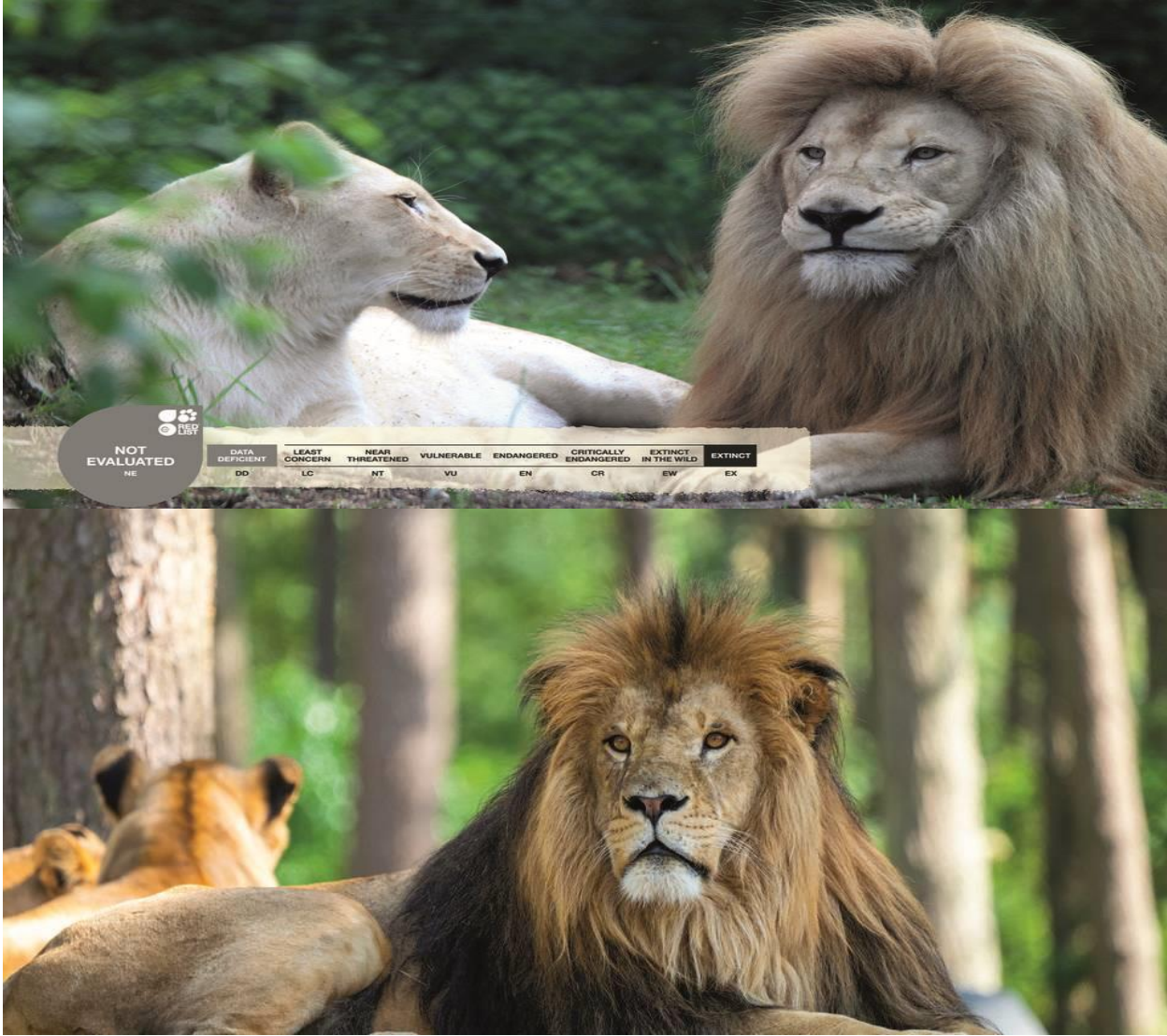


# Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition



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

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## **Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition**

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## **PREFACE TO THE FIRST EDITION**

Today it has become necessary and very important for executive board of directors, managers, entrepreneurs, academics, diplomats, pilots, tourists, journalists, teachers, students, civil society professionals, trade unionists, Heads of Governments (*such as Prime Ministers, Deputy Prime Ministers, Federal Chancellors, Presidents and Vice Presidents*), Monarchy Rulers, government ministers or governors, politicians, medical professionals, engineers, and many other professionals to be well educated about the: history, laws, demographics, political, economic and tourism information of various countries. The modern day world we are now living is now strongly shaped by the international stature, the conservation of the natural environment, tourism, respect for human rights, democracy, peace and education levels of countries. Over the past decades the continuous growth patterns of global tourism have managed to make tourism a critical economic activity in each and every country in the world. The image of a country and its tourist destinations are clearly influenced by tourism marketing. Today it is unquestionable that nations such as Zambia, the United States of America, India, Canada, France, Monaco, Switzerland, Kenya, Latvia, Australia, Germany, the United Kingdom, Ghana, The Netherlands, South Africa, Austria, Romania, Italy, Chile, Brazil, Argentina, Ireland, Sweden, Denmark, Botswana, Liechtenstein, New Zealand, Japan, Tanzania, Finland, Liberia, Belgium, The Gambia, Estonia, Spain, Malawi, Mauritius, Nigeria, Singapore, Namibia and Norway will continue to enjoy powerful nation brand statuses as a result of their visitor-friendly societies and tourism sector businesses that place more emphasis on increasing customer experience. The main aim of this textbook is to educate readers about the fact that nowadays tourism has created new economic opportunities for many countries through the consistent creation of new destinations that help to generate financial income for the local communities, businesses and government. One of the key aim of this textbook is to educate readers about the fact that nations such as Germany, Zambia, Namibia, the United Kingdom, the United States of America, The Netherlands, Switzerland, Canada, Romania, Chile, Liechtenstein, Singapore, New Zealand, Monaco, Kenya, Australia, Sweden, Denmark, South Africa, Belgium and Norway have successfully positioned their tourist destinations to be the best places to visit in the world since they offer cherishable lifetime memories and holiday experiences. Another key aim of this book was to help highlight the essence behind the natural beauty, pristine wilderness, rich cultural

traditions and the modernization of infrastructure in a country and how it helps countries to be successfully ranked as ‘Amazingly Beautiful Countries’ especially via a thriving tourism industry. This book specifically targeted people on the continents of Africa, North America, South America, Europe, Oceania, the Middle East and Asia in order to provide them with basic knowledge about the popular tourist destinations, popular international airlines and sustainable tourism.

**Acknowledgement:**

I would like to thank my 6 siblings (*four brothers & two sisters*) for tirelessly supporting me towards my education and personal life goals. 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, business leaders, governments, organizations & the various information sources cited in this book.

# Chapter 1: Popular international airlines to use for travel to local & international tourist destinations

After reading this chapter you should be able to:

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

## 1.1 Introduction

<sup>1</sup>According to the International Civil Aviation Organization (ICAO) (2019:30-32) Aviation provides vital lifelines and connections to remote or peripheral destinations that otherwise would not be available, for example, in the Arctic, across vast stretches of wilderness and to small island States all around the world. It offers accessibility to these destinations without the need for expensive and challenging road and port infrastructure development. Aviation contributes to **Improving Quality of Life** by broadening people’s leisure and cultural experiences. It provides an affordable means to visit distant friends and relatives. Low cost and more frequent access to air travel has increased the range of potential holiday destinations. As people move for employment, educational or lifestyle reasons, many families are now located in different regions around the world (ICAO, 2019:30-32, <https://www.icao.int/>). The following section will cover information about the definition of terms in-depth.

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<sup>1</sup> 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

## 1.2 Definition of a term

<sup>2</sup>“**International visitor**: An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it ([IRTS 2008, 2.42](#))” (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), “© UNWTO, 92844/19/23”. The following section will cover information that will help to explain why the airline industry is linked to the tourism industry.

## 1.3 Why the airline industry is associated with the tourism industry sector

Today many travelers around the world now expect airlines to offer them high quality, safe and convenient air transport at affordable prices. In general air transport is the fastest mode of transport and many global travelers opt to use it in order to enjoy convenience. Modern aircrafts are becoming spacious or bigger in terms of size while on the other hand airline companies are now making tremendous efforts to match some of their services (*such as food menus, executive packages of inflight cabin features with large television sets, single/double beds, bathrooms and so on*) to those offered by hotels and restaurant services. In a nutshell aircrafts have become hubs of tourism as they seek to offer fun, amazing, memorable and unique customer experiences at very affordable prices to their passengers. Therefore, this enables airlines to enjoy a competitive advantage over other modes of transport (*rail, sea and road*) when travelling. <sup>3</sup>“**Aviation is the backbone of the tourism industry**. Germans mainly travel to other countries by plane, and large numbers of foreign tourists also come to Germany by air. This creates jobs – both here in Germany and in the tourist destination countries. Air transport makes a decisive contribution to people’s individual mobility. Even long distances can be covered quickly and safely with air travel, which is why airplanes are indispensable in private and business travel. Air transport enables millions of people to engage in cultural exchange, and it also boosts the tourism industry, which is a major economic factor both in Germany and in the tourist destination countries.

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<sup>2</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

<sup>3</sup> German Aviation Association (2023) *Tourism*. Available from: <https://www.bdl.aero/en/topics-and-positions/the-importance-of-air-transport/tourism/> [Accessed January 23, 2023]

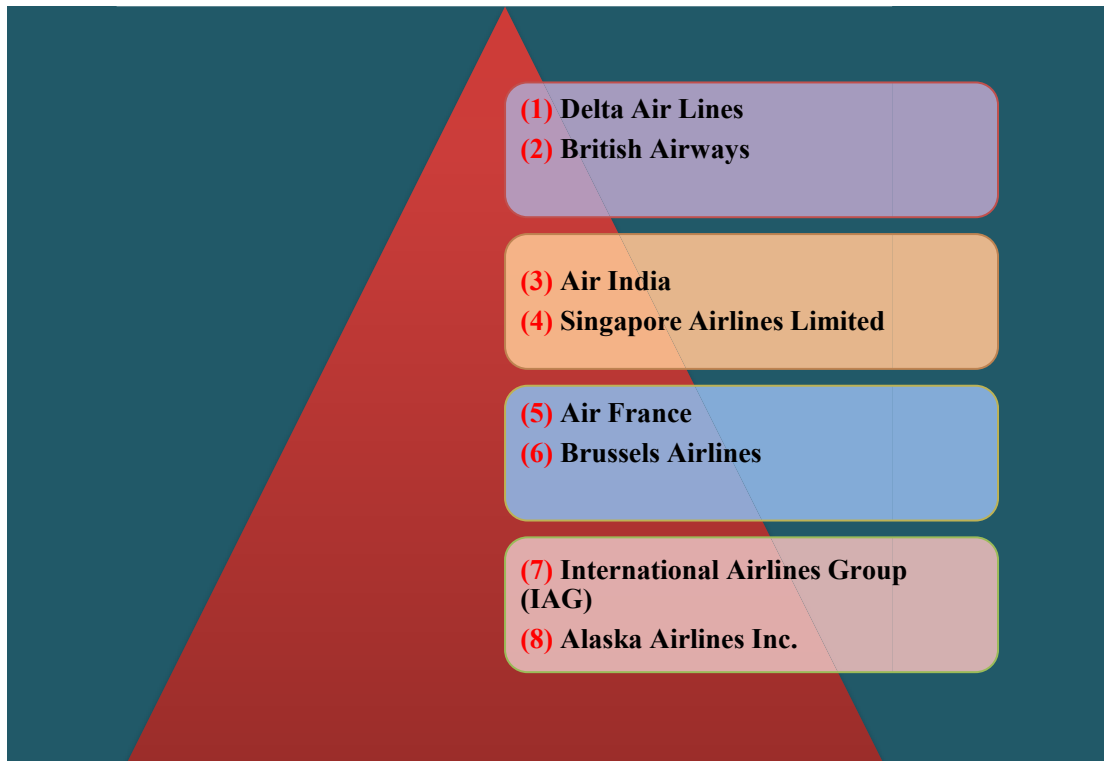
**Foreign passengers in Germany.** Guests from abroad mainly choose airplanes for private or business travel to Germany. For the vast majority of people in the world, air travel is the only way to travel to Germany, as it is the only means of transport that can cover long distances in a short time.”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

#### **1.4 Examples of international airlines to use for travel to local & international tourist destinations**

There are many globally renowned airlines that are playing a great role towards providing affordable, high quality, comfortable and fun transport to passengers from different parts of the world. The eight popular international airlines that will be covered in this chapter will be clearly depicted by Figure 1.1 below.



**Figure 1.1 Eight popular international airlines**



Source: Diagram Inspired By Information From: (Delta Air Lines, 2023, <https://www.delta.com>; British Airways, 2023, <https://www.britishairways.com/>; Air India, 2023, <https://www.airindia.in/>; Singapore Airlines Limited, 2023, <https://www.singaporeair.com/>; Air France, 2022, <https://corporate.airfrance.com/>; Brussels Airlines, 2022, <https://www.brusselsairlines.com/>; International Airlines Group, 2023, <https://www.iagroup.com>; Alaska Airlines Inc., 2023, <https://news.alaskaair.com/>).

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

### **1.4.1 Delta Air Lines**

The astounding passenger aircraft of Delta Air Lines will be clearly depicted by Figure 1.2 below.

**Figure 1.2 Delta Air Lines astounding passenger aircraft**



Source: “Photography provided courtesy of Denver International Airport”. Available from: *060222\_airfield airlines Delta-016*, [https://images.flydenver.com/search?terms=airfield&include\\_tags=true&](https://images.flydenver.com/search?terms=airfield&include_tags=true&)

<sup>4</sup>“**About Delta. OUR DESTINATIONS.** Everything we do creates a more connected world. That’s why nearly 200 million travelers fly up to 275 destinations in 50 countries, with up to 4,000 daily departures” (Delta Air Lines, 2022, <https://www.delta.com/mea/en/about-delta/overview>). Figure 1.3 below will help to provide an example of the various types of aircraft used by Delta Air Lines to transport its passengers.

---

<sup>4</sup> Delta Air Lines (2022) *Overview*. Available from: <https://www.delta.com/mea/en/about-delta/overview> [Accessed October 30, 2022] © 2022 Delta Air Lines.

**Figure 1.3 Delta Air Lines Airplane Photo**



Source: (Delta Air Lines, 2022, <https://news.delta.com/delta-joins-first-movers-coalition-drive-breakthrough-technologies-and-sustainable-fuels>).

The highly distinguished and exemplary board of directors of Delta Air Lines Inc. include the following: Edward H. Bastian, Francis S. “Frank” Blake, Ashton B. Carter, Greg Creed, David G. Dewalt, William “Bill” Easter, Leslie D. Hale, Christopher A. Hazleton, Michael P. Huerta, Jeanne P. Jackson, George N. Mattson, Sergio Rial, David S. Taylor and Kathy Waller (Delta Air Lines, 2022, <https://ir.delta.com/governance/#board-directors>). The customer friendly business class suite between Australia and the United States of America of Delta Air Lines will be clearly depicted by Figure 1.4 below.

**Figure 1.4 Delta Air Lines customer friendly business class suite between Australia and the United States of America**



Source: (Delta Air Lines, 2019, Delta launches upgraded Boeing 777, award-winning business class suite between Australia and U.S., [https://news.delta.com/sites/default/files/styles/crop\\_article\\_feature\\_image\\_2x\\_crop/public/DAL\\_777\\_Delta%20One%20Suites%207.jpg?itok=ZTFA-qRW](https://news.delta.com/sites/default/files/styles/crop_article_feature_image_2x_crop/public/DAL_777_Delta%20One%20Suites%207.jpg?itok=ZTFA-qRW)).

<sup>5</sup>“**Governance Documents**. At Delta, we are proud of our history of good corporate governance. Use these links to learn more about our independent board of directors and [key committees](#) and to contact our [nonmanagement directors](#) . Also view the following: **Board of Directors**. The Board of Directors holds regular meetings at least four times a year, schedules special meetings when required, and regularly meets in executive session without management. The Board and its committees also meet informally from time to time. The Board believes sound corporate governance practices provide an important framework in assisting the Board to discharge its

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<sup>5</sup> Delta Air Lines (2022) *Board of Directors*. Available from: <https://ir.delta.com/governance/#board-directors> [Accessed October 29, 2022] © 2022 Delta Air Lines, Inc.

responsibilities. Accordingly, the Board has adopted corporate governance principles relating to its functions, structure, and operations” (Delta Air Lines, 2022, <https://ir.delta.com/governance/#board-directors>). The top notch customer friendly ‘all-suite business class’ of Delta Air Lines will be depicted by Figure 1.5 below.

**Figure 1.5 Delta Air Lines top notch customer friendly ‘all-suite business class’**



Source: (Savadelis, L. cited in Delta Air Lines, 2016, World's first all-suite business class introduced in Delta One, [https://news.delta.com/sites/default/files/styles/max\\_width\\_500x/public/DELTA\\_A350\\_D1\\_CAM15\\_NYT.jpg?itok=YvbHzieV](https://news.delta.com/sites/default/files/styles/max_width_500x/public/DELTA_A350_D1_CAM15_NYT.jpg?itok=YvbHzieV))

<sup>6</sup>“**About Delta. OUR PEOPLE AND CULTURE.** We're not just an airline. We're 75,000+ people passionate about how travel brings us together, encourages appreciation and creates a better world for all of us. **Our Purpose.** As a purpose-driven brand, we connect people to opportunities while expanding the understanding of our planet and the people within it. Both in the air and on the ground, we are focused on lowering our carbon footprint, furthering an

<sup>6</sup> Delta Air Lines (2022) *Overview*. Available from: <https://www.delta.com/mea/en/about-delta/overview> [Accessed October 30, 2022] © 2022 Delta Air Lines, Inc.

equitable work environment that values diversity and inclusion and living these values in the communities where we live, work and serve. **Sustainability.** Become Net Zero. Reduce Waste. Create Circular Solutions. There is no substitute for the power of travel to connect people, so we've committed to investing \$1 billion by 2030 to reduce carbon emissions and waste, and establish new, innovative projects for a more sustainable future. **Diversity, Equity & Inclusion.** Connect the world. Reflect the world. Respect the world. Our purpose is beyond flight. We have set clear goals of actively seeking diversity, boldly pursuing equity, and consciously promoting inclusion. In 2020, Delta committed to equity and being an anti-racist, anti-discrimination organization. To achieve this goal, we are removing barriers, building equitable systems, and being transparent about our progress. **Community Engagement.** Invest in Progress. Cultivate Relationships. Be a Strong Partner. As a global airline, we connect with the communities where our employees live, work, and serve. Through strategic nonprofits in these communities, we foster meaningful partnerships to help drive change by focusing our resources on the environment, equity and education” (Delta Air Lines, 2022, <https://www.delta.com/mea/en/about-delta/overview>). The world class delicious food services of Delta Air Lines are clearly depicted by Figure1.6 below.

**Figure 1.6 Delta Air Lines world class delicious food services**



Source: (Delta Air Lines, 2023, [https://news.delta.com/sites/default/files/styles/crop\\_article\\_feature\\_image\\_2x\\_crop/public/2023-01/2023fbrefresh\\_menu.jpg?itok=ReU225PD](https://news.delta.com/sites/default/files/styles/crop_article_feature_image_2x_crop/public/2023-01/2023fbrefresh_menu.jpg?itok=ReU225PD)).

<sup>7</sup>“**Corporate Stats and Facts. NO ONE BETTER CONNECTS THE WORLD.** More than 4,000 Delta Air Lines (NYSE: DAL) flights take off every day, connecting people across more than 275 destinations on six continents with a commitment to industry-leading customer service, safety and innovation. More than 80,000 Delta people lead the way in delivering a world-class customer experience, and we're continuing to ensure the future of travel is personalized, enjoyable and stress-free. Our people's genuine and enduring motivation is to make every customer feel welcomed and respected across every point of their journey with us. Delta has served as many as 200 million customers annually. Headquartered in Atlanta, Delta operates significant hubs and key markets in Amsterdam, Atlanta, Boston, Detroit, London-Heathrow, Los Angeles, Mexico City, Minneapolis-St. Paul, New York-JFK and LaGuardia,

<sup>7</sup> Delta Air Lines (2022) *Corporate Stats and Facts*. Available from: <https://news.delta.com/corporate-stats-and-facts> [Accessed October 30, 2022] © 2022 Delta Air Lines.

Paris-Charles de Gaulle, Salt Lake City, Seattle, Seoul-Incheon and Tokyo. Whether transporting life-saving pharmaceuticals, organs for transplant, fresh flowers, or seasonal produce, Delta Cargo provides world-class service, offering industry-leading shipping solutions and transporting on average 2.2 billion cargo ton-miles\* every year. As the leading global airline, Delta's mission to connect the world creates opportunities, fosters understanding and expands horizons by connecting people and communities to each other and their potential. We believe social responsibility lies at the intersection of our values and expertise, guiding our work in sustainability, our communities, and diversity, equity and inclusion, including:

- Working toward more sustainable aviation by leveraging existing solutions and technologies, investing in the future of sustainable aviation fuel and actively engaging with next-generation solutions – because our customers should not have to choose between seeing the world and saving it.
- Returning 1% of the company's annual profits to the communities where we live, work and serve. Even more importantly, Delta people are making a difference in their communities by devoting their time and talents to a wide array of Delta's nonprofit and charitable partners.
- Developing a workforce that is more inclusive and equitable for everyone so that we reflect the diversity of the world we serve. Our anti-racism action plan and Close the Gap strategy work to increase the representation of women, Black talent and other underrepresented racial and ethnic groups to ensure leaders are more reflective of our frontline workforce. Our skills-first talent programs work to remove unnecessary barriers, like four-year-degree requirements, to certain roles across the organization. By promoting inclusion, Delta's Business Resource Groups provide perspective and help drive strategies and solutions that have a significant impact on Delta people, its customers and the communities we serve (Delta Air Lines, 2022, <https://news.delta.com/corporate-stats-and-facts>). The following section will cover information about British Airways in-depth.

### **1.4.2 British Airways**

Figure 1.7 below will help to provide an example of the various types of aircraft used by British Airways to transport its passengers.



**Figure 1.7 British Airways Airplane Photo**



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

The highly distinguished and exemplary leadership team of British Airways includes the following: <sup>8</sup>Claire Bentley (*Holiday's Managing Director of British Airways*) and <sup>9</sup>Sean Doyle (*Chief Executive Officer and Chairman of British Airways*) (British Airways, 2022, <https://mediacentre.britishairways.com/>). The customer friendly business class 'Club Suite' of British Airways will be clearly highlighted by Figure 1.8 below.

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<sup>8</sup> British Airways (2022) *Management Team*. Available from:

<https://mediacentre.britishairways.com/factsheets/details/86/Management-Team-23/214?category=23&pgck=L2ZhY3RzaGVldHM~bW9kZT1pbmNsc3ViJmNhdGVnb3J5PTIz> [Accessed October 29, 2022] ©

British Airways - all rights reserved

<sup>9</sup> British Airways (2022) *Management Team*. Available from:

<https://mediacentre.britishairways.com/factsheets/details/86/Management-Team-23/216?category=23&pgck=L2ZhY3RzaGVldHM~bW9kZT1pbmNsc3ViJmNhdGVnb3J5PTIz> [Accessed October 29, 2022] ©

British Airways - all rights reserved

**Figure 1.8 British Airways customer friendly business class ‘Club Suite’**



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

<sup>10c</sup> **ABOUT BA.** *Connecting Britain with the world and the world with Britain.* British Airways is a global airline, bringing people, places and diverse cultures closer together for more than 100 years. Serving our community and planet is at the heart of everything we do, and we look forward to sharing our exciting sustainability initiatives with you” (British Airways, 2022, [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba)). The customer friendly top notch business class ‘Club World’ of British Airways will be depicted by Figure 1.9 below.

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<sup>10</sup> British Airways (2022) *About BA*. Available from: [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba) [Accessed October 28, 2022] © British Airways - all rights reserved

**Figure 1.9 British Airways customer friendly top notch business class ‘Club World’**



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

<sup>11</sup>“**Message from Sean Doyle, our CEO and Chairman.** British Airways exists today because of you. This is why we want to make every trip you take with us a great experience. Our entire team is here to provide exceptional service – from our signature warm welcome to ensuring that you arrive at your destination safely. As the UK’s flag carrier, we have a responsibility to help create a sustainable future for our planet, and we’re on a mission to be carbon net zero by 2050” (British Airways, 2022, [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba))

<sup>11</sup> British Airways (2022) *About BA*. Available from: [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba) [Accessed October 28, 2022] © British Airways - all rights reserved

[ba?source=BOT\\_about\\_ba](#)). The astounding A350 passenger aircraft of British Airways will be clearly depicted by Figure 1.10 below.

**Figure 1.10 British Airways astounding A350 passenger aircraft**



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

“**BA Better World.** Flying is magic – connecting us to our world and bringing people, places and communities closer together. We recognise that it has an environmental cost, which is why we’re taking urgent action to tackle the effects it has on our planet. This is our most important journey yet – one that leads to a better, more sustainable future. We call it BA Better World. Our business. 100+ years of service. 30,000 dedicated people. Flying newer, more fuel efficient aircraft”<sup>12</sup> (British Airways, 2022, [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba)). The following section will cover information about Air India in-depth.

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<sup>12</sup> British Airways (2022) *About BA*. Available from: [https://www.britishairways.com/en-us/information/about-ba?source=BOT\\_about\\_ba](https://www.britishairways.com/en-us/information/about-ba?source=BOT_about_ba) [Accessed October 28, 2022] © British Airways - all rights reserved

### 1.4.3 Air India

Figure 1.11 below will help to provide an example of the various types of aircraft used by Air India to transport its passengers.

**Figure 1.11 Air India Airplane Photo**



Source (Air India, 2022, <https://www.airindia.in/on-ground.htm>).

<sup>13</sup>“**ABOUT US.** 12,000+ Employees Worldwide. 79 Destinations. 59 Nonstop International Routes. 90 Years Of Service. More Than 90 Years Of Innovation Our founder, JRD Tata, was also our first pilot. His passion for aviation led to many firsts for the company. 1932 India’s first commercial airline launched by JRD Tata. 1962 World’s first airline with a full jet-engine fleet. 1971 Introduced luxury travel with “The Palace in the Sky” on a Boeing 747. 1993 First nonstop flight connecting New York and Delhi. 2017 First around-the-world flight with an all-women

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<sup>13</sup> Air India (2023) *About Us*. Available from: <https://www.airindia.com/in/en/about-us.html> [Accessed September 27, 2023]

Copyright © 2023 Air India Ltd.

crew”” (<https://www.airindia.com/in/en/about-us.html>). The customer-friendly and amazing cabin facilities of Air India will be depicted by Figure 1.12 below.

**Figure 1.12 Air India customer-friendly and amazing cabin facilities**



Source: (Air India, Year the photo was downloaded from the Air India website, 2023, [https://www.airindia.com/adobe/dynamicmedia/deliver/dm-aid--14a03302-3000-4714-9be7-57eb8a72a19e/6%20\(2\).png](https://www.airindia.com/adobe/dynamicmedia/deliver/dm-aid--14a03302-3000-4714-9be7-57eb8a72a19e/6%20(2).png)).  
Copyright © 2023 Air India Ltd. All rights reserved.

<sup>14</sup>According to Air India (2023) Today, we are proud to be the flag carrier of India, with the largest international network and [nonstop routes](#) most connecting India with global destinations. **Tata Group to Oversee Expansion.** India’s largest conglomerate, The Tata Group, reacquired Air India in January 2022. Tata Group companies employ over 700,000 people globally and operates in more than 100 countries. Iconic brands in The Tata Group include Tata Motors, Tata Steel, Tata Consultancy Services (TCS), and Tata Power. Tata Group chairman Natarajan Chandrasekaran promises, “*We will strive to build a world-class airline that makes every Indian*

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<sup>14</sup> Air India (2023) *About Us*. Available from: <https://www.airindia.com/in/en/about-us.html> [Accessed September 27, 2023]  
Copyright © 2023 Air India Ltd.

*proud.*” With the support of The Tata Group, we are on a mission to blend advanced technology with vintage hospitality, spreading our wings to take you more places (<https://www.airindia.com/in/en/about-us.html>). The amazing onboard cabin and friendly staff of Air India will be depicted by Figure 1.13 below.

**Figure 1.13 Air India amazing onboard cabin and friendly staff**



Source: (Air India, Year the photo was downloaded from the Air India website, 2023, [https://www.airindia.com/adobe/dynamicmedia/deliver/dm-aid--9e2e58d9-3fa4-4fa5-afe8-7555c8a8af3d/Nonstop\\_international\\_flight.png](https://www.airindia.com/adobe/dynamicmedia/deliver/dm-aid--9e2e58d9-3fa4-4fa5-afe8-7555c8a8af3d/Nonstop_international_flight.png)). Copyright © 2023 Air India Ltd. All rights reserved.

<sup>15</sup>“**WE PLEDGE TO FLY NET ZERO.** Air India is committed to the International Air Transport Association’s Fly Net Zero initiative to operate with net-zero carbon emissions by 2050” (<https://www.airindia.com/in/en/about-us.html>). The following section will cover information about Singapore Airlines Limited in-depth.

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<sup>15</sup> Air India (2023) *About Us*. Available from: <https://www.airindia.com/in/en/about-us.html> [Accessed September 27, 2023] Copyright © 2023 Air India Ltd.

### 1.4.4 Singapore Airlines Limited

Figure 1.14 below will help to depict a typical example of the modern aircraft used to transport passengers by Singapore Airlines Limited.

**Figure 1.14 Singapore Airlines Limited modern aircraft**



Source: (Singapore Airlines Limited, 2023, Boeing 777-200 in Singapore Airlines livery, <https://www.singaporeair.com/saar5/images/media-centre/multimedia-library/Thumb/266x150-b772er-1.jpg>).

<sup>16cc</sup> **The Singapore Airlines fleet. Your travel experience redefined.** Explore the world with us, and experience a journey unlike any other on some of the most comfortable and spacious aircraft in the world. Wherever your travels may take you with Singapore Airlines, you'll be flying on one of the most modern aircraft and fuel-efficient fleets in the skies. We invite you to step onboard and luxuriate in our warm and impeccable service, and discover a journey that's

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<sup>16</sup> Singapore Airlines Limited (2023) *Our Fleet*. Available from: [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-fleet/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-fleet/). [Accessed January 23, 2023] © 2023 Singapore Airlines. All Rights Reserved.



every bit as delightful as the destination itself” (Singapore Airlines Limited, 2023, [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-fleet/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-fleet/)). The top notch modern new economy class interior cabin features offered by Singapore Airlines Limited will be clearly depicted by Figure 1.15 below.

**Figure 1.15 Singapore Airlines Limited new economy class interior cabin features**



Source: (Singapore Airlines Limited, 2023, *New Economy Class, As seen on the new A380 and 787-10 aircraft*, <https://www.singaporeair.com/saar5/images/media-centre/multimedia-library/Thumb/t-prdt-a380-neweycl-1.jpg>).

<sup>17c</sup> **Sustainability at Singapore Airlines. Every act counts.** At Singapore Airlines, we know that every act counts when it comes to sustainability. When you are an airline that flies to over 130 destinations worldwide every day, each action adds up. Replacing plastic swizzle sticks with wooden ones. Digitising on board reading materials. Increasing our fuel efficiency, and reducing our catering waste. Enabling passengers to [offset every flight they take](#), and our partners to do the same for their [cargo](#) and [business travel](#). This page gives you an overview of our ongoing commitments to sustainability across our Environmental, Social and Governance pillars, driven by four key thrusts: *Managing Environmental Impact, Safety, Stakeholder Engagement, and Supporting our Communities*. Consider it a glimpse of the journey we are dedicated to, one that

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<sup>17</sup> Singapore Airlines Limited (2023) *Sustainability*. Available from: [https://www.singaporeair.com/en\\_UK/sg/about-us/sustainability/](https://www.singaporeair.com/en_UK/sg/about-us/sustainability/) [Accessed January 23, 2023] © 2023 Singapore Airlines. All Rights Reserved.

we invite you to take with us. Every act counts towards sustainable skies” (Singapore Airlines Limited, 2023, [https://www.singaporeair.com/en\\_UK/sg/about-us/sustainability/](https://www.singaporeair.com/en_UK/sg/about-us/sustainability/)). The new Singapore Airlines Limited suites interior cabin features in the A380 aircraft will be clearly depicted by Figure 1.16 below.

**Figure 1.16 The new Singapore Airlines Limited suites interior cabin features in the A380 aircraft**



Source: (Singapore Airlines Limited, 2023, New Singapore Airlines Suites, Exclusively on the new A380 aircraft, <https://www.singaporeair.com/saar5/images/media-centre/multimedia-library/Thumb/t-prdt-a380-newsuites-1.jpg>).

<sup>18</sup>“**Our Heritage.** To us, travel is more than just being in motion. It’s being in with innovation. Discover our milestones by clicking the decade that interests you.

### Recent

- [2011 - 2020](#)

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<sup>18</sup> Singapore Airlines Limited (2023) *Our Heritage*. Available from: [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-heritage/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-heritage/) [Accessed January 23, 2023] © 2023 Singapore Airlines. All Rights Reserved.

- [2001 - 2010](#)
- [1991 - 2000](#)
- [1981 - 1990](#)
- [1971 - 1980](#)
- [1961 - 1970](#)
- [1951 - 1960](#)
- [1941 - 1950](#)

## 2017

On 2 November, Singapore Airlines unveils its latest cabin products which will be fitted to its Airbus A380 fleet starting from December, signifying an investment cost of USD850 million. The new products will enter service in December on the first of five new A380 aircraft entering the fleet. Retrofit work will also take place on 14 existing A380 aircraft. The new Singapore Airlines A380 will be configured with 471 seats in four classes, featuring six Singapore Airlines Suites and 78 Business Class seats on the upper deck, as well as 44 Premium Economy Class seats and 343 Economy Class seats on the main deck<sup>19</sup>.

## 2016

On 2 March, Singapore Airlines takes delivery of its first Airbus A350-900 in Toulouse. It is the first of 67 A350 aircraft on firm order, including seven of an ultra-long-range variant for which Singapore Airlines will be the launch customer.

On 21 September, Singapore Airlines launches its new ‘Capital Express’ service, linking Singapore for the first time with the capital cities of both Australia and New Zealand. Singapore

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<sup>19</sup> Singapore Airlines Limited (2023) *Our Heritage*. Available from: [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-heritage/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-heritage/) [Accessed January 23, 2023] © 2023 Singapore Airlines. All Rights Reserved.

Airlines is the first airline to operate regularly scheduled international services to and from Canberra. It is also the first airline with flights between Canberra and Wellington.

## 2015

On 21 May, Singapore Airlines unveils its new Premium Economy Class seats and in-flight offerings. An investment of nearly US\$80 million went into developing the new cabin product which features a contemporary and stylish design.

On 29 May, Singapore Airlines operates its first ever Charity Flight on the world's largest commercial aircraft, the Airbus A380, treating more than 300 beneficiaries to a three and a half hour flight.

<sup>20</sup>On 9 August, a Singapore Airlines Airbus A380 in special SG50 livery takes part in the aerial flypast of Singapore's National Day Parade (NDP), celebrating the nation's 50th birthday. It's the first time Singapore Airlines has participated in the NDP flypast. 20 Singapore Girls on trishaws are also featured in the Vintage Parade segment<sup>20</sup> (Singapore Airlines Limited, 2023, [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-heritage/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-heritage/)). The following section will cover information about Air France in-depth.

### 1.4.5 Air France

The amazing modern passenger aircraft of Air France will be clearly depicted by Figure 1.17 below.

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<sup>20</sup> Singapore Airlines Limited (2023) *Our Heritage*. Available from: [https://www.singaporeair.com/en\\_UK/us/flying-withus/our-story/our-heritage/](https://www.singaporeair.com/en_UK/us/flying-withus/our-story/our-heritage/) [Accessed January 23, 2023] © 2023 Singapore Airlines. All Rights Reserved.

**Figure 1.17 Air France amazing modern passenger aircraft**



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

<sup>21</sup>“**PROFILE.** The group Air France-KLM relies on the strength of its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol to offer a vast international network. Its Flying Blue frequent flyer programme has over 18 million members. Air France and KLM are members of the SkyTeam alliance which has a total of 19 member airlines. Air France places the health and safety of its customers and staff at the heart of its priorities and, from the start of the health crisis, introduced exceptional measures, grouped together under the [Air France Protect](#) label, to ensure a stress-free trip. As part of its [Horizon 2030](#) programme, Air France is committed to reducing its CO2 emissions per passenger kilometre by 50% by 2030” (Air France, 2022,

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<sup>21</sup> Air France (2022) *Company*. Available from: <https://corporate.airfrance.com/en/company?language=fr> [Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

<https://corporate.airfrance.com/en/company?language=fr>). Figure 1.18 below will help to provide an example of the various types of aircraft used by Air France to transport its passengers.

**Figure 1.18 Air France Airplane Photo**



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

<sup>22</sup>“**ACTIVITES**. Air France's activities are based on four main sectors coordinated by the Operations Control Centre: passenger transport, cargo transport, maintenance and ground handling.

- PASSENGER TRANSPORT
- CARGO
- MAINTENANCE

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<sup>22</sup> Air France (2022) *Company*. Available from: <https://corporate.airfrance.com/en/company?language=fr> [Accessed October 29, 2022] “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”.

- CUSTOMER AIRLINE GROUND HANDLING DIVISION

- “THE OPERATIONS CONTROL CENTER” (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). The customer-friendly A330 Economy class of Air France will be clearly depicted by Figure 1.19 below.

**Figure 1.19 Air France customer-friendly A330 Economy class**



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

“**GOVERNANCE.** Air France governance is structured around two bodies, the Board of Directors comprising 17 directors on one side and the Executive Committee comprising 11 operational managers of the company and its subsidiaries” (Air France, 2022, <https://corporate.airfrance.com/en/company?language=fr>). **EXECUTIVE COMMITTEE.** Anne Rigail, Alexandre Baclet, Alain-Herve Bernard, Alexandre Blanc, Gilles Laurent, Anne-Sophie Le Lay, Olivier Mazzucchelli, Gery Mortreux, Nathalie Stubler, Patrice Tizon and Catherine Villar. **MEMBERS OF THE BOARD OF DIRECTORS.** Anne Marie Couderc, Benjamin Smith, Anne Rigail, Gael Amaudry, Alexandre Boissy, Pieter Bootsma, Veronique Damon, Francesca Ecsery, Silvia Gonzales, Fabrice Huret, Catherine Jude, Djibril Koita, Bruno Mettling, Ursula Saint-Leger, Vincent Salles, Bernard Spitz and Florence Verzelen (Air France, 2022,

<https://corporate.airfrance.com/en/company?language=fr>). “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”. The customer friendly Air France La Première, B777 300 will be clearly depicted by Figure 1.20 below.

**Figure 1.20 Air France La Première, B777 300**



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

<sup>23</sup>“**THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED.** On 4 October 2022, the Air France Foundation is celebrating 30 years of support for children in need. It is active in mainland France, in the French overseas departments and in all the countries served by the airline. The Air France Foundation supports

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<sup>23</sup> Air France (2022) *THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED.*

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



education, inclusion, social and professional integration, as well as cultural, sporting and artistic development for disadvantaged, sick or disabled young people. To do this, it provides financial support for numerous projects such as the construction of educational and social structures in Brazil and Dakar, the development of school support programmes and the distribution of IT equipment in France, the purchase of books, educational and creative games and sports equipment in Madagascar, as well as the purchase of medical equipment in the Dominican Republic. The Foundation also supports actions to raise the environmental awareness of the younger generation. It relies on a vast network of associations and humanitarian organisations as well as NGOs with whom it shares the conviction that access to education, training, leisure activities and culture is the best way to develop. To carry out its work, the Air France Foundation counts on Air France staff, among whom a vast network of over 4,800 "friends of the Foundation" volunteers get involved to help and participate in the actions it carries out and supports. In 30 years, over 1,500 projects have been supported and financed in 80 countries. In 2022, the Foundation is financing 49 projects throughout the world. Among them, it is supporting associations fighting school dropout and the digital divide in France, taking part in environmental education in Senegal and helping disabled children to overcome exclusion in the Dominican Republic”<sup>24</sup> (Air France, 2022, <https://corporate.airfrance.com/en/news/air-france-foundation-30-years-action-favour-children-need?language=fr>). “This document appears courtesy of the Air France Corporate website: <http://corporate.airfrance.com> and is covered by copyright. Usage and reproduction is strictly regulated”. The following section will cover information about Brussels Airlines in-depth.

### 1.4.6 Brussels Airlines

Figure 1.21 below will help to provide an example of the various types of aircraft used by the Brussels Airlines to transport its passengers.

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<sup>24</sup> Air France (2022) *THE AIR FRANCE FOUNDATION, 30 YEARS OF ACTION IN FAVOUR OF CHILDREN IN NEED*.

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

**Figure 1.21 Brussels Airlines Airplane Photo**



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

<sup>25</sup>“**OUR COMPANY.** As Belgium’s national airline, Brussels Airlines was founded in 2002 and has its base at Brussels Airport. The airline operates flights to Europe, Africa and North America and is one of the hub airlines of the Lufthansa Group” (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company>). <sup>26</sup>“**ORGANISATION.** Shareholders. Brussels Airlines is for almost 100% owned by the SN Airholding (1,811,308 shares out of 1,811,309 actions). Since December 2016, SN Airholding is 100% owned by Deutsche Lufthansa AG” (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company/organisation>). The outstanding and highly distinguished **Management** of Brussels

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<sup>25</sup> Brussels Airlines (2022) *Our Company*. Available from: <https://www.brusselsairlines.com/be/en/our-company> [Accessed October 31, 2022]

<sup>26</sup> Brussels Airlines (2022) *Organisation*. Available from: <https://www.brusselsairlines.com/be/en/our-company/organisation> [Accessed October 31, 2022]

Airlines includes the following: Christina Foerster (*Chairwoman of the board*), Peter Gerber (*Chief Executive Officer*), Nina Owerdieck (*Chief Financial Officer*), Tilman Reinshagen (*Managing Director Operations*) (Brussels Airlines, 2022, <https://www.brusselsairlines.com/be/en/our-company/organisation>). The world class ‘Boutique Hotel in the air - new Long-Haul experience’ of Brussels Airlines will be clearly depicted by Figure 1.22 below.

**Figure 1.22 Brussels Airlines world class ‘Boutique Hotel in the air - new Long-Haul experience’**



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

<sup>27</sup> **ABOUT BRUSSELS AIRLINES.** Brussels Airlines is the home carrier of Belgium and one of the four network airlines of the Lufthansa Group. It connects the European capital from Brussels Airport with over 85 destinations, 17 of which are in Sub Saharan Africa. The company employs 3,200 people and operates 40 aircraft. Brussels Airlines aims to emit 50% less CO<sub>2</sub> by

<sup>27</sup> Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]

2030 compared to 2019 and plans to be carbon neutral by 2050. The airline is participating in the Stargate Project led by Brussels Airport and is therefore part of the testing ground for sustainable aviation at its home base. In addition, the airline signed the Circular Economy agreement of the Antwerp Management School in 2021. In 2023, Brussels Airlines welcomes three state-of-the-art Airbus A320neo allowing the airline to significantly lower its CO<sub>2</sub>- and noise-emissions on its medium-haul network. Next to that, the airline aims to operate its first flight using Sustainable Aviation fuel (SAF) by 2023. As an ambassador of its country, Brussels Airlines brings the world to Belgium and the best of Belgium to the world, among others through collaborations with Belgian Star Chefs, Belgian culinary products and the Belgian Icons, specially painted aircraft that honor a Belgian iconic person, team or event to promote Belgian culture worldwide. More information on [brusselsairlines.com](https://brusselsairlines.com)””(Brussels Airlines, 2022, <https://press.brusselsairlines.com/>). The onboard delicious food services in the ‘Boutique Hotel in the air - new Long-Haul experience’ of Brussels Airlines will be clearly depicted by Figure 1.23 below.

**Figure 1.23 Brussels Airlines onboard delicious food services in the ‘Boutique Hotel in the air - new Long-Haul experience’**



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

<sup>28</sup>“**About Star Alliance.** The Star Alliance network was established in 1997 as the first truly global airline alliance, based on a customer value proposition of global reach, worldwide recognition and seamless service. Since inception, it has offered the largest and most comprehensive airline network, with a focus on improving customer experience across the Alliance journey. Overall, the Star Alliance network currently offers more than 10,000 daily flights to almost 1,200 airports in 184 countries” (Brussels Airlines, 2022, <https://press.brusselsairlines.com/>). The following section will cover information about the International Airlines Group (IAG) in-depth.

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<sup>28</sup> Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]

### 1.4.7 International Airlines Group (IAG)

<sup>29</sup>“**IAG Overview.** International Airlines Group (IAG) is one of the world's largest airline groups, with a fleet of 531 aircraft. Before the impact of the COVID-19 pandemic it operated to 279 destinations and carried around 118 million passengers each year. It is a Spanish registered company with shares traded on the London Stock Exchange and Spanish Stock Exchanges” (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/iag-overview>). Figure 1.24 below will help to provide an example of the various types of aircraft used by the International Airlines Group to transport its passengers.

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<sup>29</sup> International Airlines Group (IAG) (2022) *IAG Overview*. Available from: <https://www.iairgroup.com/en/the-group/iag-overview> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.

**Figure 1.24 International Airlines Group Airplane Photo**

**Aer Lingus**



**British Airways**



**Iberia**

**Level**

Source of Photos: (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/our-fleet>).

<sup>30c</sup> **How we're organized.** IAG is the parent company of the Group and actively engages and works collaboratively with its portfolio of operating companies to drive synergies and maximise performance. Its independence from the operating companies allows for objective, flexible and rapid decision-making and enables IAG to implement the strategy to deliver the long-term vision for the Group. The operating companies are in turn able to focus their efforts on their target customers, competitive environment and their people. The portfolio sits on the Group's common integrated platform which drives efficiency and simplicity while allowing each operating company to achieve individual performance targets and maintain its unique identity. **History. Explore our history.** Since our launch in 2011, we've increased our global presence so that we now reach over 268 destinations globally, carrying 113 million passengers each year. **Our vision.** IAG's purpose – 'To connect people, businesses and countries' - underpins the Group's vision to be the world's leading airline group, maximising sustainable value creation for its

<sup>30</sup> International Airlines Group (IAG) (2022) *IAG Overview*. Available from: <https://www.iairgroup.com/en/the-group/iag-overview> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.



stakeholders. IAG will continue to use its unique business model to pursue this purpose and vision and always aims to deliver sustainable value for its customers, its people, its shareholders and the communities it serves”<sup>31</sup> (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/iag-overview>). <sup>32</sup>“**What we do.** In 2021, IAG’s network continues to reflect COVID-19’s impact and associated government travel restrictions, with the impact of the COVID-19 pandemic felt across all regions. However, the Group progressively started operating a larger network than in 2020, as global travel restrictions began to ease as vaccine programmes advanced. Capacity was increasingly restored during the year, in line with the easing of travel restrictions, although with some impact of the Omicron variant of COVID-19 felt in December. **A combined network for cargo and passengers.** Our roster of renowned airlines and product/service-providing brands combine to create an international network, one able to serve customers from all over the world” (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/what-we-do>). <sup>33</sup>“**Business model.** Our business model is built to maximise choice and value creation. IAG’s vision is to be the world’s leading airline group, maximizing sustainable value creation for its shareholders and customers. Its business model makes it well positioned to achieve this in an increasingly competitive and fast paced environment. At IAG we don’t believe in one-size-fits-all and, through the Group structure, IAG’s diverse set of airlines and associated businesses can together deliver an unrivalled customer proposition across the full spectrum of travel occasions. The Group portfolio sits on a common integrated platform driving efficiency and simplicity while still allowing each operating company to achieve its individual performance targets and maintain its unique identity” (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/business-model-and-strategy>). <sup>34</sup>“**Our network.** IAG holds attractive leadership positions in each of its home

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<sup>31</sup> International Airlines Group (IAG) (2022) *IAG Overview*. Available from: <https://www.iairgroup.com/en/the-group/iag-overview> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.

<sup>32</sup> International Airlines Group (IAG) (2022) *What We Do*. Available from: <https://www.iairgroup.com/en/the-group/what-we-do> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.

<sup>33</sup> International Airlines Group (IAG) (2022) *Business Model*. Available from: <https://www.iairgroup.com/en/the-group/business-model-and-strategy> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.

<sup>34</sup> International Airlines Group (IAG) (2022) *Our Networks*. Available from: <https://www.iairgroup.com/en/the-group/our-network> [Accessed October 29, 2022] Copyright © 2022. All rights reserved.

markets Barcelona, Dublin, London and Madrid, with a major presence in the North Atlantic, South Atlantic and Intra-Europe. The Group portfolio consists of unique operating companies, from full service longhaul to low-cost shorthaul carriers, each targeting specific customer needs and geographies. IAG has been reinforcing its leadership positions since its creation in 2011 through both organic growth in these markets and also through the acquisitions of bmi, Vueling and Aer Lingus. The development of **joint businesses** has also helped the Group to grow its global reach. These relationships with business partners offer customers better frequencies and easier connections in the markets they serve. **Our routes.** In 2021, IAG's network continues to reflect COVID-19's impact and associated government travel restrictions, with the impact of the COVID-19 pandemic felt across all regions. However, the Group progressively started operating a larger network than in 2020, as global travel restrictions began to ease as vaccine programmes advanced. Capacity was increasingly restored during the year, in line with the easing of travel restrictions, although with some impact of the Omicron variant of COVID-19 felt in December (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/our-network>).

<sup>35</sup>“**Our fleet.** IAG combines leading airlines in the UK, Spain and Ireland, operating a fleet of 531 aircraft. A closer look at recent fleet developments. 2021 saw the continued replacement of the IAG fleet with new generation aircraft but at a slower pace reflecting both capital deferrals and production and delivery delays in the airframe manufacturers. A total of 8 new aircraft were delivered in 2021, comprising 5 A320s and 3 A321LRs. The new aircraft are up to 20% more fuel efficient than the aircraft they replace. Fleet modernisation will continue in coming years with further deliveries of 56 Airbus A320neo series aircraft, 26 Airbus A350s, 10 Boeing 787s and 18 Boeing 777-9 aircraft” (International Airlines Group, 2022, <https://www.iairgroup.com/en/the-group/our-fleet>). The following section will cover information about Alaska Airlines Group in-depth.

### **1.4.8 Alaska Airlines Inc. and the Alaska Air Group Inc.**

The astounding aircraft images of Alaska Airlines flying in the sky are clearly depicted by Figure 1.25 below.

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<sup>35</sup> International Airlines Group (IAG) (2022) *Our Fleet*. Available from: <https://www.iairgroup.com/en/the-group/our-fleet>  
[Accessed October 29, 2022] Copyright © 2022. All rights reserved.

**Figure 1.25 Alaska Airlines astounding aircraft images**



Source: (Alaska Airlines Inc., 2023, [https://news.alaskaair.com/wp-content/uploads/2022/03/SF\\_air-to-air\\_009.jpg?resize=464,309](https://news.alaskaair.com/wp-content/uploads/2022/03/SF_air-to-air_009.jpg?resize=464,309)) © 2023 Alaska Airlines, Inc. All rights reserved.

<sup>36</sup>**Board of directors.** The highly distinguished and exemplary board of directors of Alaska Airlines Inc. include the following: Patricia M. Bedient *Non-executive Board Chair, Alaska Air Group Inc., Alaska Airlines, Horizon Air Industries*, James A. Beer *Former CFO, Atlassian Corporation*, Raymond L. Conner *Former Vice Chairman, The Boeing Company*, Daniel K. Elwell *President, Elwell & Associates, LLC*, Dhiren R. Fonseca *Partner, Certares LP*, Kathleen T. Hogan *Chief People Officer and Executive Vice President of Human Resources, Microsoft*, Jessie J. Knight, Jr. *Managing Director, Knight Angels LLC*, Susan J. Li *Vice President Finance, Facebook, Inc.*, Adrienne R. Lofton *Vice President, Global Brand Marketing Google*, Benito Minicucci *President and CEO Alaska Air Group, Inc. and Alaska Airlines, Inc.*, Helvi K. Sandvik *President, Kidways LLC*, J. Kenneth Thompson *President and CEO, Pacific Star Energy LLC* and Eric K. Yeaman *Founder and Managing Partner, Hoku Capital LLC* (Alaska Airlines, Inc., 2022, <https://alaskaairgroupinc.gcs-web.com/corporate-governance/board-of-directors>). Figure 1.26 below will help to provide an example of the various types of aircraft used by Alaska Airlines Inc. to transport its passengers.

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<sup>36</sup> Alaska Airlines, Inc. (2022) *Board of Directors*. Available from: <https://alaskaairgroupinc.gcs-web.com/corporate-governance/board-of-directors> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

**Figure 1.26 Alaska Airlines Inc. Airplane Photo**



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

<sup>37</sup>“**Alaska Airlines history. The Alaska Spirit is born.** For 90 years, Alaska Airlines and the people who make us who we are, have been guided by integrity, caring, ingenuity, professionalism, and a unique spirit—a spirit that has grown out of our geographical roots. Who we are today is a direct result of our history and the amazing people involved in it; a long list of aviation milestones, paired with countless stories of people being remarkable to help others. All these milestones, good deeds, and community involvement have helped us grow us from a small regional airline to an international carrier. With more than 44+ million customers a year, our route system spans more than 120 destinations and five countries. We trace our roots back to 1932, when two companies started flying in Anchorage: McGee Airways, and Star Air Service. In December 2016, Virgin America [was acquired by Alaska Airlines](#) to create the West Coast’s premier airline. The two airlines were granted a single operating certificate by the FAA in 2018 and now operate as a single airline under the Alaska brand. Alaska is a member of

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<sup>37</sup> Alaska Airlines, Inc. (2022) *History*. Available from: <https://www.alaskaair.com/content/about-us/history> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

the oneworld® global alliance. With the alliance and our additional airline partners, guests can travel to more than 1,000 destinations on more than 20 airlines while earning and redeeming miles on flights to locations around the world. Reducing our environmental impact to protect the beautiful places in which we live, and fly, is part of our DNA. We were the first airline to compost and remove single-use plastic straws and citrus picks from planes and our lounges, and have been champions of sustainable aviation biofuels since 2011. Whenever the history of commercial aviation is written, people ask how an obscure little airline in America's hinterland has continued to survive and thrive while once-proud giants disappeared. Grit and determination will be part of the answer. However, more than that, it's our people. Their caring, their resourcefulness, their integrity, their professionalism, and their spirit. The unique spirit of The Great Land where our airline was born”” (Alaska Airlines, Inc., 2022, <https://www.alaskaair.com/content/about-us/history>). The Alaska Airlines environmentally friendly inflight services of Boxed Water are clearly depicted by Figure 1.27 below.

**Figure 1.27 Alaska Airlines environmentally friendly inflight services of Boxed Water**



Source: (Alaska Airlines Inc., 2023, Boxed Water, [https://news.alaskaair.com/wp-content/uploads/2022/03/210225\\_alaska\\_MAX\\_143.jpg?resize=464,309](https://news.alaskaair.com/wp-content/uploads/2022/03/210225_alaska_MAX_143.jpg?resize=464,309)). © 2022 Alaska Airlines, Inc. All rights reserved.

<sup>38</sup>“**Customer service commitment.** Thank you for being our guest. Our goal is to always provide safe, reliable transportation for a reasonable price, along with the caring, friendly and professional service that we are known for. This section of our website outlines some of the ways we intend to meet this commitment every day. Sincerely, The Employees of Alaska Airlines” (Alaska Airlines, Inc., 2022, <https://www.alaskaair.com/content/about-us/customer-commitment/customer-commitment-overview>). <sup>39</sup>“**Alaska Care Report.** Caring for the long haul. Each year, we share the journey of our environmental and social impact in an annual report, sharing data, progress, learnings, and stories. We share where we’re hitting our targets, areas of improvement, and what we’ve learned throughout the previous year. We know there will always

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<sup>38</sup> Alaska Airlines, Inc., (2022) *Customer commitment Overview*. Available from: <https://www.alaskaair.com/content/about-us/customer-commitment/customer-commitment-overview> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

<sup>39</sup> Alaska Airlines, Inc., (2022) *Alaska Care Report*. Available from: <https://www.alaskaair.com/content/about-us/esg> [Accessed October 29, 2022] © 2022 Alaska Airlines, Inc. All rights reserved.

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

## 1.5 Conclusion

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

## 1.6 Review questions

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

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

After reading this chapter you should be able to:

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

## 2.1 Introduction

Tourism creates enormous opportunities towards promoting climate change friendly policies in a country. Today climate change has significantly boosted the ‘nature-based tourism sector’ since it helps to conserve the natural environment. <sup>40</sup>“Nature-based tourism is in high demand, which not only increases the value placed on unspoiled nature and wildlife, it generates funds used for conservation. In 2014, nature-based visitors made up 66% of all international travelers to Australia and spent USD18.32 billion on trips to Australia” (World Bank Group, 2017:20, <https://documents1.worldbank.org/>). The prosperity of a nation can be strengthened by its tourism sector. Tourism generally helps to boost economic growth, employment creation and inter-cultural exchange amongst global societies. When international tourists arrive in a foreign country they bring new ideas, knowledge and culture/values from their country of origin and overtime they share these with the local people leading to the creation of a multi-cultural society

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<sup>40</sup> World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] © 2017 The World Bank Group, All Rights Reserved.



and prolonged diplomatic relations. <sup>41</sup>“Tourism can be an effective way to engage visitors in philanthropy. Often seeing a situation firsthand can change the way people empathize with those in need. In 2016, Americans gave more than USD390 billion in charitable donations, showing the potential of travel philanthropy<sup>42</sup>. A growing number of businesses are providing philanthropic opportunities to their guests” (World Bank Group, 2017:6, <https://documents1.worldbank.org/>). The following section will discuss the meaning of the term destination in-depth.

## 2.2 Definition of a term

<sup>43</sup> “**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, 92844/19/23”. The following section will cover information about one of the most popular tourist attraction site in the United States of America.

## 2.3 Popular tourist destination in the United States of America – (The Mackinac Bridge “The Mighty Mac”)

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

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<sup>41</sup> 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.

<sup>42</sup> 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/>

<sup>43</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

multicultural societies, (7) the preservation of history & culture, (8) global travel, (9) increased innovation rates in the global transport sector and so on. <sup>44</sup>The United States of America has successfully managed to go the ‘extra mile’ in distinguishing itself towards the full commitment to uplift the living standards or quality of life of the people living in Africa, South America, Central America, the Caribbean Islands, Asia, Europe and Oceania regions through consistent foreign direct investments (FDI), education programs and so on. Globally the United States of America is celebrated for its pro-democracy, freedom and human rights principles which have become part of its legacy. Remarkably this great nation called the United States of America has also managed to successfully share these pro-democracy, freedom and human rights principles or values to various parts of the world (Rudolph Muteswa, 2022:23 cited in 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*’). <sup>45</sup>“It can be argued that world peace and economic stability is much stronger when the leaders of the great nation of the United States of America (*both Democrats & Republicans including Minority parties*), foreign allies & citizens ‘continue to do’ the following: (1) work together in harmony, (2) uphold peacebuilding, peacemaking and peacekeeping missions around the world, (3) embrace the spirit of happiness & love, (4) become resilient in general, (5) become more conscious about upholding domestic and global human rights, climate change, technological innovation and democracy (6) entrench a culture of global humanity & giving and so on” (Rudolph Muteswa, 2022:59 cited in his famous book title ‘*World Peace, Dialogue & Unity (Gathered Articles): A North America, Asia, Africa, Latin America, Middle East, Oceania & Europe Perspective 1st Edition*’). There are various popular tourist destinations located in the United States of America

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<sup>44</sup> Rudolph. Patrick. T. Muteswa (2022) *The Magnificence & Importance of the United States of America, United Kingdom, Germany, France, Australia, Belgium, Canada, Switzerland, Italy, South Africa, Norway, Denmark & Spain International Relations with the Continent of Africa 1st Edition*, Self Published Educational EBook, p23. ISBN: 978-1-77927-184-6 EAN: 9781779271846 and this eBook is available as a free download on the online library - <https://rudolphmuteswa.com>

<sup>45</sup> 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>

and one of the most popular tourist attraction site in the United States America that will be covered in this section is located in northern Michigan called The Mackinac Bridge “The Mighty Mac”. **The “Mighty Mac”.** <sup>4647</sup>“**Facts & Figures.** The Mackinac Bridge is currently the fifth longest suspension bridge in the world. The bridge opened to traffic on November 1, 1957” (Mackinac Bridge Authority, 2023, <https://www.mackinacbridge.org/history/facts-figures/>). The magnificent views of the bridge will be clearly highlighted by Figure 2.1 below.

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<sup>46</sup> Mackinac Bridge Authority (2023) *Facts & Figures*. Available from: <https://www.mackinacbridge.org/history/facts-figures/> [Accessed September 20, 2023] Copyright © 2023 • Produced by [Michigan Digital](#) • All Rights Reserved.

<sup>47</sup> David B. Steinman (Author), John T. Nevill (Contributor), Reynold H. Weidenaar (Drawings) (1957), Book Title “*Miracle Bridge at Mackinac*” Hardcover – January 1, 1957, *William B. Eerdmanns Publishing*. Available from: <https://www.amazon.com/Miracle-Bridge-Mackinac-David-Steinman/dp/B000NPRK2I> , p1-200

**Figure 2.1 Bridge View Park view**



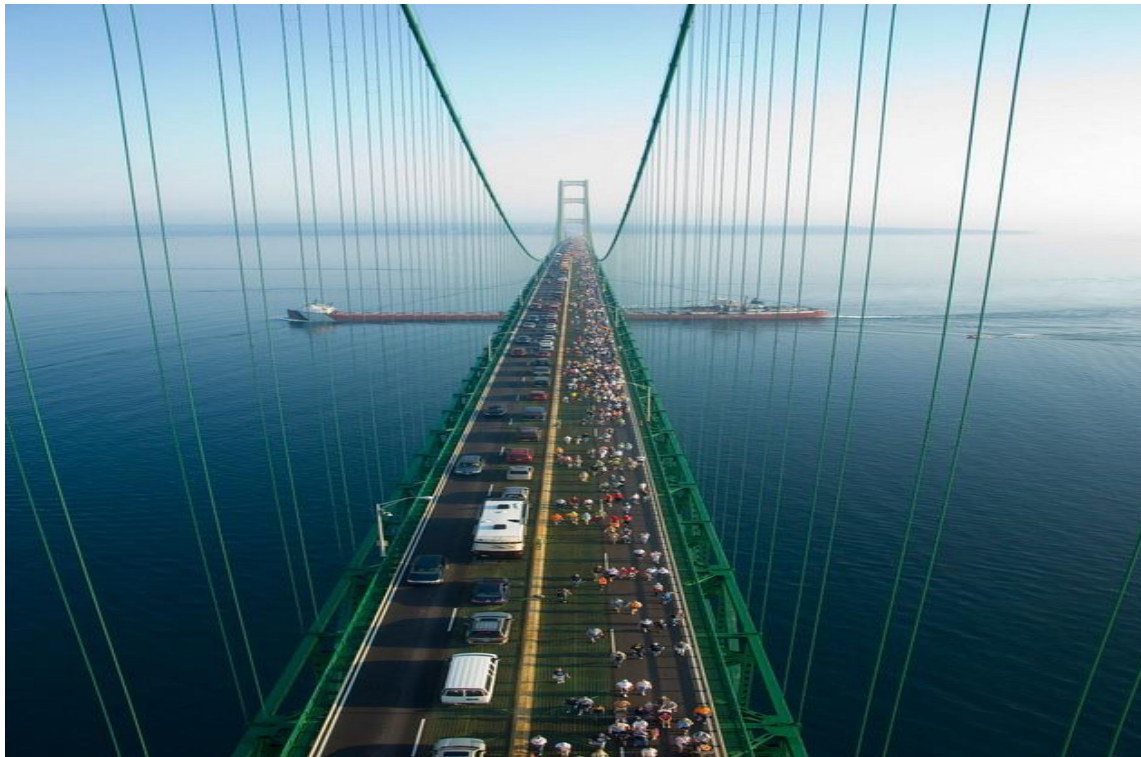
Source: (Mackinac Bridge Authority, 2023, *Bridge View Park view*, <https://www.mackinacbridge.org/history/the-mighty-mac/>)  
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<sup>48</sup>“The Mackinac Bridge is currently the fifth longest suspension bridge in the world. The Mackinac Bridge is the longest suspension bridge in the western hemisphere. The total length of the Mackinac Bridge is 26,372 feet. The length of the suspension bridge (including anchorages) is 8,614 feet. The length from cable bent pier to cable bent pier is 7,400 feet. Length of main span (between towers) is 3,800 feet” (Mackinac Bridge Authority, 2023, <https://www.mackinacbridge.org/history/the-mighty-mac/>). The astounding aerial views of The Mackinac Bridge during a Labor Day walk in Michigan will be clearly depicted by Figure 2.2 below.

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<sup>48</sup> Mackinac Bridge Authority (2023) *The Mighty Mac*. Available from: <https://www.mackinacbridge.org/history/the-mighty-mac/> [Accessed September 20, 2023] Copyright © 2023 • Produced by [Michigan Digital](#) • All Rights Reserved.

**Figure 2.2 The 2009 Mackinac Bridge Labor Day Walk**



Source: (Mackinac Bridge Authority, 2023, *The 2009 Mackinac Bridge Labor Day Walk*, <https://www.mackinacbridge.org/history/the-mighty-mac/>) Copyright © 2023 • Produced by [Michigan Digital](#) • All Rights Reserved.

<sup>49</sup>“The width of the roadway is 54 feet. The outside lanes are 12 feet wide (2), the inside lanes are 11 feet wide (2), the center mall is 2 feet wide, and the catwalk, curb and rail width is 3 feet on each side – totaling 54 feet. The stiffening truss width in the suspended span is 68 feet wide making it wider than the roadway it supports. The height of the roadway at mid-span is approximately 200 feet above water level. The vertical clearance at normal temperature is 155 feet at the center of the main suspension span and 135 feet at the boundaries of the 3,000 ft. navigation channel. All suspension bridges are designed to move to accommodate wind, change in temperature, and weight. It is possible that the deck at center span could move as much as 35 feet (east or west) due to high winds. This would only happen under severe wind conditions. The deck would not swing or “sway” but rather move slowly in one direction based on the force and

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<sup>49</sup> Mackinac Bridge Authority (2023) *The Mighty Mac*. Available from: <https://www.mackinacbridge.org/history/the-mighty-mac/> [Accessed September 20, 2023] Copyright © 2023 • Produced by [Michigan Digital](#) • All Rights Reserved.

direction of the wind. After the wind subsides, the weight of the vehicles crossing would slowly move it back into center position. The steel superstructure will support one ton per lineal foot per roadway (northbound or southbound). The length of the steel superstructure is 19,243 feet. Each direction will, therefore, support 19,243 tons. The answer is 38,486 tons (2 x 19,243 tons)''' (Mackinac Bridge Authority, 2023, <https://www.mackinacbridge.org/history/the-mighty-mac/>). The following section will cover information about one of the most popular tourist destination in Canada.

## **2.4 Popular tourist destination in Canada – (Niagara Falls)**

Canada is a friendly, peaceful and beautiful country in general and it has various popular tourist attraction sites or destinations. The Niagara Falls will be discussed in this book. The amazingly beautiful night view of the world's most famous waterfall based in Canada the Niagara Falls will be clearly depicted by Figure 2.3 below.

**Figure 2.3 Niagara Falls amazingly beautiful night view**



Source: (Niagara Falls Tourism – NFT, 2022:2, Niagara Falls Fireworks Return for 2022, [https://www.niagarafallstourism.com/site/assets/files/79373/2022\\_fireworks\\_program\\_in\\_niagara\\_falls.pdf](https://www.niagarafallstourism.com/site/assets/files/79373/2022_fireworks_program_in_niagara_falls.pdf)).

Notably, the city of Niagara Falls overlooks all three waterfalls: overlooking the legendary Canadian Horseshoe Falls, American and Bridal Veil waterfalls, Niagara....etc. <sup>50</sup>“**ABOUT NIAGARA FALLS CANADA.** Overlooking the legendary Canadian Horseshoe Falls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Canada’s #1 leisure travel destination, Niagara Falls is just far enough away to escape with friends and family to make new memories and surround yourself with nature, adventure and history” (Niagara Falls Tourism – NFT, 2022, <https://www.niagarafallstourism.com/>). The astounding, eco-friendly and fun photographs of the globally renowned Niagara Falls will be clearly depicted by Figure 2.4 below.

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<sup>50</sup> Niagara Falls Tourism (NFT) (2022) *ANNOUNCEMENT - Niagara Falls Fireworks Return for 2022 Canada’s longest running fireworks series will run 7 days a week for 144 consecutive nights from May to October.* Available from: [https://www.niagarafallstourism.com/site/assets/files/79373/2022\\_fireworks\\_program\\_in\\_niagara\\_falls.pdf](https://www.niagarafallstourism.com/site/assets/files/79373/2022_fireworks_program_in_niagara_falls.pdf) [Accessed February 08, 2023]

**Figure 2.4 Niagara Falls astounding, eco-friendly and fun photographs**



**Golf in Niagara Falls**



**NFT Helicopter Aerial .jpg**



**Niagara Falls Autumn .jpg**



**Niagara Falls Autumn .jpg**



**Niagara Falls Whirlpool**



**Night lights**

Source: (Niagara Falls Tourism, 2022, [https://niagarafallstourism-my.sharepoint.com/personal/iknight\\_niagarafallstourism\\_com/\\_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fiknight%5Fniagarafallstourism%5Fcom%2FDocuments%2FShared%2FAutumn&ga=1](https://niagarafallstourism-my.sharepoint.com/personal/iknight_niagarafallstourism_com/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fiknight%5Fniagarafallstourism%5Fcom%2FDocuments%2FShared%2FAutumn&ga=1) and Night Lights Photo 4, [https://www.niagarafallstourism.com/site/assets/files/79373/wfol\\_2022\\_-\\_announcement.pdf](https://www.niagarafallstourism.com/site/assets/files/79373/wfol_2022_-_announcement.pdf)).

<sup>51</sup>According to the Niagara Falls Tourism (NFT) (2022) **National Find a Rainbow Day – April 3. Where to Find Rainbows in Niagara Falls, Ontario.** Niagara Falls is one of the best places on

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<sup>51</sup> Niagara Falls Tourism (2022) National Find a Rainbow Day – April 3. Where to Find Rainbows in Niagara Falls, Ontario. Available From:



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

## **2.5 Popular tourist destination in Switzerland (Zurich – Limmat River Cruises)**

<sup>52</sup>“In general Switzerland is known as one of the friendliest nation in the world as a result of: (1) its significant financial contributions towards peacekeeping and peace in international world bodies that focus on peace such as the United Nations, (2) it is home to the headquarters’ offices of many humanitarian international bodies, (3) it has hosted many peacebuilding and peacemaking conferences or meetings of many world leaders over the past decades to the present day, (4) it has one of the most exemplary philanthropic and happy societies, (5) it has a thriving open tourism industry, (6) beautiful historical architecture, (7) effective climate change policies and many other aspects” (Rudolph Muteswa, 2021:69 cited in his famous book title ‘*World Peace, Dialogue & Unity*’). In general Switzerland has various popular tourist attraction sites or destinations. One of the most popular tourist destination in Switzerland located in the magnificent city of Zurich is called the Limmat River which offers amazing boat cruises to visitors. The unique building architectural designs in the magnificent city of Zurich are clearly depicted in Figure 2.5 below.

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[https://www.niagarafallstourism.com/site/assets/files/79373/story\\_ideas\\_-\\_find\\_a\\_rainbow\\_day.docx](https://www.niagarafallstourism.com/site/assets/files/79373/story_ideas_-_find_a_rainbow_day.docx) [Accessed February 08, 2023]

<sup>52</sup> 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>

**Figure 2.5 The unique building architectural designs in the magnificent city of Zurich**



©Zürich Tourism. (Creation Date: 04/05/2023, *Altstadt, ZSG E-Limmatboote*, <https://mam.zuerich.com/pinaccess/>).

Creator/Photographer: Christian Meixner

<sup>53</sup>According to Zürich Tourismus (2023) A boat trip on the River Limmat will take you on a leisurely tour past the most beautiful sights that Zurich's Old Town has to offer until the view opens up over Lake Zurich (Zürich Tourismus, 2023, <https://www.zuerich.com/en/visit/attractions/limmat-river-cruise>). The fun and amazing city sceneries of Limmat River Cruises will be clearly depicted by Figure 2.6 below.

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<sup>53</sup> Zürich Tourismus (2023) *Limmat River Cruise*. Available from: <https://www.zuerich.com/en/visit/attractions/limmat-river-cruise> [Accessed September 22, 2023] © 2023 Zürich Tourismus

**Figure 2.6 The fun and amazing city sceneries of Limmat River Cruises**



©Zürich Tourism. (Creation Date: 04/05/2023, *Altstadt, ZSG E-Limmatboote*, <https://mam.zuerich.com/pinaccess/>).

Creator/Photographer: Christian Meixner

<sup>54</sup>According to Zürich Tourismus (2023) Past the historical guild houses, Zurich’s Town Hall, the Lindenhof and the Grossmünster church: a Limmat River Cruise takes you from the National Museum up the River Limmat to Lake Zurich and back again. Since April 2023, the electric boats, “Fluvius”, “Navalis”, and “Pontus”, have been operating on this route. The three new riverboats are not only electrically driven for the first time, but also offer a larger passenger capacity and are air-conditioned and wheelchair accessible. Passengers can enjoy the views of the picturesque Old Town and Lake Zurich through the glass roof from wherever they are sitting. The Limmat River Cruises operate between April and October. The stretch between the National Museum and the Zürichhorn takes approximately 25 minutes, while the entire round trip lasts around 50 minutes (Zürich Tourismus, 2023,

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<sup>54</sup> Zürich Tourismus (2023) *Limmat River Cruise*. Available from: <https://www.zuerich.com/en/visit/attractions/limmat-river-cruise> [Accessed September 22, 2023] © 2023 Zürich Tourismus

<https://www.zuerich.com/en/visit/attractions/limmat-river-cruise>). The following section will cover information about one of the most popular tourist destination in the United Kingdom in-depth.

## **2.6 Popular tourist destination in the United Kingdom - (Chester Zoo)**

<sup>55</sup>“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*’). The United Kingdom today has become a powerful nation as a result of its powerful nation brand, global economic investments, global peace initiatives, visitor-friendly people and high tourist arrivals. There are many popular tourist attraction sites or destinations in the United Kingdom and one of the 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](http://www.chesterzoo.org/footer/terms-and-conditions)). The beautiful Black Rhino animals at the Chester Zoo will be clearly depicted in Figure 2.7 below.

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<sup>55</sup> 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>

**Figure 2.7 The beautiful Black Rhino animals at the Chester Zoo**



Source: (Chester Zoo, 2023, Black Rhino, <https://www.chesterzoo.org/app/uploads/2019/04/2018-Black-rhino-3-in-the-zoo-desktop-1.jpg>).

<sup>56</sup>“**OUR ZOO.** There are over 27,000 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, 2023, <https://www.chesterzoo.org/our-zoo/>). The beautiful Giraffe animals at the Chester Zoo will be clearly depicted by Figure 2.8 below.

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<sup>56</sup> Chester Zoo (2023) *Our Zoo*. Available from: <https://www.chesterzoo.org/our-zoo/> [Accessed October 24, 2023]

**Figure 2.8 The beautiful Giraffe animals at the Chester Zoo**



Source: (Chester Zoo, 2023, Giraffe, <https://www.chesterzoo.org/app/uploads/2019/05/Giraffe-calfe-desktop.jpg>).

<sup>57</sup>“**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, 2023, <https://www.chesterzoo.org/our-zoo/about-us/>). The beautiful Red Panda animals at the Chester Zoo will be clearly depicted by Figure 2.9 below.

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<sup>57</sup> Chester Zoo (2023) *About Us*. Available from: <https://www.chesterzoo.org/our-zoo/about-us/> [Accessed October 24, 2023]

**Figure 2.9 The beautiful Red Panda animals at the Chester Zoo**



Source: (Chester Zoo, 2023, *Red Panda*, <https://www.chesterzoo.org/app/uploads/2019/04/2018-Red-panda.-in-the-zoo-desktop.jpg>)

<sup>58</sup>“**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, 2023, <https://www.chesterzoo.org/our-zoo/about-us/>). The following section will cover one of the most popular tourist attraction site in The Netherlands.

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<sup>58</sup> Chester Zoo (2023) *About Us*. Available from: <https://www.chesterzoo.org/our-zoo/about-us/> [Accessed October 24, 2023]

## 2.7 Popular tourist destination in The Netherlands - (Louwman Museum)

<sup>59</sup>“The historical success story of the Kingdom of The Netherlands will forever be alive across the world (*for instance consistently being ranked as one of the most environmentally-friendly, happiest, internationally recognized nation brand, economically stable, visitor-friendly and democratic country on a regular basis*) with much of the hard work being accredited to the globally renowned Royal House of The Netherlands under the leadership of His Royal Majesty The King of the Kingdom of The Netherlands King Willem-Alexander & Queen Maxima and the Government of The Netherlands” (Rudolph Muteswa, 2023:54 cited in his famous book title ‘*12 Leaders of Various Countries in the World*’). One of the most popular tourist attraction site located in The Netherlands that will be covered in this section is called Louwman Museum located in The Hague. The unique architectural building design of the Louwman Museum will be clearly depicted by Figure 2.10 below.

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<sup>59</sup> Rudolph Muteswa (2023) *12 Leaders of Various Countries Around the World (Gathered Articles)*: A North America, Europe, Africa & Oceania 21<sup>st</sup> Century Perspective 1st Edition, Self Published Ebook, p1-80, ISBN: 978-1-77931-813-8 and it is available as a free download on the online library - <https://rudolphmuteswa.com>



**Figure 2.10 The unique architectural building design of the Louwman Museum**



Source: (Louwman Museum, *Management*, 2023, Museum voorzijde.jpg).

<sup>60</sup>According to the Louwman Museum (2023) **The building. Architects.** The building was designed by renowned American architect Michael Graves. It blends in sympathetically with its historic surroundings. The landscape gardens, designed by Lodewijk Baljon, complement the architecture of the building (Louwman Museum, 2023, <https://www.louwmanmuseum.nl/en/about-the-building/>). The astounding building design of the Louwman Museum will be clearly depicted by Figure 2.11 below.

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<sup>60</sup> Louwman Museum (2023) *About the Building*. Available from: <https://www.louwmanmuseum.nl/en/about-the-building/>  
[Accessed October 13, 2023]

**Figure 2.11 The astounding building design of the Louwman Museum**



Source: (Louwman Museum, *Management*, k2\_Y8A3202.jpg, 2023).

<sup>61</sup>“**Design.** The museum building is essentially oblong-shaped and the design is reminiscent of the demolished Reigersbergen country estate that used to stand in this spot. It is located adjacent to the N44 road. The impressive front of the building, the square and the pond are easily recognisable as you enter The Hague. The total floorspace is about 16,000 square metres. Much attention has been paid to detail. The universal aspect of the building, the special features, such as the pavilion at the rear, that is perfectly aligned with the Grand Canal which runs through the neighbouring Marlot district” (Louwman Museum, 2023,

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<sup>61</sup> Louwman Museum (2023) *About the Building*. Available from: <https://www.louwmanmuseum.nl/en/about-the-building/> [Accessed October 13, 2023]

<https://www.louwmanmuseum.nl/en/about-the-building/>). The world class unique interior design of the Louwman Museum will be clearly depicted by Figure 2.12 below.

**Figure 2.12 The world class unique interior design of the Louwman Museum**



Source: (Louwman Museum, *Management*, k2\_PIC2114.jpg, 2023).

<sup>62</sup>“**About the museum.** The aim of the Museum is to give a comprehensive overview of what the automobile industry has produced since 1887. Without a doubt the automobile has completely transformed our lives. It has become an icon of modern life. It is one of the most important inventions of the 19th and 20th century. Over 80 years ago the Louwman family recognised the importance of the motor car and decided to keep the highlights of motoring history so far for future generations. The Louwman Museum in fact dates back to 1934. Since then we have regularly added vehicles and over the years have gradually refined the collection. Today there are over 275 historic and classic motor cars in our museum. We do not aim to be all-encompassing – the motor industry has produced far too many cars over the past 130 years for

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<sup>62</sup> Louwman Museum (2023) *About the Museum*. Available from: <https://www.louwmanmuseum.nl/en/about-the-museum/>  
[Accessed October 13, 2023]

that to be feasible. What we have done is compile a well-balanced collection of motor vehicles with a view to presenting a clear and fascinating overview of the history of the motor car. The Louwman Museum was opened by Her Majesty Queen Beatrix on 2 July 2010”” (Louwman Museum, 2023, <https://www.louwmanmuseum.nl/en/about-the-museum/>). The amazing car collection, art collection and interior building design of the Louwman Museum will be clearly depicted by Figure 2.13 below.

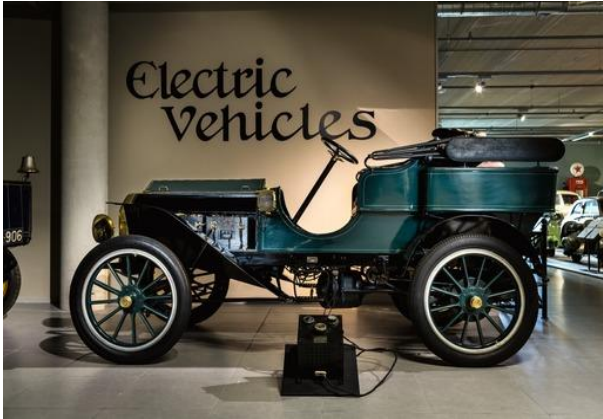
Figure 2.13 The amazing car collection, art collection and interior building design of the Louwman Museum



Kunstzaal.jpg



Spin.jpg



k2\_Y8A3798.jpg



k2\_Y8A4040.jpg



k2\_Y8A4203.jpg



k2\_redlane.jpg

Source: (Louwman Museum, *Management*, 2023).

<sup>63</sup>cc **Car collection.** The Louwman Museum in The Hague is the place where more than 130 years of progress, innovation and design are highlighted by the unique collection of more than 275 splendid examples from the history of the automobile. **Art collection.** The Louwman Museum offers numerous attractions to guests to complement its vast collection of automobiles. These ancillary collections of vehicle themed art, miniature models, posters, trophies, and even aircraft are all well worth a look” (Louwman Museum, 2023, <https://www.louwmanmuseum.nl/en/what-is-there-to-see/>). The unique car collection of the Louwman Museum will be clearly depicted by Figure 2.14 below.

**Figure 2.14 The unique car collection of the Louwman Museum**



k2\_PIC2169.jpg

k2\_Louwman-HDS-108.jpg

Source: (Louwman Museum, *Management*, 2023).

<sup>64</sup>cc **Expositions.** At the Louwman Museum we regularly organise expositions which can be viewed together with our unique collection of cars. The expositions vary in theme, period and brand. You can admire our expositions in the Great Hall of the museum” (Louwman Museum,

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<sup>63</sup> Louwman Museum (2023) *What is There to See*. Available from: <https://www.louwmanmuseum.nl/en/what-is-there-to-see/> [Accessed October 13, 2023]

<sup>64</sup> Louwman Museum (2023) *What is There to See*. Available from: <https://www.louwmanmuseum.nl/en/what-is-there-to-see/> [Accessed October 13, 2023]

2023, <https://www.louwmanmuseum.nl/en/what-is-there-to-see/>). The following section will cover information about the conclusion of this chapter in-depth.

## **2.8 Conclusion**

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

## **2.9 Review questions**

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

## Chapter 3: Popular tourist destinations in Liechtenstein, Sweden, Norway, Singapore & New Zealand

After reading this chapter you should be able to:

- Define the following term ‘international tourism’. Describe one of the most popular tourist attraction site in Liechtenstein.
- Describe one of the most popular tourist attraction site in Sweden.
- Identify one of the most popular tourist attraction site in Norway. Discuss one of the most popular tourist attraction site in Singapore.
- Highlight one of the most popular tourist attraction site in New Zealand.

### 3.1 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. <sup>6566</sup>As well as being ambassadors for Australian tourism, many of Australia’s international visitors are return

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<sup>65</sup> 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* 1<sup>st</sup> Edition, ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is available on the online library – <https://rudolphmuteswa.com>

<sup>66</sup> 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



travelers who make several trips across their lifetime. For each new international visitor to Australia, there is a lifetime value in connection to the multiple trips they will make to Australia over the years. Almost two thirds of all international visitors to Australia have visited before. While it may not 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 meaning of the term international tourism in-depth.

### 3.2 Definition of a term

<sup>67</sup>**International tourism:** International tourism comprises inbound tourism and outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips (*IRTS 2008, 2.40(c)*)" (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), "© UNWTO, 92844/19/23". The following section will cover one of the most popular tourist attraction site in Liechtenstein.

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<sup>67</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

### 3.3 Popular tourist destination in Liechtenstein – (Malbun Skii Resorts)

<sup>68</sup>The Principality of Liechtenstein is a continent of Europe-based nation that is globally recognized as having beautiful art museums, nature reserves, historical architecture, culinary exploration, a multi-cultural diverse population, popular tourist attraction destinations and modern infrastructure (Rudolph Muteswa, 2022:21). There are many popular tourist attraction sites in Liechtenstein and in this section one of the most popular tourist attraction site that will be discussed is called Malbun (*with various skii resorts and a Malbi Park*). The fun and amazing views of skiing in Malbun will be clearly depicted by Figure 3.1 below.

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<sup>68</sup> Rudolph. Patrick. T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition*. Self Published Educational Ebook, p21, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free download on the online library - <https://rudolphmuteswa.com>

**Figure 3.1 The fun and amazing views of skiing in Malbun**



**2013 Malbun\_Dorfansicht**

**2014 Winterstimmung\_Malbun**



**Skiort Malbun**

**Bergbahnen-711**

Source: (2023, <http://www.liechtenstein-marketing.li/>).

<sup>6970</sup>According to Skiresort Service International GmbH (2023) **Skiing in Malbun**. With its well-prepared pistes and four lifts, including three chairlifts, Malbun is a great skiing location for all the family. The resort has 23 kilometres of slopes catering for skiers and snowboarders of all abilities. As well as offering plenty to challenge experts, Malbun is also an ideal place for children to take their first turns in the Malbi Park Kinderland and to improve their technique on the gentle practice slopes nearby. The car-free resort is particularly popular with families and has a large number of hotels located directly next to the slopes. Malbun's long-term commitment to family-friendly services and facilities has been recognised by the Swiss Tourist Board with its Family Destination Award (Skiresort Service International GmbH, 2023, <https://tourismus.li/en/activities/winter-in-liechtenstein/skiing-and-snowboarding/skiing-in-malbun/>). The following section will cover information about one of the most popular tourist destination in Sweden in-depth.

### **3.4 Popular tourist destination in Sweden – (Stiftelsen Skansen in Stockholm)**

Sweden is one of Europe's most economically powerful nation with a series of remarkable education, innovation and climate change centred policies. There are many popular tourist attraction sites or destinations in Sweden and in this section the popular tourist attraction site that will be discussed is called the 'Stiftelsen Skansen' in Stockholm. The amazing adventure and fun life experiences at Stiftelsen Skansen will be clearly depicted by Figure 3.2 below.

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<sup>69</sup> Skiresort Service International GmbH (2023) *Skiing in Malbun*. Available from: <https://tourismus.li/en/activities/winter-in-liechtenstein/skiing-and-snowboarding/skiing-in-malbun/> [Accessed September 22, 2023] © Skiresort Service International GmbH. All rights reserved.

<sup>70</sup> Skiresort Service International GmbH (2023) *Test report Malbun*. Available from: <https://www.skiresort.info/ski-resort/malbun/test-report/> [Accessed September 22, 2023] © Skiresort Service International GmbH. All rights reserved.

**Figure 3.2 The amazing adventure and fun life experiences at Stiftelsen Skansen**



Source: (Stiftelsen Skansen, 2023, <https://skansen.mediaflowportal.com/folder/233263/>). Credit: Skansen/Maria Johansson.

<sup>71</sup>According to Stiftelsen Skansen (2023) **This is Skansen**. Skansen is the world's oldest open-air museum, showcasing the whole of Sweden with houses and farmsteads from every part of the country. At Skansen, you can discover Sweden's history and find out how Swedes once lived according to the changing seasons, through the customs and traditions, work, celebrations and everyday life of times gone by (Stiftelsen Skansen, 2023, <https://skansen.se/en/this-is-skansen/>). The fun and amazing photographs of Stiftelsen Skansen will be clearly depicted by Figure 3.3 below.

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<sup>71</sup> Stiftelsen Skansen (2023) *This is Skansen*. Available from: <https://skansen.se/en/this-is-skansen/> [Accessed September 23, 2023]

**Figure 3.3 The fun and amazing photographs of Stiftelsen Skansen**



**The Christmas market's Christmas goat**



**View of Skansen**



**Name: Mellerudkanin Photographer Jonathan Lundkvist**



**Name: Visent Skansen Photographer Michael McLain**

Source: (Stiftelsen Skansen, 2023, <https://skansen.mediaflowportal.com/folder/233263/>)

<sup>72</sup>“This is also a place where festive occasions are celebrated throughout the year. The lively programme of activities includes singing, dancing and concerts in the summer, and Christmas markets in the winter with dancing around the Christmas tree and concerts at Seglora Church. This is the world’s only open-air museum with wild animals. Here you can see Nordic wildlife, rare breeds, pets and exotic creatures. Newly open is the big Baltic Sea Science Center where

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<sup>72</sup> Stiftelsen Skansen (2023) *This is Skansen*. Available from: <https://skansen.se/en/this-is-skansen/> [Accessed September 23, 2023]

you can experience the life beneath the surface. The Children’s Zoo features domestic animals such as cats, rabbits and guinea pigs, as well as small wild animals. The Skansen Aquarium and Our Africa feature exotic animals including monkeys, birds, reptiles and insects. The park area surrounding the museum has a variety of planting and gardens. Rye and flax are grown in the field at Seglora, while the Skåne Farmstead and Skogaholm Manor have historic kitchen gardens and every building has plants typical of the farmsteads and the nature of their time. Find out how we used to live, and enjoy the recreational spaces that make Skansen a popular attraction all year round” (Stiftelsen Skansen, 2023, <https://skansen.se/en/this-is-skansen/>). The following section will cover information about a popular Norway based tourist destination in-depth.

### **3.5 Popular tourist destination in Norway – (Fløyen)**

Norway is globally renowned for the following: foreign diplomacy excellence, powerful nation brand status, attractive airports infrastructure, vast natural resources (energy), democracy and so on. In general there are many popular tourist destinations or attraction sites in Norway. <sup>73</sup>“Norway is a modern, energy-rich country, and is considered one of the world’s wealthiest countries with a GDP per capita based on purchasing power parities (PPP) exceeding USD63,500. The country is richly endowed with natural resources - petroleum, hydropower, fish, forests, and minerals - and is highly dependent on the petroleum sector. Norway is the world’s 3rd largest exporter of natural gas and 15th largest exporter of crude oil” (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/countrycommercial-guides/norway-market-overview> cited in Rudolph Muteswa, 2022:73 cited in 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*’). In general there are many popular tourist destinations or attraction sites in Norway. In this section one of the most popular tourist destination in Norway that will be

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<sup>73</sup> 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*, p1-89, Self-Published Ebook, ISBN: 978-1-77927-184-6 available for as a free download on the online library - <https://rudolphmuteswa.com>

discussed in greater detail is called Fløyen. The amazing aerial views of Fløyen will be clearly depicted by Figure 3.4 below.

**Figure 3.4 The amazing aerial views of Fløyen**



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

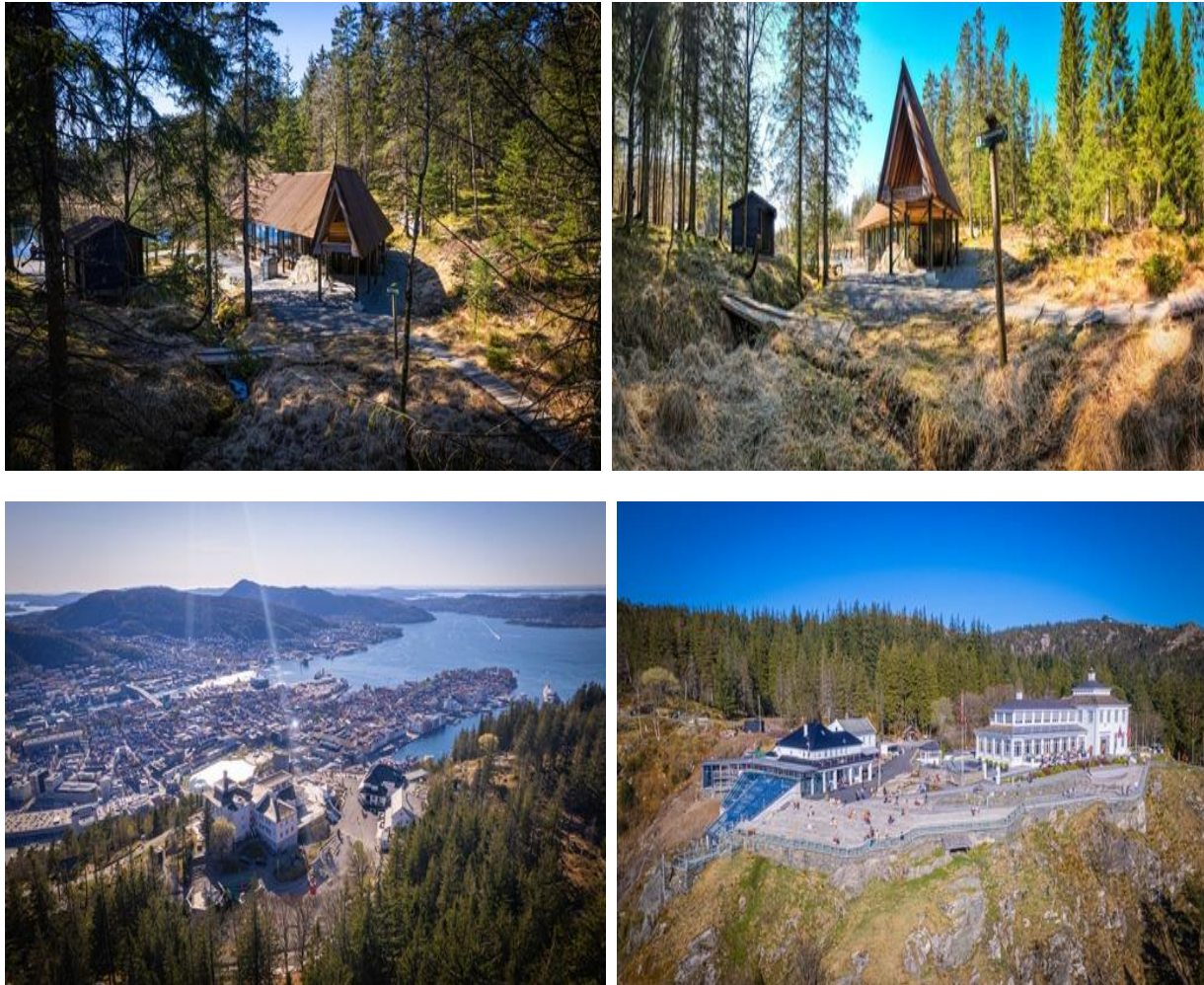
<sup>74</sup>“**Fløyen** ❤️ **nature**. Nature is Fløyen's main attraction and it's our ambition to make Fløyen Norway's greenest destination. Fløyen is the green mountain in the middle of the city where you can learn about nature and be inspired to take care of it. A place where you can experience real nature with all of your senses. Taste new potatoes from the mountains, hear the birds' dawn chorus, see hares bound between the trees, smell the goats or dance in the rain” (Fløibanen AS, 2023, <https://floyen.no/sustainability/>). The amazing aerial views of Fløyen will be clearly depicted by Figure 3.5 below.

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<sup>74</sup> Fløibanen AS (2023) *Sustainability*. Available from: <https://floyen.no/sustainability/> [Accessed February 11, 2023]



**Figure 3.5 Amazing aerial views of Fløyen**



(Credit: Fløyen).

“**Our social mission.** For over 100 years, we have been transporting people up to the top of the green mountain in the middle of Bergen. Yet Fløibanen funicular is just the vehicle to what really matters: helping people to enjoy nature – in a sustainable way. To delight, inspire, teach – both large and small, young and old. **Fløyen will create wonderful experiences in nature that stimulate all the senses, regardless of the season or weather**” (Fløibanen AS, 2023, <https://floyen.no/sustainability/>). The exciting and adventure inspired photographic views of the lake Skomakerdiket located in Fløyen will be depicted by Figure 3.6 below.

**Figure 3.6 The exciting and adventure inspired photographic views of the lake Skomakerdiket located in Fløyen**



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

<sup>75</sup>According to Fløibanen AS (2023) **Walk to lake Skomakerdiket**. Only a short walk away from Fløibanen's top station, you will find the beautiful and idyllic lake Skomakerdiket. *Discover lake Skomakerdiket*. From Fløibanens top station there it is sign posted for lake Skomakerdiket and the gravel road starts just behind the playground. It is possible to push a stroller all the way to the lake. After 400 meters (10-15 minutes) you will reach the quiet and idyllic lake Skomakerdiket surrounded with a forest. Around the water there is a gravel road with nice places to sit and shelters. Here you can enjoy your lunch or make use of the barbecue area. In the summertime we offer free canoe rental from late June to the end of August. There is no booking - just show up at the pier where the Fløyen hosts will be present. Let the children play by the water and explore the life in the water. There are also nice hiking trails out from lake Skomakerdiket to “Fjellhytten” and further on to “Blåmann” and Mount “Rundemanen” (another one of Bergen’s seven mountains) (Fløibanen AS, 2023, <https://floyen.no/en/activities/walks-hikes-floyen/skomakerdiket/>). The following section will cover information about Singapore tourist destinations in-depth.

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<sup>75</sup> Fløibanen AS (2023) *Skomakerdiket*.. Available from: <https://floyen.no/en/activities/walks-hikes-floyen/skomakerdiket/>  
[Accessed February 11, 2023]

### **3.6 Popular tourist destination in Singapore – (Changi Airport)**

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

#### **3.6.1 Changi Airport**

The world class highly attractive architectural infrastructure buildings, fun adventure Jurassic Mile, Cloud9 Piazza venue for hire and the immaculate Sound & light show at HSBC Rain Vortex located at Changi Airport will be clearly depicted by Figure 3.7 below.

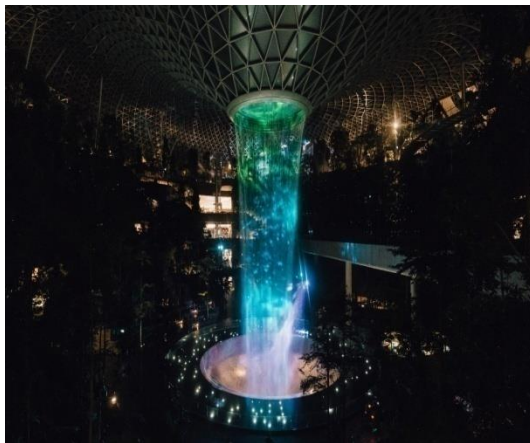
**Figure 3.7 Changi Airport immaculate Jurassic Mile, Sound & light show at HSBC Rain Vortex & venue hire Cloud9 Piazza**



**Changi Jurassic Adventure**



**16-metre-tall Prudential Singapore Jewel Christmas Tree**



**Sound & light show at HSBC Rain Vortex**

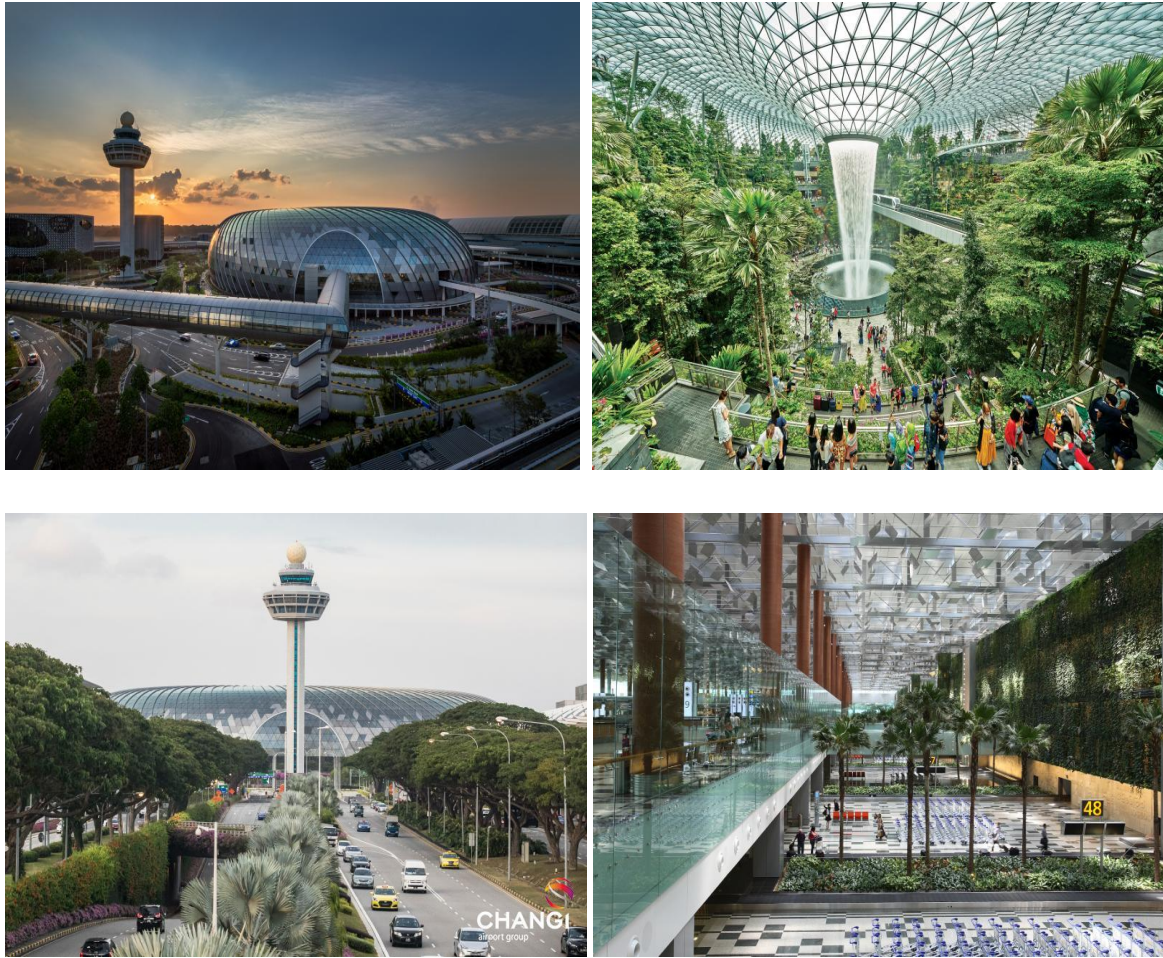


**Cloud9 Piazza**

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

The globally recognized world class infrastructure at Changi Airport will be clearly depicted by Figure 3.8 below.

**Figure 3.8 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)).

2023, and and and and and and

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

<sup>76cc</sup> **A HISTORY OF FIRSTS.**

**• A BRIGHT FUTURE**

**Future of Changi**

<sup>76</sup> Changi Airport Group (2022) *Our Story*. Available from: <https://www.changiairport.com/corporate/about-us/our-story.html> [Accessed December 13, 2022]

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

### **Changi East**

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

### **3.7 Popular tourist destination in New Zealand – (The Fiordland National Park)**

New Zealand is a natural resources rich country that continuously attracts millions of international visitors. There are many tourist attractions sites in New Zealand and in this section The Fiordland National Park will be discussed in-depth. The natural pristine lake views and landscapes of the Fiordland National Park will be clearly depicted by Figure 3.9 below.

### Figure 3.9 Fiordland National Park nature & landscapes



Views of the lake from Circle Track. *Photo: DOC*

Source: (Department of Conservation New Zealand Government, 2019, <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>).

<sup>77</sup>According to the Department of Conservation New Zealand Government (2019) **Fiordland National Park**. Fiordland National Park, established in 1952, is a vast, remote wilderness and the heart of Te Wāhipounamu –*South West New Zealand* World Heritage Area. It is the largest national park in New Zealand with over 1.2 million hectares of conservation area. People are drawn to Fiordland for the untouched landscapes, extreme wilderness and natural history of the area. It is a place where mountains, rock, ice, lakes, forests and grasslands collide with stunning beauty. Some of the best examples of animals and plants that were once found on the ancient super-continent of Gondwana still exist here (Department of Conservation New Zealand Government, 2019, <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>). The natural pristine beauty of

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<sup>77</sup> Department of Conservation New Zealand Government (2019) *Fiordland National Park*. Available from: <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf> [Accessed February 08, 2023]

the lakes and animal habitats in Fiordland National Park will be clearly depicted by Figure 3.10 below.

**Figure 3.10 Fiordland National Park beautiful lake views and animal habitats**



**Lake Hauroko. Photo: DOC**

Source: (Department of Conservation New Zealand Government, 2019, <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>).

<sup>78</sup>According to the Department of Conservation New Zealand Government (2019:6) **Natural history**. Much of Fiordland’s forest clings to steep faces of hard rock that is covered by a thin layer of rich, peaty humus and moss. Beech forest is dominant, with red and mountain beech growing around the eastern lakes and in the Eglinton valley. Silver beech is the most widespread

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<sup>78</sup> Department of Conservation New Zealand Government (2019) *Fiordland National Park*. Available from: <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf> [Accessed February 08, 2023]



of the beech species, sometimes growing in association with podocarp species such as tōtara, rimu and miro. On the western areas, the forest type has a luxuriant understorey of lancewood, tree ferns, coprosma, broadleaf, fungi, mosses and lichens<sup>79</sup> (Department of Conservation New Zealand Government, 2019:6-10, <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>). The natural pristine nature and landscapes in Fiordland National Park will be clearly depicted by Figure 3.11 below.

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<sup>79</sup> Department of Conservation New Zealand Government (2019) *Fiordland National Park*. Available from: <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf> [Accessed February 08, 2023]

### Figure 3.11 Natural pristine nature and landscapes in Fiordland National Park



Kepler Track, Fiordland Photo DOC



Lake Manapouri, Fiordland Photo DOC



Mt Burns Tans, Fiordland Photo DOC



Earland Falls, Fiordland Photo DOC

Source: (Department of Conservation New Zealand Government, 2023, *Media Office*, <https://www.doc.govt.nz/>).

<sup>80</sup>“**Marine life.** The marine environment of Fiordland is unique. Heavy rainfall creates a permanent freshwater layer above the sea water within the fiords. Stained by tannins washed out of the vegetation, this layer reduces light, restricting the majority of marine life to the top 40m of

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<sup>80</sup> Department of Conservation New Zealand Government (2019) *Fiordland National Park*. Available from: <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf> [Accessed February 08, 2023]

water. This 40-m band is calm, very clear and relatively warm – home to sponges, corals and fish of subtropical, cool water and deep water varieties. The fiords support the world’s biggest population of black coral trees – about seven million colonies, some of them up to 200 years old. They are home also to brachiopods: primitive clam-like animals bypassed by evolution, remaining unchanged over 300 million years. Bottlenose dolphins, fur seals, Fiordland crested penguins and little blue penguins all live in the fiords. Ten marine reserves have been established in Fiordland, protecting all life within them”<sup>81</sup> (Department of Conservation New Zealand Government, 2019:6-10, <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>). The following section will cover information about the conclusion of this chapter in-depth.

### **3.8 Conclusion**

It can be concluded that tourism marketing is the most critical ingredient towards the creation of new tourist destinations globally. The image of a country and its tourist destinations are clearly influenced by tourism marketing. It can be concluded that honesty is critical when marketing tourist destinations in a country since it helps to promote repeat visits by tourists. Many countries nowadays are enjoying the benefits of repeat visits by international tourists as a result of mastering the importance of ethical tourism marketing. In general countries such as Liechtenstein, Sweden, Norway, Singapore and New Zealand 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.

### **3.9 Review questions**

- 1) Define the following terms ‘international tourism’? List at least one popular tourist attraction site in Liechtenstein?
- 2) Describe at least one popular tourist attraction site in Sweden?

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<sup>81</sup> Department of Conservation New Zealand Government (2019) *Fiordland National Park*. Available from: <https://www.doc.govt.nz/globalassets/documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf>  
[Accessed February 08, 2023]

3) List at least one popular tourist attraction site in Norway? Discuss at least one popular tourist attraction site in Singapore?

4) Discuss at least one popular tourist attraction site in New Zealand?

# Chapter 4: Popular tourist destinations in Germany, Zambia, Australia, Chile & Romania

After reading this chapter you should be able to:

- Define the following term ‘domestic visitor’. Identify one of the most popular tourist attraction site in Germany.
- Discuss one of the most popular tourist attraction site in Zambia.
- Identify one of the most popular tourist attraction site in Australia.
- Discuss one of the most popular tourist attraction site in Chile. Identify one of the most popular tourist attraction site in Romania.

## 4.1 Introduction

Tourism is one of the main pillars that help to support innovation rates in a country. The inter-cultural exchanges that occur between the local people and foreign visitors’ generally helps to boost knowledge transfer into a society and overtime this may ultimately lead to high innovation rates in a country. <sup>82</sup>According to the World Bank Group (2017:21) Tourism is often an innovator of sustainable consumption and production, and climate change awareness. There are many examples of tourism resorts introducing wind and solar power, organic farming, and sustainable fisheries to communities that would not otherwise be exposed to these environmental advances (World Bank Group, 2017:6, <https://documents1.worldbank.org/>). Nowadays many countries have powerful nation brand statuses as a result of tourism since it helps them to set high economic development standards and financial investments in key sectors such as airports and transport (road, rail & air infrastructure), accommodation (hotels & lodges construction), retail (shopping malls construction), food & beverages (restaurants) and so on. <sup>83</sup>According to

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<sup>82</sup> 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

<sup>83</sup> World Bank Group (2017) *Sustainable Tourism Development*. Available from: <https://documents1.worldbank.org/curated/en/558121506324624240/pdf/119954-WP-PUBLIC-SustainableTourismDevelopment.pdf> [Accessed February 12, 2023] p1-23, © 2017 The World Bank Group

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

<sup>84</sup>Tourism is one of the key sources of labor in a country. Several countries around the world are now offering working holiday visas or permits to visitors and this has positively contributed towards the supply of scarce skills in various career fields. Skills shortages in a country negatively affect economic and social development thus tourism has become a key problem solving strategy to use towards initiatives to reduce skills shortages (Deloitte Access Economics, 2021:34, <https://www2.deloitte.com/>). The following section will discuss the meaning of the term domestic visitor.

## 4.2 Definition of a term

<sup>85</sup>“**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, 92844/19/23”. The following section will cover information about one of the most popular tourist destination in Germany in-depth.

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<sup>84</sup> 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

<sup>85</sup> 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 Germany – (Serengeti-Park Hodenhagen)

<sup>86</sup>In general Germany enjoys a strong positive international reputation that significantly contributes towards its tourist attraction/arrival rates. Interestingly, in Germany there are many popular tourist destinations and in this section the Serengeti-Park Hodenhagen will be discussed in greater detail. <sup>87</sup>According to Serengeti Park Ltd (2023) The Serengeti-Park Hodenhagen is the largest safari park in Europe. More than 1,500 wild and exotic animals from far away countries live in a natural environment! On an area of 120 hectares you will find, among others, lions, tigers, rhinos, antelopes and bears. Wildlife conservation, research and sustainability are an important part of our philosophy (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/our-animals-from-a-to-z/page/7/>). The amazing wildlife that is kept at the Serengeti-Park Hodenhagen will be clearly depicted by Figure 4.1 below.

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<sup>86</sup> Rudolph. Patrick. T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition*. Self Published Educational Ebook, p1-160, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free eBook download on the online library – <https://rudolphmuteswa.com>

<sup>87</sup> Serengeti Park Ltd (2023) *Our Animals from A-to-Z*. Available from: <https://www.serengeti-park.de/en/our-animals-from-a-to-z/page/7/> [Accessed February 08, 2023]

**Figure 4.1 Serengeti-Park Hodenhagen amazing wildlife**



**The Addax (also called Mendes antelope)**



**Amur Leopa**



**Bactrian camel**



**The King Tiger, also known as the Bengal tiger**



**The bison is also known as the “Indian buffalo”**



**White Lion**



**Mandrill**



**The water hog is the largest rodent on earth**

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



<sup>88</sup>According to the Serengeti Park Ltd (2023) **THE HISTORY OF THE PARK. About the Serengeti Park in Hodenhagen. Our philosophy.** “We connect our guests and especially children with fun, nature and beauty. In a very free and spontaneous way we let our guests feel fun and love for nature and give them a lasting sense of hope, joy and excitement for the future.” **Our history.** Africa in the Lüneburg Heath – we, the Sepe family, have been implementing an innovative and unique zoo concept since 1974. On a total of 220 hectares you will find an animal reserve with 1500 exotic animals and an amusement world with over 40 rides and various shows. This makes the Serengeti Park unique in Europe. The famous zoologist and wildlife filmmaker Prof. Dr. In the early 1970s, Bernhard Grzimek advised our family on the planning and construction of the park. Our parents, Paolo and Lia Sepe, have run the park with great dedication since the arrival of the first wild animals from Africa in 1974. To this day, it is our highest goal to strengthen the nature awareness of the guests through the proximity to the species-appropriately kept animals that live almost freely in spacious enclosures. "An animal must always retain the right to be an animal in order to live as undisturbed as possible - this is a question of respect for nature." You can feel the coexistence of humans and animals and consciously experience a piece of nature in our numerous spacious, natural and driveable landscape facilities. In such a moment you can free yourself from your everyday life and find yourself. In 1997, the siblings Veronica and Fabrizio Sepe, together with our cousin Giovanni, took over the management of the Serengeti Park in the second generation. From childhood they have taken on many tasks in the park and their hearts beat for the park. Since April 1st, 2017 Fabrizio Sepe has been the sole owner of the park and since October 2020 also the sole managing director of the park. We have introduced many significant innovations in both the animal park and the amusement park in recent years. In the "Serengeti Safari", for example, the elephant breeding facility, a spacious outdoor area for white tigers and a 3000 square meter outdoor area for the cheetahs. In the new "jungle safari" over 200 monkeys have found a new home on a 15-hectare, completely new island area. Here you can observe the animals without cage barriers or meet them up close in the five walk-through parts of the modernized facility. Europe's largest jeep safari course, our jungle safari tour, the aqua safari with airboats that

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<sup>88</sup> Serengeti Park Ltd (2023) *About the Serengeti Park in Hodenhagen*. Available from: <https://www.serengeti-park.de/ueber-den-serengeti-park/> [Accessed February 08, 2023]

opened in 2010 and the "Black Mamba" jetboats, which have been new since 2015 and were specially made for the Serengeti Park, are further highlights. Our park is the only amusement park in Germany where guests can ride jet boats. Over the years, new attractions have constantly been added, which have made our park more and more attractive. We are proud to offer you a unique destination and wish you an exciting adventure on your personal safari through the Serengeti! Your family Sepe (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/ueber-den-serengeti-park/>). “**ACCOMMODATION AT SERENGETI PARK. An African style holiday.** At our Serengeti Park resort you can spend the night really close to our exotic animals. There are different types of accommodation available directly in the resort. **THE SELF-CATERING LODGES IN THE IVORY VALLEY FOREST. NEW IN MAY: The Tongasoa Lodges.**<sup>89</sup>The Tongasoa Lodges are idyllically and quietly located in the forest next to the Ivory Valley. In the canvas tents you will experience safari feeling without sacrificing comfort! Depending on the size, the lodges have 6 or 7 beds” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tongasoa-lodges/>). The Tongasoa Lodges located at the Serengeti Park resort will be clearly depicted by Figure 4.2 below.

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<sup>89</sup> Serengeti Park Ltd (2023) *Tongasoa lodges*. Available from: <https://www.serengeti-park.de/en/tongasoa-lodges/> [Accessed February 08, 2023]

**Figure 4.2 Tongasoa Lodges**



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

<sup>90</sup>“**THE COMFORTABLE TENTS AT THE LAKE VICTORIA. Overnight stays in the Tent Lodges.** Spend a romantic night in our comfortable tents directly at the lake Victoria. Enjoy the sunset at your big patio among 200 monkeys in the jungle-safari. The Tent lodges are suitable for up to 5 or 7 people” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/tent-lodges/>). The exciting comfortable tents at lake Victoria at the Serengeti Park resort will be clearly depicted by Figure 4.3 below.

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<sup>90</sup> Serengeti Park Ltd (2023) *Tent Lodges*. Available from: <https://www.serengeti-park.de/en/tent-lodges/> [Accessed February 08, 2023]

**Figure 4.3 Comfortable tents at lake Victoria at the Serengeti Park resort**



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

The Serengeti Park accommodation in the form of overnight stays in Ranger Lodges and the overnight stay on the Masai Masai compound will be clearly depicted by Figure 4.4 below.

**Figure 4.4 Overnight stays in Ranger Lodges and the overnight stay on the Masai Mara compound**



**Overnight stays in Ranger Lodges**

**Masai Mara compound**

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

<sup>91</sup>“**STAY OVERNIGHT IN THE SERENGETI-PARK. On safari with a caravan – pitches in the midst of the Masai Mara!** You have the chance to stay overnight in your own caravan in the middle of Africa – on the Masai Mara compound which opened in 2014. From your pitch you can watch the animals on the Masai Mara compound” (Serengeti Park Ltd, 2023, <https://www.serengeti-park.de/en/on-safari-with-a-caravan-pitches-in-the-midst-of-the-masai-mara/>). The following section will cover information about one of the most popular tourist destination in Zambia in-depth.

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<sup>91</sup> Serengeti Park Ltd (2023) *On Safari with a caravan pitches in the midst of Masai Mara*. Available from: <https://www.serengeti-park.de/en/on-safari-with-a-caravan-pitches-in-the-midst-of-the-masai-mara/> [Accessed February 08, 2023]

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

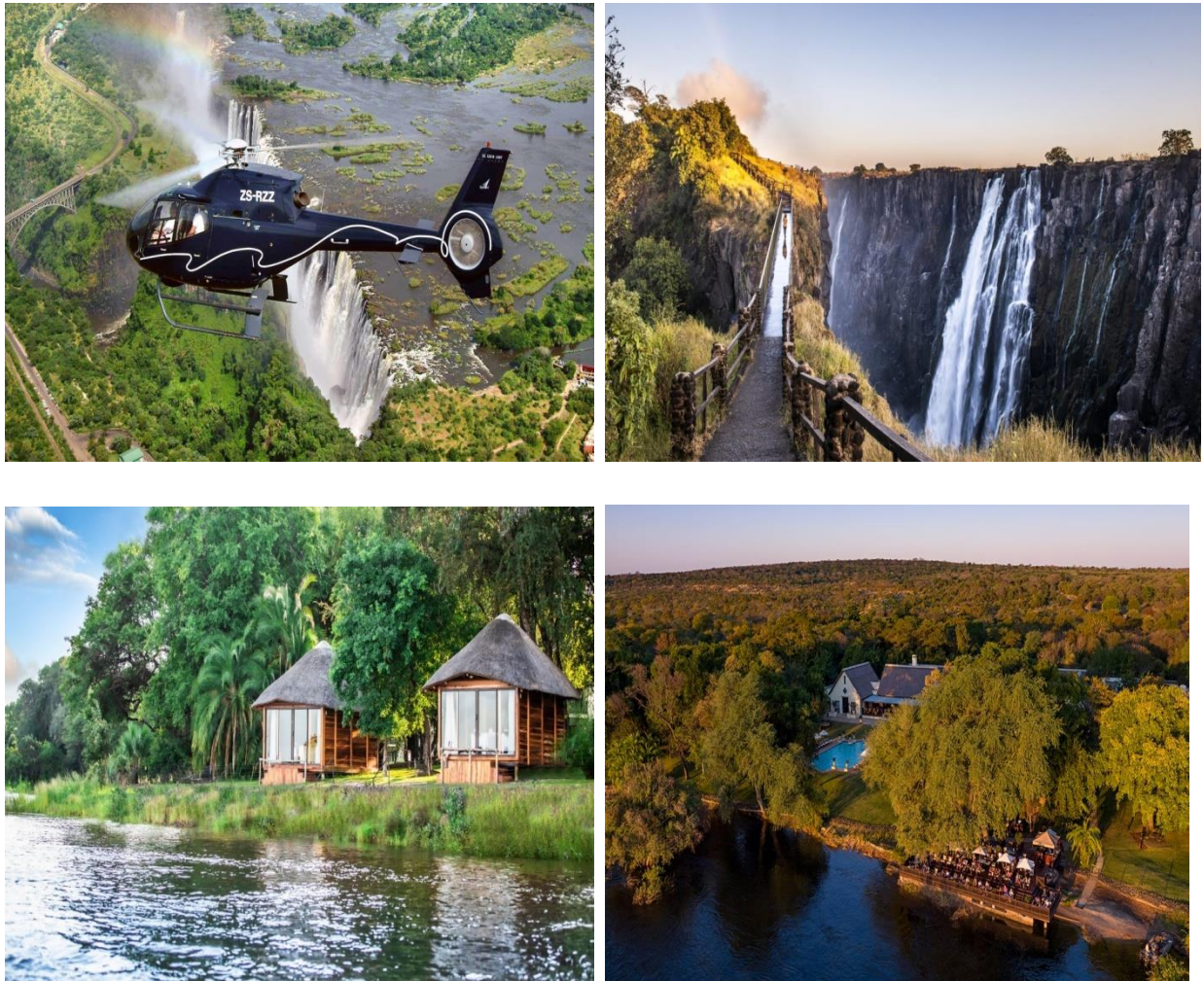
<sup>9293</sup>“Furthermore, according to The International Trade Administration, U.S. Department of Commerce (2021) Zambia is a politically stable, multi-party democracy, rich in natural resources, with an estimated population of 17.8 million, 42 percent of which live in urban areas. While the country 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 most popular tourist attraction site that will be discussed in this section is called ‘The Royal Livingstone Victoria Falls Zambia Hotel’ located in Livingstone. The astounding globally renowned waterfall the Victoria Falls and its surrounding nature/landscapes are clearly depicted by Figure 4.5 below.

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<sup>92</sup> 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, p34, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free eBook on the online library - <https://rudolphmuteswa.com>

<sup>93</sup> The International Trade Administration, U.S. Department of Commerce (2021) *Zambia- Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/zambia-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.

**Figure 4.5 The astounding globally renowned waterfall the Victoria Falls and its surrounding nature and landscapes**



Source: (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2023, <https://www.anantara.com/en/royal-livingstone/gallery>).

<sup>94</sup>According 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 elegance. Wake up to the sight of zebras wandering the Livingstone hotel grounds. Raise a glass

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<sup>94</sup> The Royal Livingstone Victoria Falls Zambia Hotel by Anantara (2023) *Royal Livingstone*. Available from: <https://www.anantara.com/en/royal-livingstone> [Accessed September 20, 2023] © 2023 Anantara Hotels, Resorts & Spas

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..

### AT A GLIMPSE

- Free Unlimited Access to Victoria Falls.
- Wildlife roaming the grounds
- Massage experiences beside the Zambezi River
- River safaris Helicopter waterfall excursions
- Butler service (The Royal Livingstone Victoria Falls Zambia Hotel by Anantara, 2023, <https://www.anantara.com/en/royal-livingstone>). The following section will cover information about one of the most popular holiday destination in Australia in greater detail.

## 4.5 Popular tourist destination in Australia – (Royal Botanic Garden in Sydney)

**Australia.** <sup>959697</sup>“*Our country.* Australia is a unique and diverse country in every way - in culture, population, climate, geography, and history. *Culture.* Australian culture is as broad and varied as the country's landscape. Australia is multicultural and multiracial and this is reflected in the country's food, lifestyle and cultural practices and experience” (Australian Government

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<sup>95</sup> Rudolph. Patrick. T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition.* Self Published Educational Ebook, p1-122, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free download on the online library - <https://rudolphmuteswa.com>

<sup>96</sup> Australian Government [australia.gov.au](http://australia.gov.au) (2021) *Our Country.* Available from: <https://info.australia.gov.au/about-australia/ourcountry> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.

<sup>97</sup> Australian Government Department of Defence (2021) *Explore Our Stories.* Available from: <https://www.defence.gov.au> [Accessed October 19, 2021] ©Commonwealth of Australia 2021.



australia.gov.au, 2021, <https://info.australia.gov.au/about-australia/our-country> cited in Rudolph Muteswa, 2022:105). In general Australia is a fun, peaceful and visitor friendly nation that receives millions of domestic and international tourists on a regular basis. The popular tourist attraction site located in Australia that will be discussed in this section is called The Royal Botanic Garden. The amazing aerial view of the Royal Botanic Garden will be clearly depicted by Figure 4.6 below.

**Figure 4.6 Royal Botanic Garden amazing aerial view**



Credit: **Botanic Gardens of Sydney**

<sup>98c</sup> **About us.** The Royal Botanic Garden is a verdant oasis in the heart of Sydney's CBD. You'll find everything you need to know about our organisation here” <https://www.rbg Syd.nsw.gov.au/about-us/business-opportunities> © State of New South Wales

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<sup>98</sup> <https://www.rbg Syd.nsw.gov.au/about-us/business-opportunities> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. © Commonwealth of Australia 2023

(Department of Planning and Environment) [2023] unless indicated otherwise. The unique and beautiful night views of the Mare & Fare Lawn during New Year’s Eve Picnic at the Royal Botanic Garden will be depicted in Figure 4.7 below.

**Figure 4.7 The unique and beautiful night views of the Mare & Fare Lawn during New Year’s Eve Picnic at the Royal Botanic Garden**



Credit: **Botanic Gardens of Sydney**

<sup>99</sup>“**History and facts.** Established in 1816, the Royal Botanic Garden Sydney is the oldest botanic garden and scientific institution in Australia. Your Garden is home to an outstanding collection of plants from around the world with a focus on Australia and the South Pacific” <https://www.rbgsyd.nsw.gov.au/visit/history-and-facts> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. <sup>100</sup>“**Indigenous heritage.**

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<sup>99</sup> <https://www.rbgsyd.nsw.gov.au/visit/history-and-facts> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. © Commonwealth of Australia 2023

<sup>100</sup> <https://www.rbgsyd.nsw.gov.au/visit/history-and-facts/indigenous-heritage> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. © Commonwealth of Australia 2023

**People, Plants & Place.** The rich Indigenous history of our three sites plays an important role in your Gardens. The traditional owners of the Royal Botanic Gardens and Domain, the Australian Botanic Gardens, Mount Annan and the Blue Mountains Botanic Garden, Mount Tomah are the Cadigal, Dharawal and Darug respectively. The Gardens and local Aboriginal communities work together to create themed gardens and displays, educational programs, guided tours and publications to acknowledge the significance of these lands to Aboriginal people, past and present” <https://www.rbg Syd.nsw.gov.au/visit/history-and-facts/indigenous-heritage> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise.

<sup>101</sup>“**The Calyx.** The Calyx is a hub of activity, home to one of the largest green walls in the southern hemisphere, cafe, shopping and an exciting range of events and workshops. Located within the heart of the Royal Botanic Garden Sydney, The Calyx (pronounced kal-iks) is defined as 'the sepals of a flower, typically forming a whorl that encloses the petals and forms a protective layer around a flower bud'. The Calyx’s kiosk, the Leaf Department, is now open 8am–4pm every day. Visit for great coffee and juices, breakfast and lunch sandwiches, sweet treats and snacks. The Calyx retail shop is open 10am-4pm every day. Explore a kaleidoscope of colour, plants and passion with Love Your Nature! Step inside the wonderfully diverse world of plant-love in our new immersive horticultural exhibition open on 10am- 4pm daily. The Calyx is a public exhibition space, and in addition available to hire for private events. On occasion, the Calyx will be closed to facilitate these private events. We apologise for any inconvenience. Updates for closures can be found here on our website” <https://www.rbg Syd.nsw.gov.au/the-calyx?viewmode=0> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. The natural and unique Plants with Bite at The Calyx will be clearly depicted by Figure 4.8 below.

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<sup>101</sup> <https://www.rbg Syd.nsw.gov.au/the-calyx?viewmode=0> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. © Commonwealth of Australia 2023

**Figure 4.8 The natural and unique Plants with Bite at The Calyx**



Credit: **Botanic Gardens of Sydney**

<sup>102</sup>“**Plants with Bite at The Calyx.** Thank you to all who visited Plants with Bite at The Calyx. Thank you to all who visited our past exhibition, Plants with Bite. The display showcased the captivating and bizarre world of carnivorous plants. It featured 25,000 of the world's hungriest and creepiest plants with the iconic Venus flytrap, lobster pots, bladders and more. A true miracle of evolution, marvel at the simplicity of these plants” <https://www.rbg Syd.nsw.gov.au/the-calyx/plants-with-bite-at-the-calyx> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. The following section will cover information about one of the most popular holiday destination in Chile in greater detail.

#### **4.6 Popular tourist destination in Chile – (Marble Caves of Patagonia)**

Chile is a mineral resource rich nation which has a vibrant global economy and a visitor friendly society. Today Chile is a globally renowned hub of tourism located in South America with mega

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<sup>102</sup> <https://www.rbg Syd.nsw.gov.au/the-calyx/plants-with-bite-at-the-calyx> © State of New South Wales (Department of Planning and Environment) [2023] unless indicated otherwise. © Commonwealth of Australia 2023

world class infrastructure airport facilities. In general there are many popular tourist destinations or attraction sites in Chile. In this section one of the most popular tourist attraction site that will be discussed in greater detail is called the Marble Caves in Northern Patagonia located in Southern Chile. The spectacular unique and highly attractive Marble Caves of Patagonia in Chile will be clearly depicted by Figure 4.9 below.

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



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

<sup>103</sup>According to Swoop Travel Ltd (2023) **About the Marble Caves**. Over 6,200 years, the huge marble deposits on the edge of the General Carrera Lake have been worn away by the water, creating caves, tunnels, and huge columns of pure marble. Marble at the surface of the water dissolved the fastest as the water penetrated small cracks, widening them into fractures which were gradually worn away. The result is a marble maze just above the water level, and some islands including the famous 'marble cathedral' and the 'marble chapel'. Although the rock steals the show, if you look down from your boat or kayak you'll see the other beautiful feature of the lake, the bright blue tint that comes from the glacial meltwater (Swoop Travel Ltd, 2023, <https://www.swoop-patagonia.com/chile/aysen/marblecaves>). <sup>104</sup>**Marble Caves**. Drift between

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<sup>103</sup> Swoop Travel Ltd (2023) *Marble Caves*. Available from: <https://www.swoop-patagonia.com/chile/aysen/marblecaves> [Accessed February 11, 2023] © Swoop Travel Ltd. 2023

<sup>104</sup> Swoop Travel Ltd (2023) *Marble Caves*. Available from: <https://www.swoop-patagonia.com/chile/aysen/marblecaves> [Accessed February 11, 2023] © Swoop Travel Ltd. 2023

pure marble columns, through smooth arches that have been carved out over thousands of years. The water beneath is an almost luminescent turquoise, and the light reflects across the soft pinks, blues and greens that run through the marble. **Reasons to go**

- These caves are a unique natural wonder that you won't find anywhere else in Patagonia
- Get right up close by kayaking through the caves and caverns
- See marble in its purest form, polished only by the lapping of the lake over thousands of years
- Nearby are the majestic San Rafael Glacier and the Exploradores Glacier, two other highlights of this region of Aysen” (Swoop Travel Ltd, 2023, <https://www.swoop-patagonia.com/chile/ayesen/marblecaves>). The following section will cover information about one of the most popular tourist destination in Romania in greater detail.

#### **4.7 Popular tourist destination in Romania – (city of Brasov)**

Romania is globally known as the fountain of peace, historical architecture, foreign diplomacy excellence and tourism. Every year many international tourists travel to Romania to visit its fun and spectacular tourist sites located in various parts of the country. In general there are many popular tourist destinations or attraction sites in Romania. This section will discuss one of the most popular tourist destination in Romania called the city of Brasov. The amazing beautiful landscape and daylight aerial views of Brasov will be clearly depicted by Figure 4.10 below.

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



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

<sup>105</sup>“**City Highlights.** Fringed by the peaks of the Southern Carpathian Mountains and resplendent with gothic, baroque and renaissance architecture, Brasov is one of the most beautiful and visited places in Romania. Brasov was founded, in 1211, by the Teutonic Knights, on an ancient Dacian site. In the 13th-Century Brasov was settled by the Saxons and shortly became one of Transylvania's seven walled citadels *Siebenburgen*. The location of the city at the intersection of trade routes linking the Ottoman Empire and western Europe, together with friendly tax regime, allowed Saxon merchants to obtain considerable wealth and exert strong political influence in the region. This was also reflected in the city's name, *Kronstadt* (German) or *Corona* (Latin), meaning the Crown City. Strong fortifications defending towers were erected and maintained with funding provided the town's craft guilds. Brasov is home to one of the narrowest streets in Europe. The Rope Street (*Strada Sforii*) is approximately four feet wide; it connects *Strada*

<sup>105</sup> RomaniaTourism.com (2023) *Brasov*. Available from: <https://romaniatourism.com/brasov.html> [Accessed February 11, 2023]  
© Copyright 1994 - 2023 by RomaniaTourism.com. All rights reserved.

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

## 4.8 Conclusion

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

## 4.9 Review questions

- 1) Define the following term ‘domestic visitor’? Describe at least one example of a popular tourist attraction site in Germany?
- 2) Identify at least one example of a popular tourist attraction site in Zambia?
- 3) Identify at least one example of a popular tourist attraction site in Australia? Describe at least one example of a popular tourist attraction site in Chile?
- 4) Discuss at least one example of a popular tourist attraction site in Romania?



# Chapter 5: Popular tourist destinations in Belgium, Kenya, Denmark, South Africa, Monaco & Namibia

After reading this chapter you should be able to:

- Define the following term ‘business visitor’. Identify one of the most popular tourist attraction site in Belgium. Discuss one of the most popular tourist attraction site in Kenya.
- Identify one of the most popular tourist attraction site in Denmark.
- Discuss one of the most popular tourist attraction site in South Africa. Identify one of the most popular tourist attraction site in Monaco.
- Discuss one of the most popular tourist attraction site in Namibia.

## 5.1 Introduction

<sup>106</sup>“**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, 92844/19/23”. 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

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<sup>106</sup> World Tourism Organization (2023), *Tourism – an economic and social phenomenon. Why Tourism?*, Madrid: <https://www.unwto.org/why-tourism> [13-10-2023].

since they provide essential services to tourists. <sup>107</sup>“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/>). The Covid-19 pandemic era led to many international borders or visitors being closed to international tourists as a result of lockdown restrictions and this ultimately boosted domestic tourism trends in many countries but overtime many borders started to re-open to allow international tourism. Generally tourism helps to boost the nation brand of each and every country through marketing its beauty, pristine nature reserves, hospitality industry and airports. Some of the countries around the world that will continue to enjoy powerful nation brand statuses as a result of their visitor-friendly societies and tourism sector businesses include: Zambia, Kenya, Canada, India, Namibia, Mauritius, the United States of America, Switzerland, Australia, Liberia, Germany, the United Kingdom, Ghana, The Netherlands, South Africa, Romania, Italy, Latvia, Liechtenstein, Monaco, Tanzania, Chile, Brazil, Argentina, Ireland, Sweden, Denmark, Botswana, Estonia, New Zealand, Belgium, The Gambia, Spain, France, Malawi, Finland, Nigeria, Singapore, Norway and many others. It is important to note that international trade and cooperation amongst countries is strongly influenced by tourism especially the treatment of foreigners by local people. The following section will discuss the meaning of the term business visitor.

## 5.2 Definition of a term

<sup>108</sup>“**Business visitor:** A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category of purpose ([IRTS 2008, 3.17.2](#)).” (World

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<sup>107</sup> 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

<sup>108</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), “© UNWTO, 92844/19/23”. The following section will cover information about one of the most popular tourist attraction site in Belgium in-depth.

### **5.3 Popular tourist destination in Belgium - (The Atomium “The Symbol of Brussels & Belgium”)**

<sup>109</sup>“**Belgium.** The Kingdom of Belgium is renowned for its rich cultural diversity, pro-human rights protection stance, good governance, diplomacy excellence, modern tech-savvy lifestyle, strong nation brand, high tourist arrivals numbers and so on. Over the past number of years the Kingdom of Belgium has been ranked by many ‘nation branding & better quality of life’ country ranking firms/institutions as one of the many countries in the world that enjoys a consistent year-on-year positive growth trajectory in terms of its nation brand value. The Kingdom of Belgium’s prosperity has been professionally nurtured by The Royal Monarchy of the Kingdom of Belgium under the exemplary leadership of King Philippe (*seventh King of Belgium*), the Royal Family and the Belgian Government” (Rudolph Muteswa, 2023:61 cited in his famous book title ‘*12 Leaders of Various Countries Around the World*’). Belgium is globally known for its rich culture, environment friendly laws, historical architectural buildings, democracy, Royal Monarchy, tourist attraction cities and so on. In general there are many popular tourist destinations or attraction sites in Belgium. One of the most popular tourist attraction site in Belgium called The Atomium located in the magnificent city of Brussels will be discussed in-depth in this section of the book chapter. The world class and highly advanced architectural design of The Atomium will be clearly depicted by Figure 5.1 below.

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<sup>109</sup> Rudolph. Patrick. T. Muteswa (2023) *12 Leaders of Various Countries Around the World (Gathered Articles): A North America, Europe, Africa & Oceania 21st Century Perspective 1st Edition*, p1-80, ISBN: 978-1-77931-813-8, Self-Published Ebook available as a free download on the online library - <https://rudolphmuteswa.com>

**Figure 5.1 The world class and highly advanced architectural design of The Atomium**



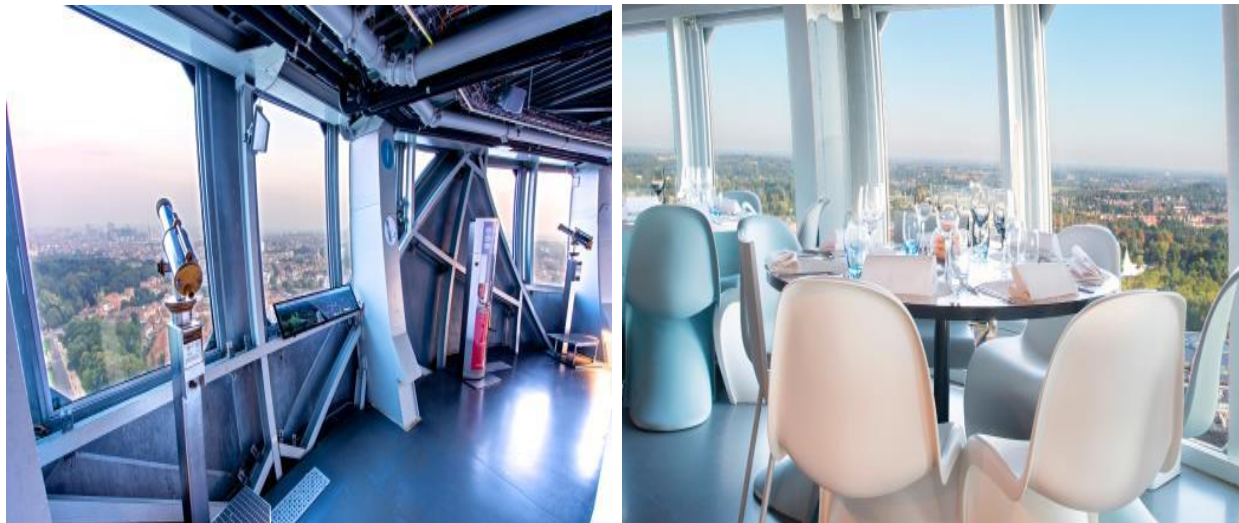
Source: (The Atomium, 2023, *ATOMIUM*, <https://www.atomium.be/home/Index>)

<sup>110</sup>“**Atomium. THE SYMBOL OF BRUSSELS AND BELGIUM.** Renovated as a major national event between 2004 and 2006, the Atomium - which was not intended to survive Expo 58 for which it was the flagship construction - is today, with over 600,000 visitors per year, the most popular tourist attraction in the capital of Europe, an art centre and an [international symbol of Brussels and Belgium](https://www.atomium.be/home/Index)” (The Atomium, 2023, <https://www.atomium.be/home/Index>). The amazing and magnificent views of The Atomium will be depicted by Figure 5.2 below.

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<sup>110</sup> The Atomium (2023) *Home*. Available from: <https://www.atomium.be/home/Index> [Accessed September 24, 2023]

**Figure 5.2 The amazing and magnificent views of The Atomium**



**Panorama and Viewpoint**

**Panoramic restaurant**

Source: (The Atomium, 2023, [https://www.atomium.be/atomium\\_interior\\_architecture](https://www.atomium.be/atomium_interior_architecture)).

<sup>111</sup>“**THE SYMBOL OF BRUSSELS.** A landmark in the Brussels skyline, a monumental structure halfway between sculpture and architecture and where the cube flirts with the sphere, a remnant of the past with resolutely futuristic looks, a museum and exhibition centre: the Atomium is both an object, a place, a space, a utopia and a unique emblem in the world which - ultimately - escapes all form of classification. The building was designed and built for the [Brussels World's Fair](#) (1958), for which it was the flagship building and emblem. This unique silhouette has been noticed for a long time and is very popular around the world. Numerous internet rankings include the Atomium in the top pack of unclassifiable, astounding, creative and surprising buildings in the world. The Atomium was not meant to survive beyond the 1958 World's Fair but its popularity and success quickly made it a major part of the Brussels landscape, then national and finally international. Beyond its symbolic value linked to its history, the Atomium is also one of the icons of Brussels - the capital of Europe - with which it maintains privileged relations. Since its magnificent restoration (2006), which many do not hesitate from calling *the most Belgian of monuments* rediscovered its place as an international symbol and

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<sup>111</sup> The Atomium (2023) *Atomium the Symbol of Brussels and Belgium*. Available from: [https://www.atomium.be/atomium\\_symbol\\_of\\_Brussels\\_and\\_Belgium](https://www.atomium.be/atomium_symbol_of_Brussels_and_Belgium) [Accessed September 25, 2023]

icon. In addition to being the most popular attraction in the capital and of offering the [most beautiful view](#) of the city of Brussels, it is also a unique place to organise your [event](#) or [shoots](#).

### *The Atomium in real life*

- 600,000 visitors a year
- record visits in one day: 4,700 visitors on 17.08.2008
- over 100 private events per year with tens of thousands of participants
- a dozen visits by Heads of State each year, privately or officially
- the Atomium also serves as a backdrop for dozens of photo shoots for fashion, design or architecture magazines<sup>112</sup>
- numerous national and international broadcasts (radio and TV) are recorded each year at the base or from inside the Atomium, including the famous *Amazing Race*™ (The Atomium, 2023, [https://www.atomium.be/atomium\\_symbol\\_of\\_Brussels\\_and\\_Belgium](https://www.atomium.be/atomium_symbol_of_Brussels_and_Belgium)). The following section will cover information about one of the most popular tourist destination in Kenya.

## **5.4 Popular tourist destination in Kenya – (Voi Safari Lodge located in Tsavo East)**

<sup>113</sup><sup>114</sup>“Kenya was one of the fastest growing economies in Africa, with an annual average growth of 5.9% between 2010 and 2018. With a GDP of \$95 billion, Kenya recently reached lower-

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<sup>112</sup> The Atomium (2023) *Atomium the Symbol of Brussels and Belgium*. Available from: [https://www.atomium.be/atomium\\_symbol\\_of\\_Brussels\\_and\\_Belgium](https://www.atomium.be/atomium_symbol_of_Brussels_and_Belgium) [Accessed September 25, 2023]

<sup>113</sup> Rudolph. P.T. Muteswa (2022) *28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity (Gathered Articles): A Training Guide for Business Executives, Foreign Diplomats, International Students & Travelers 1st Edition*. Self Published Educational Ebook, p1-120, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free download on the online library - <https://rudolphmuteswa.com>

<sup>114</sup> U.S. Agency for International Development – USAID (2021) *Economic Growth and Trade*. Available from: <https://www.usaid.gov/kenya/economic-growth-and-trade> [Accessed November 15, 2021]

middle income status, and has successfully established a diverse and dynamic economy. It also serves as the point of entry to the larger, 300 million East African market. The agricultural sector is the backbone of the economy, contributing approximately 33 percent of Kenya’s Gross Domestic Product (GDP). The agriculture sector employs more than 40 percent of the total population and 70 percent of the rural population. Kenya has one of the most developed power sectors in sub-Saharan Africa, with an active private sector, a strong national power utility, and abundant renewable energy resources, especially geothermal, wind, and solar. Sustainable electricity is needed for strong economic growth” (U.S. Agency for International Development – USAID, 2021, <https://www.usaid.gov/kenya/economic-growth-and-trade> cited in Rudolph Muteswa, 2022:70 in his famous book title ‘*28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity*’). There are many tourist attraction sites in the beautiful and natural resource rich nation of Kenya. The spectacular unique Voi Safari Lodge located in Tsavo East will be discussed in-depth in this section. The amazing nature, landscapes and wildlife at Voi Safari Lodge located in Tsavo East will be clearly depicted by Figure 5.3 below.

**Figure 5.3 The amazing nature, landscapes and wildlife at Voi Safari Lodge located in Tsavo East**



**Swimming Pool.** Swimming pool overlooking the Tsavo East National park



**Nature / Adventure.** A visit to some of the greatest sites and wonders of the world.



**Voi Safari Lodge Restaurant**



Source: (Voi Safari lodge, 2023, <https://safari-hotels.com/voi-safari-lodge/>).

<sup>115</sup>According to the Voi Safari Lodge (2023) **VOI SAFARI LODGE. The pride of Tsavo East. Welcome To Voi Safari Lodge.** Voi Safari Lodge one of the properties owned and managed by Kenya Safari Lodges & Hotels (KSLH) was officially opened on November 15th 1967. The lodge is strategically situated in one of the world’s largest game park – The Tsavo East National

<sup>115</sup> Voi Safari Lodge (2023) *Voi Safari Lodge*. Available from: <https://safari-hotels.com/voi-safari-lodge/> [Accessed September 23, 2023]



Park. The Lodge is one of the most innovatively conserved and constructed wildlife retreats in Kenya. One can view a wide variety of game coming to and from two nearby water holes throughout the day from every corner. **Our Restaurant.** A main spherical restaurant offering great view of the park while enjoying delicious meals served buffet style and /or Ala carte. Optional arrangements can be made for Bush breakfast and/or Sundowner dinners at Mudanda Rock and picnic lunch boxes (Voi Safari Lodge, 2023, <https://safari-hotels.com/voi-safari-lodge/>). The following section will cover information about one of the most popular tourist destination in Denmark in-depth.

## **5.5 Popular tourist destination in Denmark – (Tivoli Gardens located in Copenhagen)**

Denmark is globally known as one of the most-happiest countries in the world with a unique international visitor-friendly society. There are many popular tourist destinations or attraction sites in Denmark. This section will discuss one of the most popular tourist attraction destination in Denmark called Tivoli Gardens that is located in the city of Copenhagen. The amazing and fun night view of Tivoli Gardens will be clearly depicted by Figure 5.4 below.

**Figure 5.4 The amazing and fun night view of Tivoli Gardens**



Source: (Tivoli Gardens, 2007, **Photo 1** by Photographer: Tivoli, [https://tivolimediebank.tivoli.dk/presse/latelogin.jspx#1697704902162\\_74](https://tivolimediebank.tivoli.dk/presse/latelogin.jspx#1697704902162_74)). © Tivoli Gardens

<sup>116</sup>“**THE COMPANY.** Tivoli A/S is a limited company listed on the Copenhagen Stock Exchange. **A SUSTAINABLE BUSINESS. CSR.** The world is changing, and the challenges of today call for a renewed and strengthened concept sustainability both in- and outside Tivoli Gardens (e.g. in collaboration with suppliers), of responsibility. For Tivoli, this means that we will prioritize and that we will intensify our efforts to become a sustainable business. **TIVOLI THROUGH THE AGES. TIMELINE.** Join us on a tour of Tivoli's history from the founding in 1843, to the construction of Nimb and the Concert Hall to the introduction of Christmas in Tivoli and Friday Rock” (Tivoli A/S, 2023, <https://www.tivoli.dk/en/om/tivolis-historie>). The exciting and astounding views of Tivoli Gardens will be clearly depicted by Figure 5.5 below.

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<sup>116</sup> Tivoli A/S (2023) *Tivolis Historie*. Available from: <https://www.tivoli.dk/en/om/tivolis-historie> [Accessed February 08, 2023]  
Copyright © 2022 Tivoli A/S - CVR nr. 10404916 - EAN nr. 5790001899950

**Figure 5.5 Tivoli Gardens exciting and astounding night illuminations views**



Source: (Tivoli Gardens, 2008, **Photo 2** by Photographer: Tivoli PR – *Tivoli Illuminations*, [https://tivolimediebank.tivoli.dk/presse/latelogin.jspx#1697705175634\\_97](https://tivolimediebank.tivoli.dk/presse/latelogin.jspx#1697705175634_97)). © Tivoli Gardens

<sup>117</sup>According to Tivoli A/S (2023) **1843 TIVOLI**. Georg Carstensen was inspired by the parks and the gardens, he had visited abroad when he was first granted permission by the King to open Tivoli Gardens. On August 15, 1843 the garden gates were opened for the first time and the guests were awestruck by the elegant and exotic gardens. Among them was the one and only Hans Christian Andersen, who was inspired to write the fairy tale the Nightingale. **2000 TIVOLI FOR SALE**. After owning a majority stake in Tivoli for almost 100 years, in 2000 Carlsberg decided to sell its shares. Various rumors circulated about both Disney and Michael Jackson, and some talked of Tivoli ending up on public hands. In the end Scandinavian Tobacco Company and Chr. Augustinus Fabrikker became a majority share holder; and so Tivoli

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<sup>117</sup> Tivoli A/S (2023) *Tivolis Historie*. Available from: <https://www.tivoli.dk/en/om/tivolis-historie/tidslinie> [Accessed February 08, 2023] Copyright © 2022 Tivoli A/S - CVR nr. 10404916 - EAN nr. 5790001899950

remained on Danish hands (Tivoli A/S, 2023, <https://www.tivoli.dk/en/om/tivolis-historie/tidslinie>). The aerial view of Tivoli Gardens' fun facilities will be clearly depicted by Figure 5.6 below.

**Figure 5.6 Tivoli Gardens aerial views of Tivoli Gardens' fun facilities**



Source: (Tivoli Gardens, Nov 2, 2021, **Photo 3** by Photographer: Presse- og Kommunikation – HIT 2021, Description: *Atmospheric pictures of the Garden and of Giant Pumpkins during HIT*, [https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1697699310362\\_8](https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1697699310362_8)) and **Photo 4** by Photographer: Presse- og Kommunikation - Tivoli Gardens, Dec 3, 2021, [https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1697703450623\\_4](https://tivolimediebank.tivoli.dk/presse/latelogin.aspx#1697703450623_4)) © Tivoli Gardens

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

## **5.6 Popular tourist destination in South Africa – (Two Oceans Aquarium in Cape Town)**

In general South Africa is one of the many countries in Africa with a powerful nation brand status and a thriving tourism industry. Tourism enormously contributes towards the economic growth rate and international trade of South Africa. In general there are many popular tourist destinations or attraction sites in South Africa. One of the most popular tourist attraction site situated in South Africa called the ‘Two Oceans Aquarium’ which is located in the magnificent city of Cape Town will be discussed in-depth in this section. The natural pristine beauty of the Two Oceans Aquarium will be clearly depicted by Figure 5.7 below.

**Figure 5.7 The natural pristine beauty of the Two Oceans Aquarium**



Source: (Two Oceans Aquarium, 2023, <https://www.aquarium.co.za/>) © 2023 Two Oceans Aquarium Cape Town, South Africa.

<sup>118</sup>According to the Two Oceans Aquarium (2023) **Our Purpose. Why the Two Oceans Aquarium?** Our mission is to inspire people to take action, so that we may all share abundant and healthy oceans for life. We rely on you to make this vision a reality - your support allows us to create inspiring experiences to carry out valuable outreach and conservation work through the Two Oceans Aquarium Foundation (Two Oceans Aquarium, 2023, <https://www.aquarium.co.za/>). The beautiful ocean life of the Two Oceans Aquarium will be clearly depicted by Figure 5.8 below.

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<sup>118</sup> Two Oceans Aquarium (2023) *Our Purpose*. Available from: <https://www.aquarium.co.za/> [Accessed September 24, 2023] © 2023 Two Oceans Aquarium Cape Town, South Africa.

**Figure 5.8 The beautiful ocean life of the Two Oceans Aquarium**



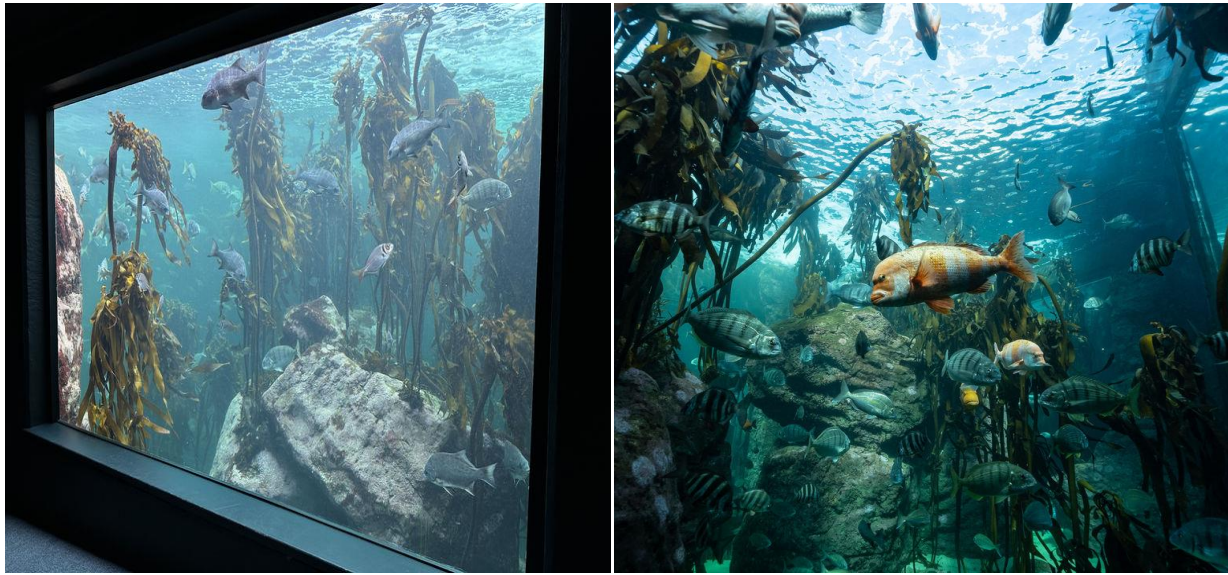
Source: (**Photograph 1** published in Article by Talitha Noble and Laura du Toit, 23 September, 2023, *Litchi in the limelight: De Hoop and beyond!*, Turtles, <https://www.aquarium.co.za/news/litchi-in-the-limelight>).

<sup>119</sup>“**What is a kelp forest?** Kelp forests are areas where kelp plants occur in high-density groupings. These groupings usually occur in cold, nutrient-rich, shallow coastal waters” (Two Oceans Aquarium, 2023, <https://www.aquarium.co.za/animals/kelp-forest>). The natural pristine ‘kelp forests’ of the Two Oceans Aquarium will be clearly depicted by Figure 5.9 below.

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<sup>119</sup> Two Oceans Aquarium (2023) *Kelp Forest*. Available from: <https://www.aquarium.co.za/animals/kelp-forest> [Accessed September 25, 2023] © 2023 Two Oceans Aquarium Cape Town, South Africa.

**Figure 5.9** The natural pristine ‘kelp forests’ of the Two Oceans Aquarium



Source: (Two Oceans Aquarium, 2023, *Kelp Forest*, <https://www.aquarium.co.za/animals/kelp-forest>). © 2023 Two Oceans Aquarium Cape Town, South Africa.

<sup>120</sup>According to the Two Oceans Aquarium (2023) **ABOUT. Kelp forests.** It is thought that kelp forests first appeared in the Miocene era between five and 23 million years ago. Kelp refers to marine algae in the order Laminariales (phylum: Ochrophyta). Four species of kelp are found around the South African coast, with *Ecklonia maxima* being the most familiar as it is often washed up on beaches following heavy storms. Kelp forests are formed when large brown macroalgae plants occur in high density. These forests are found across the globe in temperate waters and in the polar coastal oceans. As recently as 2007, kelp forests were discovered in the tropical waters near Ecuador, but these are the only known kelp forests in tropical waters. There are approximately 30 species of kelp worldwide, with kelp forests covering approximately 25% of the world’s coastlines. Kelp can grow quickly, and some species can grow as much as 45 – 60cm per day. The most notable kelp forests are found on the coasts of southern Africa, the West Coast of the United States, Argentina, Chile, southern Australia, and several northern European coasts (Two Oceans Aquarium, 2023, <https://www.aquarium.co.za/animals/kelp-forest>). The following section will cover information about Monaco in-depth.

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<sup>120</sup> Two Oceans Aquarium (2023) *Kelp Forest*. Available from: <https://www.aquarium.co.za/animals/kelp-forest> [Accessed September 25, 2023] © 2023 Two Oceans Aquarium Cape Town, South Africa.

## **5.7 Popular tourist destination in the Principality of Monaco - (The Oceanographic Institute, Prince Albert I of Monaco Foundation)**

Monaco is a powerful nation brand around the world with a lifetime legacy of democracy, peace and foreign diplomacy excellence. Monaco is globally renowned for its highly skilled workforce, highly attractive tourist attraction destinations and investor-friendly business environment (Rudolph. Patrick. T. Muteswa, 2023:69). <sup>121</sup>“H.S.H. Prince Albert II of Monaco is globally renowned as an exemplary leader and he has received many accolades from various higher learning institutions around the world. Today Monaco is a top tourist destination with a globally renowned exemplary leader H.S.H. Prince Albert II who is committed towards environmental protection initiatives and modern oceanography” (Rudolph. Patrick. T. Muteswa, 2023:81 cited in his famous book title ‘*12 Leaders of Various Countries Around the World*’). The unique interior and exterior building and exhibitions of The Oceanographic Institute, Prince Albert I of Monaco Foundation will be clearly depicted by Figure 5.10 below.

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<sup>121</sup> Rudolph. Patrick. T. Muteswa (2023) *12 Leaders of Various Countries Around the World (Gathered Articles): A North America, Europe, Africa & Oceania 21st Century Perspective 1st Edition*, p1-80, ISBN: 978-1-77931-813-8, Self-Published Ebook available as a free download on the online library - <https://rudolphmuteswa.com>



**Figure 5.10 The unique interior and exterior building and exhibitions of the ‘Polar Mission’ of The Oceanographic Institute, Prince Albert I of Monaco Foundation**



Source: (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, *Polar Mission Exhibition*, *Oceanographic Museum of Monaco*, <https://mediatheque.oceano.org/share/2129F780-ECBE-4306-B7F1F6760CDAA038/>). ©Philippe Fitte “The Oceanographic Institute, Prince Albert I of Monaco Foundation” © Oceanographic Institute of Monaco.

<sup>122</sup>According to The Oceanographic Institute, Prince Albert I of Monaco Foundation (2023) **POLAR MISSION Exhibition**. Visit the poles as if you were there! From 4 June 2022, the Oceanographic Museum's new exhibition gives you an immersive experience in 5 stages at the heart of the Arctic and the Antarctic. Visitors can bump into the great explorers who ventured there, the species which have adapted to these extreme environments, the men who have chosen to live in the Far North, the scientists who are moving science forward... Like a reporter they will be given an entrance ticket illustrating a press card which opens all kinds of contents and information as they walk along. On board for a polar mission, they can collect all the information they need to produce their report, which they will be invited to hand over at the end of their tour. The high point of the visit is the “IMMERSION” room, offering 650 m<sup>2</sup> of screen projection, so that you can feel, at the closest quarters possible, the beauty and the fragility of the polar worlds.

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<sup>122</sup> The Oceanographic Institute, Prince Albert I of Monaco Foundation (2023) *The POLAR MISSION EXHIBITION*. Oceano Monaco. MUSÉE OCÉANOGRAPHIQUE. **LIVE: THE INTERACTIVE AND IMMERSIVE EXPERIENCE**, page 6, [oceano.org](https://oceano.org)

It is absolutely vital to the balance of planet Earth that the poles remain in good health, which is why Prince Albert I, at the turn of the 20th century, and HSH Prince Albert II, today, have enshrined these territories in Monaco's DNA by the Oceanographic Institute on the one hand and by the Prince Albert II of Monaco Foundation on the other and it is newly illustrated by this major exhibition (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, *The POLAR MISSION EXHIBITION*. Oceano Monaco. MUSÉE OCÉANOGRAPHIQUE. **LIVE: THE INTERACTIVE AND IMMERSIVE EXPERIENCE**, page 6, [oceano.org](https://oceano.org)). The beautiful turtles and ocean views at The Oceanographic Institute, Prince Albert I of Monaco Foundation will be clearly depicted by Figure 5.11 below.

**Figure 5.11 The beautiful turtles and ocean views at The Oceanographic Institute, Prince Albert I of Monaco Foundation**



Source: (The Oceanographic Institute – Albert I, Prince of Monaco Foundation, 2023, **Photograph 1** - *29\_Bac-Odyssey-of-turtles\_M\_Dagnino* ©M\_Dagnino and **Photograph 2** - *41\_Bac-Odyssey-of-turtles\_M\_Dagnino* © M\_Dagnino **Photograph 3** - *1-1-23\_Drone-view-Odyssey-turtles\_S\_Pérormal* © Cédric Fruneau - Oceanographic Museum and **Photograph 4** - *Facade of the Oceanographic Museum of Monaco* © Oceanographic Museum of Monaco, Available from: <https://mediatheque.oceano.org/share/3699A701-E51D-4FD5-B14E30508E984904/>).

<sup>123</sup>“**Our Aquariums you will be amazed...4 Aquarium Environments.** The Oceanographic Museum of Monaco has one of the oldest aquariums in the world! Discover our ponds specially

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<sup>123</sup> The Oceanographic Institute – Albert I, Prince of Monaco Foundation (2023) *Aquariums*. Available from: <https://musee.oceano.org/aquariums/> [Accessed September 24, 2023] “The Oceanographic Institute, Prince Albert I of Monaco Foundation” © Oceanographic Institute of Monaco; © Oceanographic Museum of Monaco.

designed to recreate complex ecosystems, in which each species has its role. From the Mediterranean to the Tropics, let yourself be captivated by the underwater wonders of our Blue Planet!” (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, <https://musee.oceano.org/aquariums/>). The amazing exhibitions of The Oceanographic Institute, Prince Albert I of Monaco Foundation will be depicted by Figure 5.12 below.

**Figure 5.12 The amazing exhibitions of The Oceanographic Institute, Prince Albert I of Monaco Foundation**



Source: (The Oceanographic Institute – Albert I, Prince of Monaco Foundation, 2023, *Monaco Space and the Ocean - from exploration to protection*, <https://mediatheque.oceano.org/share/3699A701-E51D-4FD5-B14E30508E984904/>). © Cédric Fruneau - Oceanographic Museum

<sup>124</sup>“**AN IMMERSIVE AND DIGITAL SCENOGRAPHY.** The Oceanographic Museum of Monaco has completely redesigned one of its wings to create a completely new visitor experience. Within a 27-meter-long scenic vessel, this new space embraces more than a hundred

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<sup>124</sup> The Oceanographic Institute, Prince Albert I of Monaco Foundation (2023) *AN IMMERSIVE AND DIGITAL SCENOGRAPHY*. Available from: <https://musee.oceano.org/espace-musee/monaco-et-locean/> [Accessed September 24, 2023] “The Oceanographic Institute, Prince Albert I of Monaco Foundation” © Oceanographic Institute of Monaco; © Oceanographic Museum of Monaco.

years of history and invites you to take a journey through time alongside committed sovereigns, aware of the major issues of their time. Exploratory and intimate, the journey gradually retraces the history and current events of a particular relationship with the ocean: that of these three men, three destinies, between past, present and a future that remains to be built” (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, <https://musee.oceano.org/espace-musee/monaco-et-locean/>). The natural pristine beauty of the coral reef in the aquarium of The Oceanographic Institute, Prince Albert I of Monaco Foundation will be clearly depicted by Figure 5.13 below.

**Figure 5.13 The natural pristine beauty of the coral reef in the aquarium of The Oceanographic Institute, Prince Albert I of Monaco Foundation**



Source: (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, **Photograph 1**, *A GIANT PANORAMIC AQUARIUM*, <https://musee.oceano.org/aquariums/le-lagon-aux-requins/> and **Photograph 2** by M. Dagnino, <https://musee.oceano.org/wp-content/uploads/sites/2/2019/06/3-1-01-Grand-bac-2000-M.-Dagnino-OK.jpg>). ©M.Dagnino “The Oceanographic Institute, Prince Albert I of Monaco Foundation” © Oceanographic Institute of Monaco; © Oceanographic Museum of Monaco.

<sup>125</sup>“**A GIANT PANORAMIC AQUARIUM.** After the explosion of bright colors of the coral reef, the visit to the aquariums continues in a darker atmosphere. Time to adjust our gaze and,

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<sup>125</sup> The Oceanographic Institute, Prince Albert I of Monaco Foundation (2023) *A GIANT PANORAMIC AQUARIUM*. Available from: <https://musee.oceano.org/aquariums/le-lagon-aux-requins/> [Accessed September 24, 2023] “The Oceanographic Institute, Prince Albert I of Monaco Foundation” © Oceanographic Institute of Monaco; © Oceanographic Museum of Monaco.

on the other side of the reef, we are suddenly faced with a shark. Then two, then three... The show is captivating. In front of us, supple and majestic, these lords of the seas evolve in a giant aquarium 6 meters deep, around which we can move and enjoy from 4 different angles. It contains 450,000 liters of sea water and recreates the natural environment behind 30 cm thick glass” (The Oceanographic Institute, Prince Albert I of Monaco Foundation, 2023, <https://musee.oceano.org/aquariums/le-lagon-aux-requins/>). The following section will cover information about Namibia in-depth.

## **5.8 Popular tourist destination in Namibia - (Desert Whisper within the Gondwana Namib Park)**

<sup>126</sup><sup>127</sup>“Namibia is globally recognized for its strong political and economic stability. 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 in his famous book title ‘*28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity*’). There are many tourist attraction sites in the beautiful great nation of Namibia. One of the most popular tourist attraction site located in Namibia called the Desert Whisper within Gondwana Namib Park will be discussed in this section in-depth. The astounding scenery, interior decor and landscapes of the Desert Whisper within Gondwana Namib Park will be clearly depicted by Figure 5.14 below.

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<sup>126</sup> 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, p105, ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available as a free eBook on the online library - <https://rudolphmuteswa.com>

<sup>127</sup> 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

**Figure 5.14** The astounding scenery, interior decor and landscapes of the Desert Whisper within Gondwana Namib Park



Source: (Desert Whisper, 2023, <https://gondwana-collection.com/accommodation/desert-whisper>).

<sup>128</sup>“**DESERT WHISPER.** The desert is calling, whispering sweet nothings in your ear, attracting lovers of life to celebrate the desert in a one-of-its-kind intimate desert hideaway.

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<sup>128</sup> Desert Whisper (2023) *Desert Whisper*. Available from: <https://gondwana-collection.com/accommodation/desert-whisper> [Accessed September 25, 2023] Copyright 2023. All Rights Reserved.



Creatively constructed with sublime desert views, Desert Whisper is designed as a luxuriously special desert retreat for two. Inspired by nature and natural shapes, material and colours, your contemporary desert home is one that you may never want to leave. Pad around your open-plan lounge and dining area with its well-stocked bar and fully-equipped kitchen; to your bedroom and en-suite bathroom with their spectacular desert vistas. Soak up the scenery on the terrace with a glass of wine or steaming cup of coffee, and stroll along the wooden walkway to take a dip in the cool refreshing water of your personal plunge pool. There is the invigorating feeling of space in the desert. The golden expanse of the Namib extends to the horizon, fringed by the softness of the Naukluft Mountains in the distance and the infinite blue sky above. And it is entirely yours for your stay. Your own personal reception, dedicated host and scenic drive ensure exclusivity. Meals are pre-arranged to suit your dietary preferences” (Desert Whisper, 2023, <https://gondwana-collection.com/accommodation/desert-whisper>). The fun and luxurious interior and exterior décor of the Desert Whisper will be clearly depicted by Figure 5.15 below.

**Figure 5.15 The fun and luxurious interior and exterior décor of the Desert Whisper**



Source: (Desert Whisper, 2023, <https://gondwana-collection.com/accommodation/desert-whisper>).

<sup>129</sup>“Embrace the solitude and magnificence of the Namib Desert at Desert Whisper, your exclusive desert hideaway in the midst of the Namib sands. The desert is calling, and it is calling you” (Desert Whisper, 2023, <https://gondwana-collection.com/accommodation/desert-whisper>). The following section will cover the conclusion of this chapter.

## 5.9 Conclusion

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

## 5.10 Review questions

- 1) Define the following term ‘business visitor’? Describe at least one example of a popular tourist attraction site in Belgium?
- 2) Identify at least one example of a popular tourist attraction site in Kenya?
- 3) Identify at least one example of a popular tourist attraction site in Denmark? Describe at least one example of a popular tourist attraction site in South Africa?
- 4) Describe at least one example of a popular tourist attraction site in Monaco? Identify at least one example of a popular tourist attraction site in Namibia?

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<sup>129</sup> Desert Whisper (2023) *Desert Whisper*. Available from: <https://gondwana-collection.com/accommodation/desert-whisper>  
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