶⁰ MOMBASA Beach Hotel (2024) *MOMBASA Beach Hotel*. Available from: <https://safari-hotels.com/mombasa-beach-hotel-2/#/> [Accessed March 08, 2024] © Copyright Kenya Safari Lodge Hotel

- Wireless internet connectivity.
- Satellite TV
- Complimentary mineral water and toiletries.
- 240/220V shaver sockets in the bathrooms.” (MOMBASA Beach Hotel, 2024, <https://safari-hotels.com/mombasa-beach-hotel-2/#/>). According to MOMBASA Beach Hotel (2024) Features include:
 - Sea facing Modern style and spacious twin,
 - double or triple bedded comfortable rooms all ensuite with a seating area, working station, and attention to details making the room feel far more than just ‘standard’.
 - Digitally controlled air conditioning.
 - Wireless internet connectivity.
 - Complimentary mineral water and toiletries.
 - 240/220V shaver sockets in the bathrooms.
 - Fridge, Coffee & tea making facilities and safety deposit boxes⁶¹ (MOMBASA Beach Hotel, 2024, <https://safari-hotels.com/mombasa-beach-hotel-2/#/>). The modern conference facilities of MOMBASA Beach Hotel will be clearly depicted by Figure 2.10 below.

⁶¹ MOMBASA Beach Hotel (2024) *MOMBASA Beach Hotel*. Available from: <https://safari-hotels.com/mombasa-beach-hotel-2/#/> [Accessed March 08, 2024] © Copyright Kenya Safari Lodge Hotel

Figure 2.10 The modern conference facilities of MOMBASA Beach Hotel



Source: (MOMBASA Beach Hotel, 2024, *Conference Rooms*, <https://safari-hotels.com/mombasa-beach-hotel-2/#>). © Copyright Kenya Safari Lodge Hotel

⁶²“**Conference Halls.** At Mombasa Beach Hotel, we value the importance of any meeting or event, and the necessity to pay very close attention to details, timing, service and quality of culinary items. As well as the need to have an efficient conference coordinator and a technical

⁶² MOMBASA Beach Hotel (2024) *MOMBASA Beach Hotel*. Available from: <https://safari-hotels.com/mombasa-beach-hotel-2/#>. [Accessed March 08, 2024] © Copyright Kenya Safari Lodge Hotel

team who readily available. These are all the hallmarks of a successful conference with us. We pride ourselves on being able to tailor-make any event to your requirements and invite you to meet with us to discuss the many options available to you”⁶³ (MOMBASA Beach Hotel, 2024, <https://safari-hotels.com/mombasa-beach-hotel-2/#/>). The following section will cover information about the conclusion of this chapter in-depth.

2.7 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. 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.

2.8 Review questions

- 1) Define the term ‘marine and coastal tourism’ and ‘business visitor.’?
- 2) List at least one popular tourist attraction site in Germany?
- 3) Describe at least one popular tourist attraction site in France?
- 4) Discuss two of the most popular tourist attraction sites in the Republic of Latvia? List at least one popular tourist attraction site in Kenya?

⁶³ MOMBASA Beach Hotel (2024) *MOMBASA Beach Hotel*. Available from: <https://safari-hotels.com/mombasa-beach-hotel-2/#/> [Accessed March 08, 2024] © Copyright Kenya Safari Lodge Hotel

Chapter 3: Popular tourist destinations in Switzerland, Republic of Cyprus, Republic of Austria & Liberia

After reading this chapter you should be able to:

- Define the terms ‘blue economy’ and ‘international tourism’.
- List one of the most popular tourist attraction site in Switzerland.
- Discuss one of the most popular tourist attraction site in the Republic of Cyprus.
- Describe at least two of the most popular tourist attraction sites in the Republic of Austria. List one of the most popular tourist attraction site in Liberia.

3.1 Introduction

⁶⁴In general ‘tourism’ is the main beneficiary of the rise of the cruise ship, airline, railway and airport industries’ in a country, province, state, city or town. It is important to note the fact that on a yearly basis over 1 billion tourists are travelling to various tourist destinations and as a result enormous foreign currency revenue is generated by the host country. In today’s modern day business world the cruise ship, airline, railway and airport industries’ now play a significant role towards the elimination of the following: poverty, unemployment, poor living standards, human rights violations, poor transport and building infrastructure developments in a country.

⁶⁵According to the International Civil Aviation Organization (ICAO) (2019:19-20) **Aviation Supports Tourism**. Air transport activities affect multiple sectors of the economy, especially tourism. The connectivity brought by air transport is at the heart of tourism development, providing substantial economic benefits for all those involved in the tourism value chain. Currently, approximately 1.4 billion tourists are crossing borders every year, over half of whom arrived at their destinations by air. Particularly for Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs) and Small Island Developing States (SIDS), tourism

⁶⁴ Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1st Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

⁶⁵ 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

is a main source of foreign exchange earnings and often one of the few activities for which their location, coupled with exceptional natural and cultural resources, is a strong competitive advantage. If tourism is well managed with a strong support by air transport, it can reduce poverty levels through employment of local people in tourism enterprises, goods and services provided to tourists, or the running of small and community based enterprises, etc. Business tourism, specifically meetings, incentives, conferences and exhibitions (MICE) activity, relies significantly on the availability of air travel and can generate a bigger economic impact because business travellers spend more, at least per day, than leisure visitors do. In addition to the expected benefits in the hotel, restaurant, and retail sectors, tourism also fosters growth in industries as varied as agriculture, business services, construction, and real estate⁶⁶ (ICAO, 2019:19-20, <https://www.icao.int/sustainability/Documents/AVIATION-BENEFITS-2019-web.pdf>). It can be argued that nowadays there is a strong interrelation between human rights, democracy, tourism, nation branding and as a result many globally ranked top tourist destinations are now implementing business and community human rights protection programs or laws in order to continue to enjoy bigger economic benefits through tourism. The following section will cover information about the definition of terms in-depth.

3.2 Definition of terms

“**Blue Economy** is the sustainable and integrated development of economic activities in healthy oceans. It refers to sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health”⁶⁷ (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).⁶⁸“**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

⁶⁶ 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

⁶⁷ World Bank Group (2017). *What is the Blue Economy?* Retrieved from <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>

⁶⁸ World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

country of reference on inbound tourism trips (IRTS 2008, 2.40(c))” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), “© UNWTO, 92844/02/24”. The following section will cover information about a popular destination in Switzerland in-depth.

3.3 Popular tourist destination in Switzerland – (Holiday Region Interlaken located in Central Switzerland)

Generally there are many tourist destinations in Switzerland and in this section the tourist destination that will be discussed in-depth is called the ‘Interlaken Holiday Region’ located in Central Switzerland. The amazing natural environment and adventures of the ‘Interlaken Holiday Region’ will be clearly depicted by Figure 3.1 below.

Figure 3.1 The amazing natural environment and adventures of the ‘Interlaken Holiday Region’



Photo 1 - Footbridge in Oberhofen: Photo by Mike Kaufmann



Photo 2 - Jungfrauoch: Photo by Jungfrau Railways

Source: (Interlaken Tourismus, 2023, Photo 1 - *Hideways in Oberhofen*, <https://www.interlaken.ch/fileadmin/reiseziele/hilterfingen-huenibach-oberhofen/oberhofen-panorama-winter-steg-niesen-thunersee.jpg> (“Interlaken Tourismus”) and Photo 2 - *Winter Excursions in Jungfrauoch*, <https://www.interlaken.ch/fileadmin/erlebnisse-aktivitaeten/berge-alplandschaften/jungfrauoch/jungfrauoch-winter-dunkelblau-winteraerfluege.jpg> (“Interlaken Tourismus”))

⁶⁹“**Winterly panoramic lake and mountain views.** Enjoy holidays packed with variety around Interlaken, turquoise Lake Brienz, deep blue Lake Thun and the idyllic Diemtigtal Nature Park. In the Holiday Region Interlaken, memorably panoramic views of the majestic peaks of the Eiger, Mönch and Jungfrau unfold. Enjoy the magnificent blooms of spring, the adventures of summer, the colours of autumn and atmospheric winters in the heart of Switzerland” (Interlaken Tourismus, 2023, <https://www.interlaken.ch/en/>). ⁷⁰According to Interlaken Tourismus (2023)

Why the Holiday Region Interlaken is always worth visiting:

- Enjoy beautifully panoramic views of lakes and mountains
- Visit unique day-trip destinations
- Discover Europe’s number one destination for adventure sports
- Attend conferences and events with a magnificent backdrop
- Experience the customs and traditions of Switzerland, all in one place (Interlaken Tourismus, 2023, <https://www.interlaken.ch/en/>). The astounding natural aerial views of the Town of Thun located in the Interlaken Holiday Region will be clearly depicted by Figure 3.2 below.

⁶⁹ Interlaken Tourismus (2023) *Winterly panoramic lake and mountain views*. Available from: <https://www.interlaken.ch/en/> [Accessed December 19, 2023]

⁷⁰ Interlaken Tourismus (2023) *Winterly panoramic lake and mountain views*. Available from: <https://www.interlaken.ch/en/> [Accessed December 19, 2023]

Figure 3.2 The astounding natural aerial views of the Town of Thun located in the Interlaken Holiday Region



Town of Thun: "© [fokusthun.ch](https://www.fokusthun.ch), Christoph Gerber". Source: (Interlaken Tourismus, 2023, Luftaufnahme der Stadt Thun mit Schloss, Aare und Thunersee, <https://www.interlaken.ch/fileadmin/reiseziele/stadt-thun/christoph-gerber-thun-sommer-schloss-thun-aare-nahe-luftaufnahme-.jpg> ("Interlaken Tourismus"))

⁷¹“**Gushing waterfalls.** Around Lakes Brienz and Thun, several powerful waterfalls thunder down over the rocks to the valleys below. One of these is the Giessbach Falls, where the awe-inspiring surging waters plunge over 14 steps into Lake Brienz. The waterfalls are particularly fascinating in spring, when the melt water causes them to swell to epic proportions. It is easy to discover these glistening, churning waterfalls Swiss francs a hike. Feel the fine mist of the spray on your skin and allow yourself to be enchanted by the power of the surging waters” (Interlaken Tourismus, 2023, <https://www.interlaken.ch/en/experiences/lakes-waterfalls>). The following

⁷¹ Interlaken Tourismus (2023) *Lakes-Waterfalls*. Available from: <https://www.interlaken.ch/en/experiences/lakes-waterfalls> [Accessed December 19, 2023]

section will cover information about one of the most popular tourist attraction sites in the Republic of Cyprus.

3.4 Popular tourist destination in the Republic of Cyprus – ‘Paphos Aphrodite Waterpark’

⁷²⁷³⁷⁴“The Republic of Cyprus, a member-state of the European Union, is the third largest island in the Mediterranean, located on its eastern basin. Cyprus is very renowned for its natural beauty, its wine and produce and as a year-round holiday destination. There are many cultural attractions in Cyprus, notably its many Archaeological sites, Monuments and Museums” (Rudolph Muteswa, 2024:25 cited from his famous book title - *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains*). ⁷⁵The Republic of Cyprus is renowned for its: rich cultural diversity, museums, historical architecture, culinary exploration, multicultural diverse population, having beautiful nature reserves, pro-human rights protection stance, good governance, foreign diplomacy excellence, modern tech-savvy lifestyle, strong nation brand, regular tourist arrivals numbers, visitor-friendly citizens and so on. The pillar that has made the Republic of Cyprus one of the best nations in the world is the unity, peace and exemplary leadership it enjoys in its society (Rudolph Muteswa, 2022). There are many tourist attraction sites in the Republic of Cyprus and one of the most popular tourist attraction site that will be covered in this section is called ‘Paphos Aphrodite Waterpark’. ⁷⁶According to Paphos Aphrodite Waterpark (2024) **About our waterpark. PAPHOS APHRODITE WATERPARK. NON-STOP WATER NON-STOP FUN.** Paphos Aphrodite Waterpark is the BIGGEST WATERPARK in the

⁷² The Official Portal of Cyprus Tourism (2024) Cyprus Medieval Museum[Limassol (Lemesos) Castle]. Available from: <https://www.visitcyprus.com/index.php/en/discovercyprus/culture/museums-galleries/135-cyprus-medieval-museum-limassol-lemesos-castle> [Accessed January 07, 2024] © 2024 All rights reserved. VISITCYPRUS.COM

⁷³ The official Portal of the Department of Antiquities, Cyprus. Available from: <http://www.culture.gov.cy/dmculture/DA/DA.nsf/All/5A9D613873FBB2DFC22571990020A1C0?OpenDocument>

⁷⁴ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebook, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available on the online library –<https://rudolphmuteswa.com>

⁷⁵ Rudolph 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* ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available via the online library – <https://rudolphmuteswa.com>

⁷⁶ Paphos Aphrodite Waterpark (2024) *About Us*. Available from: <https://aphroditewaterpark.com/en/about-us> [Accessed March 11, 2024] © 2024 A&A SUPER APHRODITE WATER PARK LTD. All rights reserved.

Paphos region, a one-of-a-kind naturally landscaped aqua adventure centre. Situated in Kato Paphos on the coastal road easily accessible by car or the local bus which drops off right on our doorstep! This non-stop aquatic thrill features, high-speed water slides, an extensive lazy river, wave surge pool, lots of swimming areas and a spectacular kids water-play area, with food court and beverage areas spread throughout the park connected by a lush, tropical environments that are both immersive and interconnected (Paphos Aphrodite Waterpark, 2024, <https://aphroditewaterpark.com/en/about-us>). The fun and modern facilities at the Paphos Aphrodite Park will be clearly depicted by Figure 3.3 below.

Figure 3.3 The fun and modern facilities at the Paphos Aphrodite Park



Source: (Paphos Aphrodite Waterpark, 2024, <https://aphroditewaterpark.com/en/gallery/#lg=1&slide=3>). © 2024 A&A SUPER APHRODITE WATER PARK LTD. All rights reserved.

⁷⁷**Park Facilities.** In addition Paphos Aphrodite Waterpark offers secure lockers, free Wi-Fi, music, disabled facilities, lifeguards entertainment, activities and much much more! For visitors young and old; the water park offers an extreme level of excitement and delivers an “aqua” adventure unlike any other!” (Paphos Aphrodite Waterpark, 2024, <https://aphroditewaterpark.com/en/about-us>). The following section will cover information about a popular destination in Austria in-depth.

⁷⁷ Paphos Aphrodite Waterpark (2024) *About Us*. Available from: <https://aphroditewaterpark.com/en/about-us> [Accessed March 11, 2024] © 2024 A&A SUPER APHRODITE WATER PARK LTD. All rights reserved.

3.5 Popular tourist destinations in the Republic of Austria – ‘Museum of Military History/Heeresgeschichtliches Museum’ (located in Vienna) and ‘Eisriesenwelt’ (Ice Cave)

⁷⁸Austria is globally known as a unique international visitor-friendly country with very hospitable people. In general Austria is one of the many countries in the European Union with a powerful nation brand status and a thriving tourism industry. The Austrian economy enjoys a thriving tourism industry which significantly contributes towards the economic growth rate and the international trade of Austria (Rudolph Muteswa, 2024:73 cited from his famous book title ‘*Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains*’). In general there are many popular tourist destinations or attraction sites in Austria and in this section two of the most popular tourist attraction sites are called ‘Museum of Military History/Heeresgeschichtliches Museum’ (located in the city of Vienna) and ‘Eisriesenwelt’ (Ice Cave). The two most popular tourist attraction sites in Austria will be discussed as follows:

3.5.1 The Museum of Military History (located in the city of Vienna)

^{79c}**Museum of Military History.** The Museum of Military History examines the history of the Habsburg Monarchy from the end of the 16th century to the end of the monarchy in 1918, as well as the subsequent years up until 1945. The museum mainly focuses on the role of the army and military history on the high seas. History of warfare and the military, technology and science, art and architecture are all merged into one in the Museum of Military History. The building alone is phenomenal: the museum was built between 1850 and 1856 under the plans of Ludwig Förster and Theophil Hansen as a centerpiece of the Arsenal military complex. It is therefore the oldest museum in the city. The architects had already anticipated the style of the Ringstrasse: it is dominated by the Moorish-Byzantine and neo-Gothic styles” (Museum of

⁷⁸ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebook, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available to download for free on the online library – <https://rudolphmuteswa.com>

⁷⁹ Museum of Military History (Heeresgeschichtliches Museum) (2024) *Museum of Military History*. Available from: <https://www.wien.info/en/see-do/sights-from-a-to-z/museum-military-history-352862> [Accessed march 11, 2024] © Copyright Vienna Tourist Board

Military History/Heeresgeschichtliches Museum, 2024, <https://www.wien.info/en/see-do/sights-from-a-to-z/museum-military-history-352862>). The unique military history and amazing building architecture of The Museum of Military History will be clearly depicted by Figure 3.4 below.

Figure 3.4 The unique military history and amazing building architecture of The Museum of Military History



Front view of the Museum of Military History – © Manfred Litscher



Hall of Generals – © Manfred Litscher



© Heeresgeschichtliches Museum / M. Litscher



Model of the "Viribus Unitis" (a battleship used by the Austro-Hungarian navy) – © Manfred Litscher

Source of the above Photos: (Museum of Military History/Heeresgeschichtliches Museum, 2024, <https://www.wien.info/en/see-do/sights-from-a-to-z/museum-military-history-352862>). © Heeresgeschichtliches Museum / M. Litscher

⁸⁰“The museum’s main focus is the history of the Habsburg Monarchy up until its disintegration in 1918. In one hall, visitors can see the automobile in which Franz Ferdinand, the heir to the throne, and his wife were shot in 1914, the Archduke’s blood-soaked uniform jacket and the

⁸⁰ Museum of Military History (Heeresgeschichtliches Museum) (2024) *Museum of Military History*. Available from: <https://www.wien.info/en/see-do/sights-from-a-to-z/museum-military-history-352862> [Accessed march 11, 2024] © Copyright Vienna Tourist Board

chaise longue on which he died. In the Franz Joseph Hall are several personal objects which belonged to the Emperor and his son, Crown Prince Rudolf. Additional rooms are dedicated to Prince Eugene, Maria Theresa and numerous wars which Austria fought in (often unsuccessfully). A centerpiece of the collection is the so-called “Marine Hall”: an exhibition on Austria’s history as a naval power. What many people do not know is that when Austria still had access to the seas, it was a major naval power for over 200 years” (Museum of Military History/Heeresgeschichtliches Museum, 2024, <https://www.wien.info/en/see-do/sights-from-a-to-z/museum-military-history-352862>). The following section will cover information about ‘Eisriesenwelt’ (Ice Cave) in-depth.

3.5.2 ‘Eisriesenwelt’ (Ice Cave)

The natural pristine beauty of the Eisriesenwelt (*Ice Cave*) will be clearly depicted by Figure 3.5 below.

Figure 3.5 The natural pristine beauty of the Eisriesenwelt (Ice Cave)



Source: (Eisriesenwelt GmbH, 2024, <https://www.eisriesenwelt.at/en/> and <https://www.eisriesenwelt.at/en/press-media>). (C) 2024 Eisriesenwelt GmbH

⁸¹“**FASCINATION WITH THE EISRIESENWELT - ITS HISTORY DEVELOPMENT OF THE ICE CAVE.** Up to the end of the 19th century, this cave was still completely unknown - not least because of its exposed location in the high mountains, but also because not many people were interested in cave exploration at the time. It was not until 1879 that the Salzburg naturalist Anton von Posselt-Czorich went about 200 metres into the darkness of this cave on his own, and then officially discovered the Eisriesenwelt. A year later, he published a detailed report

⁸¹ Eisriesenwelt GmbH (2024) *History*. Available from: <https://www.eisriesenwelt.at/en/explore-the-cave/history> [Accessed March 11, 2024] (C) 2024 Eisriesenwelt GmbH

of his discovery in the Alpenverein magazine. However, the cave was forgotten about again. Alexander von Mörk, founder of Salzburg cave exploration, recognised the significance of Posselt's documentation and pursued this thirst for exploring in 1913 together with other pioneers of cave exploration, such as Angermayer and Riehl. After the First World War, there were pioneering explorations of the kilometre-long labyrinths of this cave system by other explorers, such as Friedrich and Robert Oedl or Walter Czernig. With increasing awareness of this unique natural wonder, its tourist value soon grew. As early as 1920, an "explorer's hut" and the first primitive climbing facilities to and in the cave were built in order to make it easier for visitors to visit the cave. In 1924, the ice part of the cave was continuously accessible on simple wooden walkways. In 1925, next to the explorer's hut, a very spacious shelter was built, which was named in recognition of Friedrich Oedl's achievements and all his hard work connected with the Eisriesenwelt.⁸² For about 35 years, going up to the cave was only possible on foot. Under rather adventurous conditions, it was possible from 1953 to travel on the initially single-track and unpaved "Eisriesenweltstrasse" and from 1955 onwards to change to the cable car, which climbed the steepest part of the former footpath (1084 m to 1586 m) in a few minutes. The Austrian Federal Forests are the landowners of the Eisriesenwelt. The Salzburger Verein für Höhlenkunde (Salzburg Association for Speleology) initially agreed a provisional lease with them. Long-term contracts were concluded in 1928 after the establishment of a separate Eisriesenwelt company. The Federal Forests receive a not inconsiderable annual percentage of the entrance fees"⁸³ (Eisriesenwelt GmbH, 2024, <https://www.eisriesenwelt.at/en/explore-the-cave/history>). The following section will cover information about a popular destination in Liberia in-depth.

3.6 Popular tourist destination in Liberia – ('Kpatawee Waterfalls')

⁸³Liberia is located on the continent of Africa and it is a peaceful and very democratic country with excellent foreign diplomatic relations. Today Liberia is globally known as a thriving

⁸² Eisriesenwelt GmbH (2024) *History*. Available from: <https://www.eisriesenwelt.at/en/explore-the-cave/history> [Accessed March 11, 2024] (C) 2024 Eisriesenwelt GmbH

⁸³ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebook, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available to download for free on the online library – <https://rudolphmuteswa.com>

tourism and hospitality hub in Africa. One of the most popular tourist attraction site in Liberia that will be covered in-depth in this section is called ‘Kpatawee Waterfalls’ (Rudolph Muteswa, 2024:35 cited from his famous book title ‘*Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains*’. The natural pristine landscapes and environment of the Kpatawee Waterfalls will be clearly depicted by Figure 3.6 below.

Figure 3.6 The natural pristine landscapes and environment of the Kpatawee Waterfalls



(Enjoy Liberia, 2023, <https://enjoyliberia.travel/pages/kpatawee-waterfall/#&gid=section-gallery-2803&pid=395012/>).

⁸⁴**KPATAWEE WATERFALL.** Visit Kpatawee Waterfall and cool off in its refreshing cascading waters – your reward for a brisk one-hour hike to the second of the two waterfalls; the first being easy to reach from the road. Just three hours’ drive from Monrovia, the Kpatawee Waterfalls is a favorite swimming and picnic spot for locals although it remains blissfully untouched and uncrowded. Clamber across the black boulders to the sound of rushing waters, dipping in and out of the cool water along the way – an epic adventure you’ll not forget in a hurry. The new eco-friendly Kpatawee Waterfalls Ecolodge offers rustic and charming thatched-roof huts with solar-powered electricity and running water. The ecolodge offers 11 cozy huts, each with its bathroom featuring a shower and toilet. For those looking for a more adventurous experience, the ecolodge also has 28 tents and tent platforms available for campers. Day visitors as well as guests staying at the Kpatawee Waterfall Ecolodge can explore the lush rainforest on

⁸⁴ Enjoy Liberia (2023) *Kpatawee Waterfall*. Available from: <https://enjoyliberia.travel/pages/kpatawee-waterfall/> [Accessed December 18, 2023]
© Copyright 2023 Liberia Tourism.

one of the daily guided hikes or play around in the waterfalls and natural pools. Kpatawee Waterfalls has a lifeguard on duty, and there is also a volleyball net for those wanting to start a game. At night, ecolodge guests can end their day gathered around a bonfire. The ecolodge has a full-service restaurant that serves delicious meals made with locally grown ingredients. Kpatawee Waterfalls is just about a 30-minute drive from Gbarnga, the capital of Bong County, or about a three-hour drive from Monrovia and Roberts International Airport” (Enjoy Liberia, 2023, <https://enjoyliberia.travel/pages/kpatawee-waterfall/>). The following section will cover information about the conclusion of this chapter in-depth.

3.7 Conclusion

It can be concluded that nowadays the main beneficiary of the rise of the cruise ship, airline, railway and airport industries’ in a country, province, state, city or town is ‘tourism’. It can also be concluded that the number of international and domestic travelers has reached over 1 billion in various tourist destinations. When international tourists and visitors travel around the world they bring with them the much needed foreign currency revenue to use to pay for their vacation costs in the host country. It can be concluded that the cruise ship, airline, railway and airport industries’ have become a key pillar to use to generate foreign currency, create jobs and develop modern transport infrastructure in a country whilst simultaneously implementing globally recognized human rights and democracy principles/values to help boost the ‘nation brand status’ of the country.

3.8 Review questions

- 1) Define the terms ‘blue economy’ and ‘international tourism’?
- 2) List at least one popular tourist attraction site in Switzerland?
- 3) Describe at least one popular tourist attraction site in the Republic of Cyprus?
- 4) Discuss at least two popular tourist attraction sites in the Republic of Austria? Describe at least one popular tourist attraction site in Liberia?

Chapter 4: Popular tourist destinations in Zambia, Singapore, Estonia & Argentina

After reading this chapter you should be able to:

- Define the term ‘blue tourism’ and ‘main destination of a trip’.
- List one of the most popular tourist attraction site in Zambia.
- Identify one of the most popular tourist attraction site in Singapore.
- Describe one of the most popular tourist attraction site in Estonia. List one of the most popular tourist attraction site in Argentina.

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.⁸⁵⁸⁶ 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

⁸⁵ Rudolph Muteswa (2023) *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, ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is available on the online library – <https://rudolphmuteswa.com>

⁸⁶ 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

over the years. Almost two thirds of all international visitors to Australia have visited before. While it may not 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/> cited in Rudolph Muteswa, 2023:96 in his famous book title '*Amazing Global Tourist Destinations & Airlines*'). The following section will discuss the definition of terms in-depth.

4.2 Definition of terms

“**Blue Tourism** is a sustainable alternative of the traditional tourism practices in coastal and maritime areas. It is typically a low impact activity focusing on the promotion of local communities and the conservation of natural resources,⁸⁷ and is a sub-component of sustainable tourism. This contrasts with large-scale tourism characterized by beach resort tourism and international cruise tourism” (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).⁸⁸“**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>), “© UNWTO, 92844/02/24”. The following section will cover information about a popular destination in Zambia in-depth.

⁸⁷ World Bank Group (2017). *What is the Blue Economy?* Retrieved from <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>

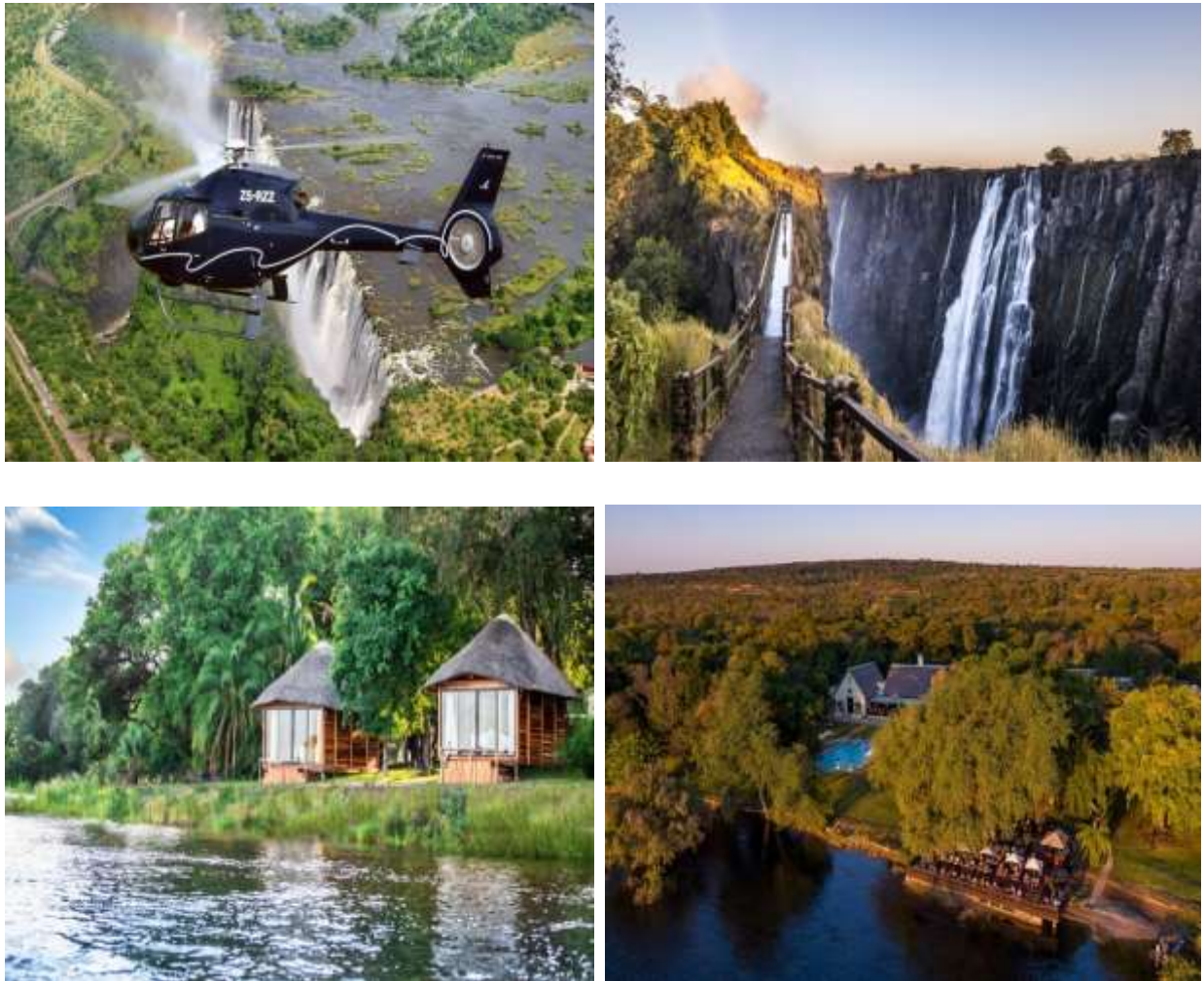
⁸⁸ World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

4.3 Popular tourist destination in Zambia – (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara)

Zambia is one of the true success stories of a transforming developing nation on the continent of Africa and it has become the pride and jewel of people living on the continent of Africa as a result of its exemplary journey towards attaining prosperity (*such as its current economic development programs, peaceful environment, highly attractive investment opportunities, aviation/airport projects, technological innovations, infrastructure development projects and so on*).⁸⁹“Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) Zambia is a politically stable, multi-party democracy, rich in natural resources, with an estimated population of 17.8 million, 42 percent of which live in urban areas. While the country experienced two decades of positive economic growth and a corresponding expansion of the middle class,.... The economy is expected to grow by only 0.6 percent in 2021” (The International Trade Administration, U.S. Department of Commerce, 2021 cited in Rudolph Muteswa, 2022:34 cited in his famous book title ‘*28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity*’). There are many popular tourist destinations in the magnificent great nation of Zambia and one of the popular tourist destinations that will be discussed in this section is called ‘The Royal Livingstone Victoria Falls Zambia Hotel by Anantara’ located in Livingstone. The astounding globally renowned waterfall the Victoria Falls and its surrounding nature/landscapes are clearly depicted by Figure 4.1 below.

⁸⁹ Rudolph 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, ISBN: 978-1-77924-684-4 EAN: 9781779246844 available for as a free download on the online library - <https://rudolphmuteswa.com>

Figure 4.1 The astounding globally renowned waterfall the Victoria Falls and its surrounding nature and landscapes



Source: (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2024, <https://www.anantara.com/en/royal-livingstone/gallery>).

⁹⁰According to The Royal Livingstone Victoria Falls Zambia Hotel by Anantara (2023) **THE ROYAL LIVINGSTONE VICTORIA FALLS ZAMBIA HOTEL BY ANANTARA. EXPLORER LUXURY AT LIVINGSTONE HOTEL OVERLOOKING THE ZAMBEZI RIVER.** Bask in graceful safari style only steps from one of the Seven Natural Wonders of the World. Sweeping Zambezi River and savannah views stretch from every veranda as you relax in

⁹⁰ The Royal Livingstone Victoria Falls Zambia Hotel by Anantara (2024) *Royal Livingstone*. Available from: <https://www.anantara.com/en/royal-livingstone> [Accessed March 20, 2024] © 2024 Anantara Hotels, Resorts & Spas

elegance. Wake up to the sight of zebras wandering the Livingstone hotel grounds. Raise a glass at sunset to the marvellous waterfall thundering to its depths as you recline in style. Surrender to relaxation with spa therapies under the shade of monkey trees on the banks of the river. The Royal Livingstone is located on the Zambian side of the Zambezi River in Mosi-oa-Tunya National Park, with free unlimited access to Victoria Falls for all resort guests (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2024, <https://www.anantara.com/en/royal-livingstone>). The amazing luxurious and unique facilities of The Royal Livingstone Victoria Falls Zambia Hotel by Anantara will be clearly depicted by Figure 4.2 below.

Figure 4.2 The amazing luxurious and unique facilities of The Royal Livingstone Victoria Falls Zambia Hotel by Anantara



Leisure Pool



Dining



Exterior



Dining by Design The Victoria Falls



Accommodation: Deluxe Room King Bed



Dining: Kubu

Source: (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2024, <https://www.anantara.com/en/royal-livingstone/gallery>).

⁹¹« **AT A GLIMPSE**

- Free Unlimited Access to Victoria Falls.
- Wildlife roaming the grounds

⁹¹ The Royal Livingstone Victoria Falls Zambia Hotel by Anantara (2024) *Royal Livingstone*. Available from: <https://www.anantara.com/en/royal-livingstone> [Accessed March 20, 2024] © 2024 Anantara Hotels, Resorts & Spas

- Massage experiences beside the Zambezi River
- River safaris
- Helicopter waterfall excursions
- Butler service” (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2024, <https://www.anantara.com/en/royal-livingstone>). The following section will cover information about a popular destination in Singapore in-depth.

4.4 Popular tourist destination in Singapore – ‘Jewel Changi Airport’

⁹²“In general Singapore is an amazing, multicultural and peace-loving country with a vibrant economy that is located in Southeast Asia” (Rudolph Muteswa, 2024:91). There are many tourist attraction sites in Singapore and one of the most popular tourist attraction site in Singapore that will be discussed in-depth in this section is called ‘Jewel Changi Airport’. The unique pristine garden tourist attractions of the Foggy Bowls at the ‘Jewel Changi Airport’ will be clearly depicted by Figure 4.3 below.

⁹² Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition* ©2024 ISBN: 978-1-77933-437-4 EAN: 9781779334374 and it is also available on the free online library – <https://rudolphmuteswa.com>

Figure 4.3 The unique pristine garden tourist attractions of the ‘Foggy Bowls’ at the ‘Jewel Changi Airport’



Source: (Jewel Changi Airport, 2024, [Foggy Bowls](https://www.jewelchangiairport.com/en/attractions/foggy-bowls.html), <https://www.jewelchangiairport.com/en/attractions/foggy-bowls.html>). ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹³“**JEWEL CHANGI AIRPORT. The making of an Icon AN ICON. Jewel Changi Airport. OUR STORY.** It first began with the need to expand the capacity of Changi Airport’s Terminal 1 as well as its open-air carpark. This led to a strategic vision with the conception of Jewel as a gem of a destination, to augment Changi Airport’s position as a leading air hub globally and boost its appeal as a stopover destination for travellers. The stunning result is a mixed-use development with gardens, attractions, retail, dining, a hotel and facilities to support airport operations. This integration of nature with engineering marvels housed under a striking glass and steel dome is poised to make headlines.

KEY FACTS

Connected to T1, T2 and T3

⁹³ Jewel Changi Airport (2024) *Our Story*. Available from: <https://www.jewelchangiairport.com/en/our-story.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

Hotel facilities

2,500 car park spaces

Accessible from Changi Airport MRT station

THE PARTNERSHIP. A partnership between Changi Airport Group and CapitaLand was forged, resulting in a meaningful collaboration between two truly Singaporean companies and the creation of the country's next iconic landmark" (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/en/our-story.html>). The beautiful various fun tourist attractions at the Jewel Changi Airport will be clearly depicted by Figure 4.4 below.

Figure 4.4 The beautiful various fun tourist attractions at the Jewel Changi Airport



Walking Net



Mirror Maze



Discovery Slides



Hedge Maze



Shiseido Forest Valley



Mastercard® Canopy Bridge

(Jewel Changi Airport, 2024, *Attractions*, <https://www.jewelchangiairport.com/en/attractions/>). ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹⁴“**FOGGY BOWLS. PLAY AMONGST THE CLOUDS.** Let your toddler slip in among puffs of cloud and hide away in gentle bowls of mist. Kids will love the chance to play in this dreamy setting and let their imagination take flight” (Jewel Changi Airport, 2024,

⁹⁴ Jewel Changi Airport (2024) *Foggy Bowls*. Available from: <https://www.jewelchangiairport.com/en/attractions/foggy-bowls.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

<https://www.jewelchangiairport.com/>). ⁹⁵“WALKING NET. BALANCE YOUR WAY THROUGH AN ADVENTURE. Suspended across a void, this is one walk you won't forget. A taut web 25 metres above ground affords an indescribable sensation of lightness” (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/>). ⁹⁶“MIRROR MAZE. LOSE YOURSELF IN A KALEIDOSCOPIIC ESCAPE. The Mirror Maze boasts a unique cover of greenery branching overhead, creating the illusion of endless bowers before you” (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/>). ⁹⁷“DISCOVERY SLIDES. INTERACT WITH ART. It's a work of art; it's a playground; it's a viewing deck... Discover for yourself the different ways to enjoy this giant sculptural playscape!” (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/>). ⁹⁸“HEDGE MAZE. LEAFY PLAYSCAPES YOU CAN'T RESIST. Have a field day weaving your way through Singapore's largest hedge maze. Be rewarded with a bird's eye view of the maze's intricate windings when you reach the watch tower at its core” (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/>). ⁹⁹“SHISEIDO FOREST VALLEY. EXPLORE ETERNAL SPRING WITHIN JEWEL. Step out of the airport right into a lush green sanctuary, a tranquil retreat in the core of the world's best transport hub. Immerse yourself in this garden wonderland and meet Singapore, the City in a Garden. Shiseido is the proud sponsor of the Shiseido Forest Valley. Experience the SENSE installation at the Shiseido Forest Valley's west trail, with dancing lights illuminating the trees, soothing music playing in the background, and the signature scent of SHISEIDO Ultimune, your senses will be truly delighted” (Jewel Changi Airport, 2024,

⁹⁵ Jewel Changi Airport (2024) *Walking Net*. Available from: <https://www.jewelchangiairport.com/en/attractions/walking-net.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹⁶ Jewel Changi Airport (2024) *Mirror Maze*. Available from: <https://www.jewelchangiairport.com/en/attractions/mirror-maze.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹⁷ Jewel Changi Airport (2024) *Discovery Slides*. Available from: <https://www.jewelchangiairport.com/en/attractions/discovery-slides.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹⁸ Jewel Changi Airport (2024) *Hedge Maze*. Available from: <https://www.jewelchangiairport.com/en/attractions/hedge-maze.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

⁹⁹ Jewel Changi Airport (2024) *Shiseido Forest Valley*. Available from: <https://www.jewelchangiairport.com/en/attractions/forest-valley.html> [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

<https://www.jewelchangiairport.com/>).¹⁰⁰“**MASTERCARD® CANOPY BRIDGE. TAKE A WALK THROUGH THE AIR.** Suspended 23 metres above ground, take a walk on the Mastercard® Canopy Bridge for a gripping vantage point. With a glass bottom at the centre portion and fog emitted at both ends, experience what it feels like to walk among the clouds” (Jewel Changi Airport, 2024, <https://www.jewelchangiairport.com/>). The following section will cover information about a popular destination in Estonia in-depth.

4.5 Popular tourist destination in Estonia – (The AHHA Science Centre situated in the city of Tartu)

Estonia generally has a powerful nation brand that enables it to enjoy a strong positive international reputation that significantly contributes towards its tourist attraction/arrival rates. In addition Estonia is a peaceful, democratic and visitor friendly nation with a world class transport and communications infrastructure. In general there are many popular tourist destinations or attraction sites in Estonia and in this section one of the most popular tourist attraction site that will be discussed is ‘The AHHA Science Centre located in the city of Tartu’. The unique architectural design of the buildings at The AHHA Science Centre will be clearly depicted by Figure 4.5 below.

¹⁰⁰ Jewel Changi Airport (2024) *Mastercard® Canopy Bridge*. Available from: https://www.jewelchangiairport.com/en/attractions/Mastercard-canopy-bridge.html?utm_source=Changi%20Airport&utm_medium=Link&utm_campaign=Mastercard-canopy-bridge [Accessed April 06, 2024] ©2024 JEWEL CHANGI AIRPORT DEVT PTE. LTD.

Figure 4.5 The unique architectural design of the buildings at The AHHA Science Centre



Source: (The AHHA Science Centre, 2023, <https://www.ahhaa.ee/about-us/about-ahhaa>).

¹⁰¹“**About AHHA. Joy of discovery for all.** The AHHA Science Centre aims to value learning by offering the joy of discovery for all. The Science Centre was founded by the the [University of Tartu](#), the Ministry of Education and Research and the City of Tartu. AHHA's main mission is to promote science to the general public. To date, more than three million people of all ages have visited AHHA events. Read more about the history of AHHA and previous exhibitions [here](#). In the AHHA building in the centre of Tartu, you can see and try out exhibits, take part in film screenings in the unique spherical planetarium and watch science theatre performances. Visitors of all ages are welcome to come to AHHA for a full day of fun and

¹⁰¹ The AHHA Science Centre (2023) *About AHHA*. Available from: <https://www.ahhaa.ee/about-us/about-ahhaa> [Accessed December 25, 2023]

activities. **AHHAA mission.** The mission of AHHAA is to develop a knowledge-based mindset by providing the joy of discovery. AHHAA's four core values are knowledge, excitement, professionalism and friendliness. AHHAA is original and innovative, based on facts, science and experience. We value education, we are a reliable partner and we are open to new ideas. **AHHAA vision.** AHHAA's vision is to be the preferred science education visitor centre in the Baltics for all age groups. AHHAA has exciting exhibitions, popular thematic events, attractive permanent programme in Estonian, Russian, English and Latvian” (The AHHAA Science Centre, 2023, <https://www.ahhaa.ee/about-us/about-ahhaa>). The following section will cover information about a popular destination in Argentina in-depth.

4.6 Popular tourist destination in Argentina – (Cueva de las Manos)

In general there are many popular tourist destinations or attraction sites in the beautiful natural resource rich nation of Argentina. This section will discuss one of the most popular tourist attraction site in Argentina called ‘Cueva de las Manos’ (‘Cave of the Hands’). The amazing landscapes, nature and fun adventure of the ‘Cueva de las Manos’ will be clearly depicted by Figure 4.6 below.

Figure 4.6 The amazing landscapes, nature and fun adventure of the ‘Cueva de las Manos’



Source: (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>).

¹⁰²“**Cueva de las Manos**. Named after its paintings of mainly hands, the Cueva de las Manos ('Cave of the Hands') hosts a perfectly preserved collection of cave art dating back 13,000 years. An archaeological treasure on the Ruta 40, step into the rugged landscape of the Río de Las Pinturas canyon and discover the world's largest and most dramatic display of handprints” (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>). The unique historical and amazing hand paintings of the ‘Cueva de las Manos’ will be clearly depicted by Figure 4.7 below.

Figure 4.7 The unique historical and amazing hand paintings of the ‘Cueva de las Manos’



Source: (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>).

¹⁰³According to Swoop Patagonia (2023) **History. About the Cueva de las Manos**. The cave art is located in the Cañón de Río Pinturas, a deep gorge with a river running centrally and archaeological sites on either side. These sites evidence pre European settlements of hunters since the tenth millennium BP, meaning they are of great importance for understanding prehistoric human habitats and the earliest settlements in South America. Detailed archaeological

¹⁰² Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023

¹⁰³ Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023

research of the area began in the late 1960s and has continued since. It has established that hunter ancestors used the canyon for protection and sustenance, and that the artwork represents original evidence about the hunters' culture and practices. Marking its significance, UNESCO declared World Heritage status of the caves in 1999. **Paintings.** Revealing the artistic traditions of the Patagonian hunters, the handprints are thought to have been created by liquid pigment being blown around a hand, whereby a hollow bone was used as a tube. This may be why most of the handprints are of left hands; the artists spraying paint with their right. As you travel the remote roads to the caves, you'll see the native animals such as guanacos and rheas depicted in the paintings, still common in the area today. In terms of composition, the vibrant colours were achieved by use of mineral pigments and the Calafate berry as ink, mixed with some kind of binder. To preserve the paintings, both guanaco fat and urine were applied as a sealant. As to why so many hands in particular were the 'subject' of the art, the answer to this invites the visitor to ponder...¹⁰⁴ (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>). The following section will cover the conclusion of this chapter in-depth.

4.7 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 Zambia, Singapore, Estonia and Argentina 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.

4.8 Review questions

¹⁰⁴ Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023

- 1) Define the term 'blue tourism' and 'main destination of a trip'?
- 2) List at least one popular tourist attraction site in Zambia?
- 3) Describe at least one popular tourist attraction site in Singapore?
- 4) List at least one popular tourist attraction site in Estonia? Describe at least one popular tourist attraction site in Argentina?

Chapter 5: Popular tourist destinations in the Hashemite Kingdom of Jordan, Finland & Namibia

After reading this chapter you should be able to:

- Define the following terms ‘branding’ and ‘transfer passengers’.
- List one of the most popular tourist attraction site in the Hashemite Kingdom of Jordan.
- Identify one of the most popular tourist attraction site in Finland.
- Describe one of the most popular tourist attraction site in Namibia.

5.1 Introduction

¹⁰⁵Tourism 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. ¹⁰⁶“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” (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 and prolonged diplomatic relations. ¹⁰⁷“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

¹⁰⁵ Rudolph Muteswa (2023) *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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

¹⁰⁶ 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.

¹⁰⁷ 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.

more than USD390 billion in charitable donations, showing the potential of travel philanthropy¹⁰⁸. 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 definition of terms in-depth.

5.2 Definition of terms

There are many definitions used in the airports and aviation industry today. ¹⁰⁹¹¹⁰“For purposes of this textbook **‘branding’** refers to how a country, organization, group or individuals want to: (1) appeal, (2) be viewed, (3) be differentiated, (4) be identified, (5) benchmarked and so on by both its internal stakeholders (*such as citizens, people, community, domestic market and so on*) and external stakeholders (*such as the international community, international bodies, foreign market and so on*)” (Rudolph Muteswa, 2021:41). ¹¹¹¹¹²“**Transfer passengers** - Those who change planes within 24 hours without leaving the customs area are counted both arriving and departing” (Amsterdam Airport Schiphol, 2022, <https://www.annualreportschiphol.com/> cited in Rudolph Muteswa, 2023 from his famous book title - *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines 1st Edition*). The following section will cover information about a popular destination in the Hashemite Kingdom of Jordan in-depth.

¹⁰⁸ 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/>

¹⁰⁹ Rudolph 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, Educational Ebook, p1- 146, ISBN: 978-1-77924-684-4 and it is available on the online library – <https://rudolphmuteswa.com>

¹¹⁰ Rudolph Muteswa (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1st Edition, ISBN 978-1-77921-415-7, Self -Published Book, p42 and p139 and it is available on the online library – <https://rudolphmuteswa.com>

¹¹¹ Amsterdam Airport Schiphol (2022) *Glossary*. Available from: <https://www.annualreportschiphol.com/trafficreview2021/glossary> [Accessed December 10, 2022] © Schiphol 2022

¹¹² Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1st Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

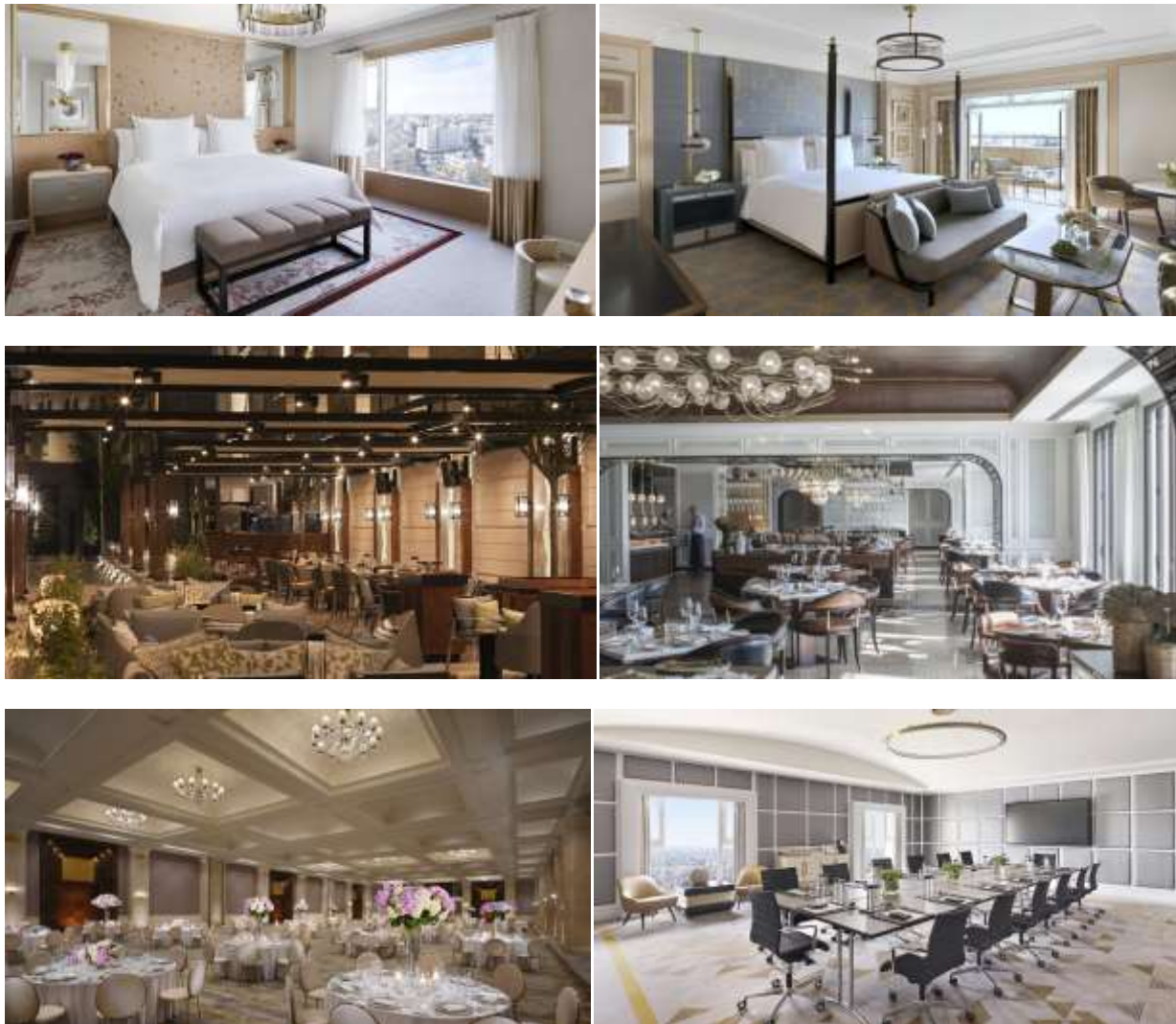
5.3 Popular tourist destination in the Hashemite Kingdom of Jordan – (**‘Four Seasons Hotel Amman’**)

¹¹³“The Hashemite Kingdom of Jordan is a country that is globally renowned for its foreign diplomacy excellence, a strong work ethic workforce, a talented workforce, leading universities & academic research publications, powerful nation brand, very hospitable people, thriving tourism and hospitality industry” (Rudolph Muteswa, 2024:40 cited from his famous book title *‘Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains’*. In general there are many tourist attraction sites in the Hashemite Kingdom of Jordan and one of the most popular tourist attraction site located in the Hashemite Kingdom of Jordan that will be discussed in-depth in this section is called ‘Four Seasons Hotel Amman’. The magnificent unique architectural facilities designs of the ‘Four Seasons Hotel AMMAN’ will be clearly depicted by Figure 5.1 below.

¹¹³ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebooks, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

Star rating. We invite you stay with us as you explore the historic sites of Petra and Wadi Rum or the storied waters of the Dead Sea, all within easy reach” (Four Seasons Hotel AMMAN, 2024, <https://www.fourseasons.com/amman/>). The stunning unique facilities, interior décor and amenities of the Four Seasons Hotel AMMAN will be clearly discussed by Figure 5.2 below.

Figure 5.2 The stunning unique facilities, interior décor and amenities of the Four Seasons Hotel AMMAN



Source: (Four Seasons Hotel AMMAN, 2024, <https://www.fourseasons.com/amman/>).

¹¹⁵According to the Four Seasons Hotel AMMAN (2024) **THE BEST DINING IN AMMAN**. Enjoy a menu of updated French classics in this traditional brasserie that blends timeless elements with modern, fashionable details and includes Jordan’s first farm-to-glass, seasonal bar menu (Four Seasons Hotel AMMAN, 2024, <https://www.fourseasons.com/amman/>). The following section will cover information about a popular destination in Finland in-depth.

5.4 Popular tourist destination in Finland – (‘Kakslauttanen Arctic Resort’)

Finland is a country located on the continent of Europe that is globally recognized as having historical architecture, modern transport infrastructure networks and beautiful hotels/restaurants in the world. In general there are many tourist attraction sites in Finland and one of the most popular tourist attraction site in Finland that will be discussed in-depth in this section is called ‘Kakslauttanen Arctic Resort’. The magnificent natural environment views and the architectural designs of the Kakslauttanen Arctic Resort will be clearly depicted by Figure 5.3 below.

¹¹⁵ Four Seasons Hotel AMMAN (2024) *Four Seasons Hotel AMMAN*. Available from: https://www.fourseasons.com/amman/?ppc=true&utm_source=google&utm_medium=paidsearch&utm_campaign=acr-amm-hre-low-brd-sch-xx-na-na&utm_content=na-71700000100975330-58700008076299240-0&utm_term=brand&gad_source=1&gclid=Cj0KCOiArrCvBhCNARIsAOkAGcVCd8NCI9PgxLUhIvo_FQNokgsTmN_JzA-P5I_eeeWzk-r93O5MyNQaAuwqEALw_wcB&gclid=aw.ds [Accessed March 09, 2024]

Figure 5.3 The magnificent natural environment views and the architectural designs of the Kakslauttanen Arctic Resort



Photo 1 – MAJOITUS Lasi-iglut



Photo 2 – PALVELUT Kokoustitat,



Photo 3 – PALVELUT Kokoustitat



Photo 4 – Katslauttanen Korsu Restaurant

Photos/Images Credit: “Kakslauttanen Arctic Resort, Lapland, Finland”. Source: (Kakslauttanen Arctic Resort, 2023, Photo 1 – MAJOITUS Lasi-iglut, https://www.kakslauttanen.fi/wp-content/uploads/2013/09/MAJOITUS_Lasi-iglut_1.jpg and Photo 2 – PALVELUT Kokoustitat, https://www.kakslauttanen.fi/wp-content/uploads/2013/10/PALVELUT_Kokoustitat_1.jpg and Photo 3 – PALVELUT Kokoustitat, https://www.kakslauttanen.fi/wp-content/uploads/2013/10/PALVELUT_Kokoustitat_2.jpg and Photo 4 – Katslauttanen Korsu Restaurant, https://www.kakslauttanen.fi/wp-content/uploads/2013/09/kakslauttanen_korsu_restaurant2.jpg).

¹¹⁶According to Kakslauttanen Arctic Resort (2023) **ABOUT US**. Kakslauttanen is a family hotel in Finnish Lapland, 250 kilometres north of the Arctic Circle. Although we are far from it all, our

¹¹⁶ Kakslauttanen Arctic Resort (2023) *About Us*. Available from: <https://www.kakslauttanen.fi/about-us#maps> [Accessed December 20, 2023]

place is very easy to reach. The nearest international airport is in Ivalo, just a 30-minute ride away. Finnair and Norwegian fly regularly between Helsinki and Ivalo, and we're not far from northern Norway or Murmansk, Russia either (Kakslauttanen Arctic Resort, 2023, <https://www.kakslauttanen.fi/about-us#maps>). The beautiful architectural designs of the facilities and clean natural environment of the Kakslauttanen Arctic Resort will be clearly depicted by Figure 5.4 below.

Figure 5.4 The beautiful amenities and architectural designs of the facilities of the Kakslauttanen Arctic Resort



Photo 1 – Kakslauttanen West Village Aurora Restaurant

Photo 2 - Kakslauttanen Igloo Bar

Photos/Images Credit: “Kakslauttanen Arctic Resort, Lapland, Finland”. Source: (Kakslauttanen Arctic Resort, 2023, Photo 1 – Kakslauttanen West Village Aurora Restaurant, https://www.kakslauttanen.fi/wp-content/uploads/2013/09/kakslauttanen_west_village_aurora_restaurant_1366x768.jpg and Photo 2 - Kakslauttanen Igloo Bar, https://www.kakslauttanen.fi/wp-content/uploads/2013/09/kakslauttanen_igloo-bar.jpg).

¹¹⁷“OUR SURROUNDINGS. We are located right at the edge of wilderness, along the road to the Arctic sea. It's mere stone's throw to the Urho Kekkonen National Park, the largest of Finland's national parks. The Sami have inhabited the region for over a century. The surrounding environment is one of the cleanest you'll find anywhere in the world. The water is so pure that you can quench your thirst straight from a stream running down the fell or the lake into which it flows, and the air is so fresh that you can feel it deep down in your lungs. Up here, winters are cold and summers are comfortably warm. All in all, what you'll find here is perfection. Finland is

¹¹⁷ Kakslauttanen Arctic Resort (2023) *About Us*. Available from: <https://www.kakslauttanen.fi/about-us#maps> [Accessed December 20, 2023]

one of the safest countries in the world, so Kakslauttanen is an easy and risk-free choice for a successful holiday. And our international staff are here to serve you in a variety of languages” (Kakslauttanen Arctic Resort, 2023, <https://www.kakslauttanen.fi/about-us#maps>). The following section will cover information about a popular destination in Namibia in-depth.

5.5 Popular tourist destination in Namibia – (Kalahari Anib Lodge)

¹¹⁸“Namibia is a country with various natural stunning tourist attraction sites and very hospitable people. Generally the great nation of Namibia is renowned for its rich cultural diversity, globally recognized higher education universities, thriving tourism industry, strong nation brand and so on” (Rudolph Muteswa, 2024:53 cited from his famous book title ‘*Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains*’). ¹¹⁹¹²⁰According to The International Trade Administration, U.S. Department of Commerce (2021) Namibia has a population of 2.5 million, but with the recently completed expansion of the port at Walvis Bay, the country is positioning itself as a gateway to the more than 240 million people in the broader Southern Africa market. Namibia enjoys one of the most stable, peaceful political environments in Africa (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/namibia-market-overview> cited in Rudolph Muteswa, 2022:105). There are many tourist attraction sites in Namibia and one of the most popular tourist attraction site that will be discussed in this section is called the ‘Kalahari Anib Lodge’. The unique and stunning facilities and interior décor of the ‘Kalahari Anib Lodge’ will be clearly depicted by Figure 5.5 below.

¹¹⁸ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebooks, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

¹¹⁹ The International Trade Administration, U.S. Department of Commerce (2021) *Namibia-Market Overview*. Available from: <https://www.trade.gov/country-commercial-guides/namibia-market-overview> [Accessed November 17, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce

¹²⁰ Rudolph 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* ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available via the online library – <https://rudolphmuteswa.com>

Figure 5.5 The unique and stunning facilities and interior décor of the ‘Kalahari Anib Lodge’



Source: (Kalahari Anib Lodge, 2024, <https://gondwana-collection.com/>).

¹²¹“**WELCOME KALAHARI ANIB LODGE. KALAHARI ANIB LODGE.** On the Eastern fringes of Namibia, the red sands of the Kalahari beckon. Let us introduce you to the place of burnished sands at Kalahari Anib Lodge. Easily accessible by sedan car and 30km from

¹²¹ Kalahari Anib Lodge (2024) *Welcome Kalahari Anib Lodge*. Available from: <https://gondwana-collection.com/accommodation/kalahari-anib-lodge?LodgeName=KALAHARI%20ANIB%20LODGE&hsLang=en> [Accessed March 08, 2024]

Mariental, this Kalahari lodge is a good overnight stop if travelling between Windhoek and the south or continuing to the Kgalagadi. There's nothing like feeling the good earth underfoot, so stretch legs on the trails around the lodge, keeping eyes open for springbok, zebra and wildebeest and take the chance to breathe in the character and energy of this distinctive area, feeling closer to the land. Explore the Gondwana Kalahari Park on the sunset drive and celebrate life atop a red Kalahari dune. Drink in the beauty of the Kalahari where gemsbok flourish and sociable weavers build gargantuan nests atop camelthorn trees. The optimum time to experience the Kalahari colours is when the sun dips in the late afternoon and lights up the sand as if glowing from an inner fire. Don't miss this time of day when the Earth seems to pause for Kalahari magic. Providing an oasis in the desert for groups, individual travellers and campers, Kalahari Anib Lodge is a relaxed and down-to-earth stopover for a taste of Kalahari” (Kalahari Anib Lodge, 2024, <https://gondwana-collection.com/>). The amazing activities and world class interior décor in the accommodation rooms at the Kalahari Anib Lodge will be clearly depicted by Figure 5.6 below.

Figure 5.6 The amazing activities and world class interior décor in the accommodation rooms at the Kalahari Anib Lodge



Source: (Kalahari Anib Lodge, 2024, *Activities & more*, <https://gondwana-collection.com/>).

122“FACILITY

Information

¹²² Kalahari Anib Lodge (2024) *Kalahari Anib Lodge*. Available from: <https://gondwana-collection.com/> [Accessed March 08, 2024]

Property Facilities

- Kalahari Anib Lodge: 32 standard rooms: 30 twin rooms (incl. 1 x 2 inter-leading & 1 for guests with restricted mobility), 1 triple room, 1 family room (1 twin + bunk beds for children under 12 years) | 19 comfort rooms: 15 twin rooms, 4 family rooms (1 twin + 2 bunk for children under 12 years only)
- Restaurant
- Bar
- Curio shop
- 2 cold water swimming pools¹²³
- Playground (jungle gym)
- WIFI available
- 24-hour security
- Mobile connectivity
- Secure parking (at main lodge)
- Accessible for persons with limited mobility” (Kalahari Anib Lodge, 2024, <https://gondwana-collection.com/>). The following section will cover information about the conclusion of this chapter in-depth.

5.6 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

¹²³ Kalahari Anib Lodge (2024) *Welcome Kalahari Anib Lodge*. Available from: <https://gondwana-collection.com/accommodation/kalahari-anib-lodge?LodgeName=KALAHARI%20ANIB%20LODGE&hsLang=en> [Accessed March 08, 2024]

‘nature-based tourism’ sector. Interestingly, various nations have made significant investments towards ‘nature-based tourism’ such as Republic of Cyprus, Republic of Latvia, Republic of Austria, Kingdom of Belgium, United States of America, Canada, Namibia, United Kingdom, The European Union Member States, France, Argentina, Switzerland, Kingdom of The Netherlands, Singapore, Kenya, Germany, Hashemite Kingdom of Jordan, Finland, Zambia, Estonia and Liberia. 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 Hashemite Kingdom of Jordan, Namibia, Finland and Sweden will continue to enjoy powerful nation brand statuses as a result of their visitor-friendly societies. It can also be concluded that the Hashemite Kingdom of Jordan, Namibia, Finland and Portugal 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.

5.7 Review questions

- 1) Define the terms ‘branding’ and ‘transfer passengers’?
- 2) List at least one popular tourist attraction site in the Hashemite Kingdom of Jordan?
- 3) Discuss at least one popular tourist attraction site in Finland?
- 4) Identify at least one popular tourist attraction site in Namibia?

Chapter 6: What is an airport & the various examples of popular global airports in the Republic of Latvia, France, Germany & Singapore

After reading this chapter you should be able to:

- Define the following terms ‘business aviation’ and ‘general aviation’. Discuss what is an ‘airport’.
- Describe at least one popular airport in the Republic of Latvia. List at least one popular airport in France.
- Discuss at least one popular airport in Germany.
- Describe at least one popular airport in Singapore.

6.1 Introduction

¹²⁴According to ICAO (2019:6) Aviation is one of the most “global” industries: connecting people, cultures and businesses across continents. Colleagues throughout the sector are committed to raising awareness of the benefits and the role of aviation. **View of the Global Aviation Industry**. Aviation has continued to expand. It has weathered crises and demonstrated long-term resilience, becoming an indispensable means of transport. Historically, air transport has doubled in size every fifteen years and has grown faster than most other industries (ICAO, 2019:6, <https://www.icao.int/>). ¹²⁵In general the global airport and aviation industry has significantly transformed many businesses and peoples’ lives for the better. Remarkably over the past number of years the airport and aviation industry has successfully led to massive infrastructure development projects that seem to be in direct alignment with the current ‘global

¹²⁴ 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

¹²⁵ Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals* 1st Edition ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

tourism, international trade, aviation, migration & investments' goals such as environmental conservation, global tourism marketing, technological innovation, human resources & talent management, nation branding, safety & security, human trafficking prevention, human rights protection, legal migration, increased foreign direct investments (FDI), international economic cooperation and so on. ¹²⁶¹²⁷The airports and aviation industry has significantly strengthened the nation brand values and international trade and cooperation statistics of many nations around the world for example the Republic of Cyprus, Republic of Latvia, Republic of Austria, Kingdom of Belgium, United States of America, Canada, Namibia, United Kingdom, The European Union Member States, France, Argentina, Switzerland, Kingdom of The Netherlands, Singapore, Kenya, Germany, Hashemite Kingdom of Jordan, Finland, Zambia, Estonia, Liberia and many other countries have quickly mastered the highly 'innovative culture' strongly associated with the airports and aviation industry in this modern day 21st century. It is true that many airports located in Africa, Europe, Asia, North America, the Middle East, South America and Oceania regions are becoming climate change friendly in order to play a greater role towards conserving the environment. The following section will cover information about the definition of terms in-depth.

6.2 Definition of terms

In general there are several definitions of the terms 'general aviation' and 'business aviation'. ¹²⁸¹²⁹“*Business aviation* is the use of any “general aviation” aircraft for a business purpose. The

¹²⁶ Rudolph 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, Educational Ebook, p1- 146, ISBN: 978-1-77924-684-4 and it is also available on the free online library – <https://rudolphmuteswa.com>

¹²⁷ Rudolph 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, p1-97 ISBN: 978-1-77927-184-6 EAN: 9781779271846 and it is also available on the free online library – <https://rudolphmuteswa.com>

¹²⁸ National Business Aviation Association (2022) *Business Aviation*. Available from: <https://nbaa.org/business-aviation/> [Accessed December 08, 2022] © 2022 National Business Aviation Association

¹²⁹ Rudolph Muteswa (2023) *The World's Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs &*

Federal Aviation Administration defines *general aviation* as all flights that are not conducted by the military or the scheduled airlines. As such, business aviation is a part of general aviation that focuses on the business use of airplanes and helicopters. The business aviation community consists of companies of all sizes that rely on many different types of aircraft – from single-pilot airplanes, to turbine aircraft that fly internationally, to helicopters that survey rush-hour traffic – and the fixed-base operations and many other services that support flight operations at the nation’s 5,000 public-use airports”” (National Business Aviation Association, 2022, <https://nbaa.org/business-aviation/> cited in Rudolph Muteswa, 2023:19). The following section will cover information about the meaning of the term ‘airport’ in-depth.

6.3 What is an ‘airport’

In general there are many definitions of airports. ¹³⁰“**airport**, also called **air terminal**, **aerodrome**, or **airfield**, site and installation for the takeoff and landing of **aircraft**. An airport usually has paved runways and maintenance facilities and serves as a **terminal** for passengers and cargo” (Ashford, Norman J.. "airport". *Encyclopedia Britannica*, 18 Jul. 2019, <https://www.britannica.com/technology/airport>. Accessed 9 December 2022). The following section will cover information about typical examples of leading global airports of various countries in-depth.

6.4 Examples of leading global airports in the Republic of Latvia, France, Germany & Singapore

Today the airport and aviation industry is now highly competitive and many countries around the world are investing huge sums of money towards their continuous development. Some of the leading world class (*state-of-the-art facilities & technologies*) global airports include the following:

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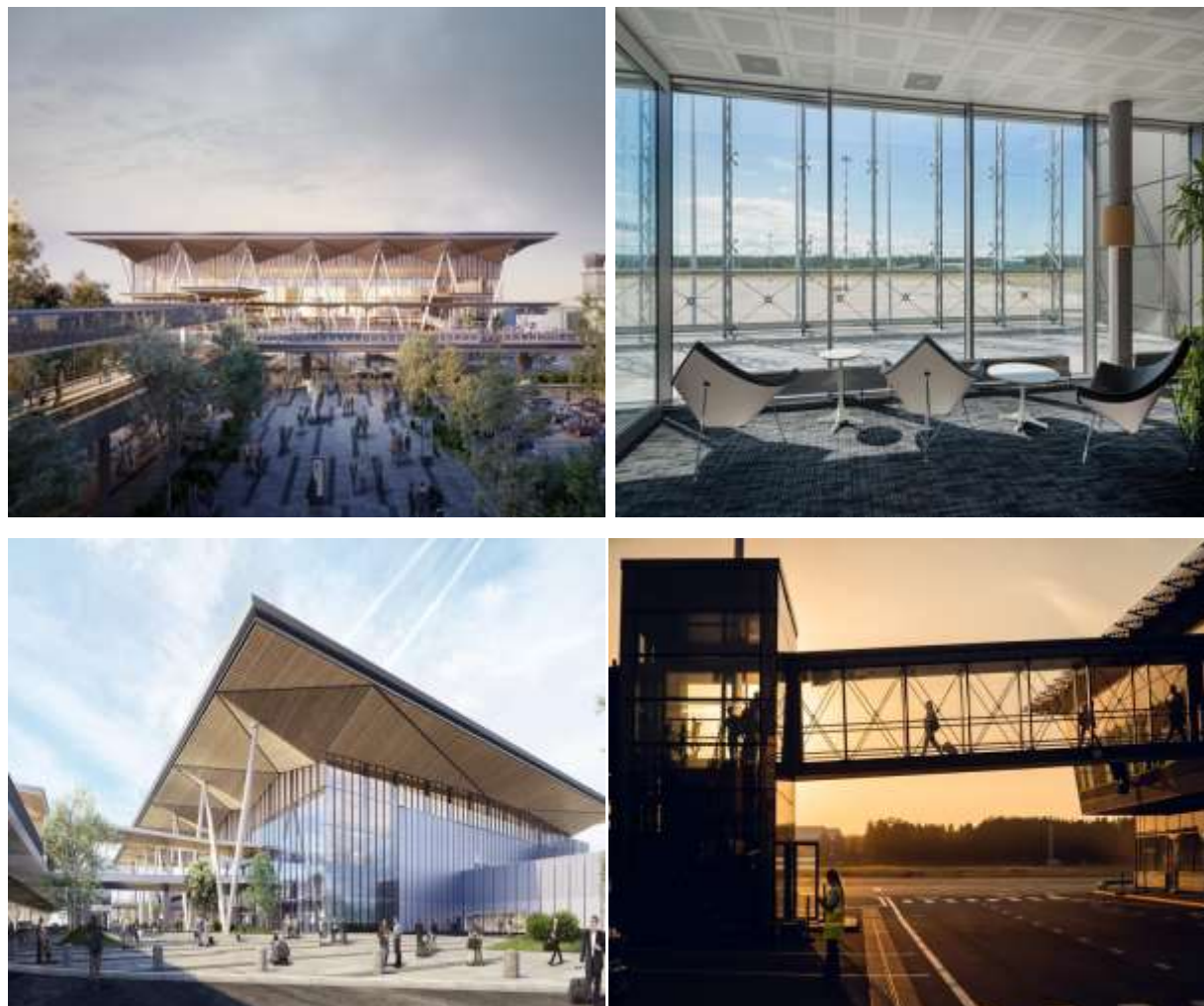
¹³⁰ Ashford, Norman J.. "airport". *Encyclopedia Britannica*, 18 Jul. 2019, <https://www.britannica.com/technology/airport>. Accessed 9 December 2022.

6.4.1 Republic of Latvia - RIX Riga Airport (located in the city of Riga)

¹³¹“**About Riga Airport.** Riga Airport is a fast-growing Northern European air traffic hub, connecting the Baltic countries with European business centres and popular holiday destinations. Being aware of its role and responsibility in the national economy of Latvia, Riga Airport develops sustainable services and infrastructure, taking care of its employees and the environment, and keeping pace with society and the local community. By joining the Net Zero 2050 initiative, Riga Airport has committed to achieving climate neutrality by 2050. **Vision.** What do we want to become? An emerging hub of Northern Europe that promotes the competitiveness of Latvia in the region. **Mission.** What is our role? Riga Airport is an international traffic hub that facilitates Latvia’s economic growth by providing seamless and safe connectivity to passengers and entrepreneurs and creating opportunities for employment and business development” (Riga Airport, 2024, <https://www.riga-airport.com/en/about-riga-airport>). The astounding modern facilities at the Riga Airport will be clearly depicted by Figure 6.1 below.

¹³¹ Riga Airport (2024) *About Riga Airport*. Available from: <https://www.riga-airport.com/en/about-riga-airport> [Accessed March 10, 2024]

Figure 6.1 The astounding modern facilities at the Riga Airport



Source: (Riga Airport, 2024, *Riga Airport New Brand and RIX Airport City, The Baltic Gateway to Northern Europe!* and *Services at RIX*, <https://www.riga-airport.com/en> and <https://www.riga-airport.com/en/about-riga-airport>)

¹³²““Airport’s unaudited condensed interim statement for 2023 shows that RIX Riga Airport closed the year 2023 with a profit of EUR 1.6 million, which is 1.3 million or 4.6 times more than the year before. The net turnover of the company increased by a quarter in 2023, reaching EUR 72.5 million. Last year, the net turnover of Riga Airport was made up of revenue from the aviation services in the amount of EUR 36.7 million (an increase of 18 %), while non-aviation

¹³² Riga Airport (2024) *Last Year Riga Airport Worked Profit EUR1.6 Million*. Available from: <https://www.riga-airport.com/en/news/last-year-riga-airport-worked-profit-eur-16-million> [Accessed March 10, 2024]

revenue amounted to EUR 21.2 million, or 38 % more than a year earlier. With the increase in labour, energy resources and infrastructure maintenance costs, the company's economic activity costs have also increased by a fifth, which totaled EUR 76 million in 2023. In 2023, total investments in the development of Riga Airport reached EUR 22 million. Last year, the new explosives detection system implemented with the support of the EU Cohesion Fund was put into operation for checking both hand luggage and hold luggage. Also, three new high-power airside maintenance machines were purchased, which allows Riga Airport to ensure consistently high standards of aerodrome and apron maintenance. At the end of the year, two rebuilt power supply substations were put into operation, which are included in the electrical infrastructure renewal plan of the Airport. Part of the investment has also been directed at the creation of more environmentally friendly infrastructure – the development of electric car charging points and the purchase of electric buses – the first of which will start carrying passengers at the aerodrome already in the spring; a total of nine electric buses have been purchased, which will replace the diesel-powered buses. To achieve the climate goals set by the company, Riga Airport has been participating in the Airport Carbon Accreditation programme since 2015. Last year, the Airport was recertified for level 2 of the programme and, continuing to actively reduce CO₂ emissions, plans to reach level 3 of the programme this year. The modernization of the airfield's power supply systems (reconstruction of the existing power grid, development of the solar panel park, creation of electric charging points) is among the main emission reduction activities. The first solar panel park on the roof of the Airport terminal in 2023 has already been installed and will be put into operation this year. The company has also continued work on several activities defined in the Sustainability Strategy, participating in international and national innovation projects and working groups on the possibilities of sustainable aviation fuel production and the development of hydrogen technologies in aviation. ¹³³In 2023, Riga Airport obtained the highest or Diamond Category in the sustainability index, the status that is awarded to companies that have demonstrated consistently high performance in the work environment, corporate governance, society and other aspects of sustainability for a long time. In the development project of the new

¹³³ Riga Airport (2024) *Last Year Riga Airport Worked Profit EUR1.6 Million*. Available from: <https://www.riga-airport.com/en/news/last-year-riga-airport-worked-profit-eur-16-million> [Accessed March 10, 2024]

passenger terminal of Riga Airport, the best financing model was chosen last year. Offers were received from international financial institutions and commercial banks, thus the procurement process has been started, so that the construction of stage 6 of the expansion of Riga Airport could start in the fourth quarter of this year. Several other important projects continued and were started, which will help restore and improve the Airport's infrastructure – reconstruction of engineering networks, construction of a transformer point and purchase of passenger air bridges. In turn, within the framework of the RIX Airport City project, the qualified applicants of the competitive dialogue have been selected, with whom negotiations have been started in the next stage of the tender. In 2023, 19 thousand tonnes of air cargo were served. The demand for air cargo transportation has fallen by 9 % as compared to 2022 due to the geopolitical situation”” (Riga Airport, 2024, <https://www.riga-airport.com/en/news/last-year-riga-airport-worked-profit-eur-16-million>). The following section will cover information about a popular airport in France in-depth.

6.4.2 France - (Paris-Charles de Gaulle Airport)

There are many airports in France and one of the most popular airport in France that will be discussed in this section is ‘Paris-Charles de Gaulle Airport’. The astounding world class climate friendly infrastructure facilities of Paris-Charles de Gaulle Airport are clearly highlighted in Figure 6.2 below.

Figure 6.2 Paris-Charles de Gaulle Airport astounding world class climate friendly infrastructure facilities



Source: (Groupe ADP, 2023).

¹³⁴¹³⁵¹³⁶ According to the Groupe ADP (2022) **Paris-Charles de Gaulle Airport**. Paris-Charles de Gaulle airport, largest hub in Europe. Paris-Charles de Gaulle, located 25 kilometres north of Paris, welcomed 76.2 million passengers in 2019, making it the leading airport in France and the 2nd largest in Europe. Paris-Charles de Gaulle serves 328 destinations in 119 countries. • 76,2million passengers • 328destinations covered in 119 countries • 4runways • 298aircrafts parking stands including 131 in contact with the terminals • 90 190direct jobs. As the hub of the

¹³⁴ Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]

¹³⁵ ACI Europe (2022) *Connectivity report*. Available from: <https://www.aci-europe.org/downloads/resources/CONNECTIVITY%20REPORT%202022.pdf> [Accessed December 12, 2022]

¹³⁶ ACI Europe “Airport Industry Connectivity 2017”, <https://www.aci-europe.org/>

national airline Air France and the main European hub of the Sky Team alliance, the airport handles the largest share of long-haul flights from Paris. Its connecting platform makes it the 3rd European hub for global connectivity (source: Hub Connectivity report), but the 1st for intercontinental traffic. The airport has nine passenger terminals spread over three large terminals and two independent runway doubles adapted to very large aircraft, which allow a maximum scheduling capacity of 120 movements per hour. The airport has 298 aircraft parking positions, 131 of which are in contact with the terminals. Finally, Paris-Charles de Gaulle is also home to the European hub of the express carrier FedEx and the largest cargo area in Europe. More than 700 companies are present at the Paris-Charles de Gaulle hub, which provides 90,190 direct jobs in all sectors of activity. **A privileged location for the traffic.** Point-to-point traffic accounts for over two-thirds of passenger traffic at Paris-Charles de Gaulle airport. **The airport is also ideally located.** The airport is also ideally located to attract connecting traffic, thus boosting long-haul traffic since Paris is less than two hours by air from all major Western European cities. In 2017, connecting traffic accounted for 30.6% of traffic. **A powerful hub.** Paris-Charles de Gaulle airport is the global hub of the airline Air France-KLM and the main European hub of the SkyTeam alliance. 3rd European hub for global connectivity (number of cities covered), behind Frankfurt and Amsterdam According to the ACI Europe “Airport Industry Connectivity 2017” report which assesses the network of connections offered at airports. It is the European hub of La Poste and FedEx, the extension underway will enable an approximate 50% increase in sorting and parcel processing capacity and will be operational in 2019. It is also home to all of the main international freight companies. Its processing capacity of around 3.6 million tonnes of cargo per year provides expansion opportunities for cargo companies (ACI Europe “Airport Industry Connectivity 2017” & ACI Europe Hub Connectivity report, 2022 cited in Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport>). The highly attractive Terminal 1 Boarding Hall infrastructure building of Paris-Charles de Gaulle Airport will be clearly depicted by Figure 6.3 below.

Figure 6.3 Paris-Charles de Gaulle Airport highly attractive infrastructure building



Source: Groupe ADP, 2023, Paris-CDG Terminal 1 with new boarding hall (@Arnaud Gaulupeau, Groupe ADP) <https://presse.groupeadp.fr/wp-content/uploads/2022/12/7bb04dc3cf48d630f3c0ded63c0b7885-500x277.png>

Furthermore, according to Groupe ADP (2022) *Airlines and cities served*. The main airlines operating from Paris-Charles de Gaulle airport serve 325 cities. *Easy access to the airport*. The airport is served by a road and railway network that provides easy access for passengers, cargo transporters and airport personnel. This places it at the cutting edge for intermodality compared with other airports. The airport is accessible thanks to the proximity of motorways, a TGV high-speed train station at the heart of terminal CDG2, two RER commuter stations and a coach station at terminal 1. ¹³⁷Lastly, the automatic shuttle rail service CDGVal, connects the three airport terminals, the RER-TGV stations and the long-stay car parks. As part of the “New Grand Paris” project, the Prime Minister indicated that the government would like line 17 between Saint Denis Pleyel and the Paris-Le Bourget airport, to be in service by 2024 and with an extension as far as the Paris- Charles de Gaulle airport by 2030. The airport will then be located 35 minutes from La Défense and 32 minutes from the Saint Lazare train station with a

¹³⁷ Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]

connection at Saint Denis Pleyel. Line 17 was declared of public utility by Decree on 14 February 2017. The CDG Express project, which will link the airport to the Gare de l'Est in 20 minutes. The link is expected to be commissioned by 2024. There are around 28,600 parking spaces at Paris-Charles de Gaulle airport, 18,000 of which are in adjacent car parks (in direct contact with the terminals)¹³⁸ (ACI Europe “Airport Industry Connectivity 2017” & ACI Europe Hub Connectivity report, 2022 cited in Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport>). The highly attractive interior facilities of Paris-Charles de Gaulle Airport are clearly depicted by Figure 6.4 below.

¹³⁸ Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]

Figure 6.8 Munich Airport modern architectural infrastructure



Source: ("Flughafen München GmbH", 2023, <https://www.munich-airport.com/company-business-260134>). ©2023, Munich Airport International

¹⁴¹“**History of Munich Airport.** Then and now: Passenger numbers

• Since the airport opened in 1992, the number of passengers in Munich has more than tripled. The new Munich Airport opened in 1992 with 12 million passengers. The terminal reached its capacity limit within a few years. With the opening of Terminal 2 in 2003 and its expansion to include the satellite, the number of passengers also increased significantly: In 2016, 42.3 million passengers used Munich Airport.” (Flughafen München GmbH, 2024, <https://www.munich-airport.com/history-of-munich-airport-453566>). The state-of-the-art aircraft arrival terminals infrastructure of Munich Airport will be clearly depicted by Figure 6.9.

¹⁴¹ Flughafen München GmbH (FMG) (2024) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed March 26, 2024] ©2024, Munich Airport International

Figure 6.9 Munich Airport’s state-of-the-art aircraft arrival terminals infrastructure

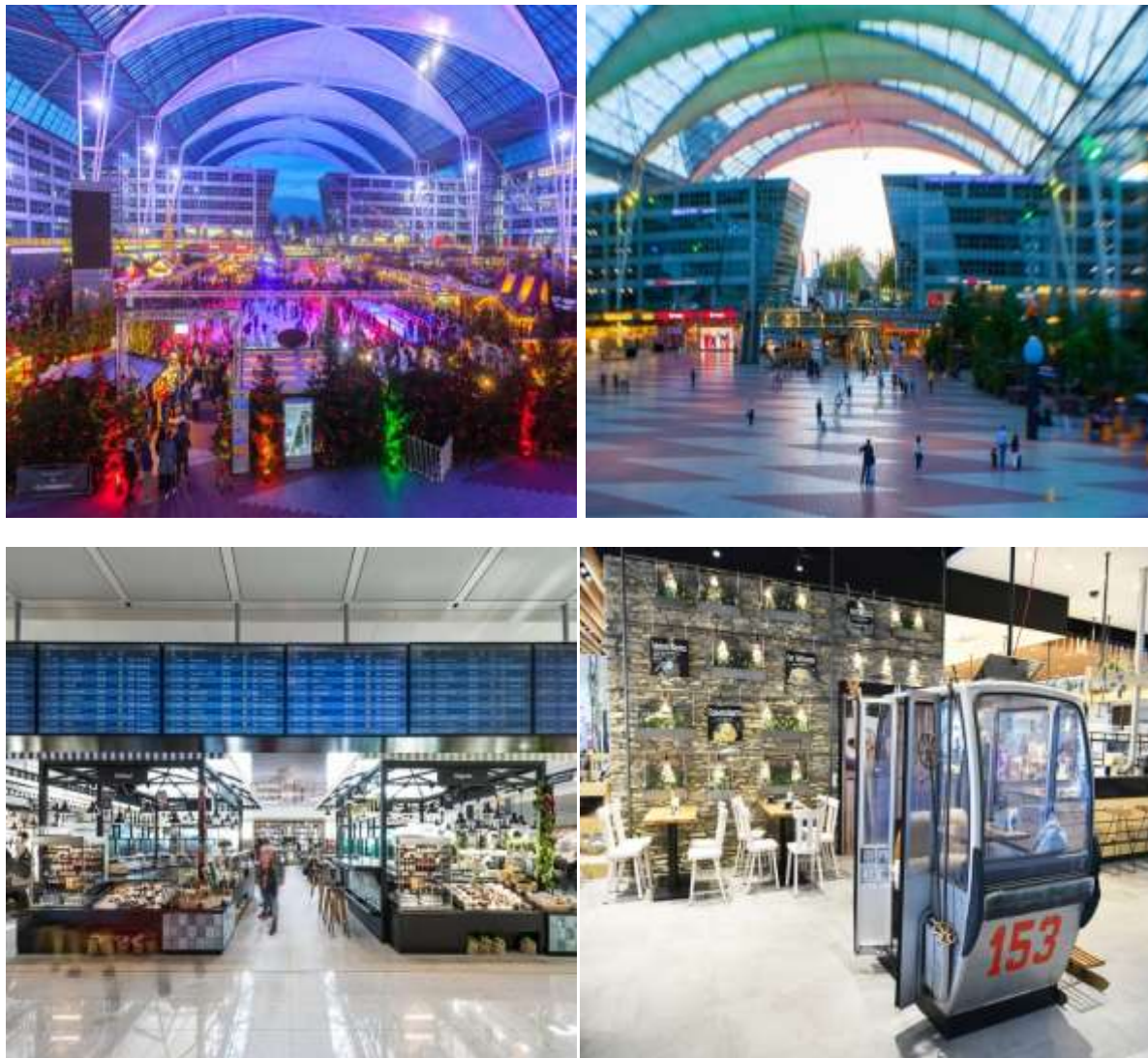


Source: ("Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=iy5XENGagusB> and <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=umZUVoXRXan0>). ©2023, Munich Airport International

“Aircraft movements. Munich Airport recorded 192,000 take-offs and landings in its early years. In 2016, the total was 394,000. Meanwhile, the capacity bottlenecks in the runway system are becoming increasingly evident. During peak traffic hours, there are no longer any free slots for takeoffs and landings, which means that many of the connections in demand cannot be realized”¹⁴² (Flughafen München GmbH, 2024, <https://www.munich-airport.com/history-of-munich-airport-453566>). The world class highly attractive and fun interior infrastructure facilities of Munich Airport are clearly depicted by Figure 6.10 below.

¹⁴² Flughafen München GmbH (FMG) (2024) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed March 26, 2024] ©2024, Munich Airport International

Figure 6.10 Munich Airport highly attractive and fun interior infrastructure facilities



Source: ("Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=hugMFSy5BxG0> and <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=umZUVoXRAn0> and <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=RD78VtSPmKOh>). ©2023, Munich Airport International

“Air freight. Air freight at Munich Airport experienced a particular boom: in 1992, just 57,000 tons of freight were handled. The growing demand for passenger and freight traffic necessitated extensive expansion measures: In 2005, a new 4,400-square-meter cargo hall was put into operation. In 2007, a new forwarding agent building was opened where more than 50 trucks can dock simultaneously. In 2016, 356,000 metric tons of freight were handled through Munich

Airport”¹⁴³ (Flughafen München GmbH, 2024, <https://www.munich-airport.com/history-of-munich-airport-453566>). The overall traffic figures of Munich Airport for the year 2021 are clearly depicted by Figure 6.11 below.

Figure 6.11 Munich Airport traffic figures



Source: (Munich Airport, 2021, <https://www.munich-airport.com/traffic-figures-263342>) ©2023, Munich Airport International

¹⁴⁴“**Profile.** • Flughafen München GmbH (FMG), founded in 1949, operates Munich Airport along with its subsidiaries. • The Bavarian air traffic hub is Germany's second biggest airport and the first five-star airport in Europe. As a "full-service operator" it provides services in every area of airport management. • Since its opening in 1992, Munich Airport has been one of the most important passenger terminals in Europe, number 2 in Germany and an important international air traffic hub”” (Flughafen München GmbH, 2024, <https://www.munich-airport.com/company-profile-263193>)

¹⁴³ Flughafen München GmbH (FMG) (2024) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed March 26, 2024] ©2024, Munich Airport International

¹⁴⁴ Flughafen München GmbH (FMG) (2024) *Profile*. Available from: <https://www.munich-airport.com/company-profile-263193> [Accessed March 26, 2024] ©2024, Munich Airport International

[airport.com/company-profile-263193](https://www.munich-airport.com/company-profile-263193)). The world class runways infrastructure of Munich Airport will be clearly depicted by Figure 6.12 below.

Figure 6.12 Munich Airport runways infrastructure



Source: ("Flughafen München GmbH", 2023, <https://www.munich-airport.com/climate-protection-264236> & <https://www.munich-airport.com/environmental-protection-264103> & <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=umZUVoXRXan0>). ©2023, Munich Airport International

¹⁴⁵“**Press: Munich Airport celebrates milestone birthday.** Becoming a major hub airport in three decades. Exactly 30 years ago, on the night of May 17, 1992, Munich Airport moved to its current location about 30 kilometers northeast of Munich. Since then, Munich Airport has handled around 850 million passengers and almost six million tons of air freight on a total of nearly ten million flights to and from Munich. In the record year of 2019, Munich Airport recorded a total of nearly 48 million passengers and approximately 417,000 takeoffs and landings. The number of aircraft movements has thus more than doubled since the airport opened in 1992, while passenger numbers have nearly quadrupled over the same period. And in fact, the volume of air freight has increased six-fold. This above-average growth was mainly driven by the further development of the new airport into a major European hub airport. Munich Airport's success story was interrupted in March 2020 by the Corona pandemic, which had a massive impact on air traffic worldwide. In the meantime, a significant recovery followed the lifting of many travel restrictions. During this year's Easter vacations, traffic in Munich reached more than 70 percent of pre-crisis levels for the first time again. The airport's relocation from Munich's suburb of Riem to the northeast between the cities of Freising and Erding received worldwide attention. In just one night, around 5,000 people with almost 700 trucks managed this mega move and the punctual start of operations on the following morning. Thanks to the expertise and reputation gained in this way, Munich Airport has since been operating successfully as a consultant for airport relocations and airport openings worldwide. As strategic partners, Munich Airport and Lufthansa joined forces when they reached an agreement in 1998 to jointly build, finance and operate Munich Airport's Terminal 2. To date, this cooperation between the airport and the airline is unique within the international aviation industry.” (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The modern technology (deicing of snow/ice) equipment and infrastructure tarmac facilities at Munich Airport are clearly depicted by Figure 6.13 below.

¹⁴⁵ Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]
©2022, Munich Airport International

Figure 6.13 Munich Airport modern technology (deicing of snow/ice) equipment and facilities



Source: ("Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=UwZGpSPI480x>). ©2023, Munich Airport International

¹⁴⁶“With the Munich Airport Center (MAC), which opened in September 1999, the airport gained a state-of-the-art multifunctional service center. Today, the MAC with its spectacular glass membrane roof and the large forum area below is not only an architectural highlight, but also the airport's commercial center and marketplace. The opening of Terminal 2 in June 2003 provided the necessary capacity expansion. Lufthansa and its partners have exclusive use of the

¹⁴⁶ Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

terminal, which is designed to meet the specific requirements of transfer traffic. It quickly scored points with its users thanks to its multi-faceted retail and gastronomy offers, attractive rest areas and workplaces, as well as a wide range of service facilities¹⁴⁷ (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The world class environmentally friendly infrastructure facilities of Munich Airport are clearly depicted by Figure 6.14.

¹⁴⁷ Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

Figure 6.14 Munich Airport's world class environmentally friendly infrastructure facilities



Source: ("Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=iy5XENGagusB>). ©2023, Munich Airport International

“According to Skytrax Munich Airport ranks for years among the most passenger-friendly airports in Europe and also received the award as a 5-star airport. The opening of Germany's first midfield terminal in 2016 marked the next significant expansion, adding a capacity of 11 million to a total capacity of 50 million passengers. Just three years after opening the mid-field terminal, the first construction phase began in April 2019 for the new pier at Terminal 1, which will significantly improve the service and quality of stay in Terminal 1. Munich Airport is known for its spirit of innovation and diversification. In March 2018, the kick-off for the LabCampus took

place in the northwest of the airport: a cross-industry innovation and collaboration center on the airport site. LAB 48, the first building on the LabCampus, will be completed soon. **Jost Lammers, CEO of Munich Airport**, takes the airport's birthday as an opportunity to look to the future with confidence: "Even though its impressive success story was interrupted by the massive impact of the Covid 19 pandemic, Munich remains a main player in the Champions League of European airports. In these weeks, we are seeing the enormous momentum with which air traffic is currently picking up again after two years of crisis. I am therefore confident that we will soon reach pre-crisis levels again and subsequently grow beyond them."¹⁴⁸ (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The following section will cover information about a popular airport in Singapore in-depth.

6.4.4 Singapore – (Changi Airport)

¹⁴⁹Singapore is an Asia-based nation that is globally recognized as having beautiful nature reserves, garden parks, art museums, world class transport infrastructure, culinary exploration, highly attractive tourist attraction sites and state-of-the-art luxury hotels/restaurants (Rudolph Muteswa, 2022 cited from his famous book title '*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*'. There are many popular tourist destinations in Singapore and in this section one of the most popular tourist attraction site located in Singapore that will be discussed is called Changi Airport.

¹⁴⁸ Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

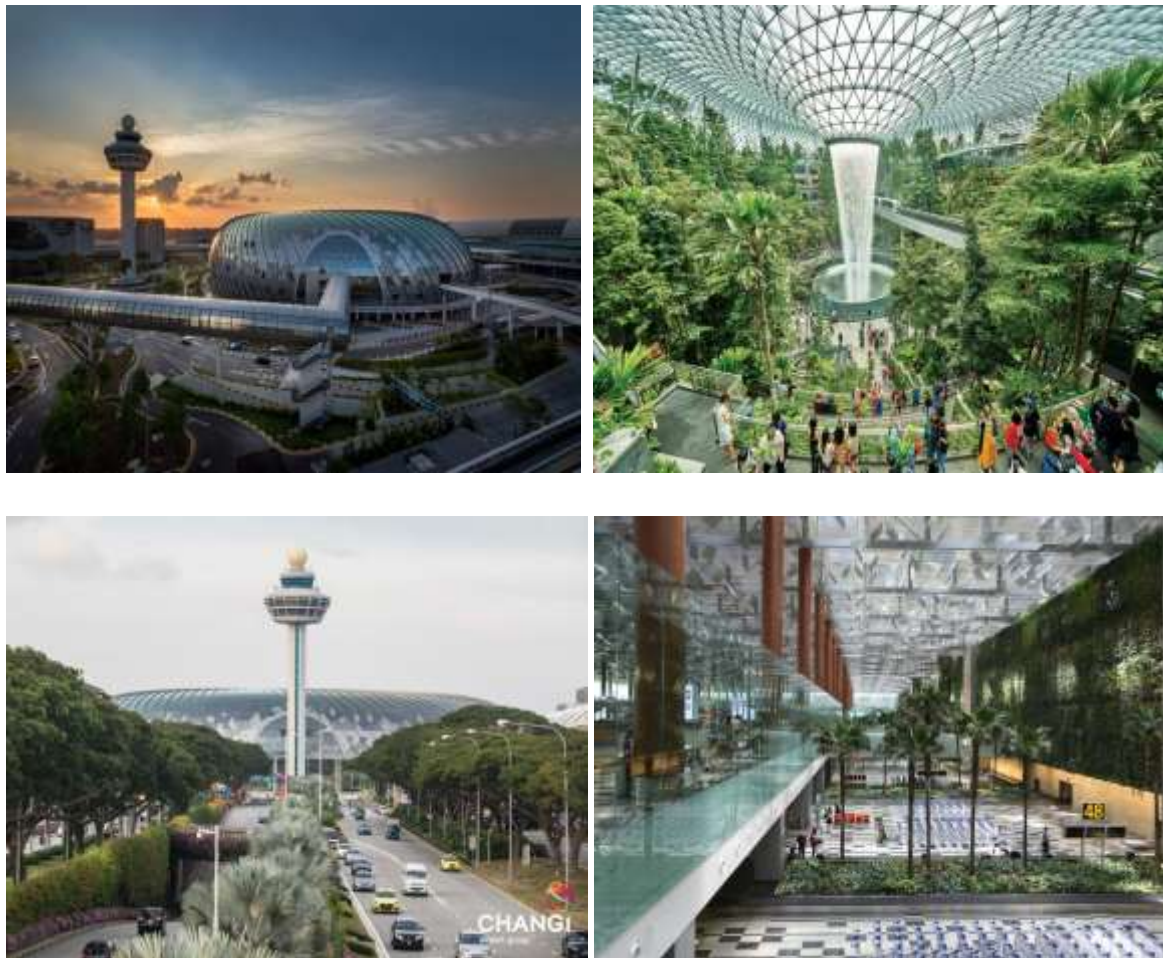
©2022, Munich Airport International

¹⁴⁹ Rudolph 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 and this eBook is available as a free download on the online library - <https://rudolphmuteswa.com>

6.4.4.1 Changi Airport

The globally recognized world class infrastructure at Changi Airport will be clearly depicted by Figure 6.15 below.

Figure 6.15 Changi Airport world class environmentally friendly infrastructure facilities



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

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<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.vkTYEWaPXV.view.low.jpg>
<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.g9KXO1jcf9.view.low.jpg>
<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.4SN44Jgvak.view.low.tif>
<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.6IU0imTCgL.view.low.jpg>
<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.SFwzv3M7sl.view.low.jpg>
<https://gallery.changiairport.com/content/cag-corp/en/media-centre/resources.mgimage.8k1Ow9Nj5w.view.low.jpg>

¹⁵⁰“**A HISTORY OF FIRSTS.**

- **A BRIGHT FUTURE**

Future of Changi

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 the conclusion of this chapter in-depth.

6.5 Conclusion

The airport and aviation industry is growing on a yearly basis due to the creation of new tourist destinations by various countries around the world that are aiming to boost their international tourist arrival rates. Travel destinations such as the Republic of Cyprus, Republic of Latvia, Republic of Austria, Kingdom of Belgium, United States of America, Canada, Namibia, United Kingdom, The European Union Member States, France, Argentina, Switzerland, Kingdom of the

¹⁵⁰ Changi Airport Group (2022) *Our Story*. Available from: <https://www.changiairport.com/corporate/about-us/our-story.html> [Accessed December 13, 2022]

Netherlands, Singapore, Kenya, Germany, Hashemite Kingdom of Jordan, Finland, Zambia, Estonia, Liberia and many others have become popular tourist routes. Thus this has led to various airports management companies taking action to invest more of their scarce financial resources towards the reconstruction of their airport facilities. While on the other hand various airlines are now using more large aircrafts to carry more passengers in these popular tourist routes. Many airports and airlines tend to receive significant numbers of domestic/global travelers during holiday time periods therefore ‘continuous innovation’ and ‘good operations management’ have become critical in order to be able to offer travelers memorable customer experiences whilst maximizing profits and loyalty.

6.6 Review questions

- 1) Define the term ‘business aviation’ and ‘general aviation’?
- 2) Discuss what is an airport? Describe at least one popular airport in the Republic of Latvia?
Discuss at least one popular airport in France?
- 3) Describe at least one popular airport in Germany?
- 4) Identify at least one popular airport in Singapore?

Chapter 7: What is a ‘cruise ship’ & a typical example of a popular cruise ship in Canada

After reading this chapter you should be able to:

- Define the following terms ‘yacht’ and ‘boat’.
- Discuss what is a ‘cruise’.
- Identify four different types of cruises.
- Discuss at least one popular cruise ship based in Canada.

7.1 Introduction

¹⁵¹Nowadays cruise ships have become the pillar of modern tourism and its future success based on the accelerated growth rate patterns in the global cruise tourism sector. Cruise tourism has become a key economic factor in various countries around the world since it enables the host country to receive the much needed foreign currency and international visitors. When travelers get onboard a cruise ship they are offered a hotel set-up living environment that encompasses dining, swimming, surfing, diving, fishing, entertainment, bedroom, shore tours, spa, gym and movie theatre amenities/services as they are transported from one holiday destination to another via the sea/rivers. Cruises enable holiday travelers to enjoy more benefits for the services they paid and nowadays most cruise companies offer various price ranges for passengers to choose a preferred price package. It is important to point-out the fact that cruise ships now accommodate all members of a family (*for example adults, grandparents, teenagers, children, people living with disability and so on*). There are various countries that are currently enjoying a thriving cruise tourism industry for example Canada, India, the United States of America, Belgium, The Netherlands, France, Monaco, Kingdom of Saudi Arabia, Switzerland, Australia, Germany, the United Kingdom, Austria, Italy, Brazil, Ireland, New Zealand, Luxembourg, Spain, Norway and many others. The following section will cover information about the definition of terms in-depth.

¹⁵¹ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebooks, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

7.2 Definition of terms

“**Yacht**, a sail- or power-driven [vessel](#), usually light and comparatively small, used for racing or for recreation” (Britannica, The Editors of Encyclopaedia. "yacht". Encyclopedia Britannica, 9 Nov. 2023, <https://www.britannica.com/technology/yacht>. Accessed 30 December 2023). **Boat**, generic term for small watercraft [propelled](#) by paddles, oars, [sail](#), or motor, open or partially decked, and usually less than 45 feet (roughly 14 metres) in length (Britannica, The Editors of Encyclopaedia. "boat". Encyclopedia Britannica, 28 Dec. 2023, <https://www.britannica.com/technology/boat>. Accessed 30 December 2023). The following section will cover information about the meaning of the term ‘cruise ship’ in-depth.

7.3 What is a ‘cruise’

¹⁵² According to Stainton (2023) A *cruise* is a holiday where you travel by, and stay on, a ship or boat - usually a ship (Stainton, 2023, <https://tourismteacher.com/types-of-cruise/>). When a cruise ship is sailing with its passengers it aims to provide its passengers a memorable, comfortable, high quality and adventure-inspired voyage journey. Cruise holiday trips enable travelers to visit different tourist attraction sites in cities or countries whilst simultaneously allowing them to enjoy sailing in the sea/river in a luxurious relaxing fun environment. The following section will cover aspects about the different types of cruises currently being offered around the world in the cruise tourism industry.

7.4 Four different types of cruises identified by Dr. Hayley Stainton (*a top United Kingdom based academic*)

There are many different types of cruises offered to travelers/tourists around the world and some of the common types of cruises that were identified by a top United Kingdom academic Dr. Hayley Stainton will be discussed as follows:

¹⁵² Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

7.4.1 ¹⁵³“**River cruises.** A river cruise is, as the name suggests, a cruise taken down a particular river. Due to the fact that rivers are much smaller than seas and oceans, so too are river cruise ships. You travel along inland waterways, and there will be the chance to stop off at various city ports – you are also able to see a lot of scenery on river cruises as you will generally always have land directly to each side of you. This is very different to ocean cruises, where all you can see on ‘days at sea’ is an expanse of sparkling blue [water](#). A river cruise is favoured by those looking for a relaxing and slower-paced trip. These types of cruise are a huge part of the travel and tourism industry, with trips on the following rivers being particularly common:

- Nile
- Danube
- Ganga
- Mississippi
- Yangtze
- Rhine
- Douro

You might also see river day cruises – these take place on small sections of river which typically flow through a city centre such as Chester, Amsterdam, Paris or Cairo!

7.4.2 Expedition cruise. An expedition cruise is one of the types of cruise aimed at adventurous travellers who want to do a lot more than simply relaxing while on a cruise. They again tend to be smaller ships than [ocean](#) liners, as they travel to more far-flung places. Should Be Cruising says that *these ships also have shallower drafts than regular cruise ships, so they can access smaller inlets and shallow harbors*. There are so many activities available on expedition cruises. If you’re cruising in warmer waters you might go scuba diving, and if cruising in colder waters such as the Arctic, you might go trekking across the top of a glacier. Expedition cruises are all

¹⁵³ Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved

completely different – you might go on a historic expedition cruise where the focus is on history, or a nature cruise to look at plants or animals in different locations. Going to see the Northern Lights is another popular example!

7.4.3 Mega cruise. A mega cruise ship is one of the most popular types of cruise. These ships can typically accommodate 5000+ guests. These are the types of ships – and vacations – which will generally spring to mind when you hear the word ‘cruise’ – except they are the biggest of these typical cruise ships. They are ocean liners, usually 300+ metres long, weighing hundreds of thousands of tonnes!

7.4.4 ¹⁵⁴**Luxury cruise.** This type of cruise is a subtype of other cruises – you can have luxury ocean cruises and luxury river cruises, as well as luxury yacht trips of course. But what makes a cruise *luxury*? They tend to offer a much higher quality of service: private dining rooms, butlers, gourmet restaurants with world-class chefs, opulent decor, strict dress codes and more. As you’d imagine, they are a lot more expensive than other cruises!”(Stainton, 2023, <https://tourismteacher.com/types-of-cruise/>). The following section will cover information about the various typical examples of leading cruise ships operating in various countries in-depth.

7.5 A typical example of a leading cruise ship in Canada

¹⁵⁵Innovation, quality management, effective marketing strategies, employer branding and climate friendly sustainability have become the pillar behind the success of the modern day cruise ship and yacht industry. Today there are many organizations located in various parts of the world that are associated with the transport and tourism/hospitality industries that are now investing their scarce financial resources in the growing global cruise ship and yacht industry. A typical example of a leading world class cruise ship organization from Canada will be discussed as follows:

¹⁵⁴ Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved

¹⁵⁵ Rudolph Muteswa (2024) *Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1st Edition*, Self-Published Educational Ebooks, ISBN: 978-1-77933-712-2 EAN: 9781779337122 and it is available as a free download via the online library – <https://rudolphmuteswa.com>

7.5.1 Canada – (St Lawrence Cruise Lines)

There are several popular cruise ship companies based in Canada and one of the most popular cruise ship operator in Canada that will be discussed in this section is ‘St Lawrence Cruise Lines’. The amazing aerial views of the remarkable ‘St Lawrence Cruise Lines’ ship will be clearly depicted by Figure 7.1 below.

Figure 7.1 The amazing aerial views of the remarkable St Lawrence Cruise Lines ship



Hero 1



Hero 3



Hero 9



Ottawa

Source: (St Lawrence Cruise Lines, 2024, <https://www.stlawrencecruiselines.com/>).

¹⁵⁶According to St Lawrence Cruise Lines (2023) **About Us**. St. Lawrence Cruise Lines is a family built and operated Canadian business with 40 years of experience in the cruise industry. This helps us to provide the best possible river cruising experience for our guests. So join us to explore the most scenic, calm water rivers in this part of the world. Our professional, highly trained all-Canadian crew will spoil you with exceptional cuisine and genuine Canadian

¹⁵⁶ St Lawrence Cruise Lines (2023) *About Us*. Available from: <https://www.stlawrencecruiselines.com/about-us/> [Accessed December 30, 2023]

hospitality. More importantly, you will experience first-hand the tremendous beauty and rich history of the St. Lawrence and Ottawa Rivers. We look forward to welcoming you aboard!

Jason Clark, President. How it all began... The M/V Canadian Empress was the result of some fanciful thinking on the part of Bob Clark in 1979. Bob lived on the St. Lawrence River for a number of years. He recognized its many attractions and scenic beauty and couldn't understand why there wasn't an overnight cruise ship allowing visitors to experience this very special part of the world. Bob's entrepreneurial spirit took hold of the idea and wouldn't allow him to let go. So, he utilized his background in architecture, real estate and engineering, and within a short period of time the keel of the ship was being laid. The M/V Canadian Empress was launched on September 6th, 1981. The year 1908 was chosen as the design theme, because Bob wanted a vessel that would integrate well with the history of the St. Lawrence River. The original decor was also highlighted by Victorian accents, such as brass railings and tin ceilings. Bob was a firm believer in a "hands-on" management style and it was not uncommon to find Bob and his wife Myrna cruising on board with passengers. The M/V Canadian Empress is not a replica of any specific vessel. It is a composite replica of many vessels that were common in the St. Lawrence region during the last century. In its 40 year history, the Canadian Empress has hosted guests from virtually every province of Canada, every state in the United States and numerous countries throughout the world (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/about-us/>).¹⁵⁷ **Cruise Choices. Celebration of Spring. SIGNATURE CRUISE.** Join us as we kick off the 2024 cruise season with 7 nights and 8 days of fresh spring air on the St. Lawrence River and watch the flora and fauna of the river spring to life. This cruise features a unique itinerary and travels from Kingston to Montreal and Return for 7 nights at a special 6 night rate. **Seaway Discovery Cruise. SIGNATURE CRUISE.** Cruise with us in the heart of the summer for 7 nights and 8 days of relaxation on the St. Lawrence River. This cruise travels from Kingston to Montreal and Return, and features a unique itinerary that highlights the history of the International Seaway. During this time of year the river bustles with lake freighters and pleasure boats. **Discovery Cruise Series.** These 4 night, 5 day cruises were created for those that want to deepen their knowledge of the history, geography, and culture of the 1000 Islands and St. Lawrence River. Discovery Cruise itineraries are enhanced with

¹⁵⁷ St Lawrence Cruise Lines (2023) *About Us*. Available from: <https://www.stlawrencecruiselines.com/about-us/> [Accessed December 30, 2023]

unique attractions, step-on speakers, and an educational focus. **EXPLORE CRUISE. Canada's Capital Cruise.** Start or end your cruise vacation in Canada's capital of Ottawa. The historic significance of the lower Ottawa River coupled with the amazing 1000 Islands and St. Lawrence Seaway makes this 5 night, 6 day cruise an unforgettable voyage”” (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/about-us/>). The astounding and fun facilities of the St Lawrence Cruise Ship will be clearly depicted by Figure 7.2 below.

Figure 7.2 The astounding and fun facilities of the St Lawrence Cruise Lines ship



Ship Stateroom Sterling



Ship Dining Room 2



Ship After Deck



Deck 1

““**The Experience. Why Cruise With Us?** We are the St. Lawrence River's most experienced cruise operator. This river is our home. Our years of experience, knowledge of the region, and attention to our guests ensures full value. Magnificent, ever-changing scenery, and protected gentle waters between safe and secure overnight ports. All shore tours are included in your cruise fare and educational information is presented en route. Wholesome, generous regional cuisine All riverboat staterooms are outboard, completely above the water line, and have modern

conveniences Friendly, helpful, and hard-working crew. Daily housekeeping service Evening entertainment and lounge service in our Grand Saloon Complimentary domestic beer or ship's private reserve wine with meals Family and reunion groups accommodated Committed to international standards of health and safety”” (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/the-experience/>). ¹⁵⁸According to St Lawrence Cruise Lines (2023) **Our Waterways. St. Lawrence River.** The St. Lawrence River in its most limited bounds, begins at the foot of Lake Ontario, opposite the city of Kingston and flows generally in a north-easterly direction about 775 miles, when its flood mingles with that of the gulf by the same name. Beyond the Gulf of St. Lawrence lies the vast Atlantic Ocean. The St. Lawrence River has its source in the largest body of fresh water on the globe, and among all of the big rivers of the world, it is the only one whose volume is not greatly affected by the elements. This river, which Sir J.M. LeMoine called "The noblest, the purest, most enchanting river on all God's beautiful earth," for miles upon miles acts as a natural boundary between the good friends of the United States and Canada. **The 1000 Islands.** With each nautical mile, nature's northern masterpiece unfolds. Within one 50-mile stretch on one of the world's largest rivers you will find no less than 1,870 islands. In these "1000 Islands", birthplace of the famous 1000 Islands Dressing, you will explore intricate river channels, sumptuous greenery, mysterious coves, nooks and crannies veiled in folklore. Here you will find opulent summer residences including famous mansions and castles. **The St. Lawrence Seaway.** The St. Lawrence Seaway is one of the most ambitious engineering feats of the last century. The objectives: increase the size of the St. Lawrence River shipping channel and generate hydro-electric power for Ontario, Quebec and New York State. Entire villages were relocated to higher ground, utilizing the largest moving and construction equipment in the world. As the temporary "coffer dams" were blown on July 1st, 1958, people watched with mixed emotions. Slowly rising water covered familiar land forever. It was sad for some to know they could never go home again. Others were excited to think of the new conveniences and services, modern schools and new friends. A major highlight is the opportunity to pass through the locks between Kingston and Montreal, experiencing an overall change in water level of 246 feet. **The Ottawa River.** First explored by Samuel de Champlain in 1613, the Ottawa River is the largest tributary of the St. Lawrence River. The total length of the Ottawa

¹⁵⁸ St Lawrence Cruise Lines (2023) *The Experience*. Available from: <https://www.stlawrencecruiselines.com/the-experience/> [Accessed December 30, 2023] ©2022 - 2023 St. Lawrence Cruise Lines

River is approximately 790 statute miles with a total drop in level of no less than 1,100 feet. It drains an area of 57,000 square miles and has an average flow of about 70,000 cubic feet of water per second. ¹⁵⁹This is said to be greater than that of all the rivers of England and Wales put together. This is significant, particularly when one considers that it is only a tributary of the mighty St. Lawrence (St. Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/the-experience/>). The following section will cover information about the conclusion of this chapter in-depth.

7.6 Conclusion

It can be concluded that cruise tourism has become a key economic factor in various countries around the world since it enables the host country to receive the much needed foreign currency and international visitors. Repeat tourism is one of the key benefits of cruise tourism and it is a well known fact that cruise tourists are more likely to come back to the same country in the near future and this ultimately leads to more foreign currency coming into the host country's national financial system. Thus it can be concluded that the value of cruise ships to the global economy keeps increasing on a regular basis. Another key benefit of cruise tourism is that more jobs are created in various sectors of an economy such as the retail, hospitality, hotel, telecommunications, transport, energy and so on since international tourists spend their foreign currency buying local products and services.

7.6 Review questions

- 1) Define the following terms 'yacht' and 'boat'?
- 2) Discuss what is a 'cruise'?
- 3) Identify four different types of cruises?
- 4) Describe at least one popular cruise ship based in Canada?

¹⁵⁹ St Lawrence Cruise Lines (2023) *The Experience*. Available from: <https://www.stlawrencecruiselines.com/the-experience/> [Accessed December 30, 2023] ©2022 - 2023 St. Lawrence Cruise Lines

Chapter 8: What is a train & the various examples of popular trains in Switzerland, Kingdom of Belgium, Kingdom of the Netherlands & Republic of Austria

After reading this chapter you should be able to:

- Define the following terms ‘rail transport’ and ‘world’.
- Discuss the different types of rail transport.
- List at least one popular train company based in Switzerland.
- Identify at least one popular train company based in the Kingdom of Belgium and the Kingdom of the Netherlands. List at least one popular train company based in the Republic of Austria.

8.1 Introduction

¹⁶⁰“Railways are a climate-smart and efficient way to move people and freight. Railways promote economic growth while cutting greenhouse gas emissions. They are a clean and compact way to move millions of passengers and millions of tons of goods across countries and continents. Yet railways constitute a shrinking share of transport in many developing countries, where railway service is often uncompetitive and poorly integrated with other forms of transport. Slow speed, high prices, and lack of reliability mean that potential users choose other transport options” (World Bank Group, 2023, <https://www.worldbank.org/en/topic/transport/brief/railways>). Today various international financial institutions are playing a critical role towards the development of railway transport in various countries for example The World Bank Group. “To make rail more efficient, and useful to both urban dwellers commuting to work and factory managers moving freight, the World Bank supports developing country governments in tackling three key challenges:

- Reforms in the way railroads are organized and financed, including better governance and more competition, which will provide better service at lower prices.

¹⁶⁰ World Bank Group (2023) *Railways*. Available from: <https://www.worldbank.org/en/topic/transport/brief/railways> [Accessed January 01, 2024] © 2023 The World Bank Group, All Rights Reserved.

- Integrating railways into a country’s transportation network. This often requires both new investments in terminals and a new way of thinking about how railroads mesh with roads, ports and businesses in general.
- Research into rail’s impact on poverty. With a better understanding of rail’s potential to address poverty, transport ministries and urban planners can make more informed decisions on policies and investments” (World Bank Group, 2023, <https://www.worldbank.org/en/topic/transport/brief/railways>). ¹⁶¹According to the World Bank Group (2023) The World Bank is working across the globe to help developing countries put more people and more freight onto efficient, well-managed railways.
- In India, the World Bank is financing a dedicated freight corridor, which will meet the country’s rising demand for energy-smart and environmentally sound transport. Over the next 30 years, the project will cut 67 million tons of CO2 emissions (World Bank Group, 2023, <https://www.worldbank.org/en/topic/transport/brief/railways>). The following section will cover information about the definition of terms in-depth.

8.2 Definition of terms

Rail transport. ¹⁶²According to Stainton (2023) *Rail transport* refers to any means of transferring passengers and cargo on or in wheeled vehicles running on rails, which are located on tracks. Rail vehicles are guided by the tracks on which they run (Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>). ¹⁶³“In addition the definition of the term ‘*world*’ refers to everything that we see and touch from the North, South East or West in all the countries” (Rudolph Muteswa, 2021:139 cited from his famous book title: ‘*The Magnificence of*

¹⁶¹ World Bank Group (2023) *Railways*. Available from: <https://www.worldbank.org/en/topic/transport/brief/railways> [Accessed January 01, 2024] © 2023 The World Bank Group, All Rights Reserved.

¹⁶² Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

¹⁶³ Rudolph Muteswa (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*, 1st edition, Self-Published Educational Ebook. ©2021 ISBN 978-1-77921-415-7 EAN 9781779214157 and it is available on the free online library – <https://rudolphmuteswa.com>

Respecting Human Rights, Democracy & Freedoms in a Country & Organizations’). The following section will cover information about the different types of rail transport in-depth.

8.3 Different types of rail transport identified by Dr. Hayley Stainton (a top United Kingdom based academic)

Historically trains have been providing transportation to people for many years and they played a critical role during the industrial revolution due to their ability to carry bulk goods between towns, cities and countries. ¹⁶⁴“Rail transport has been around since ancient Greek times, in the 6th Century BC. Rail transport is ever-evolving, and accounts for a large percentage of ground transportation” (Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>). The different types of rail transport will be discussed as follows:

8.3.1 ¹⁶⁵“Urban rail transport. Urban rail transport is one of the overarching types of rail transport – e.g, it can be separated into other various types of rail transport, which are all laid out below in terms of specifics. Urban rail transport is the term used for different types of local rail systems which provide a passenger service in and around urban or suburban areas. Urban rail transport includes trams, rapid transport trains, monorails, light rail, cable cars, funiculars and commuter rail.

8.3.2 Rapid transit. Rapid transit trains are high-capacity public transport trains. Generally known as the metro, the subway, the underground, the tube or similar, they are electric railways which run in and through areas which cannot be accessed by pedestrians.

8.3.3 High-speed railways. HSRs (high-speed railways) run at a significantly faster speed than other types of rail transport. HSRs use an integrated system of rolling stock and designated tracks; there is no single speed standard that exists worldwide but if a train can travel faster than 160mph it is considered to be an HSR.

¹⁶⁴ Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

¹⁶⁵ Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

8.3.4 Commuter rail. Commuter rail is a similar system to rapid transit rail. Commuter rail encompasses rail transport services within metropolitan areas, connecting commuters from towns and [suburbs](#) to cities for work purposes, first and foremost. They are considered heavy rail, and use electric or diesel trains. British commuter rail services share tracks with other passenger trains and freight trains too.

8.3.5 Monorail. A monorail is a type of railway where the track has a singular beam or rail. While the name does refer to the type of track, colloquially ‘monorail’ is used to refer to elevated rail vehicles.

8.3.6 Elevated railways. Similarly to a monorail, elevated railways are a type of rail transport that run above ground level rather than at or below ground level. Elevated railways are used predominantly in urban areas to avoid congestion and the need for level crossings.

8.3.7 Trams and streetcars. A tram is a rail vehicle that runs on tramway tracks along public urban streets. Trams have been referred to as ‘electric street railways’ in the past, which sums it up well. They are short and light in comparison to main line or rapid transit trains; trams mostly use electric power from overhead lines, which means they are not as bad for the environment as cars or buses which are often in the same road areas. Trams are also what we might call ‘light rail’. In many European cities, such as Prague and Vienna, trams are a vital way of travelling around the main areas. In places like San Francisco, the cable car system (the oldest in the world) is a tram network that is popular with tourists.

8.3.8 Funiculars. A funicular is one of the most interesting types of rail transport. Funiculars are powered by cable traction, and designed specifically for steep inclines. There are two counterbalanced passenger cars which move in concert – as one goes up, the other comes back down. Funiculars are mostly tourist attractions now, offering a fun way to see new scenery when visiting a particular area, though some are used for commuting and general transport”¹⁶⁶

¹⁶⁶ Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

(Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>). The following section will cover information about typical examples of leading global trains of various countries in-depth.

8.4 Examples of leading global trains based in Switzerland, Kingdom of Belgium, Kingdom of the Netherlands & the Republic of Austria

One of the most ancient modes of transport in the world is railway transport. Interestingly, railway transport has successfully managed to evolve overtime to become a fun, luxurious, highly innovative and technology oriented mode of transport that offers safe and high quality customer experience to its passengers. Various organizations located in different parts of the world are now offering different types of railway transport services to passengers or travelers (*including tourists or international visitors*). The typical examples of leading global train organizations include the following:

8.4.1 Switzerland – (‘Swiss Federal Railways’)

Trains have become a key player in the global tourism industry since they offer safe and comfortable transport services to visitors. It is important to point-out the fact that modern trains that are involved in the railway tourism sector now have interior features that offer bedroom, café, restaurant, bathroom and many other services to offer their passengers a memorable high quality experience. The most popular train company brand in Switzerland that will be discussed in this section is called ‘Swiss Federal Railways – SBB’. ¹⁶⁷“**SBB Company**. We transport over 1,160,000 people and 180,000 tonnes of freight to their destination every day. Our 34,200 employees work passionately in the interest of our customers. SBB. Connecting Switzerland” (SBB, 2024, <https://company.sbb.ch/en/home.html>). The beautiful unique architectural designs of the train station owned by SBB will be clearly depicted by Figure 8.1 below.

¹⁶⁷ SBB (2024) *SBB Company*. Available from: <https://company.sbb.ch/en/home.html> [Accessed January 02, 2023] © Copyright by SBB, 2004–2010, all rights reserved.

Figure 8.1 The unique architectural designs of the train station



Source: © SBB CFF FFS (*Rollmaterial und Personen in der Bahnhofshalle Luzern*).

¹⁶⁸According to SBB (2024) **Our trains**. SBB shapes the mobility of the future and in the coming years will be investing around 1 billion Swiss francs annually in new and modernised trains. These form the basis of a modern railway company. When it comes to new acquisitions and modernisation, we attach great importance to energy efficiency (SBB, 2024, <https://www.sbb.ch/en/travel-information/services-on-train/our-trains.html>). The state-of-the-art astounding exterior features and aerial views of the trains owned by SBB will be clearly depicted by Figure 8.2 below.

¹⁶⁸ SBB (2024) *Our Trains*. Available from: <https://www.sbb.ch/en/travel-information/services-on-train/our-trains.html>
[Accessed January 02, 2024] © Copyright by SBB, 2004–2010, all rights reserved.

Figure 8.2 The state-of-the-art astounding exterior features and aerial views of the trains owned by SBB



Source: © SBB CFF FFS (Photo 1 – Lokomotive Re 460 und Zug IC2000 modernisiert Zürcher Oberland bei Basserdorf and Photo 2 - Zug ETR 610 Astoro im Tessin and Photo 3 - SBB Flirt zwischen Vallorbe und le Brassus, Vallée de Joux and Photo 4 - Zug ICN Höhe Rapperswil).

¹⁶⁹According to SBB (2024) *Moving towards a climate-friendly future together*. Many of us share the goal of achieving a climate-friendly future. But how can we get there? Mobility will

¹⁶⁹ SBB (2024) *Sustainability*. Available from: <https://company.sbb.ch/en/the-company/responsibility-society-environment/sustainability.html> [Accessed January 03, 2024] © Copyright by SBB, 2004–2010, all rights reserved.

play a key role in this, and sustainability is a top priority for SBB. Our daily commitment to environmentally compatible mobility. As a railway, SBB is the most climate-friendly and energy-efficient mode of transport besides human-powered movement. But it's not just the train itself that is sustainable. Explore this page to find out why SBB is a pioneer in social, economic and ecological sustainability and read exciting articles from SBB News (SBB, 2024, <https://company.sbb.ch/en/the-company/responsibility-society-environment/sustainability.html>). The following section will cover information about a leading Belgium and The Netherlands based train in-depth.

8.4.2 The Netherlands & Belgium – ('European Sleeper Exploitatie B.V.' which owns the popular train called the 'European Sleeper')

The beautiful great nations of Belgium and The Netherlands are globally known for the following: (1) highly advanced technology and infrastructure in the railway sector, (2) thriving tourism, (3) climate change friendly policies and (4) foreign diplomacy excellence and so on.¹⁷⁰ According to European Sleeper Exploitatie B.V. (2024) **European Sleeper. The Good Night Train.** A good night is different for everyone. But anyone can have a good night with European Sleeper. **A fun and smart way to travel.** We decided to put travel by night train back on the map by establishing a new Belgian-Dutch railway company in 2021. We are not the only night train fans. Anyone who has ever traveled by night train will tell you enthusiastically about the adventure on board. It's a great way to travel, because stress doesn't exist when you get closer to your destination while you sleep. Plus, it's better for the Earth than many other forms of travel. **Connecting Europe by night.** With European Sleeper we make connections between countries and cities, connections between people and companies. We will start with a train that runs from Brussels via Amsterdam to Berlin. And every year a new train connection will be added. More and more people will leave the plane, car or bus behind and discover more destinations by night (European Sleeper Exploitatie B.V., 2024, <https://www.europeansleeper.eu/over-european-sleeper>). The unique poster of the European Sleeper announcing the first departure of the European Sleeper train to Prague will be clearly depicted by Figure 8.3 below.

¹⁷⁰ European Sleeper Exploitatie B.V. (2024) *European Sleeper*. Available from: <https://www.europeansleeper.eu/over-european-sleeper> [Accessed January 06, 2024] © 2024 — European Sleeper Exploitatie B.V.

Figure 8.3 The unique poster of the European Sleeper announcing the first departure of the European Sleeper train to Prague



Source: (European Sleeper Exploitatie B.V., 2024, <https://www.europeansleeper.eu/>). © 2024 — European Sleeper Exploitatie B.V.

¹⁷¹“**The Good Night Train**. If only there was a nicer and smarter way to travel within Europe! Exactly, that's what we thought. That is why we decided to put travelling by night train back on the map. It's time to discover The Good Night Train” (European Sleeper Exploitatie B.V., 2024, <https://www.europeansleeper.eu/de-trein>). ¹⁷²“**Our cooperative**. European Sleeper is organised as a cooperative. In May 2021 and within 15 minutes, European Sleeper raised €500,000 in seed capital, by selling shares to more than 350 small investors from various countries in Europe and beyond - an enthusiastic night train community, that is actively involved in the company. In 2022, we again were fully funded in our sharefunding for sleeping cars and raised €2 million. **The founders**. European Sleeper is part of the movement that put the overnight sleeper train back on the European map. It was founded by two entrepreneurs with a great passion for sleeper trains: Elmer van Buuren of Train2EU and Chris Engelsman of Noord West Express. With the founding of European Sleeper, we combine an enormous amount of valuable knowledge and experience” (European Sleeper Exploitatie B.V., 2024, <https://www.europeansleeper.eu/over->

¹⁷¹ European Sleeper Exploitatie B.V. (2024) *The Train*. Available from: <https://www.europeansleeper.eu/de-trein> [Accessed January 06, 2024] © 2024 — European Sleeper Exploitatie B.V.

¹⁷² European Sleeper Exploitatie B.V. (2024) *European Sleeper*. Available from: <https://www.europeansleeper.eu/over-european-sleeper> [Accessed January 06, 2024] © 2024 — European Sleeper Exploitatie B.V.

[european-sleeper](#)). The following section will cover information about the Republic of Austria trains in-depth.

8.4.3 Republic of Austria – ('Austria Federal Railways - ÖBB' which owns popular trains called 'Railjet' and 'Nightjet')

In Austria the railway sector is one of the most developed in Europe and the main focus of train operators across Europe is offering passengers a memorable experience in an efficient, innovative, multicultural, competitive and profitable manner. This section will discuss Austria's most popular railway corporate brand called 'Austrian Federal Railways' (ÖBB) which owns popular trains called *ÖBB Railjet (RJ, RJX) and Nightjet (NJ)*.¹⁷³ According to ÖBB (2024) The *ÖBB Nightjet* - the night train operated by the Austrian Federal Railway ÖBB - allows you to travel comfortably overnight to many destinations throughout Europe on any day. For as little as € 29,90*, the *ÖBB Nightjet* takes you to Austria, Italy and Switzerland (ÖBB, 2024, <https://www.nightjet.com/en/angebote>). The world class exterior views and facilities of the *ÖBB Nightjet (NJ)* will be clearly depicted by Figure 8.4 below.

¹⁷³ ÖBB (2024) *Offers. The ÖBB Nightjet*. Available from: <https://www.nightjet.com/en/angebote> [Accessed January 06, 2024] © 2024 ÖBB. All rights reserved.

Figure 8.4 The world class exterior views and facilities of the ÖBB Nightjet (NJ)



Nightjet -



NJnG Sitzwagen - © ÖBB / Harald Eisenberger



NJnG Liegewagen - © ÖBB / Harald Eisenberger

Source: (ÖBB, 2024, **Photo 1** - Nightjet - © ÖBB / Marek Knopp & **Photo 2** - NJnG Schlafwagen comfort plus - © ÖBB | Harald Eisenberger & **Photo 3** - NJnG Sitzwagen - © ÖBB / Harald Eisenberger & **Photo 4** - NJnG Liegewagen - © ÖBB / Harald Eisenberger, Image Gallery-Videos, <https://presse.oebb.at/en/image-gallery-videos/nightjet>). © 2024 ÖBB. All rights reserved.

¹⁷⁴“**ÖBB: Today. Tomorrow. Together.** As a comprehensive mobility and logistics service provider, ÖBB transported a total of 323 million passengers and over 94 million tonnes of goods to their destinations in a climate and environmentally friendly manner in 2021. The electricity for trains and stations is generated entirely from renewable energy sources. ÖBB is one of the most

¹⁷⁴ ÖBB (2024) *ÖBB: Today. Tomorrow. Together.* Available from: <https://presse.oebb.at/en/> [Accessed January 06, 2024] © ÖBB

punctual railway operators in Europe, with a punctuality of around 97 per cent in passenger transport. With over EUR 3 billion invested annually in railway infrastructure, ÖBB is building the railway system of tomorrow. Across the Group, almost 42,000 bus and rail employees and an additional 2,000 apprentices ensure that up to 1.3 million passengers and around 1,300 freight trains arrive safely at their destinations every day” (ÖBB, 2024, <https://presse.oebb.at/en/>). The following section will cover information about the conclusion of this chapter in-depth.

8.5 Conclusion

Trains have become one of the most preferred form of transport to use every day to commute in most towns, cities and or countries. It can be concluded that the economic and societal development of a country is generally interrelated with the increasing popularity of trains amongst commuters from different geographical locations of a country. The current pace of technological advancement in the global railway sector is quite extensive while on the other hand the current manufacturing of trains is placing more emphasis towards reliable, affordable and eco-friendly production processes and finished products (*trains*). Railway tourism has blossomed in many countries due to the fact that some of the modern structural designs of trains are enabling train operators to offer bedroom accommodation, restaurant, bathroom, lounge, bar, conference meeting rooms, café, double deck large window views and many other customer memorable experiences. The advantage of railway tourism is that it allows passengers or tourists to have the opportunity to travel to other places where there are fun tourist attraction sites. It can be concluded that railway tourism is mostly popular in developed nations and one of the key reasons behind this general fact is that in developed nations the railway networks (*train stations or railway tracks*) adopted modern technology that can easily accommodate eco-smart high speed trains. While on the other hand in poor developing nations the railway networks are under developed or in a poor state of condition therefore this makes railway tourism to be considered as unattractive to investors. It can be concluded that some of the leading global financial institutions are currently offering adequate financial resources to developing nations in order to help them reconstruct or implement new modern technology railway networks that will help them transport both passengers and freight in an affordable, reliable and eco-smart manner.

8.6 Review questions

- 1) Define the following terms 'rail transport' and 'world'?
- 2) Discuss the different types of rail transport?
- 3) List at least one popular train company based in Switzerland?
- 4) List at least one popular train company based in the Kingdom of Belgium and the Kingdom of the Netherlands? List at least one popular train company based in the Republic of Austria?

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